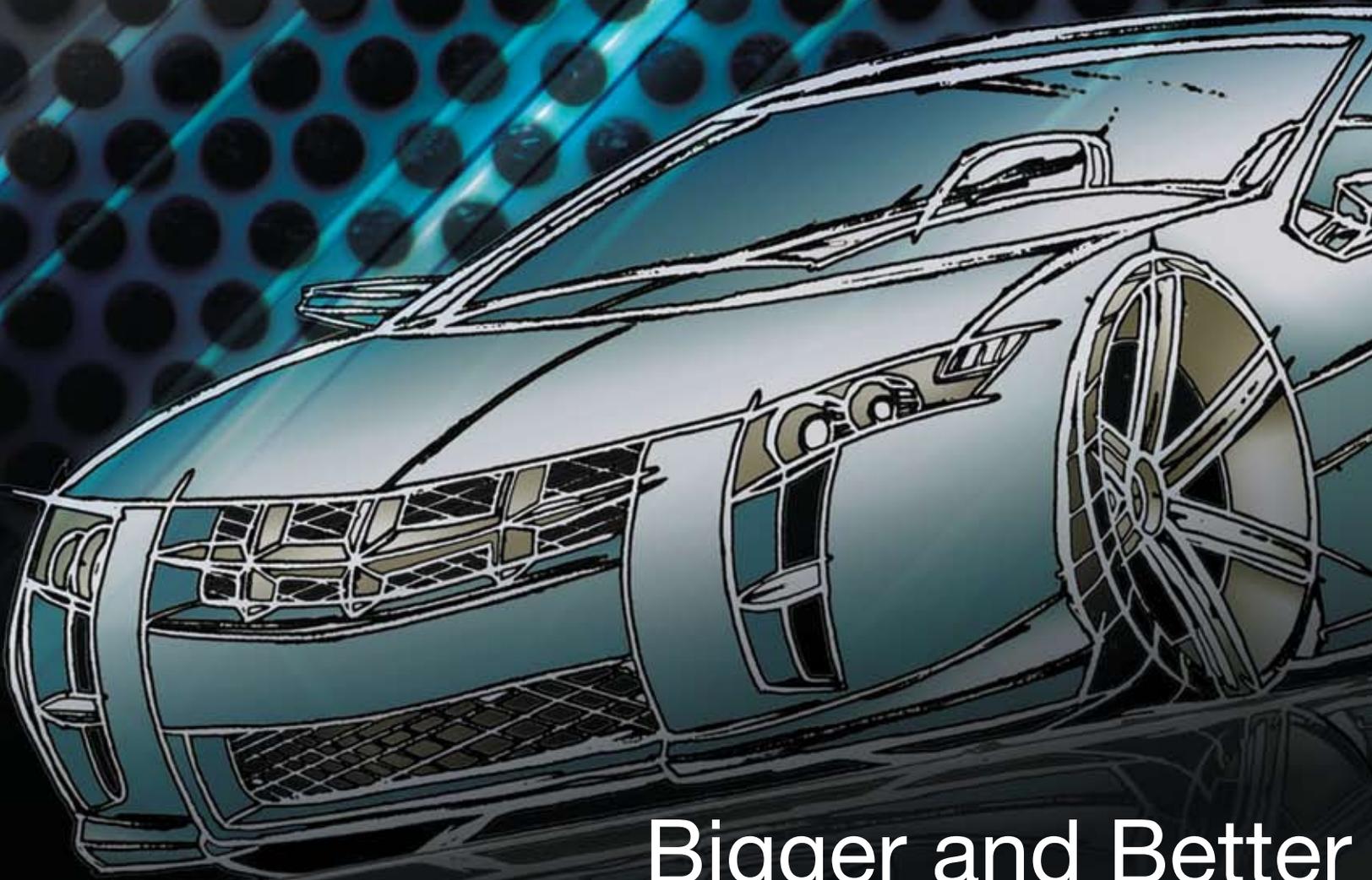


2008 Exhibitors Report

CLEVELAND AUTO SHOW



Bigger and Better
than Ever!

Report on Media, Attractions, & Events

Presented by: •

AutoTrader.com

2008

BIGGER

Numbers at the Gate

620,234

Attendees

A few of the many highlights

Ride-N-Drives

p. 12-14

Media Madness

p. 16-17

Classic Cars

p. 18-19

Sales Spike

p. 31

Sports Mania

p. 34-37



2008 Cleveland Auto Show presented by: **AutoTrader.com**

3 BETTER

than ever

About the 2008 Cleveland Auto Show – The Largest Auto Show in North America

The 2008 Cleveland Auto Show presented by AutoTrader.com rolled into the I-X Center Feb. 23 through March 2. The show featured over 1,000 dazzling vehicles from automakers worldwide and five indoor/outdoor life experience vehicle ride-n-drives. The show is owned and produced by the Greater Cleveland Automobile Dealers' Association, which represents 265 franchised motor vehicle dealerships in northern Ohio. With over 1.5 million sq. ft. of displays, the Cleveland Auto Show is the largest auto show in North America.

Incredible vehicles, great entertainment, celebrity meet and greets, FREE PARKING, and souvenir show program all helped to draw crowds of 620,234.



AutoTrader.com is the nation's largest automotive marketplace, with more than 3 million new and used cars listed for sale. AutoTrader.com offers the most comprehensive technology for new and used car buyers to research and compare cars by make, model, pricing, color, features, and more, and the easiest on-line technology for individuals to post their own cars for sale.

AUTO TRADER.COM FACTS:

- AutoTrader.com has the largest inventory of vehicles of any automotive marketplace in the Cleveland area.
- Additionally, from February to March 2008, immediately following AutoTrader.com's involvement in the show, there was a 17.3% jump in the number of Cleveland residents using AutoTrader.com. That's up from 14.5% in 2007. Clearly, repeated participation in the Cleveland Auto Show has been effective for bringing new shoppers to our site!
- Percent of Cleveland residents who know AutoTrader.com: 43%
- Percentage of Cleveland residents who use AutoTrader.com to shop for a new or used vehicle: 13%

2007 Harris Vehicle Shopper Study



Chip Perry speaking at the 2008 Kick-Off Breakfast

Chip Perry, President and CEO, AutoTrader.com, had this to say about his relationship with GCADA:

"The Greater Cleveland Automobile Dealers' Association has been a terrific partner for AutoTrader.com over the past three years, providing us with a way to reach both dealerships through the Kick-Off Breakfast, and consumers through the 'Match It' gameshow. We excitedly look forward to once again serving as a presenting sponsor for the 2009 Cleveland Auto Show."

For more information about buying or selling a car on AutoTrader.com, please visit www.autotrader.com

Big Chances to Win at Auto Show “Match-It” Game

Cleveland Auto Show presenting sponsor AutoTrader.com offered chances for Clevelanders to play and win at the show and at home!

At the show, AutoTrader.com ran its interactive “Match-It” game. During each round, three contestants chosen from attendees to the show go head-to-head testing their knowledge about cars and popular culture. Contestants play a “Jeopardy”-style round where the game show host plays video clips and contestants answer questions based on the footage. The winner of this round moves on to play a “Concentration”-style game where they match logos from different car manufacturers. The game ran all day each day of the show.

Consumers had the opportunity to prepare for the game show, practice their matching skills, and take a chance at winning \$25,000 toward the purchase of a car. Show attendees registered every day of the show at the AutoTrader.com booth. People not attending the show entered at home by visiting www.autotrader.com/win.



2008 “Match-It” Game is a Big Hit



2008 Cleveland Gameshow “Match-It”



AutoTrader.com brings in the crowds with “Match-It” game

This is the second year AutoTrader.com ran the “Match-It” game at the Cleveland Auto Show. The game was a huge hit with show attendees at last year’s show, as well.

“We’ve created a high-energy, interactive experience that entertains and excites show attendees in Cleveland,” said AutoTrader.com Director of Sponsorships and Promotions, Don Dixon. “This game is such a hit because it connects auto show attendees to the cars they love and the movies that made them famous in an exciting way. We had people lining up 10 and 12 deep again this year to watch the new version, shout out answers, root for their favorite contestants, and get their chance to play.”

and the winners are...



1. See if the key fits

2. I think it fits!



3. I think I just won a new car



4. It's really mine!



Double the Fun!

Two Vehicles, Two Winners

Throughout the nine-days of the 2008 Cleveland Auto Show, thousands of visitors entered to win a new Cadillac CTS, Motor Trend Magazine's Car of the Year, and/or the new Dodge Nitro. These vehicles were the Official Car and Official Truck of the 2008 Auto Show. Visitors signed up at the GCADA Giveaway Booth for a chance to drive away from the Cleveland Auto Show in style.

Here's how the contest worked: One daily finalist was chosen each day from entries of the Cadillac CTS Official Car Giveaway and one daily finalist was chosen each day from the Dodge Nitro Official Truck Giveaway over the nine-day show. Additionally,

WKYC-TV3 selected one finalist from their viewers for a total of ten finalists for the Cadillac CTS. WEWS-TV5 also selected one finalist from their viewers for a total of ten finalists for the Dodge Nitro.

Each of these finalists received a prize pack courtesy of the Ohio Lottery, and returned Sunday, March 2 to the



Cleveland Auto Show. This is when things really got exciting. Each finalist drew a key sealed in an envelope. Only one key “unlocked” the door to the 2008 Cadillac CTS and one to the 2008 Dodge Nitro.

Anticipation mounted as finalists tried their keys. The lucky winner of the Cadillac CTS was Paula Barksdale of Cleveland and Cynthia Smith of Fairview Park drove away with the Dodge Nitro.



The Cleveland Auto Show’s Facility Overview

The Cleveland Auto Show is held each year at the International Exposition Center (I-X Center) in Cleveland, Ohio. The I-X Center was renovated in 1985 to a world-class exposition center, providing exceptional services and features for consumer and trade shows. Located one mile south of Cleveland Hopkins International Airport, the Cleveland Auto Show is held at one of the largest convention centers in the world.

Providing 1.5 million sq. ft. of contiguous exhibition and conference space, including a 900,000 sq. ft. main exhibit hall on one level, the Cleveland Auto Show offers the unique ability to accommodate multiple events, press conferences, and up to five indoor/outdoor ride-n-drives simultaneously. The Classic Car Competition was held in the new South Hall, rather than the lower concourse. The expansion was made specifically to accommodate the Cleveland Auto Show’s growing needs.

