

CLEVELAND

AUTO SHOW

I-X CENTER



2005 ANNUAL EXHIBITORS REPORT



Presented by
The Greater Cleveland Automobile Dealers'
Educational Assistance Foundation Inc. &



2005
cleveland
auto
show
FEB 26 - MARCH 6
I-X CENTER

REPORT ON MEDIA, SPECIAL ATTRACTIONS AND EVENTS

www.clevelandautoshow.com

Cleveland Auto Show Impacts Regional Auto Sales



19-county region of northern Ohio accounts for 1.4% of total U.S. sales

CLEVELAND – The 2005 Greater Cleveland International Auto Show introduced consumers to a record number of new production models, concepts, muscle, energy-saving hybrid trucks, crossover utility vehicles, and sporty convertibles. The show, held Feb. 25 – March 6, displayed more than 800 vehicles in 900,000 sq. ft. of exhibit space at the I-X Center in Cleveland, Ohio. More than 646,000 visitors attended the show over a 10-day period.

In a 19-county region of northern Ohio – which includes the major cities and markets of Cleveland, Akron, Canton, Youngstown, Elyria, Sandusky, Mansfield, and Warren – 234,619 new-cars and trucks were purchased or leased in 2004, accounting for

1.4 percent of total U.S. auto sales. Nationwide, 16,912,613 vehicles were sold in 2004.

As a result of the Cleveland Auto Show's marketing efforts, special promotions, advertising and public relations, incentives and rebates, 16 new-car and truck brands posted sales increases in March 2005 compared to the same month a year ago. Acura, Audi, Chevrolet, Chrysler, Dodge, Hummer, Hyundai, Jeep, Kia, Mazda, Mitsubishi, Nissan, Saturn, Subaru, Toyota and Volvo all posted sales increases in March 2005.

"As a regional automotive exposition, the Cleveland Auto Show has a tremendous impact on new vehicle sales and plays a key role in kicking off the spring selling season in northern Ohio," said Gary S.



Stefani Schaefer and Mark Johnson of WEWS NewsChannel 5 (ABC) host "Auto Show '05", an hour-long primetime special that aired 8 p.m. on Friday, Feb. 25.

Adams, president, Greater Cleveland Automobile Dealers' Association.

"New, exciting vehicles with advances in design, technology and fuel efficiency coupled with auto show rebates and incentives drove consumers to the show and have boosted subsequent sales through the first six months of the year," Mr. Adams added.



DATES SET FOR 2006 GREATER CLEVELAND INTERNATIONAL AUTO SHOW

The 2006 Cleveland Auto Show will take place at the I-X Center in Cleveland, Ohio from Saturday, Feb. 25 to Sunday, March 5. Parking is free.

Auto Show management will accommodate automakers, dealers and exhibit houses that require additional time to setup and remove their exhibits. "A Night of Lights" Charity Preview Fundraiser takes place Friday, Feb. 24, 2006.

For more information about the 2006 Cleveland Auto Show, please contact the Greater Cleveland Automobile Dealers' Association at 440.746.1500, toll free at 888.740.2886 or email gcada@gcada.org



2005 AUTO SHOW POLL

- Attendance of 646,319 visitors
- 92 percent of attendees reported that the 2005 show was helpful in making a new-vehicle purchasing decision.
- 42 percent surveyed plan to buy or lease a new vehicle within one year.

Plus there's plenty of entertainment for the entire family ranging from experiencing the multimillion dollar exhibits with talented narrators and product specialists to Little Tikes Hummer giveaways on Family Day – sponsored by Enterprise Rent-A-Car – which was held Monday, Feb. 28; autograph signings with GMC dealers and Cleveland Cavaliers on Tuesday, March 1; NASCAR Night with John Andretti and Ricky Craven in the Ford display; and Jeff Burton in the Chevrolet display on Wednesday, March 2; and TEAM CHEVY's Romeo Crennel, new head coach of the Cleveland Browns on Thursday, March 3. ■



A large crowd awaits entrance into the 2005 Greater Cleveland International Auto Show on opening day, Saturday, Feb. 26 at the I-X Center.

Regional Media Coverage Fires on All Cylinders

The Greater Cleveland International Auto Show's promotional efforts continue to result in steady attendance and ticket sales, generate high numbers of paid and earned media impressions, and most important, drive consumers to dealer showrooms during and after the show.

As a prominent, regional automotive exposition in the show circuit, the Cleveland Auto Show is one of the largest in the country in both venue size – more than 900,000 sq. ft. on one level – and in attendance. In addition, the cities of Cleveland, Akron and Canton make up the 16th largest market in the United States with more than 1.6 million television homes.

NEWS PRINT IMPRESSIONS (2005 Auto Show)

Total Circulation	27,863,639	Net Print Impressions	64,086,370
Total Publications	76	Gross Print Impressions	91,950,009



Scott Newell, automotive reporter and weekend news anchor, WKYC Channel 3 (NBC) News reviews the 2006 Dodge Charger R/T during weekend morning news coverage on Sunday, Feb. 27.

According to Nielsen Media Research, Inc., 142 news stories and mentions were logged on the 2005 Cleveland Auto Show with a total audience of about 21 million. The 30-second ad equivalency was about \$140,000 with a total run time of more than 3.5 hours.

Continued on page 4

16 BRANDS POST SALES INCREASES IN MARCH 2005

MAKE	MARCH 2005	MARCH 2004	% CHANGE
ACURA	193	176	9.7%
AUDI	121	106	14.2%
CHEVROLET	4325	4236	2.1%
CHRYSLER	1173	860	36.4%
DODGE	1387	1359	2.1%
HUMMER	40	29	37.9%
HYUNDAI	549	514	6.8%
JEEP	719	713	0.8%
KIA	277	256	8.2%
MAZDA	361	304	18.8%
MITSUBISHI	259	252	2.8%
NISSAN	672	601	11.8%
SATURN	755	506	49.2%
SUBARU	156	101	54.5%
TOYOTA	1967	1836	7.1%
VOLVO	99	79	25.3%

TOP-15 SELLING BRANDS IN A 19-COUNTY REGION OF NORTHERN OHIO January – June 2005

MAKE	June YTD 2005	June YTD 2004
CHEVROLET	22367	20526
FORD	17935	19915
HONDA	10068	10240
TOYOTA	9277	8724
DODGE	7207	7089
CHRYSLER	5880	5090
PONTIAC	5084	5996
BUICK	3799	3730
JEEP	3520	3665
NISSAN	3496	2984
GMC	3213	3220
SATURN	2843	2711
HYUNDAI	2741	2624
MERCURY	2185	2236
CADILLAC	1795	1714

Sales data is based on Ohio Bureau of Motor Vehicle Registration Reports of consumers residing in a 19-county region of northern Ohio. The counties include: Ashland, Ashtabula, Coshocton, Cuyahoga, Erie, Geauga, Holmes, Huron, Lake, Lorain, Mahoning, Medina, Portage, Richland, Stark, Summit, Trumbull, Tuscarawas, and Wayne.



