

# AUTO SHOW SPECIALS!

## 1994 GRAND AM SE



Power steering, power brakes, AM/FM stereo, tinted glass, 2.0L OHC FI 4 cylinder engine, custom wheel covers, steel belted radials, sport mirrors, body side molding and much more. Order.

**NOW ONLY \$11,435\***

GM OPT II Price Subtract \$625.70

24 MONTH SMART BUY**		
\$1000 DOWN \$207***	\$2000 DOWN \$162***	\$3000 DOWN \$117***

## 1994 SUNBIRD LE COUPE



5 speed manual transmission, custom wheel covers, cloth bucket seats, AM/FM stereo, tint glass, sport mirrors and much more. Order.

**NOW ONLY \$9164.47\*\***

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Remote keyless entry, auto door locks, memory seat & mirrors, electric power reclining electric seats, theft deterrent system, concert sound speaker system, graphic equalizer. Stock #71126

**NOW ONLY \$24,995\***

GM OPT II Price Subtract \$1268.50

36 MONTH SMART BUY**		
\$1000 DOWN \$420***	\$2000 DOWN \$388***	\$3000 DOWN \$355***

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Power steering, power brakes, 4 way manual driver seat, PL, delay wipers, rear defroster, air, storage arm rest, cruise, auto, tilt, AM/FM stereo, cassette, visor vanity mirror. Stock #71055

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36 MONTH SMART BUY**		
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# 1994 NAIAS SCHEDULE OF EVENTS

**Supplier Preview Days**  
In 1993, Supplier Preview Days attracted 7,298 executives from 528 companies. This event provides suppliers with an opportunity to preview the show before it opens to the public. For further information on Supplier Preview Days, contact Julie Habrowski at (810) 643-0250.

**Design Forum (new for 1994)**  
Thurs., Jan. 6-Fri., Jan. 7: Co-sponsored by NAIAS and AutoWeek Magazine, this event will bring together top international automotive designers with selected leaders from other fields of design such as fashion, art, electronics, music, architecture, furniture and film.

**Economic Club Luncheon**  
Fri., Jan. 7: By invitation only. Luncheon at Cobo Center. Speakers will be Detroit mayor Dennis Archer, Oakland County

executive L. Brooks Patterson and Wayne County executive Edward McNamara. For further information on the luncheon, contact the Economic Club at (810) 963-8547.

**Charity Preview**  
Friday, Jan. 7: The black tie Charity Preview is expected to attract over 8,000 guests and raise more than \$1,000,000 for 10 Detroit area children's charities. The Charity Preview is sponsored by the Detroit Auto Dealers Association. WKBD-TV (Channel 50) will air a live one-hour broadcast. The Charity Preview hours have been extended for 1994 to begin at 6:00 p.m. and run through 9:00 p.m. Tickets are \$125 per person, \$250 per couple. By invitation only. Contact any of the 10 Detroit area children's charities for information (see facts for telephone numbers).

**Public Show (& Van Show)**  
Sat. Jan. 8 - Sun. Jan. 16; 1993 public attendance totaled 626,000, including a new one-day attendance record of 134,166.

**Automotive News World Congress**  
Sun., Jan. 9 - Weds., Jan. 12: Runs concurrently with '94 NAIAS at Detroit's Westin Hotel. Speakers and program details to be announced.

**Industry Dinner**  
Weds., Jan. 12: Attended by dealers, dealership management and industry related corporate executives. Speakers have ranged from President Eisenhower, to Pete Estes, Bo Schembecher, Lou Holtz and comedian Thom Sharp. 1994 speakers to be announced. By invitation only.

# 1994 North American International Auto Show Notes

- Since the Auto Show went international in 1989, 194 automobiles have been introduced at the NAIAS.
- The NAIAS is the longest running auto show in the country, running every year (except 4 war years) since the first show in 1907.
- It takes over 75,000 yards of carpet to do the exhibits and aisles. If the carpet was made into a two foot wide runner, you would have a piece of carpet 66 miles long. With the average home using 125 yards of carpet, the carpet used at the NAIAS would carpet the equivalent of 600 homes.
- In the three weeks it takes to prepare the NAIAS for the media and public, 575 carpenters, 185 teamsters and riggers and 130 electricians will aid in the show set up.
- The total value of the exhibits in the NAIAS is in excess of \$50 million dollars excluding the value of the 750 vehicles.
- The first DADA sponsored Detroit Auto Show was held at Belle's Bear Garden on the approach to Belle Isle in 1907.
- The Detroit Auto Dealers Association was formed in 1907 when seventeen area auto dealers formed the association. At that first show sponsored by the DADA, Henry Ford announced that he would build 25,000 of his new model "T" cars in 1908 calling for the first production of automobiles by an assembly line.
- Seventeen automotive companies were represented at the first DADA Auto Show in 1907, showing 33 cars. Over 40 automotive companies will be at the 1994 NAIAS exhibiting more than 750 production cars & trucks.
- In 1957 the Auto Show moved from the State Fairgrounds to the 265,000 square foot Detroit Artillery Armory for its 44th annual show. At the 1957 show, foreign car exhibits were displayed for the first time in Detroit. (Volvo, German Isotta, two Mercedes Benzes, two Jaguars and a Porsche were among the foreign displays.)
- In 1958 demand for European models increased as import exhibits were given more floor space at the 1958 auto show. In all, nearly 100 foreign models were on display that year.
- For the Auto Show's 50th anniversary in 1955, the show moved to its present location at Cobo Hall.



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# AUTO SHOW SPECIALS!

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Heavy-duty 3/4 ton  
with snow plow pkgs.

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## 1994 RAM WORK VANS 3/4 Ton



**IN STOCK!**

**\*1,000 REBATES**

## 1994 CARAVAN



7 passenger, automatic transmission, rear defroster, air conditioning. Stk. #4670177.

**As Low As \$14,799\***

## 1994 DAKOTA 2WD



V-6, automatic transmission, sport package. Stk. #473013.

**As Low As**

**\$11,199\***

## 1994 GRAND CARAVANS



V-6, automatic transmission, air conditioning, sunshade glass. Stk. #467118

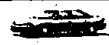
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New 1994 Dodge Spirit Stock #410004  
**\*11,293\***



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