

## 17 new exhibitors join auto show

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when an additional 100,000 square feet becomes available on the building's west side.

As impressive as Cobo's sheer size is, its majestic new granite and marble block facade with four, three-story glass atriums overlooking downtown Detroit.

Cobo's new facilities include:

- 84 meeting rooms ranging in size from 600 square feet to 33,000 square feet.
- A 27,000 square foot grand ballroom.
- A 10,000 square foot corporate concourse area stretching the length of two city blocks.

- Four elevators to roof parking and 26 escalators connecting the new atriums to the registration areas.

- Shuttle bus service from 15,000 hotel rooms in 10 metro Detroit locations within 30 minutes of downtown.

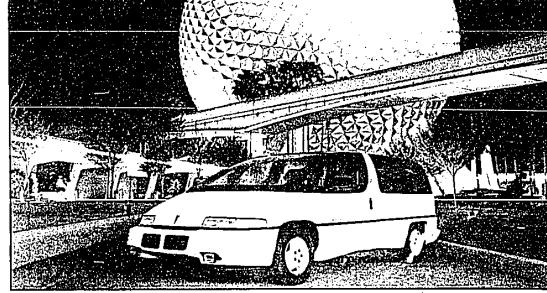
- A 12-foot bronze sculpture of Detroit boxing great Joe Louis.

- An oil portrait of Mayor Coleman A. Young.

Originally opened in 1960, the Cobo expansion project began in October 1988.

**'A very significant thing about this first North American International Auto Show is that products will be introduced here that might be exported to Japan or Europe.'**

— Dennis Vrag  
Society of  
Automotive Analysts



### Trans Sport on its way

Pontiac Division will show off its new Trans Sport SUV at the North American International Auto Show at Detroit's Cobo Hall, Jan. 7-15. The Trans Sport, a 1990 model, signals Pontiac's entry into this growing segment of the auto industry.

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"These additional funds will enable us to expand our volunteer educational program, which is crucial to our success," said Dr. John J. O'Farrell, president of the Society of Diners, which funds research and provides medical services aimed at preventing birth defects.

The Detroit Institute for Children specializes in treating individuals with birth defects and will receive funds for surgery and perceptual disabilities. Proceeds from this year's preview will be used for the Institute's Cerebral Palsy Clinic.

The Easter Seal societies of Wayne, Oakland and Macomb counties be-

came recipients of funds generated by the preview in 1976, when the DADA helped to establish the three local chapters of the organization associated with its annual event.

THE CHILDREN'S CENTER has received increasingly larger donations in each of the six years that it has

been among the preview's beneficiaries.

"The funds we receive from the auto show are very important to our operations because most of our budget is assigned by the government, whereas preview contributions can be used where they are needed most. We are

delighted to be associated with the preview. The dealers really do a super job," said Ted Lewis, executive director of the Children's Center.

The Assistance League to the Needy Guidance Center directs preview donations to its school drop-out prevention program. The league identifies children in grades three through fourth who are chronically tardy or absent from school. By counseling these youngsters at an early age,

the league tries to prevent potential drop-out situations.

"Each of these charities provides important services to needy children," said DADA President Robert L. Thibodeau. "Our dealers are very proud of the work our charities do and are able to make significant contributions to the welfare of the entire Greater Detroit community."

## 2 charities added to black-tie benefit list

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