"Kickin' It with Kenny," Gary S. Adams (right), GCADA president, highlights the 2005 Cleveland Auto Show with host Kenneth Crumpton during WJW Fox 8 News in the Morning on Friday, Feb. 25.

Cleveland/Akron/Canton affiliates: WKYC (NBC), WEWS (ABC), WJW Fox 8, WOIO (CBS), WUAB Channel 43, Ohio News Network (ONN); Youngstown affiliates: WFMJ (NBC), WKBN (CBS), WYTV (ABC); WHIO (CBS) in Dayton; and WTOL (CBS) in Toledo all aired news stories on the 2005 Cleveland Auto Show.

In addition, news coverage was linked and archived on several Web sites, which included www.clevelandautoshow.com – the official Web site, www.cleveland.com/autoshow (The Plain Dealer), www.cars.com (Akron


Beacon Journal), and www.newsnet5.com (WEWS NewsChannel 5).

The Plain Dealer ran two special sections during the 2005 Cleveland Auto Show. Other special auto show sections were published by The Akron Beacon Journal, Canton Repository, Chagrin Valley Times, Cleveland Jewish News, Crain's Cleveland Business, Currents, Elyria Chronicle-Telegram, Geauga Times Courier, Medina County Gazette, The News-Herald, The Ohio Motorist/AAA, Solon Times and Sun Newspapers.

GREATER CLEVELAND INTERNATIONAL AUTO SHOW
FIRST OF TWO PREVIEWS FOR THE SHOW, WHICH CONTINUES THROUGH MARCH 6

SHELBY GR-1

Ford's 605-horsepower dream car is on display in all its shining aluminum glory this week. But will you ever be able to buy one? **S8**



NAVIGATING THE AUTO SHOW: Where and when to go. **S2**
THE RIGHT FIT: How to try a new vehicle on for size. **S4**
AUTO INDUSTRY TRENDS: High gas prices, younger buyers force changes. **S14**
RETURN OF THE DIESELS: Overcoming image of loud, smelly and weak. **S19**

Left: The Plain Dealer ran its first special auto section on Sunday, Feb. 27. The cover featured the 605-horsepower Ford Shelby GR-1 Concept.

Right: The Plain Dealer's second special section issue, published Thursday, March 3, featured the Saturn Sky Concept on the cover.

THURSDAY, MARCH 3, 2005 SECTION 6

GREATER CLEVELAND INTERNATIONAL AUTO SHOW
SECOND OF TWO PREVIEWS FOR THE SHOW, WHICH CONTINUES THROUGH SUNDAY



Saturn Sky

The two-seater is one of the most significant vehicles at the auto show this year. While it's officially still called a concept, next year around this time you should be able to buy one. **G4**



Saving your life

Air curtains cover windows in a side-impact crash, potentially preventing head injuries. **G8**



Snappy snouts

Large, distinctive grilles are becoming a keynote of a model's design, not just a minor facial feature. **G14**



NAVIGATING THE AUTO SHOW Where and when to go. **G2**
POWER TO THE PEOPLE Horsepower is creeping back up. **G20**

BEHIND THE SCENES How displays and concept cars are built. **G18**
AUTO AWARDS Who won what and why. **G16**

AUTO SHOW SPECIAL SECTIONS IN NEWSPAPERS

AAA – The Ohio Motorist
Akron Beacon Journal (NEW)
Canton Repository (NEW)
Cleveland Jewish News (NEW)

Chagrin Valley Times
Crain's Cleveland Business (NEW)
Solon Times
Gauga Times Courier

Currents
Elyria Chronicle-Telegram
Lorain Morning Journal
Medina Gazette

The News-Herald
The Plain Dealer
Sun Newspapers
Youngstown Vindicator

WEWS NewsChannel 5 (ABC) Airs "Auto Show '05 Preview," "Auto Show '05", a Prime Time Special During "A Night of Lights," and "Kaleidoscope"

WEWS NewsChannel 5 (ABC) aired "Auto Show '05 Preview" on Sunday, Feb. 20. The 30-minute show highlighted just a few of the latest concept and production vehicles slated for the 2005 Cleveland Auto Show. In addition, WEWS also aired "Auto Show '05", an hour-long "live" prime time special on Friday, Feb. 25 during "A Night of Lights" Charity Preview Fundraiser, and "Kaleidoscope," a 30-minute public affairs show that deals with diversity in the marketplace that aired Sunday, Feb. 27.



"Auto Show Preview '05" welcomed Gary S. Adams (right), GCADA president, which aired Sunday, Feb. 20 on WEWS NewsChannel 5 (ABC). Brad Harvey hosted the 30-minute special.

"Auto Show '05 Preview" featured the return of American muscle with clips of the Ford Shelby GR-1 Concept; 2006 Dodge Charger; and the 2005 Ford GT Coupe. Kicking it up a notch with fast cars, convertibles and car "giveaway," segment two featured the 2005 Ford Mustang Convertible; Buick Velite Concept; 2006 Lincoln Zephyr; Saturn Sky Concept; Dodge Slingshot Concept; 2005 Chrysler 300C; 2005 Porsche Carrera GT; and 2005 Audi TT roadster. The final segment featured new pickups, more concepts, and energy-saving hybrid trucks, like the Toyota FT-SX Concept; 2006 Honda Ridgeline; 2005 Chevrolet Silverado Hybrid; 2006 Lexus RX 400h Luxury Hybrid; 2006 Subaru B9 Tribeca; 2006 Chevrolet HHR; Ford SYN Concept; and Chevrolet Nomad Concept.

The hour-long prime time special, "Auto Show '05," was broadcast "live" at 8 p.m. on Friday, Feb. 25. The show featured several taped and live news vignettes as well as coverage of "A Night of Lights"

Charity Preview Fundraiser that featured guests Gary S. Adams, GCADA president, and Fred Baker, 2005 show chairman and president of Fred Baker Porsche Audi.

More than \$240,000 was raised for the Epilepsy Association, March of Dimes, and Frederick C. Crawford Museum of Transportation and Industry of the Western Reserve Historical Society.

Kaleidoscope welcomed Samantha Baker, sales manager, Fred Baker Porsche Audi in Bedford, Ohio, and Michelle Primm, general manager of Cascade Automotive Group (Audi, Mazda, Porsche, Subaru) in Cuyahoga Falls, Ohio. Both discussed the opportunities for women in the retail-automobile industry. Interestingly enough, more than 65 percent of females now make or influence new vehicle purchasing decisions, so it makes sense to hire more female sales consultants. ■



Samantha Baker, Audi sales manager, Fred Baker Porsche Audi, discusses opportunities for women in the retail-automobile industry with host Leon Bibb, WEWS NewsChannel 5 (ABC), during *Kaleidoscope*, a weekly public affairs show that aired on Sunday, Feb. 27.