2008
cleveland
auto
show
FEB 23 - MARCH 2
I-X CENTER
presented by
AutoTrader.com

Stars Shine at the 2008 Cleveland Auto Show

Celebrity appearances are always a huge draw at the Cleveland Auto Show.

- ☆ Brady Quinn
- ☆ Joe Thomas
- ☆ Joshua Cribbs
- ☆ Sasha Pavlovic
- ☆ Devin Brown
- ☆ Anderson Varejao
- ☆ Delante West
- ☆ Troy Smith
- ☆ Kirk Barton
- ☆ Vernon Gholston
- ☆ Matt Kenseth
- ☆ Travis Kvapil
- ☆ Regan Smith
- ☆ Sam Hornish, Jr.
- ☆ Johnny Benson

- ☆ Bill Cowher
- ☆ Jill Wagner
- ☆ Local media favorites
- ☆ Slider
- ☆ Moondog

BROWNS

CAVS

OSU

NASCAR



Auto Dealers Give Back

A Night of Lights

The Greater Cleveland Automobile Dealers' Association presented a "Night of Lights" Hollywood-Style Charity Gala Fundraiser and 2008 Cleveland Auto Show Preview on Friday, Feb. 22, 2008.

"Guests enjoyed star, red-carpet treatment and an exclusive premier viewing of the Cleveland Auto Show before it opens to the public," said Dick Marcellino, GCADA chairman and president of Motorcars Acura-Volvo. "In addition, new this year, guests tried their skill at charitable, Vegas-style gaming."

A "Night of Lights" raised money for the Epilepsy Association, Western Reserve Historical Society, and Rainbow Babies and Children's Hospital. Tickets cost \$250 per person, which included lavish gourmet dining, cocktails, and signature martini bars. Guests mingled



Lou Kaltenstein, 2008 Cleveland Auto Show Co-Chairman and his wife, Janine



Richard M. Bass of Bass Chevrolet, Inc. and President ADEAF, Inc.



Casino games drew in the crowds

A Night of Lights
HOLLYWOOD STYLE

Recipients of proceeds from "Night of Lights"



Cowher Kicks Off the 2008 Cleveland Auto Show



Connie Adams and Steve Nobil

with celebrities and bid on silent and live auction items.

Auction items were spectacular and included a 2009 Super Bowl XLIII Fantasy Weekend package, as well as a 2008 New York Fashion Week package – to name just a couple.

“The generosity of Fifth Third Bank, National City Bank, and Medical Mutual of Ohio make it possible for Cleveland Auto Show Charities to donate 100 percent of the proceeds raised from the event,” said Gary S. Adams, president of the Greater Cleveland Automobile Dealers’ Association.



Auto Show Co-Chairman, Frank Porter, Jr., welcomes Bill Cowher.

The 19th Annual Auto Show Kick Off Breakfast sponsored by AutoTrader.com was held Friday, February 22, and featured Bill Cowher as the keynote speaker.

The former Pittsburgh Steelers Head Coach and Browns player (1980-1982) welcomed a packed auditorium of dealers at the I-X Center.

Things really got interesting during the question-and-answer segment when Cowher was asked if he’d ever come back to coach in Cleveland. His response, “I’d love to come back. If there’s a

place I’d like to come back to, this is it.”

This response earned him a standing ovation from the crowd – not an easy task for a Steeler in Browns’ territory.

AutoTrader.com



What would a red carpet event be without a few Hollywood icons joining in the festivities?



Gary S. Adams, President, Cleveland Auto Show and GCADA, addresses the crowd.

Dealership Food Drive Breaks the Bank

Pounds of Food
19,970

Donated

Friday, Feb. 22 was Harvest for Hunger/Dealership Employee Appreciation Night. Dealership employees and their families donated canned food items upon entrance. Their generosity added up to Cleveland Auto Show’s biggest collection yet.

Concept Cars

An extremely popular attraction every year at auto shows are the concept vehicles, and the 2008 Cleveland Auto Show is no exception! Concept vehicles showcase advances in styling, technology, functionality, and engineering before the design becomes a reality.

- Buick Riviera Concept
- Cadillac Escalade Hybrid
- Chevrolet Camaro Bumblebee (from Transformers movie)
- Chrysler ecoVoyager
- Ford Explorer America Concept
- Ford Sport Trac Adrenaline
- Ford Edge ST
- Ford Verve
- Lincoln MKT Concept



Buick Riviera Concept



Ford Verve Concept



Cadillac Escalade Concept

"Concept cars are important. We have 8-10 of them at the show this year. Automakers have brought them because of the status of our show. And they want to get a gauge of northeast Ohioans and see what they think of their products."

*- Gary S. Adams
President, GCADA*

Pushing Limits of Design & Technology

Test Market Reaction



A Star is Born

The Chevrolet Camaro Concept on display this year starred as Bumblebee in the 2007 summer blockbuster, "Transformers".

The fifth-generation Camaro model was built using a 2006 Pontiac GTO by Saleen, the body was built from the same GM R&D molds that were used in the 2006 Camaro Concept.



Worldwide Premiere of Limited Edition Corvette

Chevrolet announced the 2008 Corvette 427 Limited Edition Z06, a limited-production model that pays homage to the big-block Stingray models of the mid-1960s. The 427 name refers to the LS7 engine, a 427-cubic-inch beast that's hand-made in Michigan.

"Recognizing the tie-in of the original 427 engine and the LS7's 427-inch displacement has been on the Corvette team's mind since the Z06 was introduced in 2006," said Harlan Charles, GM's Corvette product manager.

The base Z06 is Chevrolet's fastest production vehicle. The massive engine produces 505 horsepower and can go from 0-to-60 miles per hour in 3.6 seconds.

GM expects to launch an even faster, ZR1 edition this summer. Also shown at the Cleveland Auto Show, the ZR1

produces 620 horsepower.

Unique touches that identify this special edition include Crystal Red Tint coat, new exclusive wheels, a titanium-colored leather interior, 427-embroidered seats and floor mats, and Z06 sill plates.

GM plans to produce 427 of the

special edition vehicles for the U.S. market with 78 more exported outside North America.

"They just got this thing put together, and we're the first show on the circuit," said Gary S. Adams, president of the Greater Cleveland Auto Dealers' Association.



The Future of Auto Shows

Five automakers brought us indoor/outdoor ride-n-drive experiences during the 2008 Cleveland Auto Show

Dealers, automakers, and consumers agree that auto shows are the best way to market motor vehicle products. Only at an auto show can hundreds of thousands of consumers see, touch, feel, and sit in the world's most exciting automotive product. For the first time in US auto show history, five auto manufacturers offered Cleveland Auto Show attendees the opportunity to actually ride-n-drive their newest offerings.

The Chrysler Ride-N-Drive

Many Clevelanders put Chrysler's most popular vehicles to the test in real Cleveland winter weather at the outside Chrysler track.

Camp Jeep Cleveland

Camp Jeep Cleveland and the Jeep Trail Rated Test Track team presented an off-road driving experience inside the 2008 Cleveland Auto Show. The 40,000 sq. ft. display boasted a 16 foot hill climb, and a 465 foot long Jeep course. Sirius DJ's broadcasted

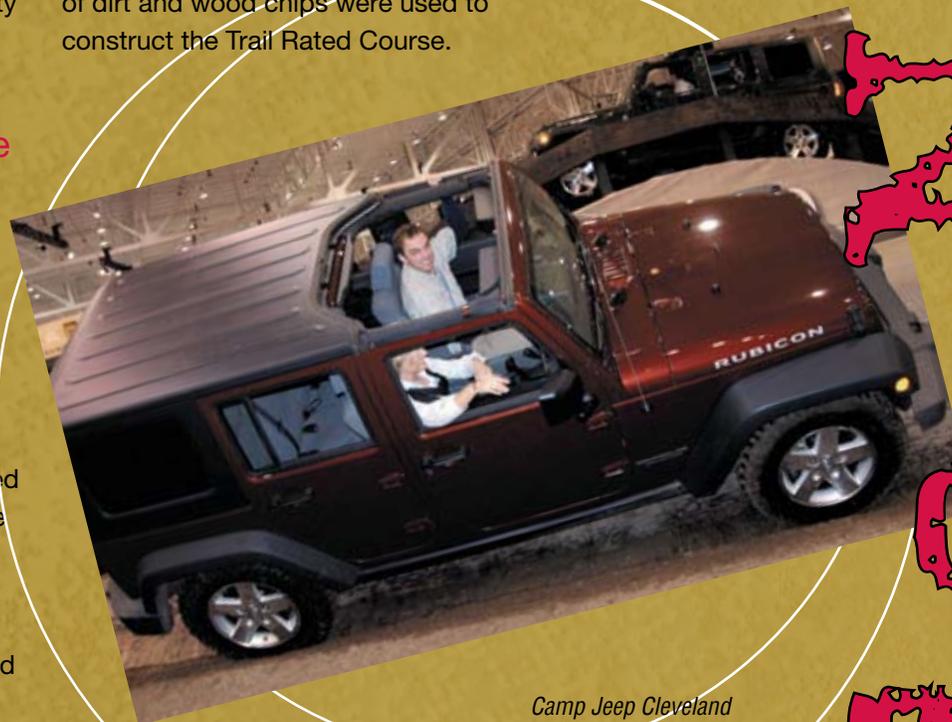
live and a special Jeep Kidz area made this an exciting experience for the whole family. The interactive Jeep display gave consumers a front seat opportunity to experience the Jeep 4x4 vehicles and lifestyle. The course took about five minutes to maneuver through and was a true Jeep experience. More than 220 yards of dirt and wood chips were used to construct the Trail Rated Course.

