

An Oldsmobile Cutlassiera similar to the one pictured above will be among seven cars that will be given away during the Detroit Auto Show's Most Incredible Contest.



Natalie Carroll, Pontiac Motor Division's Firebird Girl, will be among the many models at The Detroit Auto Show. Chief among them will be Ma. Detroit Auto Show, who will have been crowned from among 300 contestants.

Auto Show 'revs up' Saturday

"We're all revved up!" is the theme of the 1983 Detroit Auto Show.

The show — the 67th annual — will start Saturday and continue through Sunday, Jan. 23 at Cobo Hall.

A total of 407 cars, trucks, vans and specialty vehicles — domestics and imports — will be on display during the show, filling 274,000 square feet of floor space. The show is sponsored by the Detroit Auto Dealers Association.

"It will be the only time this year that people will be able to see all the domestic and foreign cars under one roof," said Martin J. "Hoot" McInerney, the show's chairman and owner of Northland Chrysler-Plymouth, Inc. of Oak Park.

"We'll also be showing dozens of trucks and vans and specialty cars," McInerney said. "We're going to have something that appeals to everyone in the family."

"Everyone knows that auto sales have been in a slump in recent years. But we've just had an exceptionally strong November, and we hope it's a harbinger of good sales to come. We want to keep up the momentum."

Besides the new cars and trucks, visitors to the show will see a display of customized vans; will be entertained by an array of high school bands, dancers, singers, magicians, talking robots, narrators and models; will be eligible to win cars to be given away during the show; will hear live radio broadcasts from the floor of the show; will be able to question a panel of DADA dealers about the car business; and will have a chance to compete in a Super Pac Man tournament to raise money for charities.

After a Charity Preview on Friday, Jan. 14, the show will open to the public at noon Saturday, Jan. 15 and run daily through Sunday, Jan. 23. Hours are noon to 10:30 p.m., Saturdays and Sundays and 2-10:30 p.m., Monday through Friday.

Admission is \$4 adults, \$2 children, and children 12 and under and senior citizens, free.

Among the main attractions of the exhibitors will be these:

AMERICAN MOTORS/RENAULT/JEEP — The full line of vehicles from American Motors, Renault and Jeep will be on display. Featured will be

the Renault Alliance, the first U.S.-built product resulting from the partnership between AMC and Renault. It claims "best in its class" fuel economy 52 mpg on the highway and 37 mpg in the city.

Renault will be showing its Fuego,

the 18i and its three-door Le Car. AMC will be showing the Spirit GT, the Concord, and the Eagle.

Jeep will be featuring a technical innovation for 1983, Selec-Trac, an exclusive driveline system that combines the fuel efficiency of two-wheel-drive with the security and handling of full-time, four-wheel-drive. All Jeep Wagoneer models have Selec-Trac as standard equipment. It is optional on Jeep Cherokee and J-10 pickup models.

BUICK — Buick is offering five "balanced performance" cars in six body styles in 1983. Called the Buick "T Types," the cars are designed to meet import competition. Getting the "T Type" treatment are the Buick Skyhawk, Skylark, Century, Regal and Riviera. Only the Century comes in both coupe and sedan models. It comes only in the color silver with a charcoal lower, and features blacked-out grille, moldings, headlamp and taillamp bezels, bumper fillers, door handles and locks, fixed mast antenna and accent stripes. A Buick V-6 Riviera convertible with turbocharger will be the pace car in next May's running of the 67th Indianapolis 500 auto race.

Seven cars are prizes in Auto Show contest

The Most Incredible Contest offers visitors to the 1983 Detroit Auto Show an opportunity to win one of seven new cars.

The contest works this way:

- There will be seven cars on display at the exhibition areas of Cadillac, Chevrolet, Plymouth, Dodge, Ford, Pontiac and Oldsmobile.

- Each car will be filled with objects — one with tennis balls, one with spark plugs, etc.

- A sign at each display will tell the interior capacity of the car as well as the dimensions of one filler item such as a spark plug, tennis ball, etc.

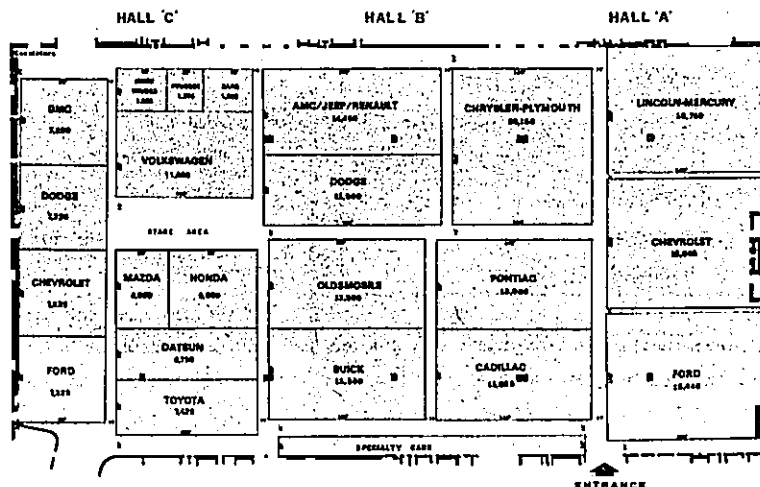
- Each contestant will estimate the number of items in each of the seven cars, then total them. That total will be listed, along with the contestant's name, address and telephone number, on an entry blank which showgoers will receive upon entering Cobo Hall's display area.

- The seven contestants estimating closest to the actual number of objects in the seven cars will win those cars.

- In case of ties, the earliest entry will be the winner.

The contest is restricted to people with valid driver's licenses.

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At left is a floor plan for the 1983 Detroit Auto Show, which runs Jan. 15-23 at Cobo Hall in Detroit. A total of 407 cars, trucks and specialty vehicles will be on display during the show, filling 274,000 square feet of floor space.

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