PRINT MEDIA

- Akron Beacon Journal
- Alliance Review
- Ashtabula Star-Beacon
- AutoInsight (The Plain Dealer)
- Auto Mart Magazine
- Auto Shows of North America
- Associated Press
- Bellevue Gazette
- Bucyrus Telegraph-Forum
- Canton Repository
- Chagrin Valley Times
- Cleveland Jewish News
- Cleveland Magazine
- Columbus Dispatch
- Coshocton Tribune
- Crain's Cleveland Business
- Currents
- Elyria Chronicle-Telegram
- Free Times
- Geauga Times Courier
- Inside Business
- Lorain Morning Journal
- Mansfield News Journal
- Massillon Independent
- Medina County Gazette
- New Philadelphia Times-Reporter
- The News-Herald
- NorthernOhioLive
- Norwalk Reflector
- Ohio Motorist Magazine/AAA
- The Plain Dealer
- Ravenna Record Courier
- Record Publishing (11 weeklies)
- Sandusky Register
- Scene Magazine
- Solon Times
- Sun Newspapers (26 weeklies)
- Toledo Blade
- Warren Tribune-Chronicle
- Youngstown Vindicator

What's New in Marketing & Communications in 2005?

GCADA Launches New Auto Show Web Site

Amoco Ultimate at BP Sponsors Cleveland Auto Show Web Site



Building on to an already established A-client list of corporate sponsorships representing the automotive industry, financial and educational institutions, and the media, the Greater Cleveland Automobile Dealers' Association negotiated a deal that made Amoco Ultimate at BP the official sponsor of the new, official Web site – www.clevelandautoshow.com.

As the official Web site sponsor, Amoco Ultimate at BP received more than 40 million gross print impressions during the promotion of the 2005 Auto Show.

PRINT AD IMPRESSIONS

PRINT MEDIUMS	CIRCULATION	NET IMPRESSIONS	GROSS IMPRESSIONS	# OF ADS
<i>Akron Beacon Journal*</i>	907,015	2,230,740	3,137,755	6
<i>Auto Mart Magazines</i>	113,280	260,544	373,824	2
<i>Canton Repository**</i>	286,793	694,168	980,961	4
<i>Elyria Chronicle-Telegram</i>	165,140	390,514	555,654	6
<i>Lorain Morning Journal</i>	92,580	212,934	305,514	3
<i>Massillon Independent</i>	25,726	59,170	84,896	2
<i>New Philadelphia Times-Reporter</i>	46,656	107,309	153,965	2
<i>The News-Herald</i>	252,000	603,600	855,600	5
<i>The Ohio Motorist / AAA</i>	600,000	1,380,000	1,980,000	1
<i>The Plain Dealer***</i>	7,710,290	18,691,930	26,402,220	20
<i>Record Publishing Co. (11 weeklies)</i>	68,046	164,761	232,807	7
<i>Special-E-facts (Holiday Valley, NY)</i>	10,000	23,000	33,000	2
<i>Sun Newspapers (26 weeklies)</i>	1,277,170	2,937,491	4,214,661	5
<i>Youngstown Vindicator****</i>	244,000	602,800	846,800	3
TOTALS	11,798,696	28,358,961	40,157,657	68

* 72nd largest U.S. newspaper

** Ranks 138th

*** Ranks 19th

**** Ranks 124th

Over the past five years, traffic to the official Web site has increased steadily because of the show's heavy media and promotional campaign in print, broadcast, cable, radio and Internet mediums.

The Cleveland Auto Show – recognized as one of the nation's top-five automotive exhibitions in 900,000 sq. ft. of floor space on one level – has continued to grow each year and delight consumers, dealers, the automotive industry, suppliers and sponsors.

The Cleveland Auto Show's proven, tested communications and marketing plan has resulted in record crowds each year, while increasing auto sales in northern Ohio, increasing box office and online ticket sales, additional exposure for sponsors, and steadily increasing online traffic to www.clevelandautoshow.com.

"Auto shows are one of the best venues to reach new-car and truck shoppers, car enthusiasts and consumers," Mr. Adams said. "Dealers are key allies in the retail-sales



YEAR	GCIAS WEB SITE PAGE VIEWS	GCIAS ATTENDANCE
*2005	728,655	646,319
2004	633,287	661,030
2003	487,161	659,501
2002	441,117	640,086
2001	192,621	642,889

*2005 marked the first year for the new Web site – www.clevelandautoshow.com, which produced a record number of page views.

process with a proven ability to influence purchasing decisions."

The Cleveland Auto Show is produced by Greater Cleveland Automobile Dealers' Association, which represents 250 franchised dealerships in northern Ohio.

In addition, Enterprise Rent-A-Car was the official sponsor of Family Day, held Monday, Feb. 28. Enterprise was also recognized in the newspaper print campaign. Nine Little Tikes Hummers were given away in hourly drawings. ■

NHTSA, General Motors Corp. and Ford Motor Co. Hold Press Events During Media Days

NHTSA Reports "Teens Driving with Young Passengers, Siblings" Most at Risk for Accidents & Fatalities



Flanked by local police officers, Donald McNamara, regional administrator, NHTSA's Great Lakes Region, reveals new data for the first time from a study on teenage driving during a news conference at the Cleveland Auto Show on Thursday, Feb. 24.

Addressing the topic for the first time in the United States on Thursday, Feb. 24 at the 2005 Cleveland Auto Show, a National Highway Traffic Safety Administration (NHTSA) study revealed that as the number of occupants in a teenage driver's car increases, the likelihood of being in a serious crash increases.

In Cuyahoga County in 2003, there were an average of 1.56 occupants per teen-driver crash, but there were an average of 2.7 occupants per fatal teen-driver crash. The likelihood of a teen being in a crash also increases during nighttime driving.

Locally, about half of all teenage driving fatalities happen at night. Wearing a seatbelt can mean the difference between death and a minor injury. In more than



Ken Robinson, Newsradio WTAM 1100 reporter, interviews Don McNamara of NHTSA after the Thursday, Feb. 24 safety conference at the 2005 Cleveland Auto Show.

67.5 percent of teen fatalities in a 19-county region in northeast Ohio, the victims were not wearing a seatbelt.

Speakers included Donald J. McNamara, NHTSA regional administrator; Gary S. Adams, GCADA president; Thomas Vilt, Rainbow Babies & Children's Hospital and his daughter, Samantha Vilt (who was involved in a crash with teens); and local law enforcement officers.

Chevrolet continues product momentum with locally produced Cobalt introduction

General Motors highlights new Chevrolet products, including the all-new 2005 Cobalt



Sitting comfortably in the 2006 Pontiac Solstice, Eileen McShea, WKYC Channel 3 News (NBC) reporter, interviews Matthew Scarlett, General Motors spokesman, on Saturday, Feb. 26 at the Cleveland Auto Show.

The 2005 Chevrolet Cobalt, an all-new, premium small car has strong ties with the Cleveland area. The Cobalt is currently produced at General Motors' Lordstown, Ohio assembly plant. Chevrolet and Lordstown representatives discussed the brand's newest product introductions, with a special focus on Cobalt, on Friday, Feb. 25, 2005 during Media Days at the Cleveland Auto Show.