CHRYSLER

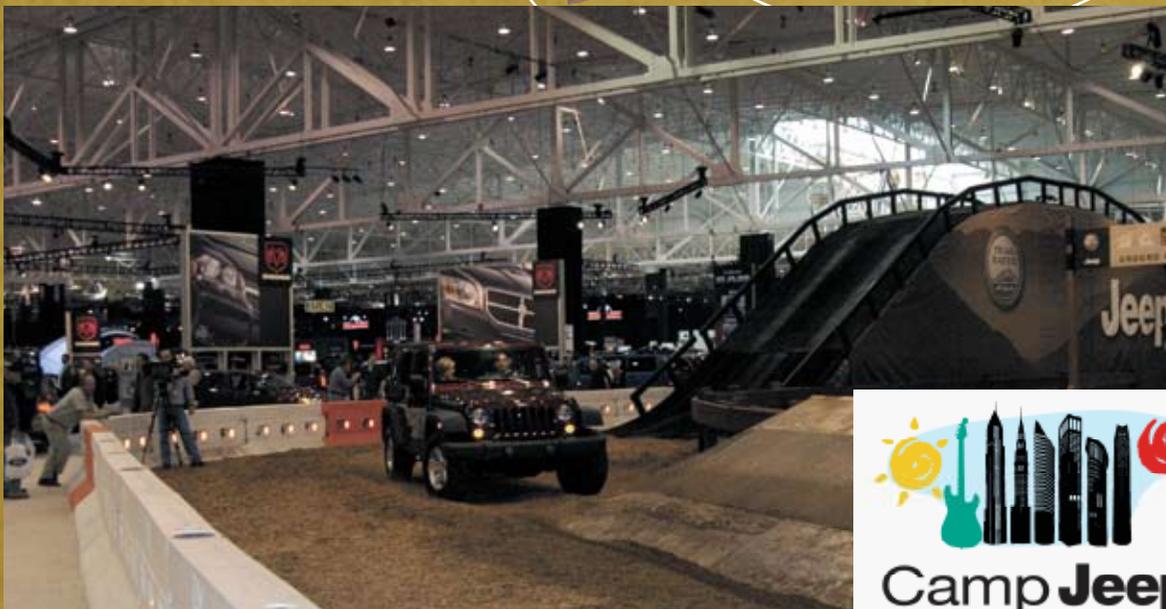


ENGINEERED BEAUTIFULLY

The Cleveland Auto Show had over 300,000 sq. ft. of actual ride-n-drive exhibits this year for northeast Ohio-ans. Attendees could experience the show in the most hands on, truly interactive way yet.



Camp Jeep Cleveland





Toyota Truck Off-Road Adventure

Off-Road

The Toyota Truck Off-Road Adventure

Toyota Truck's Off-Road Adventure gave Cleveland Auto Show attendees the opportunity to test drive Toyota's Tundra, recently named Motor Trend's 2008 Truck of the Year, as well as the Tacoma and FJ Cruiser, on an off-road course full of challenging obstacles including moguls, berms, hill climbs, tunnels, wood bridges, teeter totters, and frame twisters.

The course utilized 100,000 sq. ft.

and required 750 tons of dirt and 20 tons of river rock. The adventure put attendees behind the wheel with a professional driver who provided tips and encouragement to tackle the off-road course.

Toyota Off-Road course included the following:

- Large hill climb that took drivers straight up and then straight down.
- 16 foot long tunnel that ran through the hill!
- Teeter totter bridge that the vehicles drove onto, and once past

the tipping point, the vehicle 'fell' forward for the departure.

- Breakaway leg for the FJ Cruiser included frame twister element that got the wheels off the ground, and a river rock section that really highlighted the FJ's aggressive off-road capabilities.
- Steep berms that put the vehicles in extreme side angles.



More Ride-N-Drives

The Mitsubishi Life Experience Ride-N-Drive

In an all-new auto show offering, Mitsubishi show attendees had the opportunity to test drive some of its latest vehicle models, including the 2008 Outlander and the 2009 Galant. This ride-n-drive event provided consumers with a convenient and personal way to experience Mitsubishi cars on a closed course adjacent to the I-X Center. Consumers took advantage of this free opportunity by signing up at the Mitsubishi Motors booth or at an outdoor kiosk near the Mitsubishi Ride-N-Drive starting point.

During the run of the show, Mitsubishi displayed a fantasy kiosk that allowed show attendees to create their own 2008 Eclipse using a motion activated screen. Options included a library of exterior colors and cool interior features to choose from. In addition to the kiosk, Mitsubishi offered a 9' x 20' touch screen that highlighted Mitsubishi's newest models.

The I-X Center was transformed into a 1.5 million sq. ft. playground, filled with state-of-the-art displays for a variety of new vehicles, plus five indoor/outdoor life experience ride-n-drive exhibits. (Chrysler, Jeep and Toyota Ride-N-Drives are showcased on page 12 & 13.)

KIA Scores Big!

In 2008, Kia Motors wanted to showcase its value-driven, yet fun to drive vehicles by hosting a ride-n-drive event on-site at the Cleveland Auto Show. Unlike some test-drive events, Kia invited consumers to operate the vehicles themselves, to experience them firsthand, and to enjoy the drive.

Kia Ride-N-Drive Experience

Those looking for the latest and greatest from Kia were able to test drive the newest Kia Optima, Sportage, and Sedona in a contained road course at the I-X Center.

Along with the Ride-N-Drive, Kia provided basketball-themed games and displays for attendees to enjoy.

Kia created a fun and interactive event to attract attendees to the Kia Ride-N-Drive. Inviting Cleveland resident and Guinness World Book pop-a-shot record holder, Jay Kletecka to challenge attendees to try to beat his record proved to be a popular game and a successful local story hook for media. Kletecka's record is 139 shots in one minute, so to make it fair, challengers were given three points for every shot. Winners were awarded Cleveland Cavaliers tickets and other basketball-themed giveaways.



FANTASY ZONE

/// Get Your Stuff

/// www.MitsubishiCars.com

NEW South Hall

300,000 Sq. Ft. Expansion to the I-X Center Makes the Cleveland Auto Show the Largest in North America

“The I-X Center, at our request, renovated more floor space for us this year,” Gary S. Adams said. “We’ve been growing so much that we needed the extra space.”

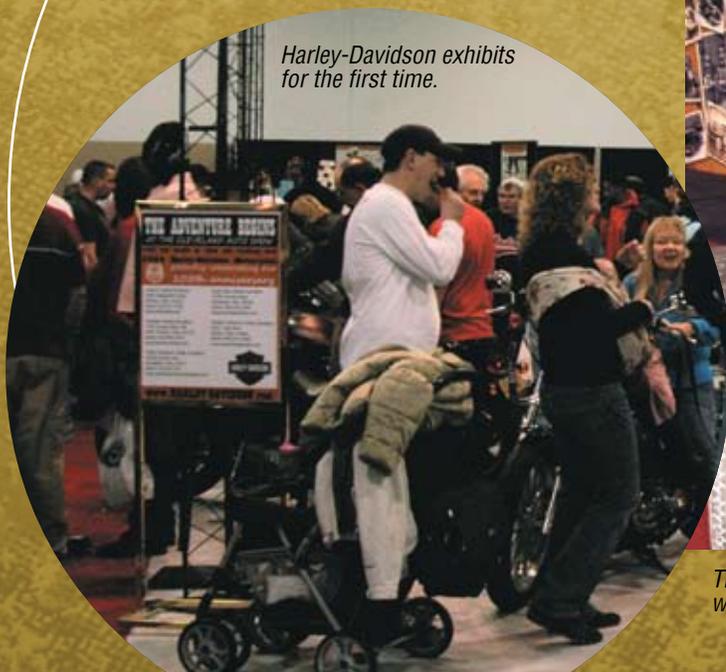
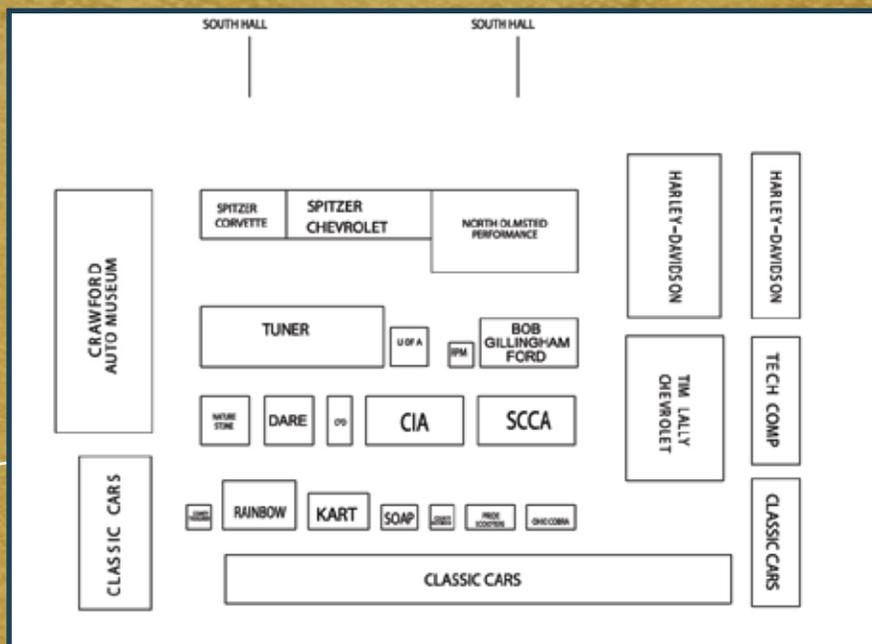
Adams said Cleveland usually gets more attention from car companies at its show than the city’s size would imply. Part of that is because of the large number of autoworkers in the region and Ohio’s strong automotive history. Part of it comes from having a huge display center available.

The International Exposition Center (I-X Center) in Cleveland was expanded to 1.5 million sq. ft. of prime exhibit space in a matter of months this winter by converting unused storage space into nearly 200,000 net sq. ft. of new Class A exhibit area. This space is now known as the South Hall. The \$1.75 million expansion began September 1, 2007, and was completed in time for a grand opening party held February 22. The bash coincided with the opening of the Cleveland Auto Show, a steady customer that has since committed

to remain at the center and now has the potential to grow in size by 25 percent.

To officially open the South Hall in auto show style, a ceremony was held

that featured an official ribbon cutting car that drove through a black and white checkered ribbon, paving “The Road to the Future”, the theme for the opening event.



Harley-Davidson exhibits for the first time.



The World Touring Hupmobile - the first car to go around the world. The journey started in 1910 and lasted one and a half years.



