

Auto show founded dealers association

The Detroit Auto Dealers Association was formed in 1908 to organize the first



NAIFF H. KELEL
DADA president



CLARENCE M. SHELTON
Auto Show chairman

auto show. However, the show was postponed until January 1909.

The only years that didn't contain a Detroit Auto Show were a few years during World War II when Detroit car companies retooled to make Detroit the "Arsenal of Democracy." Since then, the show has been an annual affair.

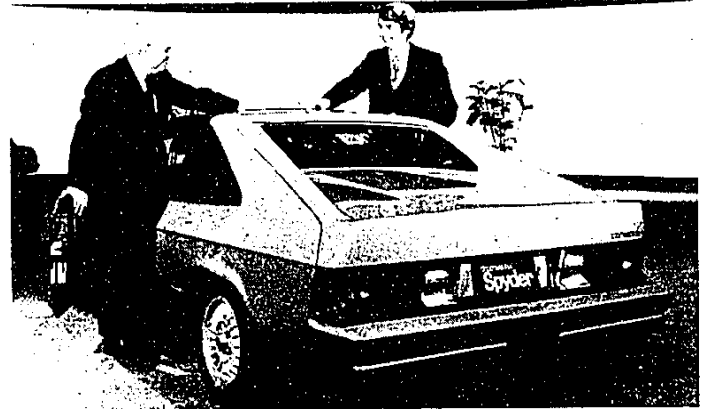
It has become the major showcase for the domestic auto industry. The show is the place where a car buff can see all the new cars on one floor, under one roof.

This year, vehicles from Jaguar-Rover-Triumph, Saab, Toyota, Renault, Fiat, Datsun, Colt and Honda will join the domestically produced cars and trucks at the show.

This year's chairman is Clarence M. "Bud" Shelton, a Rochester General Motors dealer.



DANIEL HAYES
DADA executive vice president



Bob Marcks, a designer of the special two-passenger show sportscar (left), and Chuck Gunderson of Chrysler discuss the Plymouth Turismo/Spyder.

Economical sports car to debut for Plymouth

A Plymouth Horizon with Turismo/Spyder package will debut at the auto show as one of the first two-passenger prototypes for the fuel-conscious sportscar buff.

Show visitors will be the first to see the Plymouth Spyder show car that Chrysler Corp. could market as early as next year for the buyer seeking Italian styling without a high price tag.

"It could have an impact on the '80s like the Mustang had on the '60s," said Jack Withrow, vice president for product planning.

The Spyder (a generic term that means open car in Italy) is a contemporary roadster that features a mid-engine style hatch replacing the conventional rear seat of the TC-3, allowing additional storage space.

Befitting its name, the Spyder has a European red exterior with a T-bar roof, black moldings and louvered quarter windows. Like the basic two-door Horizon, it has a 23 mpg city rating. It is aerodynamically designed and has front-wheel drive for agile maneuvers on its 96.7-inch wheelbase.

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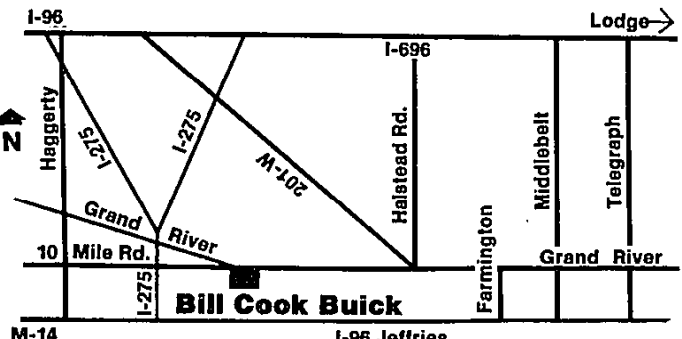


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