Youngstown-area media outlets, *The Vindicator*, *Warren Tribune Chronicle*, and television affiliates were on hand to deliver

the positive economic impact the Cobalt has on the region of northern Ohio.

Jeff Haag, Chevrolet Cobalt and 2006 HHR marketing manager; Walt Rokicki, Lordstown Cobalt launch manager; Gary Altman, GM small car engineering manager; Ben Strickland, UAW 1112 shop chairman; Ken Padgett, UAW 1714 shop chairman; Jim Kaster, UAW 1714 president; and Jim Graham, UAW 1112 president, did not disappoint the Youngstown-area media.

Ford Motor Company promises to deliver more new products faster...

Cleveland-built engines power the 2006 Ford Fusion, 2006 Mercury Milan and 2006 Lincoln Zephyr, in addition to the Ford Five Hundred, Freestyle and Mercury Montego.



John Anderson (right), news anchor, prepares to interview Dan Geist, marketing manager, Ford Division, on Friday, Feb. 25 during live morning coverage on WKYC Channel 3 News Today (NBC).

In North America, the Ford Five Hundred and Freestyle – powered by Cleveland-built engines – are now on the road. So are the new Mustang, Ford GT and F-Series Super Duty. The Mustang Convertible is rolling onto dealer lots this summer, and later this

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Media Days... Continued

year, the stylish new Ford Fusion races onto the scene with more Cleveland horsepower, a Ford Motor Co spokeswoman said Friday, Feb. 25, 2005 during the Cleveland Auto Show's Media Days.

"Great products, a strong business and a better world...it's Ford's vision for today and tomorrow and it's a vision shared by nearly 9,000 Ford employees who live and work in the Greater Cleveland area... employees who build high quality engines, vans, and SUVs, employees who generously support local charities and their efforts in the community," said Dianne Craig, Ford Division regional manager.

Ford Motor Co.'s product pipeline is full and many of new cars, trucks and SUVs were featured at the 2005 Cleveland Auto Show. The products included: 2006 Ford Fusion, 2005 Mustang Convertible, 2006 Ford Harley-Davidson F-150, 2005 Ford Escape Hybrid (2005 North American Truck of the



Mark Scarpato, regional marketing manager, Lincoln Mercury Division, points out new features of the 2006 Lincoln Zephyr with Alicia Scicolone, WEWS NewsChannel5 reporter during Good Morning Cleveland on Friday, Feb. 2005.

Year), Ford Shelby GR-1 Concept, Ford SYNus Concept, 2006 Mercury Milan, and 2006 Mercury Mariner Hybrid, 2006 Lincoln Zephyr, 2006 Lincoln Mark LT, Mark LT Chopper by Orange County Choppers, and Ford Shelby Cobra Concept.

"Ford Motor Company is moving forward in a hurry by producing more new products,

faster and continuing to build momentum in the marketplace," said Dan Geist, Ford Division marketing manager.

Lincoln Mercury is planning to introduce 11 new products in four years and expecting to increase annual sales from 300,000 units to more than 500,000 by the end of the decade, said Mark Scarpato, Lincoln Mercury regional manager.

"We have launched the Mercury Monterey minivan. The Montego, our all-new sedan with a Cleveland-built engine, is selling well," Scarpato added. "And the Mariner SUV is off to a strong start and attracting younger buyers to the Mercury brand. This fall, the Lincoln Zephyr and Mercury Milan mid-size sedans hit the market, both powered by Cleveland engines."

Later this year, the Mercury Mariner Hybrid will arrive in dealer showrooms. ■

2005 Auto Show's "A Night of Lights" Raises Money for Local Groups



Gary S. Adams, GCADA president; Ned Hyland, president, Todd Associates, Inc.; and Mary Beth and husband, Judge Dick Ambrose, Cuyahoga County Court of Common Pleas (l-r) attend "A Night of Lights" Charity Preview Fundraiser on Friday, Feb. 25.

On the eve of the 2005 Cleveland Auto Show's public opening, the Greater Cleveland Automobile Dealers' Association hosted "A Night of Lights" Charity Preview Fundraiser to benefit three local organizations on Friday, Feb. 25, 2005. Guests had an exclusive premier viewing of the show before it opened to the public the next day.

The Auto Show Charity Preview Fundraiser "A Night of Lights" raised \$240,000 for the March of Dimes,

Epilepsy Association and The Frederick C. Crawford Museum of Transportation and Industry of the Western Reserve Historical Society. Tickets to the event cost \$250 per person. Over the past five fundraisers, the auto dealers' event has raised more than \$1 million for local charities and organizations.

"Auto dealers are committed to improving the communities where we have operated our dealerships for many years," said Fred Baker, 2005 Auto Show chairman and president of Fred Baker Porsche Audi in Bedford, Ohio.

The honorary committee included: Gary S. Adams, GCADA president and board member, Western Reserve Historical Society; Fred Baker, GCADA Auto Show chairman, president of Fred Baker Porsche Audi; Richard M. Bass, GCADA chairman, president of Bass Chevrolet; Kirt Frye, GCADA first vice chairman, president of Sunnyside Automotive Group; Patrick Norris, GCADA second vice chairman, president of Norris Auto Mall; James Schoff, chairman, WRHS;



Brad Harvey, WEWS NewsChannel 5 (ABC) reporter, interviews Nick Abraham, president of Abraham Ford in Elyria, Ohio on the 2005 Ford Escape Hybrid during live prime time coverage on Friday, Feb. 25.



Stefani Schaefer of WEWS NewsChannel 5 (ABC) talks to Gary S. Adams (right), GCADA president and Fred Baker, 2005 Auto Show chairman and president of Fred Baker Porsche Audi in Bedford, Ohio, about fundraising efforts for local organizations.

Dean Mueller and David Sunderhaft, board members, WRHS; Daniel J. Calloway, Kathleen J. Sanniti and Cindy Steeb, board of trustees, Epilepsy Association; and Marilyn Schneider, March of Dimes. ■

Northern Ohio's Best Students Compete for National Automotive Service Crown and More

Training the Technicians of the Future

Tony Takacs and Nikola Mucic, students from Mentor High School, won the 13th Annual Automotive Technology Competition, held Sunday, Feb. 27, 2005 during the Cleveland Auto Show. The "diagnostic duo" also earned a spot to test their skills at a national competition in Manhattan. Here's how are the top-three teams finished:

PLACE	SCHOOL	STUDENTS	INSTRUCTOR	COUNTY
1	Mentor High School	Tony Takacs / Nikola Mucic	James Mazzeo	Lake
2	Ashtabula County JVS	Alex Busch / Dean Batchelor	James Palaima	Ashtabula
3	Polaris Career Center	Dave Metro / Nick Carlton	Bob Yuravak	Cuyahoga



Nikola Mucic (left) and Tony Takacs of Mentor High School diagnose and record repairs during the 13th Annual Greater Cleveland Automotive Technology Competition, held Sunday, Feb. 27. The "diagnostic duo" won first place and earned a spot to compete at the national competition in New York City.