Media Madness

Few stories garner as much media attention in Cleveland each year as the Cleveland Auto Show. From full feature length news broadcasts to special interest stories, the auto show captures

the attention of a broad cross-section of viewers locally, regionally, and beyond. Coverage ranges from celebrity appearances, new vehicle unveilings, current interests related to the environment and safety, to new features such as the ride-n-drives. The variety of news coverage – 115 stories on broadcast television alone – is experienced by hundreds of thousands of people who, in turn, visit the show, and millions beyond that who virtually visit it through their televisions, internet, radios, and newspapers.



PRINT MEDIUMS	CIRCULATION	GROSS IMPRESSIONS	# OF IMPRESSIONS	NET ADS
Akron Beacon Journal	856,100	1,969,030	2,825,130	7
Auto Mart Magazines	200,000	460,000	660,000	4
Cleveland Jewish News	17,000	39,100	56,100	1
The Chronicle-Telegram (Elyria)	77,100	177,330	254,430	3
The Morning Journal (Lorain)	126,700	291,410	418,110	5
The News-Herald (Willoughby)	147,800	339,940	487,740	4
The Plain Dealer	6,204,600	14,270,580	20,475,180	18
The Record-Courier (Ravenna)	52,000	119,600	171,600	2
Record Publishing (10 weeklies)	99,000	227,700	326,700	10
Sun Newspapers (22 weeklies)	271,000	623,300	894,300	1
The Vindicator (Youngstown)	304,000	699,200	1,003,200	4
The Repository (Canton)	192,000	441,600	633,600	3
The Independent (Massillon)	37,000	85,100	122,100	3
The Times-Reporter (New Philadelphia)	69,000	158,700	227,700	3
Fremont News Messenger	13,000	29,900	42,900	1
Port Clinton News Herald	5,750	13,225	18,975	1
Bucyrus Telegraph Forum	7,000	16,100	23,100	1
Mansfield News Journal	41,000	94,300	135,300	1
Marion Star	13,800	31,740	45,540	1
Coshocton Tribune	7,200	16,560	23,760	1
Newark Advocate	22,500	51,750	74,250	1
Zanesville Times Recorder	20,150	46,345	66,495	1
Chillicothe Gazette	15,500	35,650	51,150	1
Lancaster Eagle Gazette	14,000	32,200	46,200	1
The Banter	7,200	16,560	23,760	1
Chagrin Valley Times	16,700	38,410	55,110	1
Geauga Times Courier	13,000	29,900	42,900	1
Solon Times	5,000	11,500	16,500	1
Call & Post	37,650	86,595	124,245	1
This Week in Cleveland Magazine	3,500	8,050	11,550	1
TOTALS	8,896,250	20,461,375	29,357,625	84

10,842,703
 Total Nielson Audience
 Broadcast

BROADCAST/EDITORIAL PROGRAMMING FOR THE 2008 AUTO SHOW

Sunday, Feb. 17	WEWS NewsChannel 5 "Kaleidoscope" (7 – 7:30 a.m.)
Sunday, Feb. 17	WEWS NewsChannel 5 "Auto Show Preview '08" (12:30 – 1 p.m.)
Friday, Feb. 22	WKYC Channel 3 Early Morning News (5 – 5:30 a.m.)
Friday, Feb. 22	WOIO Channel 19 Action News at 5:00 AM (5 – 5:30 a.m.)
Friday, Feb. 22	WOIO Channel 19 Action News This Morning (6 – 8 a.m.)
Friday, Feb. 22	WKYC Channel 3 Morning News (6 – 7 a.m.)
Friday, Feb. 22	WJW Fox 8 "Kickin' It With Kenny" (7 – 9 a.m.)
Friday, Feb. 22	WEWS NewsChannel 5 "Live on Five" (6 a.m., 12 p.m., 5 p.m., 6 p.m.)
Friday, Feb. 22	WKYC Channel 3 News at 7:00 (7 – 7:30 p.m.)
Friday, Feb. 22	WEWS NewsChannel 5 "Auto Show '08" (8 – 9 p.m.)
Friday, Feb. 22	WUAB Channel 43 Action News at 10 (10 – 10:45 p.m.)
Saturday, Feb. 23	WEWS NewsChannel 5 at 6 (6 – 6:30 p.m.)
Saturday, Feb. 23	WEWS NewsChannel 5 at 11 (11 – 11:35 p.m.)
Saturday, Feb. 23	WKYC Channel 3 News Saturday Morning (9 – 10:30 a.m.)
Monday, Feb. 25	SportsTime Ohio "What's New?" (8 – 8:30 p.m.)
Monday, Feb. 25	WKYC Channel 3 News at 11 (11 – 11:35 p.m.)
Tuesday, Feb. 26	WJW Fox 8 "That's Life" (10 – 11 a.m.)
Tuesday, Feb. 26	SportsTime Ohio "What's New?" REBROADCAST (12 a.m., 4 a.m., 8:30 a.m. & 3:30 p.m.)
Tuesday, Feb. 26	SportsTime Ohio "Going Green" (8 – 8:30 p.m.)
Wednesday, Feb. 27	WKYC Channel 3 "Good Company" (10 – 11 a.m.)
Wednesday, Feb. 27	SportsTime Ohio "Going Green" REBROADCAST (8:30 a.m., 3 p.m.)
Wednesday, Feb. 27	SportsTime Ohio "Sport & Luxury" (8 – 8:30 p.m.)
Thursday, Feb. 28	WOIO Channel 19 Action News at 5 (5 – 5:30 p.m.)
Thursday, Feb. 28	SportsTime Ohio "Sport & Luxury" REBROADCAST (12 a.m., 8:30 a.m., 2:30 p.m., 7:30 p.m.)
Thursday, Feb. 28	SportsTime Ohio "Tough & Rugged" (8 – 8:30 p.m.)
Thursday, Feb. 28	WUAB Channel 43 Action News at 10 (10 – 10:45 p.m.)
Friday, Feb. 29	WEWS NewsChannel 5 "Good Morning Cleveland" (6 – 7 a.m.)
Friday, Feb. 29	WJW Fox 8 News at 6 (6 – 7 p.m.)
Friday, Feb. 29	WKYC Channel 3 News at 7 (7 – 7:30 p.m.)
Friday, Feb. 29	SportsTime Ohio "Tough & Rugged" REBROADCAST (4:30 a.m., 8 a.m. & 3 p.m.)
Friday, Feb. 29	SportsTime Ohio "Family & Teen Rides" (7 – 7:30 p.m.)
Friday, Feb. 29	SportsTime Ohio "Family & Teen Rides" REBROADCAST (10 p.m.)
Saturday, Mar. 1	SportsTime Ohio "Family & Teen Rides" REBROADCAST (12:30 a.m. & 2:30 a.m.)
Saturday, Mar. 1	WEWS NewsChannel 5 "Auto Show '08" (11 a.m. – 12 p.m.) REBROADCAST
Saturday, Mar. 1	SportsTime Ohio (All five shows REBROADCAST 7 – 8:30 a.m., 3:30 p.m.)
Sunday, Mar. 2	WJW Fox 8 News (8 – 9 a.m.)



TOTAL: Approximately 36.5 hours of 2008 Auto Show programming.

Broadcast Programming

36.5 Hours





10th Annual

Crawford Auto Museum Demonstrates the Old &

The Crawford Auto Museum's exhibit in the 2008 Cleveland Auto Show took a new approach, partnering with graphic design students from the Cleveland Institute of Art to design and display the concept of "Imagination of Auto Design".

Most consumers only have a vague idea how an automobile is designed. This year's display offered aspects of the design process from the conceptual sketches to three-dimensional models. Attendees saw firsthand how a concept sketch moves to production and how automobiles from the past are still referenced in today's state-of-the-art cars and trucks.

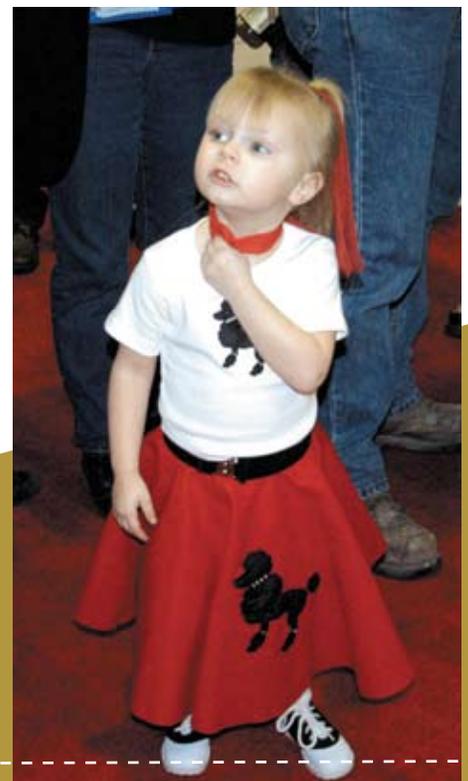
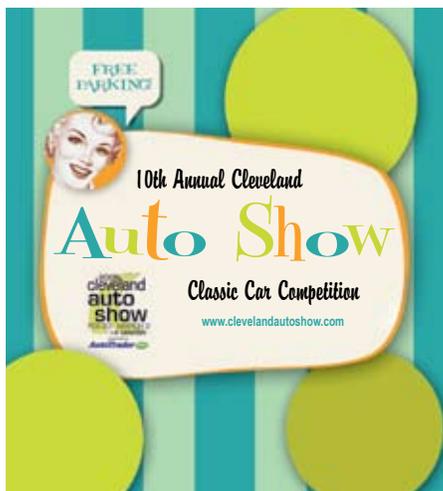
Artifacts, automobiles, and images from the Western Reserve Historical Society were displayed to give examples of the ever-evolving automotive design industry and its effect on concepts and manufacturing. Display vehicles included a 1903 Cadillac Rear Entrance Tonneau,

1914 Ford Touring, 1930 Pierce Arrow Roadster, 1948 Chrysler Town & Country Sedan, 1969 Chevrolet Camaro, and 1982 DeLorean Coupe.

A 1963 Bobsey race car restored by the "Crawford Pit Crew" was also on display. The "Crew" is an educational, mentorship service program for young adults sponsored, in part, by the Greater Cleveland Automobile Dealers' Association.

Many graduates of the Cleveland Institute of Art, one of the leading auto design schools in the world, have gone

All eligible vehicles had to be 25 years or older for the 2008 Classic Car Competition.



New in “Imagination of Auto Design”

Experience the Classic Car Show. You be the “judge.”

on to influence automotive design around the world. Their auto design program is also supported by the Greater Cleveland Automobile Dealers' Association.

