

INSIDE THE AUTO SHOW

in DETROIT



DETROIT'S stature as host of North America's only truly international auto show was further

underscored by the Society of Automotive Analysts (SAA), with the announcement that the group will hold an international conference in conjunction with the show.

But it will be the show itself that will demonstrate to the world the global significance of the show. Here's a little of what show-goers can expect:

- Chevrolet and Pontiac will introduce their new line of all-purpose vehicles. Chevrolet will introduce its Lumina coupe and sedan, its new mid-size lineup for the 1990s. Pontiac will display for the first time a new concept car. Pictures can be found elsewhere in this special section.

- Mazda will introduce a new vehicle yet to be announced.

- Porsche will show for the first time in North America three new models — the 911 Carrera 4, the 911 Speedster and the 944 S2 Cabriolet.

- Lincoln-Mercury Division of the Ford Motor Co. may introduce the 1990 version of its Lincoln Town Car.

- Nissan Motor Company's Infiniti Division will introduce its new line of luxury cars.

- Ford Division of Ford Motor Co. will introduce a new concept car and show other concept vehicles.

- Buick Division of General Motors Corp. will introduce a new concept car and its new Ultra model.

- Cadillac Division of General Motors Corp. will introduce a new concept car. GM's Oldsmobile Division also plans to introduce at least one new concept car.

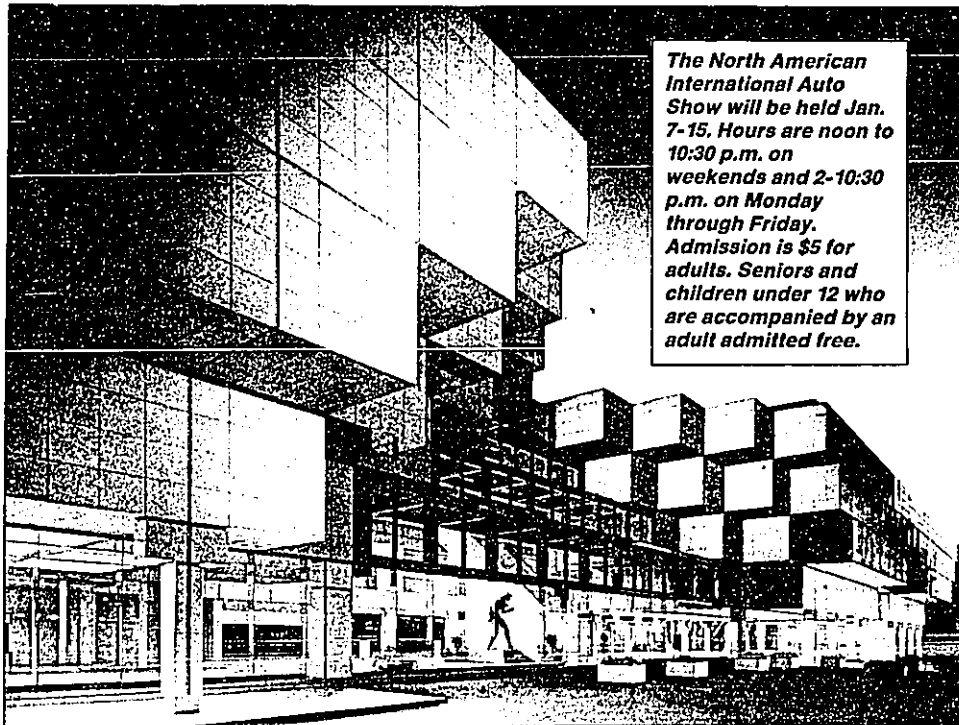
- Peugeot will display for the only time in the United States its Oxia concept car.

- The Lexus Division of Toyota Motor Co. will introduce for the first time in the world its new line of luxury cars.

- Chrysler-Plymouth Division of Chrysler Corp. plans to introduce at least six new concept vehicles. The Dodge Division plans to introduce at least one new concept car.

- Volkswagen will introduce its new Corrado sports car.

- Audi will introduce its new V-8 model.



The North American International Auto Show will be held Jan. 7-15. Hours are noon to 10:30 p.m. on weekends and 2-10:30 p.m. on Monday through Friday. Admission is \$5 for adults. Seniors and children under 12 who are accompanied by an adult admitted free.

An expanded and renovated Cobo Hall will be auto show headquarters.

New image

An expanded auto show opens

INTERNATIONALIZATION of the Detroit Auto Dealers Association's annual Auto Show coincides with completion of a \$225 million expansion and renovation of Cobo Hall.

"Mayor Coleman A. Young deserves credit for the vision and leadership he displayed in orchestrating this impressive project," said auto show co-chairmen David Fischer and Kenneth Meade. "Without the mayor's foresight, our association's dream of bringing to Detroit the kind of world-class auto show that it truly deserves would never have become reality."

This year's charity preview will mark the grand opening of the new Cobo Conference/Exhibition Center, now one of the nation's largest and most flexible trade show and convention sites.

COBO'S EXPANSION enabled this year's show to increase its display space by 60 percent and add 17 exhibitors to the 24 that displayed cars and trucks in 1988. And the 1990 show promises to be even bigger and better yet

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Autos in spotlight, but charities shine

TWO ADDITIONAL children's charities will benefit from this year's charity preview, the traditional black-tie party that opens the Detroit Auto Dealers Association's annual auto show.

This year's preview also marks the grand opening of the expanded and renovated Cobo Hall.

The March of Dimes and the De-

troit Institute for Children join four other children's charities as financial beneficiaries of Detroit's International Auto Show.

Last year's charity preview generated more than \$200,000 for Boys' and Girls' Clubs of Metropolitan Detroit, The Children's Center, the Easter Seals societies of Wayne, Oakland and Macomb counties and the Assistance

League to the Northeast Guidance Center.

"THE DADA'S CHARITY preview is one of the best things that ever happened to us," said Joe Kozzo, executive director of the Boys' and Girls' Clubs. The charity preview is a major so-

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