The first place students each won a full two-year scholarship to Cuyahoga Community College, Ohio Technical College, University of Northwestern Ohio, or Stark State College of Technology. The second place team won a \$1,500 scholarship; and the third place team won a \$1,350 scholarship.

In addition, Takacs and Mucic earned a spot to compete in the National Automotive Technology Competition during the New York International Automobile Show from March 29 - 30, 2005 in New York City.

"Automotive technology competitions are designed to help curb the shortage of

qualified automotive technicians and raise the level of career-technical education standards in the public school system," said Gary S. Adams, GCADA president.

The U.S. Department of Labor estimates the automotive repair industry requires 35,000 skilled automotive technicians each year until 2010. The industry is fighting the "grease monkey" stigma, while attempting to attract career-minded professionals into this ever-changing high-tech and high-paying career opportunity.

The 13th Annual Auto Tech Competition is an opportunity to showcase GCADA's year-round commitment to enhancing the image of this profession, while providing \$30,000 in college scholarships to the top teams and addressing the auto tech shortage here at home in northern Ohio. ■



GCADA awards the first place prize to Nikola Mucic and Tony Takacs of Mentor High School on Monday, Feb. 28. From (l - r): Jim Mazzeo, instructor; students Nikola Mucic and Tony Takacs; and Fred Baker, 2005 Auto Show chairman and president of Fred Baker Porsche Audi in Bedford, Ohio.

Enterprise Rent-A-Car Sponsors Family Day

Little Tikes Hummer giveaways, *The Plain Dealer* Fun Bunch & Cleveland Indians' Mascot Slider greet families

Eight Little Tikes Hummers were given away in hourly drawings from 1 p.m. to 8 p.m., and a special appearance by Cleveland Indians' mascot Slider were among some of the highlights on Family Day – sponsored by Enterprise Rent-A-Car – held Monday, Feb. 28.

In addition to FREE PARKING featured throughout the nine-day show, Family Day admission is FREE to all children 15 and under when accompanied by a parent. Cleveland Indians' mascot Slider greeted youngsters from 5 p.m. to 8 p.m. Other special Family Day festivities include *The Plain Dealer* Fun Bunch, face painters, roaming magicians.

Family Day is a unique opportunity for parents and children to visit the many exciting exhibits on display. These include new vehicles, vintage cars, the concept cars and trucks of tomorrow. ■



NASCAR Drivers Make a Pit Stop in Cleveland



Racing fans wait for hours to meet Nextel Cup Series and Craftsman Truck Series drivers at the 2005 Cleveland Auto Show's NASCAR Night, held Wednesday, March 2.

No, it's not a swap meet. But don't be surprised if you see people carrying fenders, tires and hoods into the 2005 Greater Cleveland International Auto Show on NASCAR Night, Wednesday, March 2.

According to Gary S. Adams, president of the Greater Cleveland Automobile Dealers' Association, every year fans wait in long lines for NASCAR drivers to autograph programs, T-shirts, bald heads and car parts. This year, fans met drivers John Andretti, Jeff Burton and Ricky Craven.

"On Sundays the drivers are TV stars. On Wednesday night they are just regular people," said Jim Herrick, president of Liberty Auto Group, who has helped bring NASCAR drivers to Cleveland. "It's quite refreshing to see these guys do a wonderful job of relating to the public."

Adams believes NASCAR drivers are more accessible to fans than many other professional athletes because "very few were born at the finish line."

"Many drivers come up from nowhere, having started their careers on dirt tracks. They don't forget that. Also, the drivers know NASCAR is the number one spectator sport in America and that the base of their popularity is fan loyalty," said Adams.

(Ernie Irvan, for example, was a welder fixing seats in the stands at Charlotte Speedway in North Carolina before he ever drove in NASCAR.)

Stock car racing can be traced to the South in the 1930s when moonshine runners transported illegal whiskey from hidden stills to willing city buyers. Drivers tried to outrun federal agents who chased bootleg-

gers down muddy dirt roads and hillsides, often at night. Boys will be boys, and the drivers began informal races amongst themselves in souped-up cars on Sunday afternoons. In 1938, an auto mechanic named H.G. "Bill" France organized a beachfront race for the drivers in Daytona Beach, Fla., hoping to finish before the tide came in. By 1947, France decided the country needed a sanctioning body and the National Association for Stock Car Auto Racing was born. Over the years, the sport has changed, grown and earned the respect of race fans around the world.

"NASCAR is a very exciting, competitive sport," said Adams. "No one ever runs away with a race. It's always very close."

It may be the only sport where every inch of the racer and his car are covered with sponsors' decals, but it's also the sport where the drivers know the fans still count the most. We've cheered, laughed and cried with NASCAR families and said good-bye to those we thought invincible.

But no matter what happens, we know, "That's racin'."

—By Jill Sell, freelance writer

Auto show enthusiasts and racing fans met NASCAR Nextel Cup Series and Craftsman Truck Series drivers, John Andretti, Ricky Craven and Jeff Burton during an autograph signing session at the 2005 Cleveland Auto Show's NASCAR Night on Wednesday, March 2.

Continued on page 11

CLEVELAND AUTO SHOW LOGO DESIGN COMPETITION

Adam Noble, a graduate from the Cleveland Institute of Art, earned a \$1,000 scholarship from the Greater Cleveland Automobile Dealers' Educational Assistance Foundation, Inc. (ADEAF) for his winning design of the Cleveland Auto Show logo.

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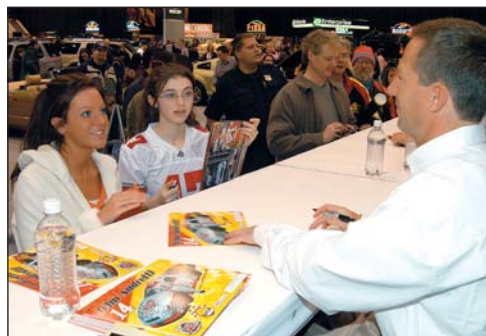
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Tickets for the 2006 Greater Cleveland International Auto Show are available online for advance purchase. Once purchased, "E-tickets" can be printed from the comfort of your own home or office.

JOHN ANDRETTI

Ford Taurus, No. 14
VB/APlus at Sunoco Taurus
ppc Racing
Born March 12, 1963, Indianapolis, Indiana

The 2005 season is Andretti's first full year with ppc Racing, and his team will operate from owner Greg Pollex's new shop in Mooresville, N.C. Andretti is the nephew of legendary Mario Andretti and son of Mario's twin brother, Aldo. He's well known for driving the famous #43 Petty car for five years. In 1994, Andretti became the first driver to run the Indy 500 and Coca-Cola 600 in Charlotte, N. C., on the same day. In 2004, Andretti was part of the Welfare and Morale Program of the U.S. Department of Defense and spent time on an aircraft carrier and nuclear submarine in the Middle East.



John Andretti, driver of NASCAR's Ford Taurus, No. 14, signs autographs for fans in the Ford display during the 2005 Cleveland Auto Show.



NASCAR Nextel Cup Series driver Jeff Burton meets fans and John Telich, weekend sports anchor, WJW Fox 8 News, during NASCAR Night on Wednesday, March 2 at the 2005 Cleveland Auto Show's Chevrolet display.