The 2008 Cleveland Auto Show's judging officials presented awards to the winners of the 10th Annual Classic Car Competition, sponsored by Pennzoil, Inc.

This unique attraction generates significant interest in the community and is a great forum for displaying classic cars from yesterday. The exhibit space allocated for this event was first class and professionally decorated.

About 80 classic cars competed in the Classic Car Competition, located in the newly expanded South Hall. At this annual event, classic car enthusiasts from northern Ohio displayed vintage vehicles from the '20s to the '70s.

Each classic car participant received a commemorative dash plaque, Cleveland Auto Show program, and special auto show credentials for access during the show.

Awards were based on 10 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 from Pennzoil – valued at \$1,000 – went to the “Peoples' Choice Car of the Show”.

Because we experience a strong response to this show each year, participation is by invitation only. There is no registration fee to

participate in this show. Further, parking for the run of the show and trailer storage is free.

For more information on the Classic Car Competition, contact Maria Bacik at (440) 746-1500.



Timothy Friend (left) won the 2008 Classic Car Competition. James Patneau, Jr. of Free Enterprises, Inc. presented the award.

Classic Car
10TH Annual

WINNERS



GCADA Awards Scholarships to Auto Show Design Winners

The Greater Cleveland Automobile Dealers' Association awarded scholarships to The Cleveland Institute of Art students competing in the 2008 Cleveland Auto Show Poster Design Competition. The winning design was created by student, Kevin Bova. The sleek design was used extensively in print and other media related to the 2008 Cleveland Auto Show, including the cover of this publication.

Second and third place were awarded to Mark Dezolt and Erika Klink, respectively. Fourth and fifth place went to Dairoll Medrano and Kathleen Smith Waters, respectively.

Twelve additional students received Honorable Mentions.

CIA



Souvenir program cover designed by Kevin Bova.

Cleveland Idol Rocks the House!



Cleveland Idol, a singing competition fashioned after the popular reality show "American Idol", was a big hit again this year, with 675 participants showing off their talent.

In anticipation of the Fox 8 Cleveland Idol, WJW and Ford Motor Co. held impromptu singing competitions throughout the nine-day auto show.

Hundreds of contestants waited in line to sing a 30-second song on the Ford Stage for a chance to become the 2008 Cleveland Idol. Additionally, over 1,000 people registered for a chance to win a 2-year lease on a

Ford Fusion.

Cleveland Idol had a panel of four judges, but just like the television reality show, ultimately the results were in the hands of the voters. Anyone could obtain a ballot to vote by visiting www.myfoxcleveland.com.

The winner of Cleveland Idol, Maria Daniels, won a trip for two to the American Idol finals in Los Angeles. She also had the opportunity to sing the National Anthem at an Indians game. Deanna Cochran was the winner of a two-year lease on a 2007 Ford Fusion.



Cleveland Idol
675 Participants

The Chrysler Group Direct Mail Promotion Produces a Solid Return Three Years in a Row

A Dodge, Chrysler, and Jeep direct mail program – designed to enhance owner loyalty and introduce consumers to new vehicles – produced great results at the 2008 Cleveland Auto Show.

The Great Lakes Business Center of DaimlerChrysler - which includes Ohio, Michigan, Indiana, and northern Kentucky - mailed 63,481 individual letters with two complimentary tickets to all Chrysler-Jeep owners, lessees, and shoppers interested in purchasing or leasing Dodge brand vehicles.

The mailer featured specs on the all-new 2009 Dodge Journey, 2008 Aspen, 2008 Town and Country Touring, 2008 Grand Caravan SXT, The 2008 JEEP® Wrangler Unlimited, and the all-new 2008 JEEP® Liberty.

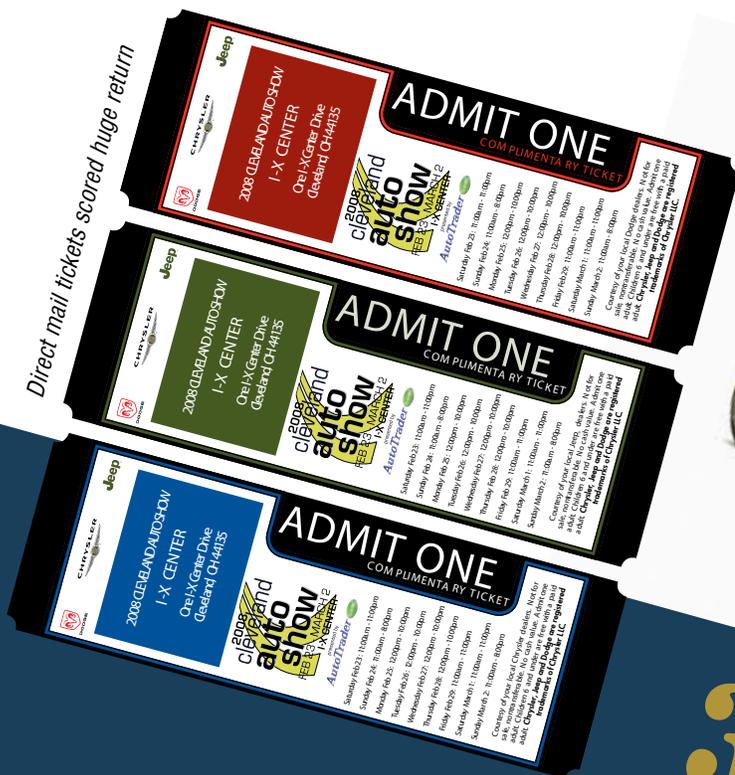
35,785 tickets were redeemed at the 2008 Cleveland Auto Show, held February 23 - March 2, 2008.



Several companies highlighted their locally built products. Ford's display featured several vans built in Avon Lake; Honda's display had a section devoted to Ohio-built vehicles; and General Motors launched a hot-rod version of its Cobalt compact car at the show. GM makes the Cobalt in Lordstown, Ohio.



Direct mail tickets scored huge return



Chrysler Direct Mail
35,785 Tickets

Who is that Woman in the Mercury Commercials?

It's a question that has clogged many automotive and starlet watch blogs across the internet: Who is that woman in the Mercury commercials?

You know the one, with the long strides in stylish stilettos and the remarkable authority and enthusiasm behind the wheel? The one with the snappy catchphrase – “You’ve got to put Mercury on your list.”?

The answer is Jill Wagner, a young actress whose career is accelerating just as briskly as the Mercury vehicles she drives in the commercials.

Born in Winston-Salem, NC, Wagner is not just a pretty face. With a business degree from North Carolina State University, she understands the impact breakthrough advertising can have on a product’s name recognition.

Like many other rising actors based in LA, Wagner’s career started in community theatre and has continued in television programs such as “Monk”, “Blade”, and she even played a co-conspirator in Ashton Kutcher’s MTV series, “Punk’d”.

However, Wagner’s appearance in the Mercury commercials – which resulted from a typical casting call – has raised her profile significantly. Her popularity is growing with chatter on numerous automotive and starlet watch blogs, as well as reporting in the news media about the Mercury ads.

Her approach seems to be working, as car dealers and auto enthusiasts

alike have lots of good things to say about Wagner and her role in the Mercury ad campaign.



CLEVELAND AUTO SHOW FIVE YEAR ATTENDANCE

	2008	2007	2006	2005	2004
Friday	59,208	60,112	60,165	60,885	61,510
Saturday	85,149	84,401	82,847	85,524	84,388
Sunday	80,701	77,940	80,678	85,507	84,491
Monday	49,997	47,787	45,283	42,898	49,993
Tuesday	26,670	45,956	45,009	39,989	49,112
Wednesday	39,892	58,488	54,764	51,867	56,774
Thursday	56,783	53,998	53,896	59,746	56,379
Friday	58,312	62,283	64,272	64,042	62,111
Saturday	87,008	87,294	86,887	87,683	*87,977
Sunday	76,514	70,868	74,380	68,178	68,295
Total	620,234	649,127	648,881	646,319	**661,030

* ALL TIME SINGLE DAY HIGH ** ALL TIME SHOW RECORD

Come See For Yourself!

2009 Cleveland Auto Show Key Calendar Dates

2009 Show Dates: February 28 - March 8, 2009

- Media Days February 27 - 28
- Auto Show Kick Off Breakfast February 27
- "Night of Lights" Fundraiser & Preview February 27
- Public Show Opening February 28
- Automotive Technology Competition March 1
- Automotive Career & Education Day March 2
- Sports Celebrity Appearances TBD
- NASCAR Night TBD
- Family Night TBD
- Vehicle Safety Conference TBD
- Automotive Design Symposium TBD
- Classic Car Awards Presentation March 7
- Official Car Giveaway Contest March 8

Cleveland Auto Show
Info.
2009

For more information, check out www.clevelandautoshow.com.

Mitsubishi Motors & Kids Safety First Offer Cleveland Auto Show Attendees Free Booster Seats



Free booster seats were a big hit at this year's auto show.

In an effort to raise awareness about the importance of booster seats and increase usage, Mitsubishi Motors and Kids Safety First, a national non-profit organization, continued its National Booster Seat Awareness Initiative at the 2008 Cleveland Auto Show. Certified Car Seat Technicians from the Brecksville Fire Department were on hand to conduct booster seat installation demonstrations.

By participating in a free demonstration, parents with children between the ages of 4 and 8 who were less than 4'9" tall had an opportunity to receive a certificate for a free booster seat redeemable at select Cleveland-area Mitsubishi car dealerships. Kids Safety First also handed out free educational materials such as coloring books and car seat safety guideline cards. For more information about Kids Safety First and the National Booster Seat Awareness Initiative, log on to www.kidssafetyfirst.com.

Safety First

STATISTICS:

Although the National Highway Traffic Safety Administration (NHTSA) recommends that children between the ages of 4 and 8, weighing between 35 and 80 pounds, should use a booster seat, the organization estimates usage at about 20 percent. According to the Fatality Analysis Reporting System (FARS), there were 230 vehicle passenger fatalities amongst children between the ages of 4 and 8 in 2006. More than 73 percent of the children involved in those fatal accidents were not placed in a child safety seat.



