

THE DETROIT AUTO SHOW

COBO HALL JANUARY 10-18

Auto show opens Jan. 10

More than 250 new cars and trucks will be on display Jan. 10-18 in the Detroit Auto Show.

The auto show, "Excitement '81," will be held at Cobo Hall overlooking the Detroit River.

This year's show will feature technology and how it is being put to work to produce better and more efficient automobiles. Displays will feature

technological improvements as well as good-looking new cars.

Admission to the show is \$3.50 for adults, 50 cents for children under 12 and no charge for senior citizens Saturday, Jan. 10, through Sunday, Jan. 18.

Friday evening, Jan. 9, is one of the first major social events of the year in Detroit — the Charity Preview Night.

Proceeds from the night will go to three Detroit-area charities:

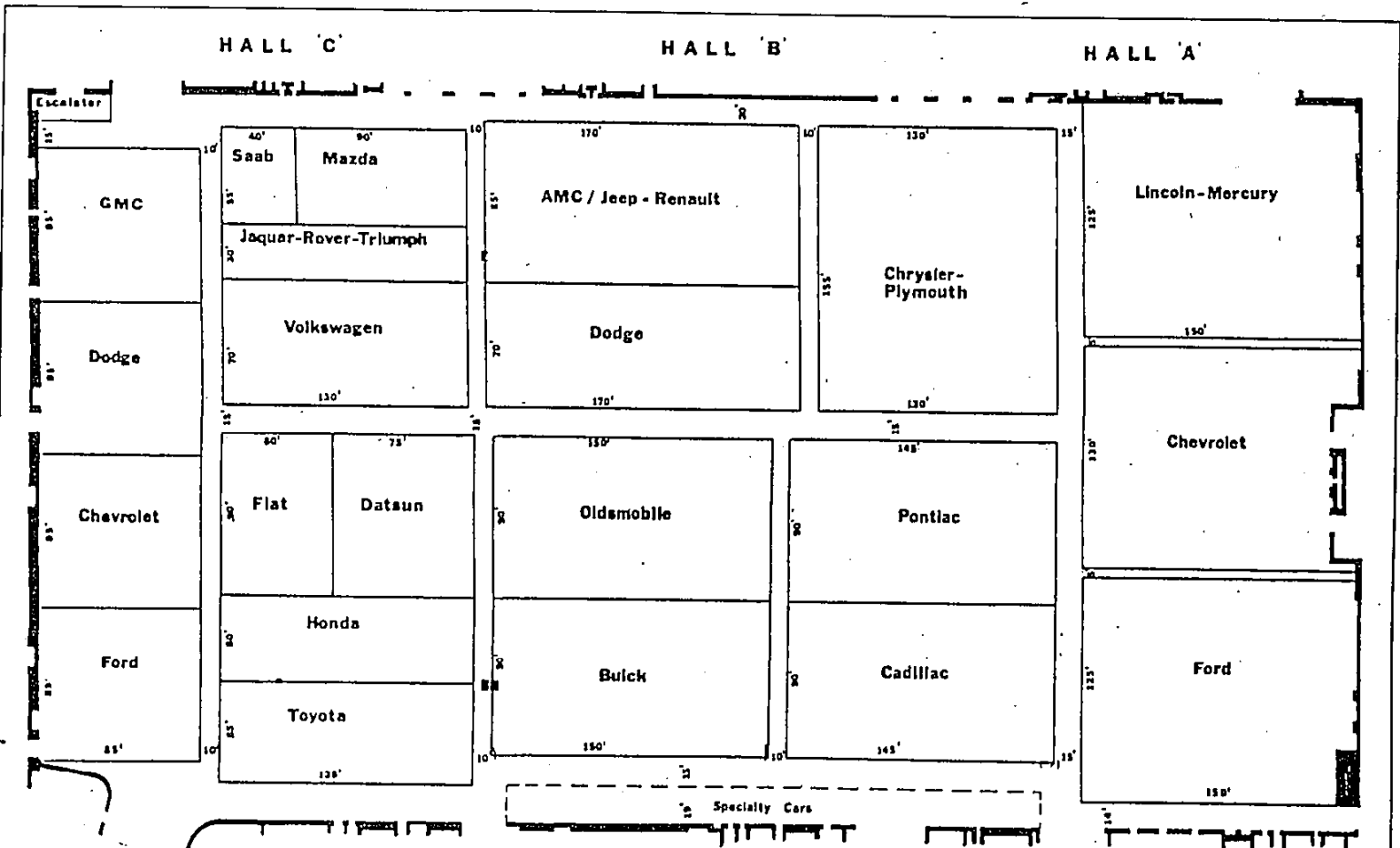
- Boys and Girls' Club of Metropolitan Detroit.
- Easter Seal Society for Crippled Children and Adults in Wayne, Oakland and Macomb Counties.
- Assistance League to the Northeast Guidance Center.

Co-sponsors of this charity benefit

are the presidents of American Motors Corp., Chrysler Corp, Ford Motor Co., General Motors Corp., and Volkswagen of America Inc. and their wives and Detroit Mayor Coleman Young.

The 1981 Detroit Auto show will officially open its doors to the public after a brief parade and opening ceremony.

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65th Detroit Auto Show

JANUARY 10 thru 18, 1981

Cobo Hall, Detroit, Michigan