JEFF BURTON

Chevrolet Monte Carlo, No. 31
Chevrolet Cingular Wireless
Richard Childress Racing
Born June 29, 1967, South Boston, Virginia

Burton has replaced Robby Gordon in the No. 31 Chevy, and is hoping to build on the momentum he saw in the second half of 2004. He joined Richard Childress Racing in August 2004. Burton debuted in the Cup Series in 1993, and after a full 1994 season, he won the NASCAR Winston Cup Rookie of the Year Award. As of 2004, Burton has 17 career Cup victories. He finished 18th in the Nextel Cup standings last year. NASCAR drivers and owners consider him a leader and an outspoken individual who has pushed for safety issues. Burton is married, has two children and does charitable work at Duke Children's Hospital.

RICKY CRAVEN

Superchips Ford F-150, No. 99
Roush Racing
Born May 24, 1966, Newburgh, Maine

Craven is in the driver's seat for Roush Racing this season, competing in the NASCAR Craftsman Truck Series and looking for a 2005 Championship. Craven considers being new in a circuit a challenge. He was the first driver to ever earn the Rookie of the Year Award in three major NASCAR touring series, including the 1995 NASCAR Winston Cup and two Busch series. Craven also holds the record for the closest recorded finish in NASCAR history. In 2003, he won at Darlington over Kurt Busch by .002 seconds. The Ricky Craven Snowmobile Ride for Charity in Greenville, Maine, (now in its eighth year) has raised more than \$1 million. ■



Ricky Craven, driver of the Superchips Ford F-150, No. 99 in the Craftsman Truck Series signs a racing tire for an avid fan during NASCAR Night in Cleveland, Ohio.

Cavs Night with Robert Traylor and Ira Newble in the GMC display

Ira Newble and Robert Traylor of the Cleveland Cavaliers greeted fans Tuesday, March 1 from the GMC display. The Northern Ohio GMC dealers sponsored the autograph signing session. ■



Ira Newble (left) and Robert Traylor of the Cleveland Cavaliers meet fans and sign autographs from the GMC display on Tuesday, March 1.



Julie Arebalo, GMC product specialist, takes a "time out" with Robert Traylor (left) and Ira Newble (right) of the Cleveland Cavaliers in front of the GMC Graphyte Concept. The Northern Ohio GMC Dealers sponsored the autograph signing session.

Auto Show Welcomes TEAM CHEVY & the Cleveland Browns



New head coach of the Cleveland Browns, Romeo Crennel, makes his first public appearance with fans at the 2005 Cleveland Auto Show on Thursday, March 3. Crennel and Kellen Winslow, Jr. are the newest members of TEAM Chevy.

In his first public appearance as a member of the Cleveland Browns' organization and TEAM CHEVY, five-time Super Bowl champion and new Head Coach, Romeo Crennel greeted Browns' fans for the first time in an appearance from the Chevrolet

display at the 2005 Cleveland Auto Show on Thursday, March 3.

Crennel, the 11th head coach in Browns' team history, was the defensive coordinator for the New England Patriots, who won their third Super Bowl title in four years.

He accepted the Browns' offer on Sunday night after New England's 24-21 Super Bowl XXXIX victory over the Philadelphia Eagles. Crennel, 57, also won two Super Bowls as a member of the New York Giants coaching staff.



Auto Show enthusiasts and Cleveland Browns fans wait for the newest members of TEAM CHEVY, Head Coach Romeo Crennel and Kellen Winslow, Jr. to arrive at the 2005 Cleveland Auto Show on Thursday, March 3.

He started his pro coaching career with the New York Giants in 1981. He served as the Browns' defensive coordinator in 2000. Crennel was joined by high-touted, 2004 NFL first-round draft pick, Kellen Winslow, Jr. as the newest members of Team Chevy during the autograph signing session. ■

2005 KICKOFF BREAKFAST



Dan Patrick, ESPN anchor and reporter, hosts the 2005 Cleveland Auto Show's kickoff breakfast at the I-X Center on Friday, Feb. 25. More than 700 dealership sales consultants attended the event. Mr. Patrick has become widely recognized for his poignant interviews and dry wit. He received a Bachelor of Arts degree in broadcasting from the University of Dayton in 1979.

Hybrid Vehicle Emergency Rescue Seminar

What Emergency Crews and Consumers Should Know about Hybrid Vehicles Involved in a Crash



Ken Buie, automotive instructor, teaches local safety and rescue personnel how to disarm the electric charge of a hybrid vehicle on Thursday, March 3 at the 2005 Cleveland Auto Show.

With an ever-growing market and sales of hybrid vehicles, numerous issues have been raised concerning how EMT's and first responders – including hybrid owners – should approach an accident involving a hybrid vehicle. Documented cases have involved rescue workers being injured by a "shock."

For answers to those questions, the 2005 Cleveland Auto Show held a safety conference "Hybrid Vehicles, First Respondents Seminar," sponsored by the Greater Cleveland Automobile Dealers' Association. More than 200 emergency and fire department personnel from northern Ohio attended the seminar.

Kenneth Buie, the primary presenter, is the program coordinator and Toyota T-Ten Instructor at Stark State College in Canton, Ohio. Stark State is the only college in the area, certified for Toyota's T-Ten training program and Honda's PACT training program. Toyota and Honda are the most prominent names in hybrid production.

Fred Bertam, captain of the Canton's Fire Department, assisted Buie. He's also the department head of the fire science and emergency services department, Stark State College. ■

Symposium 'Connects' Design Strategy with Consumer Needs and Value

Design Symposium Educates High School Students on Industrial Design Careers

The Cleveland Institute of Art presented the 3rd Annual Automotive Design Symposium in conjunction with the 2005 Cleveland Auto Show on Friday, March 4. Entitled "Connect", the symposium focused on the importance of connecting design strategy with consumer needs to achieve customer value.



Sid Ramnarace, lead designer of the 2005 Ford Mustang GT, was the featured presenter at the 3rd Annual Automotive Design Symposium, held Friday, March 4 during the show. Ramnarace is a 1995 Cleveland Institute of Art graduate.

Each year the design symposium features Institute alumni and other leaders in the design world that educate students on the opportunities and challenges of careers in design.

The featured speaker for 2005 was Sid Ramnarace, a 1995 Institute graduate and designer, Ford Living Legends Division, Ford Motor Co. He discussed his role as lead designer of the 2005 Ford Mustang and the philosophy behind the update of this popular American icon, which was originally designed by Institute alumnus, Joe Oros in 1964.

Ramnarace was raised in New York City, three blocks from Flushing Meadow Park where the 1964.5 Mustang debuted. He returned to CIA to 1994 teach on behalf of Ford for two years.

He started at Ford in 1996 working in the Color and Materials department on concept vehicles and production vehicles including the Explorer, Mountaineer and Aviator. Later, he moved to the Living Legends Studio and worked on Thunderbird and Mustang

programs including the Mustang Mach 1, Supercharged Thunderbird Concept, 007 Thunderbird from the James Bond movie, *Die Another Day* and the all new 2005 Mustang Coupe and Convertible. He was senior designer on exterior for both cars.