Cleveland Auto Show Popular & Educational First Respondents Seminar

1st Respondents Safety First

Due to overwhelming success and back by popular demand, the 2008 Cleveland Auto Show presented the fourth First Respondents Seminar. The panel of experts at this seminar discussed Handling of Air Bags, Dealing with Hybrid Crashes, and New Technology in Automobiles.

“We recognize that technology in automobiles is changing faster and faster, and keeping up with how to handle the new technology for First Respondents in emergency situations is nearly impossible,” said Gary S. Adams, President, Greater Cleveland Automobile Dealers’ Association.

“So we have sponsored these important seminars to assist EMT, firefighters, and other emergency personnel who work on the ‘Front

Line.’ They have been a big hit with these life savers, as more have come each year, and the media who want to educate their audiences.”

Fred Bertram was the primary presenter at this seminar. Bertram is the Department Head of the Fire Science/Emergency Services Department, at Stark State College, and is a Captain of a Ladder Company for the City of Canton’s Fire Department. Kenneth Buie assisted with the seminar. Buie is Programs Coordinator and Toyota T-Ten Instructor at Stark State College.

1st Respondents

323 Participants



First Respondents Seminar held Thursday, February 28, 2008

Auto Tech Competition Winners Move on to National Competition in NY

Jake Moon and Darren Bever of Trumbull Career and Technical Center in Warren, Ohio, took first place at the 2008 Automotive Technology Competition for high school students, held at the 2008 Cleveland Auto Show. The competition involved the students' technical, mechanical, electrical, and diagnostic abilities working on a 2008 Pontiac G-6.

The winning students advanced to The Big Apple to compete in the National Automotive Technology Competition at the New York Auto Show where they competed for

scholarships, prizes, and new cars in the Super Bowl of Auto Technology.

There the competitors again worked on a Pontiac G6.

The winners also received scholarships for tuition for two years at either Cuyahoga Community College, Stark State College, the University of Northwestern Ohio, or Ohio Technical College, courtesy of the Greater Cleveland Automobile Dealers' Association.

Aeksander Taranovich and John Kashien of Valley Forge High School in Parma Heights, Ohio, took second place and won \$1,500 scholarships to the same colleges or universities. Third place went to Shawn Buehner and Zach Urbank of Lakewood High School in Lakewood, Ohio, and they received \$1,350 in scholarships.



The Pontiac G-6 was used in both the Automotive Technology Competition and the National Automotive Technology Competition.

14th Annual Automotive Career Day

More than 1,600 students from 40 high schools in northern Ohio attended the 14th Annual Automotive Career Day at the 2008 Cleveland Auto Show on Monday, February 25.

Michael Gershe provided an inspirational message on the subject of alcohol awareness through personal experience.

During the program, the Greater Cleveland Automobile Dealers' Association presented awards to the winners of the Automotive Technology Competition. Students were then admitted free into the show, courtesy of GCADA.

Career Day
1,604 Participants

2009 Cleveland Auto Show Information

Show Dates: February 28 - March 8, 2009

- Friday and Saturdays: 11 a.m. to 11 p.m.
- Sundays: 11 a.m. to 8 p.m.
- Monday - Thursday: 12 p.m. to 10 p.m.

Box office admission is:

- \$12 for adults
- \$10 for seniors
- \$10 for preteens (ages 7-12)
- Free for children six and under
- \$9.50 for seniors (age 62 and over)
- weekdays 12 p.m to 5 p.m.

BEAT THE CROWDS!

Buy advance tickets online at www.clevelandautoshow.com including the THREE DAY AUTO SHOW PASS!

FREE PARKING!

Parking is FREE to all visitors during the nine-day public show.

Toll Free Information Hotline:
(866) 291-1415

Show Contact:
Angela Andrews
Greater Cleveland Automobile
Dealers' Association

Phone: (440) 746-1500
Toll Free: (888) 740-2886
Email: angela@gcada.org
www.clevelandautoshow.com

Cleveland Auto Show
2009 Info.



First Place Winners of Automotive Technology Competition



Gentlemen,
start your engines!

Ribbon Cutting Ceremony Kicks Off New South Hall

The curtains were raised at the entrance to the South Hall revealing a black and white checkered ribbon. "Gentlemen, start your engines!" was announced. The excitement mounted as a car was started and driven through the ribbon to officially open the new South Hall.

This unique ribbon cutting was to announce the unveiling of the new South Hall to the media and key political and business leaders. The South Hall added 300,000 sq. ft. to the already expansive Cleveland Auto Show and displayed a few rare treasures for all car enthusiasts to enjoy!

Featured Vehicles:

- Harley-Davidson motorcycles
- Honda Civic GX - Natural Gas vehicle
- Ford F-150 pickup
- Maybach 57s owned by LeBron James

Harley-Davidson Motorcycles Make First Time Auto Show Appearance

For the first time in the history of the Cleveland Auto Show, area Harley-Davidson dealers displayed their world famous products in the expanded South Hall of the I-X Center. On display was a wide array of motorcycles from "Fat Boy's" to "Low Riders". Also exhibited was the all new "Harley-Davidson Softail Crossbones", which just recently made its world premier. The Harley-Davidson display included several vintage bikes that are rarely seen outside of catalogs.



Kenny Crumpton, Fox 8 News

Road To The Future

Cars of the Stars

A display from North Olmsted Sound and Performance, a Division of Mercedes-Benz of North Olmsted, featured "Cars of the Stars", some of the most expensive vehicles at the show.

They included:

- 2007 Mercedes-Benz S63 (\$161,000), owned by LeBron James
- 2007 Maybach 57s (+\$410,000), owned by LeBron James
- 2007 Custom Supercharged Range Rover (\$125,000), owned by Braylon Edwards
- 2007 Porsche Cayman S Design Edition (\$83,000)
- 2007 Hummer H2 Strongsville Dare (42" High Def screen & JL Audio System, completely paid for by seized drug dealer assets)

KNG OF OH

The license plate of LeBron James' \$410,000 Maybach 57S reads KNG OF OH.

The plate of his other car displayed at the Cleveland Auto Show -- a \$161,000 Mercedes S63 -- reads KNG OF AK, a salute to the Cavaliers star's hometown of Akron.

The back of the Mercedes reads L23 -- matching James' jersey number -- instead of S63.



Braylon Edwards' 2007 Custom Supercharged Range Rover



2007 Mercedes-Benz S63



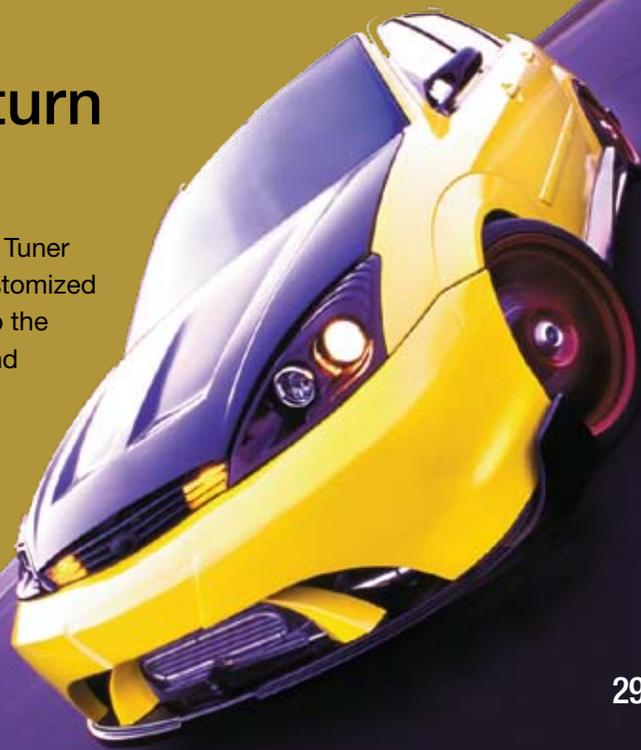
"Tricked Out" Tuner Cars Return

A modern day example of "hot rodding"

The 2008 Cleveland Auto Show has dedicated nearly 4,000 sq. ft. to a Tuner Car display. Owners of a tuner or "tricked out" vehicle have added customized high-performance parts. The tuner cars have modifications primarily to the engine, but also the suspension and exhaust systems, accessories, and graphics to better reflect the personalities of their owners. The unique styles were on display for all to see.

Customization includes rims, upgraded exhaust, customized shift knobs and upgraded stereo systems. Typical tuners are 16 to 30 years old.

How big is this industry? Retail tuner market sales were valued at more than \$510 million last year.



Green Ideas



Smart Car

Drive the streets of Paris, Rome, Barcelona, or London and you'll see the smart fortwo has become more than just fuel efficient transportation - it has become the "it" car in many countries throughout the world. As you may have noticed, now the United States has joined the party. In January 2008, Smart arrived to the US, was featured at the Modern Museum of Art in New York City, and was recently featured at the Cleveland Auto Show. No longer simply a show

car, it has begun to hit the roads throughout the country.

Preparations for the smart fortwo began in the early 1990's with a joint venture between Mercedes-Benz and Swatch, the makers of Swatch watches known for their wide array of colorful designs. The name Smart is based on the combinations of the names of its founders.

The challenge of the smart fortwo design started with the approach to

safety. The high safety standards and other innovations like the selection of energy efficient (up to 40 mpg) and recyclable materials, the removable door panels, a high driving position for great visibility, and easy entry in a small car combine to make smart a true revolution in driving style.

Meet Allison

The GM Allison Hybrid Bus is a 40 ft. transit bus that features the Allison Electric Drives EP SYSTEM™, making it one of the first large vehicle commercial hybrid parallel systems featuring a diesel-electric hybrid power-train. Allison Transmission, a unit of General Motors, in partnership with the U. S. Department of Energy, developed the propulsion system under the DOE's Advanced Heavy Hybrid Propulsion System (AH2PS) Program.

When the bus takes off from a stop, one thing you won't notice is a large puff of black smoke coming from the rear of the bus. This is because GM Allison Hybrid Bus is a full-hybrid, meaning the electric motor will propel the bus at low speeds and only at

higher speeds does the diesel engine kick in. The diesel engine is also used to recharge the battery pack along with the regenerative braking system.

Currently, the Allison hybrid buses are used to carry passengers in Seattle, Philadelphia, Minneapolis, Portland,

Salt Lake City, Austin, Hartford, Houston, and Orange County, California. According to GM, the Allison Hybrid Bus delivers up to 60 percent better fuel economy than the conventional diesel systems used in city buses.



