

68th Detroit Auto Show

January 14 thru 22, 1984
Cobo Hall, Detroit, Michigan

We're on a roll!

Auto Show stresses a strong 1984

The 68th Detroit Auto Show, featuring more than 400 cars, vans, trucks, and specialty cars will start a nine-day run in Cobo Hall with an official opening at noon Saturday, Jan. 14.

The traditional black tie charity preview from 7-9 p.m. on Friday will benefit the Boys' and Girls' Clubs of Metropolitan Detroit, the Children's Center, the Easter Seal Society for Crippled Children and Adults and the Assistance League to the Northeast Guidance Center.

The theme of this year's show is "We're on a Roll!"

"Our theme expresses the strong feeling that 1984 will see the continuation of the turnaround in the auto industry," said William R. Ritchie, chairman of the Auto Show Committee of the Detroit Auto Dealers Association (DADA), sponsors of the show. "We're on a roll in the DADA and ready to put those hard times behind us. We are looking forward to 1984. And we hope that the '84 Detroit Auto Show will bring the dawn of a bright new era in the auto industry. Let's get our American workers back to their jobs so they can start buying again and enjoy all the benefits that they and their families have known and to which they are entitled in a booming economy."

MAJOR FEATURES of the show include:

- **The Most Incredible Contest** — Show-goers must estimate the number of items stuffed into each of the 13 cars. The cars will be awarded to those 13 people

estimating closest to the actual total.

- **Van Conversion Show** — Dozens of highly customized, super luxurious vans will be on display in the River Room.

- **Exotic Cars** — Located in two locations, the cars will include Alfa Romeo, Duesenberg, Excalibur, Jaguar, London Roadster, Ferrari and Zimmer, ranging in price up to \$150,000.

- **Ask the Dealer** — Each night a panel of dealers, with former state Senator and Michigan Youth Corps Head Doug Ross as moderator, will answer questions from the audience from 7:30-8:30 p.m. Anything related to cars is a welcome question. Nothing is off-limits.

- **High School Bands** — Eleven high school bands from Detroit and suburbs will perform nightly. Two will perform daily on Jan. 14 and 15. The bands are from Troy Athens High School, Detroit Pershing, Southfield, Utica, Allen Park, Dearborn, Warren, Novi, Madison Heights Bishop Foley, University of Detroit High School and Sterling Heights Ford II.

The Auto Show presents Detroiters with an opportunity to see hundreds of American-made cars, imports, vans and trucks under one roof. The Detroit Auto Show is the only one in the nation that spotlights each car and fully carpets the entire exhibition area.

CHARITY PREVIEW Night will be held Friday, Jan. 13, from 7-9 p.m. in Cobo Hall. It is a black-tie event that raises \$40,000 or more each year for the participating charities. Attendees regularly include Detroit's leaders in the au-

tomotive, financial, business, legal, industrial and political communities.

Guests will pay \$30 a couple or \$15 single to attend the gala event which includes a preview of the Auto Show.

The Children's Center is the oldest and largest community-based provider of mental health services for children (infants through teens) and their families in Michigan. It had been serving the emotionally disturbed, abused and neglected children since its founding in 1929.

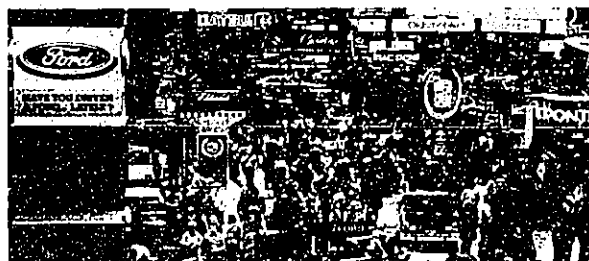
The Northwest Guidance Center is a comprehensive mental health center, helping persons of all ages cope with emotional and mental problems. Founded in 1964, the Northwest Guidance Center serves the east side the east side

of Detroit, the Grosse Pointes and Harper Woods.

The Easter Seal Society was founded 63 years ago and serves physically handicapped children and adults. Besides offering therapeutic services, the Easter Seal Society develops recreational programs and advocates legislation to improve housing, employment and transportation for handicapped persons.

The Auto Show has been sponsored by the Detroit Auto Dealers Association since 1907. DADA is a non-profit, voluntary association serving 225 dealers in Wayne, Oakland and Macomb counties.

Show hours are noon to 10:30 p.m. weekends, 2-10:30 p.m. during the week. Admission is \$4; children under 12 are admitted free with parents. Senior citizens are also admitted free.



Thousands visited last year's auto show and even more are expected for this year's show which stresses the new upswing in the auto industry.