Ramnarace moved to North American Car group responsible for interior of the new SUV crossover and people mover exterior design. The 2005 Ford Mustang GT Coupe and 2005 Ford Mustang GT Convertible are featured the 2005 Cleveland Auto Show.



Chip Thole, exterior designer of the 2006 Chevrolet Impala, prepares for an interview with the media. Thole is a 1997 Cleveland Institute of Art graduate.

Other presenters included Chip Thole, design manager, GM's Prestige Performance studio and a 1997 graduate of the Cleveland Institute of Art. Thole discussed Cadillac's new design direction and how it has connected with new consumers through design from the past and to the future. He was also lead exterior designer of the 2006 Chevrolet Impala.

The third presenter was Bill Nottingham of Nottingham Spirk Design Associates in Cleveland, Ohio. Nottingham, a 2000 Cleveland Institute of Art graduate, discussed the automotive influence on product design, and the influence of design in society and culture. Previously, he worked on the Cadillac V16 concept car, Escalade ESV, EXT, and the interior vision and early production design of 2006 Cadillac DTS.

Last year, Kirk Bennion, 1984 Institute graduate and lead exterior designer of the 2005 C6 Chevrolet Corvette convertible, described his intriguing and sometimes daunting role as lead exterior designer of the redesigned Corvette C6.

"The event provides an opportunity to showcase the work of the Institute's industrial design alumni and offers real life insights and inspiration to the next generation of designers," said Dan Cuffaro, chair of the industrial design department, Cleveland Institute of Art.

The Greater Cleveland Automobile Dealers' Association with special support from General Motors Corp. sponsored this symposium. The Cleveland Institute of Art is an independent college of art and design committed to leadership and vision in all forms of visual arts education. It is dedicated to an enduring contribution to education, research and service and extends its programs to the public through gallery exhibits, public lectures, adult and children's continuing education classes. ■

7th Annual Classic Car Show Offers a Stroll Down Memory Lane

The 2005 Cleveland Auto Show judging officials presented awards to the winners of the 7th Annual Classic Car Competition, sponsored by Pennzoil, Inc., on Saturday, March 5.

More than 90 classic cars competed in 100,000 square feet of space in the lower level of the I-X Center. As an annual event the Cleveland Auto Show, classic enthusiasts displayed vintage vehicles from the 1920s–70s. The Classic Car Competition ran simultaneously with the 2005 Cleveland Auto Show, which featured 800 vehicles in 900,000 square feet of exhibit space on one level.

Awards were based on ten categories – Best Antique, Best Classic, Best Muscle, Best Street Machine, Best Rod, Best Custom, Best Truck, Best Corvette, Best Competition/Racing, and Peoples' Choice "Car of the Show." A first place prize provided by Pennzoil valued at \$1,000 went to the winner of Peoples' Choice "Car of the Show."



Larry Zilbert (left) of Bedford, Ohio, owner of the 1928 Buick Roadster, wins the Peoples' Choice "Classic Car of the Show" on Saturday, March 5 from Gary S. Adams, GCADA president (center); and James Patneau, Jr., president, Free Enterprizes, Inc. (right).



Laura Vodzak, a Cleveland Institute of Art student, won a scholarship for her winning design of the 7th Annual Classic Car Competition dash plaque.

Westlake Woman Wins the 2005 Audi TT Roadster

Suzannah Harris, 28, of Westlake, Ohio, won the 2005 Audi TT Roadster on Sunday, March 6, 2005 at the 2005 Cleveland Auto Show. The Roadster is worth \$40,000. She also won a \$1,500 gas card compliments of clevelandautoshow.com sponsored by Amoco Ultimate at BP.

Nine daily winners (over a nine-day public show) returned on Sunday to compete in a winner-takes-all showdown at the I-X Center. Each contestant drew a key sealed in an envelop in the order they qualified daily for the final round. Ms. Harris was the fifth person to try and unlock the door. The eight other finalists each won \$100 gas cards.

At the prodding of her co-workers, Wednesday, March 2, 2005 was the first time she ever attended the Cleveland Auto Show. Ms. Harris took delivery of the roadster from Fred Baker Porsche Audi in Bedford, Ohio on Monday, March 7, 2005. Mr. Baker was chairman of the 2005 Cleveland Auto Show.



Suzannah Harris gets a feel for her new \$40,000 prize. Harris won the 2005 Audi TT Roadster on Sunday, March 6. Fred Baker, 2005 Auto Show chairman and president of Fred Baker Porsche Audi in Bedford, Ohio, joins her in the passenger seat.

OFFICIAL AUTO SHOW SOUVENIR PROGRAM REACHES VEHICLE SHOPPERS

Your avenue to more than 600,000 prospects

New vehicle sales in a 19-county region of northern Ohio accounts for more than 1.4 percent to total U.S. vehicle sales. Is there a better way to reach potential customers than an auto show? That is why a persuasive print advertisement in the official 2006 Cleveland Auto Show souvenir program helps shoppers make the right purchasing decision every time.

The 2006 program will contain more information than ever with a new format.

It's a lasting automotive reference for consumers. The programs contains a new-car and truck buyers guide that lists every car, truck, minivan, SUV, CUV and hybrid with color photos and space to write notes, complete dealership directory, editorial, a floor plan map, and much more. For more information about placing an ad, please contact GCADA at 440.746.1500 or toll free at 888.740.2886.



Crawford Auto Museum Showcases First Car Driven Around the World



The 1911 Hupmobile was the first car driven around the world. The vehicle was on display at the 2005 Cleveland Auto Show courtesy of the Frederick C. Crawford Museum of Transportation and Industry in Cleveland, Ohio.

Every year the Frederick C. Crawford Museum of Transportation and Industry of the Western Reserve Historical Society showcases a display at the Cleveland Auto Show. Through the support of the Greater Cleveland Auto Dealers' Association, the museum brings a portion of its collection to one of the best public venues in the nation for viewing automobiles.

The 1911 Hupmobile, "World-Touring Hupp," was on display at the 2005 show. It rolled out of the Hupp factory in Detroit on Nov. 3, 1910. After 18 months, 48,600

miles, and 26 countries later, the Hupmobile returned to Detroit on Jan. 24, 1912 with its original crew, having undergone no major repairs other than the axle shaft replacement. The museum also displayed a 1969 McLaren M-10-B Formula 5000; 1930 Ford Model A; 1911 Packard Model 30 Phaeton; and 1910 Stevens-Duryea Model Y Tourer.