Northeast Ohio's New Vehicle Sales on the Rise

Continue to outpace national numbers

New Car And Truck Sales In Northern Ohio January To April 2008

	April 2008	April 2007	APR % CHG	YTD APR 2008	YTD APR 2007	YTD APR % CHG
ACURA	181	162	11.73	576	615	- 6.3
AUDI	143	92	55.43	384	403	- 4.71
BMW	215	207	3.86	725	764	-5.10
BUICK	367	485	-24.33	1320	2081	-36.57
CADILLAC	296	264	12.12	1042	1003	3.89
CHEVROLET	3009	3094	-2.75	12102	11430	5.88
CHRYSLER	551	834	-33.93	2264	2924	-22.57
DODGE	857	1040	- 15.87	2747	3529	-22.16
FORD	2659	2963	-10.26	9181	10474	-12.34
GMC	507	519	-2.31	2096	1854	13.05
HONDA	1917	2032	-5.66	6374	6448	-1.15
HUMMER	62	53	16.98	304	276	10.14
HYUNDAI	537	561	-4.28	1542	1822	-15.37
INFINITI	91	87	4.60	257	242	6.20
JAGUAR	24	16	50.00	44	53	-16.98
JEEP	702	632	11.00	2494	2440	2.21
KIA	480	422	13.74	1532	1642	13.74
LAND ROVER	33	35	-5.71	137	129	6.20
LEXUS	288	280	2.86	974	1032	-5.62
LINCOLN	217	231	-6.06	652	743	-12.25
LOTUS	2	0	0.00	2	5	-60.00
MAZDA	547	417	31.18	1721	1493	15.27
MERCEDES	206	237	-13.08	739	689	7.26
MERCURY	391	388	0.77	1133	1368	-17.18
MINI	48	33	45.45	125	84	48.81
MITSUBISHI	201	248	-18.95	641	889	-27.90
NISSAN	811	521	55.66	2661	2234	19.11
PONTIAC	787	774	1.68	3006	2613	15.04
PORSCHE	51	37	37.84	140	118	18.64
SAAB	59	66	-10.61	266	232	14.66
SATURN	572	482	18.67	2059	1610	27.89
SMART	14	0	0.00	64	0	0.00
SUBARU	288	175	64.57	861	589	16.18
SUZUKI	46	64	-28.13	118	197	-40.10
TOYOTA/SCION	2235	1818	22.94	7345	6671	10.10
VOLKSWAGEN	275	189	45.50	839	722	16.20
VOLVO	75	66	13.64	254	208	22.12

Retail sales figures are based on vehicle registration reports from the Ohio Bureau of Motor Vehicles. Vehicle sales data includes the counties of: Ashland, Ashtabula, Carroll, Columbiana, Coshocton, Cuyahoga, Erie, Geauga, Holmes, Huron, Lake, Lorain, Mahoning, Medina, Portage, Richland, Stark, Summit, Trumbull, Tuscarawas, and Wayne.

Sales of new cars, trucks, and some heavy-duty vehicles were up 1.14% in April, well outpacing national sales numbers, according to figures released by the Greater Cleveland Automobile Dealers' Association (GCADA).

During April 2008, 19,912 new vehicles were purchased or leased in a 21-county region of Northern Ohio, which was up from 19,687 units compared to April, 2007. Following a growing trend, car sales were up 2.48% while truck sales were down 3.7%. Used vehicle sales were also up 2.46% in April. Chevrolet, Ford, Toyota, Honda, and Pontiac were the top five sellers in the region.

22 brands up year-to-date

Through April 2008, twenty-two brands posted year-to-date sales increases in the region. They included: Acura, Audi, Cadillac, Chevrolet, GMC, Infiniti, Isuzu, Jeep, Land Rover, Lexus, Mazda, Mercedes-Benz, Mini, Nissan, Pontiac, Saab, Saturn, Smart, Subaru, Toyota/Scion, Volkswagen, and Volvo.

"Clearly, these exciting numbers are a result of the momentum that started at the 2008 Cleveland Auto Show, which concluded March 2nd," said Gary S. Adams, GCADA president. "We expect new vehicle sales to remain steady through the next few months because incentives will continue and more and more fuel efficient products are arriving at dealership showrooms."

SALES SPIKE

2008 Print Headlines

Browns QB Brady Quinn to be among celebs at Cleveland Auto Show

Cleveland Leader, OH - February 12

Ford to equip vehicles with mobile offices

The Morning Journal, OH
- February 12

New Shows

Akron Beacon Journal, OH
- February 13

Chevy Reveals 2008 Corvette 427 Limited Edition Z06

Jalopnik, VA - February 14

The 427 returns, in the form of a Very Red Corvette with Decals

TheCarConnection.com - February 14

GM to debut new Corvette at show

Plain Dealer - February 15

Cobalt SS set for display at Cleveland Auto Show

Tribune Chronicle, OH - February 18

Chevrolet accelerates to the Cleveland Auto Show

StreetInsider.com - February 19

Rainbow Babies & Children's Hospital, Safe Kids Greater Cleveland

StreetInsider.com - February 19

Cleveland Free Times Slight Club

Cleveland Free Times, OH
- February 19

2008 Dodge Nitro Giveaway Contest rules

NewsNet5.com, OH - February 20

Small van for small business new Ford vehicle to be at auto show

Plain Dealer - February 21

Cleveland Guinness Book record holder up for challenges at...

PR Newswire (press release), NY
- February 21

Cobalt SS turbocharged version on sale in April

Youngstown Vindicator, OH
- February 21

Auto show offers look at 1000-plus new vehicles

Youngstown Vindicator, OH
- February 22

Bill Cowher is a hit in Cleveland Browns' territory

The Plain Dealer - cleveland.com, OH
- February 22

New Cobalt SS is fast and furious

Tribune Chronicle, OH - February 22

Reving up for big event, automakers tune up inside the open spaces of I-X Center

Plain Dealer - February 22

Cleveland Auto Show will open nine-day run Saturday

WKYC-TV, OH - February 22

Cleveland Auto Show starts this weekend

Cleveland Leader, OH - February 22

Cleveland Auto Show features new rides

Chronicle-Telegram, OH - February 22

Cowher muses about Cleveland

Rotoworld.com - February 22

Let's hear it for hybrids

Canton Repository - February 22

Hometown pride at car show

Akron Beacon Journal, OH
- February 22

Made in Lordstown, turbocharged car to please racetrack fans

Youngstown Vindicator, OH
- February 22

Off the beat

Chronicle-Telegram, OH - February 22

Here are stories we are working on for Saturday's Repository: Today is the official opening of the annual Cleveland Auto Show

Canton Repository - February 22

GM's 'mean and green' car Cobalt SS boasts 260 hp and 30 mpg

Plain Dealer - February 23

A \$500,000 car with 617 horses Mercedes McLaren has go power

Plain Dealer - February 23

Lincoln and hip-hop superstar Common shine a spotlight

The FINANCIAL, Georgia
- February 23

LeBron's cars at auto show, and not too many notice

Plain Dealer - February 24

INSIDE AUTOS Tesla wants Detroit partnership

Detroit Free Press, United States

- February 24

Kids see Cleveland Auto Show from a different perspective

WKYC-TV, OH - February 25

ET CETERA Greater Cleveland

Akron Beacon Journal, OH - February 27

On with the show

Aurora Advocate, OH - February 27

Cleveland to rename 9 miles of Euclid Ave. for \$6 million

WTOL, OH - February 28

Clinic, UH pay to name Euclid Corridor buses

The Plain Dealer cleveland.com, OH
- February 28

Print Media

Lots of changes at the 2008 Cleveland Auto Show

WKYC-TV, OH - February 29

Cleveland Clinic pays \$6M for naming rights to RTA

NewsNet5.com, OH - February 29

Quinn not ready to take back seat yet

Akron Beacon Journal, OH - March 1

Browns' bold moves focus on the present

The Morning Journal, OH - March 1

Cleveland Browns quarterback Brady Quinn says he plans to compete

The Plain Dealer - cleveland.com, OH - March 2

Quinn concedes nothing. Quarterback says he wants to start

Plain Dealer - March 2

QB Brady Quinn says he still wants to start for Cleveland Browns

The Canadian Press, CLEVELAND - March 2

Vegas twin bill, testing in Phoenix, then it's off to Atlanta - NASCAR

ESPN - March 5

- Associated Press
- The Columbus Dispatch
- The Chronicle-Telegram (Elyria)
- Cleveland Jewish News
- Cleveland Magazine
- Free Times
- The Independent (Massillon)
- The Morning Journal (Lorain)
- The News-Herald (Willoughby)
- Northern Ohio Live
- The Ohio Motorist (AAA)
- The Plain Dealer
- The Record Courier (Ravenna)
- The Repository (Canton)
- The Sandusky Register
- Scene
- The Times Reporter (Dover/New Philadelphia)
- The Toledo Blade
- The Tribune-Chronicle (Warren)

Newspaper Network of Central Ohio

Fremont News-Messenger, Port Clinton News Herald, Bucyrus Telegraph Forum, Mansfield News Journal, Marion Star, Coshocton Tribune, Newark Advocate, Zainesville Times Recorder, Chillicothe Gazette and Lancaster Eagle Gazette

Sun Newspapers

Bedford Sun Banner, Brooklyn Sun Journal, Brunswick Sun Times, Chagrin Herald Sun, Chagrin Valley Herald, Euclid Sun Journal, Garfield-Maple Sun, Lakewood Sun Post, The Medina Sun, The News Sun, Nardon Hills Sun, Parma Sun Post, Solon Herald Sun, The Sun Courier, The Sun Messenger, The Sun Press, The Twinsburg Sun, West Geauga Sun, The Sun, The Sun Star, The Sun Herald, West Shore Sun and West Side Sun News

Record Publishing, Inc.

Aurora Advocate, Bedford Times Register, Cuyahoga Falls News Press, Gateway News, Hudson Hub-Times, Maple Heights Press, News Leader, Stow Sentry, Tallmadge Express and Twinsburg Bulletin

Chagrin Valley Publishing Company

The Banter, Chagrin Valley Times, Currents, Geauga Times Courier and Solon Times



The Fans Go Wild!



Always a crowd pleaser, a host of professional sports celebrities made appearances during the 2008 Cleveland Auto Show. Our hometown teams always draw large and enthusiastic crowds.