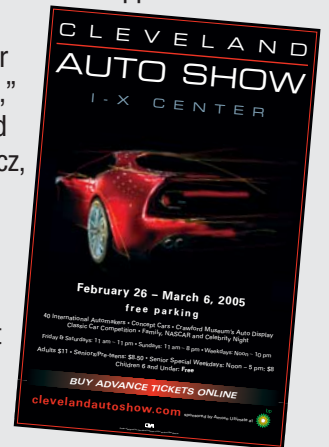
The Crawford Auto-Aviation Museum showcases 200 antique, vintage, and classic automobiles and aircraft ranging from an 1897 Panhard et Levassor (the first enclosed automobile) to Bobby Rahal's 1982 March Indy Car (the first winner of the Cleveland 500). The collection documents the technological and stylistic development of the transportation industry, with a focus on early automobiles created in Cleveland. Between 1898 and 1931, more than 80 automotive models originated in the Cleveland area. The Crawford collection is one of the top ten in the nation, according to *Car Collector* magazine. ■

Scholarships awarded to Auto Show poster design winners

Ben Bomer, an industrial design student from the Cleveland Institute of Art won first place and a \$1,000 scholarship for his design work of the official 2005 Cleveland Auto Show poster and souvenir program cover.

SECOND PLACE – Savannah Farris (\$750)
THIRD PLACE – Shannon Bean (\$400)
CLASSIC CAR SHOW DASH PLAQUE WINNER – Laura Vodzak (\$250)
HONORABLE MENTION – Drew Johnson (\$250), Julianna Miller (\$250), Kimberly Kendall (\$250) and Jason Leach (\$250).

"Once again the Cleveland Institute of Art would like to thank the Greater Cleveland Automobile Dealers' Association for their support of this year's Auto Show poster competition," said Richard J. Konisiewicz, director of corporate, foundation and government relations.



CLEVELAND AUTO SHOW PRODUCES A 27% RETURN IN DCX PROMOTION

Saturday	2/26	11:00 a.m. to 11:00 p.m.
Sunday	2/27	11:00 a.m. to 8:00 p.m.
Mon. - Thurs	2/28 - 3/2	Noon to 10:00 p.m.
Friday	3/4	11:00 a.m. to 11:00 p.m.
Saturday	3/5	11:00 a.m. to 11:00 p.m.
Sunday	3/6	11:00 a.m. to 8:00 p.m.

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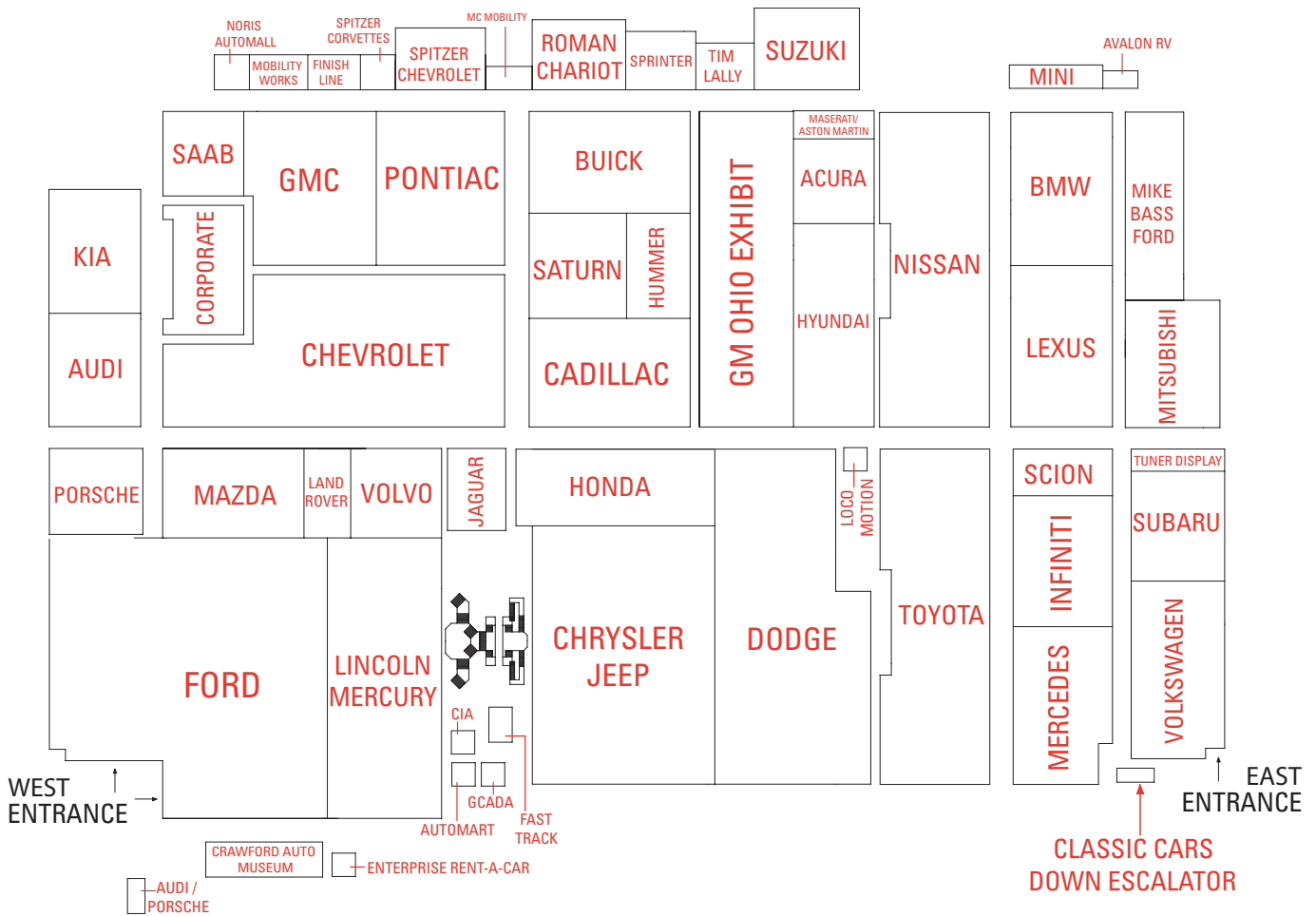
Courtesy of your local Chrysler, Dodge and Jeep dealer. Not for sale, non-transferable. No cash value. Adult one adult. Children ages 4 and under admitted free with adult. Jeep is a registered trademark of DaimlerChrysler Corporation.

A Dodge, Chrysler and Jeep marketing program – designed to enhance owner loyalty, generate enthusiasm for new products, increase showroom traffic, and ultimately drive sales – produced a 27 percent return at the 2005 Cleveland Auto Show, nearly doubling the response rates of similar programs in conjunction with shows in Grand Rapids, Indianapolis, Toledo, Cincinnati, Dayton and Columbus.

The Great Lakes Business Center of DaimlerChrysler, which encompasses Michigan, Ohio, Indiana and

Northern Kentucky, along with the Cleveland-area Dodge and Chrysler-Jeep dealers mailed 75,970 individual letters with two complimentary tickets to all Chrysler, Jeep, and Dodge owners, lessees, and Web site and '800 number' queries within a 50-mile radius of the Cleveland Auto Show's location.

More than 40,800 consumers redeemed their complimentary tickets during the 2005 show. The mailing lists were modeled to identify consumers with a high propensity to purchase a new vehicle.



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