GMC

WE ARE PROFESSIONAL GRADE®

Crowds Cheer Cavs

The Cleveland Auto Show and Team Chevy welcomed Sasha Pavlovic, Devin Brown, Anderson Varejao, and Delante West on Saturday, March 1. Crowds surrounded the GMC display for free autographs.

CAVS

Lebron's Moves

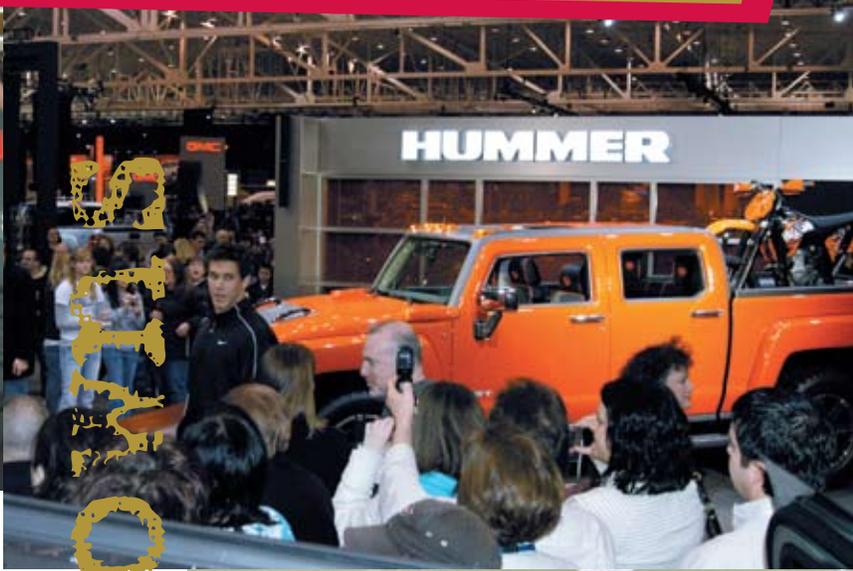
Lebron James may not have made it to the Cleveland Auto Show this year, but his incredible cars were there. North Olmsted Sound and Performance, a Division of Mercedes-Benz of North Olmsted, displayed a Mercedes-Benz SLR McLaren, as well as a Range Rover of Lebron's in the new South Hall section of the I-X Center. Like their owner, these cars have incredible moves, power, and style.



Cavs & Browns Score



Joshua Cribbs, kick returner for the Cleveland Browns, can appreciate a man in uniform as he autographs a framed photograph for a service man.



Cleveland Browns All-Pros Joshua Cribbs and Joe Thomas

The Cleveland Auto Show and Team Chevy present Cleveland Browns Night on Thursday, February 28. Cleveland Browns All-Pro players Joshua Cribbs and Joe Thomas signed free autographs in the Chevrolet display from 6 - 8 p.m.

Fans were thrilled to meet kick returner, Cribbs, and offensive tackle, Thomas, a 2007 All-Pro. Both had recently participated in the 2008 Pro Bowl Game.

Cleveland Browns Day was sponsored by the Northern Ohio Chevy Dealers. Thanks to Team Chevy for bringing home these winners.



"Brady! Brady!"

The crowd chanted for fan favorite, Brady Quinn, when he made his entrance at the Cleveland Auto Show on Saturday, February 23. The Browns faithful lined up to get an opportunity to take a photograph with the young quarterback.

When asked about the fans already talking about a starting quarterback controversy, Quinn replied, "I'm not really focusing on any controversy. I'm just concentrating on everything that I'm doing to get myself better to lead the Browns." And if fan response at the Cleveland Auto Show is any indicator, Brady Quinn is doing everything right.

Quinn appeared in the Hummer display from 1-3 p.m. for photographs, courtesy of your Northeast Ohio Hummer Dealers.



Buckeye Fever

Present and Future NFL Stars

The Cleveland Auto Show once again presented OSU Buckeyes' Football Night. Sponsored by your Northern Ohio Pontiac Dealers, the night welcomed 2007 Heisman Trophy winner and Baltimore Ravens quarterback, Troy Smith.

Also appearing were future NFL stars Kirk Barton and DE/LB Vernon Gholston. Gholston was rated as having the best performance in the 2008 NFL combine. OT Kirk Barton – a four-year starter – is also a solid prospect to play in the NFL.

The Buckeyes made their appearances Friday, February 29 from 6 - 8 p.m. to sign free autographs in the Pontiac display.

PONTIAC



NASCAR DAY

Auto Show
WEDNESDAY is
NASCAR DAY! 4-6pm **FREE PARKING!**



NASCAR DAY Roars Into Cleveland

Once again this year NASCAR DAY was a huge hit at the Cleveland Auto Show. Fans enthusiastically welcomed stars of the NASCAR Sprint Cup Series.

Matt Kenseth and Travis Kvapil were in the Ford display, Regan Smith

was in the Chevrolet display, and Craftsman Truck Series driver Johnny Benson appeared, as well.

Native Ohioan, Sam Hornish, Jr., was a big draw. He will be driving the number 77 Dodge Charger for Penske Racing this year. This will be his first full year in NASCAR racing after a very successful career in U.S. open wheel competition. Sam is a native of Defiance, OH, and currently resides in Napoleon, OH.

All drivers signed free autographs and were available for media interviews.



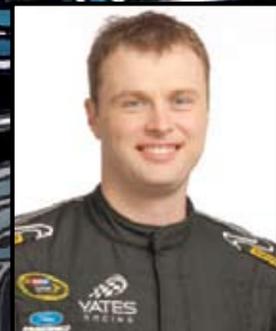
Johnny Benson



Regan Smith



Sam Hornish Jr.



Travis Kvapil



Matt Kenseth

I-X Center

Unique Features

- More than 1.5 million sq. ft. of contiguous exhibition and conference space.
- 300,000 sq. ft. of column-free space with ceiling heights ranging from a minimum of 55 ft. to a maximum of 77 ft. providing easy move in for heavy and oversized equipment.
- Renovated 85,000 sq. ft. carpeted conference center with 26 meeting rooms.
- Renovated 16,000 sq. ft. ballroom used for receptions or any pre-function activities, seating up to 800 banquet style and up to 1,000 theatre style.
- Full in-house catering, including banquet and concession services.
- Comprehensive contractor services, including decorating, material handling, exhibitor services, and utilities.
- Wide bandwidth, high-speed Internet service available throughout the facility.
- Convenient, on-site labor union, reducing exhibitors' costs.
- Conveniently located only one mile south of Cleveland Hopkins International Airport.
- On-site parking for 8,000 vehicles, with 24-hour security surveillance.
- Secured, on-site truck marshalling area and extensive crate storage.
- The World's Largest Indoor Ferris Wheel, spinning 125 ft. - soaring 35 ft. through the roof in a glass atrium.
- Spectacular outdoor ExpoTron video display - towering 60 ft. in the air with dual-sided screens 47' x 40'.

Family Day Filled with Excitement for All



The 2008 Cleveland Auto Show celebrated Family Day, sponsored by Medical Mutual of Ohio. All children ages 15 and under were admitted FREE all day.

Families entered to win a Disney Family Cruise, a \$4,000 value.

Special appearances by Cleveland Indians' mascot Slider and Cavs' mascot Moondog are among the many highly anticipated highlights each year, and this year was no exception. The Cleveland Auto Show gave away free Lake Erie Monster hockey tickets to the first 250 families to register for the MMO Disney Cruise.

Family Day was a unique opportunity for parents and children to visit the many exciting exhibits on display, including Camp Jeep, Kia, Mitsubishi, and Chrysler Ride-N-Drives, the Toyota Off-Road Adventure, and the world's largest indoor Ferris wheel. Other favorites are the new vehicles, vintage cars, concept cars, and the Cars of the Stars.



Lou Kaltenstein, 2008 Cleveland Auto Show Co-Chairman, offered congratulations to Marion Drake and family, of Medina, who won the Disney Cruise.



Family Facts

WEWS-TV CH 5 (ABC) News Coverage:

The family car is more than just a vehicle to get you from point a to b. It's become its own destination point with all the comforts that make your family life a little easier. Who doesn't love that time out button? Every mom and dad is waiting for that concept vehicle to hit the market. There's so much to see here at the 2008 Cleveland Auto Show.

You can check it out at the I-X center.



I-X Center Services

The International Exposition Center (I-X Center) offers in-house exposition services through the I-X Center Customer Service Department. These services cover all facets of your auto show needs from material handling to custom exhibits. Together with the I-X Center, our goal is to provide exceptional customer service. I-X Services include:

- Decorating - carpeting/drape/furniture/custom orders
- Utilities - electrical/compressed air/water&drain/telecommunications
- Material Handling - freight receiving & storage/delivery to exhibit/empty crate storage/rigging
- Internet Service - in exhibit shared T1 internet service
- Custom Displays - custom design/full color graphics
- Labor - exhibit setup & dismantle/overhead banner hanging/equipment machinery placement/exhibit cleaning
- Sign Shop - signs/banners/full-color, photo quality custom graphics
- Catering - in-exhibit food & beverage service/catered meals
- CAD Services - accurate CAD drawings on paper or electronic format



The 2008 Cleveland Auto Show Staff

- Gary S. Adams – President, GCADA and Cleveland Auto Show
- Frank Porter, Jr. (Central Cadillac Hummer) – Co-Chairman
- Louis Kaltenstein (Lodi Auto Mall) – Co-Chairman
- Kirt Frye (Sunnyside Automotive Group) – Immediate Past Auto Show Chairman
- Richard M. Bass (Bass Chevrolet, Inc.) – President ADEAF, Inc.
- Angela Andrews – Coordinator/Credentials
- Dennis Rose – Floor Manager
- Connie Adams – Advertising
- Lou Vitantonio – Operations Manager
- Aliesha Johnson – Charity/Special Events Coordinator
- Rachael Ribar – Special Events Assistant

2008
**cleveland
 auto
 show**
 FEB 23 - MARCH 2
 I-X CENTER
 presented by
AutoTrader.com



Floor Plan



Cleveland Auto Show

10100 Brecksville Road
Brecksville, OH 44141

Phone: 440.746.1500
Toll Free: 888.740.2886
Fax: 440.746.1504

www.clevelandautoshow.com

