

## 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 physical attributes now include:

- 84 meeting rooms ranging in size from 600 square feet to 33,000 square feet.

- A 27,000 square foot grand ballroom.

- A completely carpeted concourse area stretching the length of two city blocks.

- Four elevators to roof parking and 36 escalators connecting halls, meeting rooms and 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 losing great Joe Louis.

- An oil portrait of Mayor Coleman A. Young.

- A wall mosaic in Venetian glass at Cobo's new People Mover station, the 13th along the city's 2.9 mile elevated downtown transportation route.

"WE'RE DELIGHTED with the way our expansion has shaped up," said Cobo director June Roselle. "The convention and trade show industry is growing so fast that we were in danger of losing several long-time customers because we simply did not have enough room to accommodate their events."

"Within a few years, we expect to pump nearly \$225 million annually in convention-related revenue into this region compared with about \$100 million prior to the expansion. We expect the number of conventions and trade shows to double to 90 in the next five years, doubling our current annual attendance to nearly 800,000 people," Roselle said.

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 Virag  
Society of Automotive Analysts

## 2 charities added to black-tie benefit list

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cial event, attracting top automobile executives, elected officials and other dignitaries. The Friday night crowd sips wine and champagne as it gets the first public glimpse of the show's dazzling displays.

Tickets cost \$50, with each charity receiving whatever amount it sells in tickets.

"These additional funds will enable us to expand our volunteer educational program, which is crucial to our success," said Georgia Olson of the March of Dimes, which funds research and provides medical services aimed at preventing birth defects.

The Detroit Institute for Children specializes in treating infants, children and young adults who suffer from sensory 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-

come recipients of funds generated by the preview in 1976, when the DADA broadened the number of charitable organizations 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.

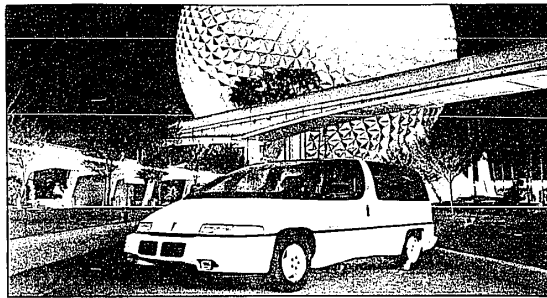
"The funds we receive from the auto show are very important to our operations because most of our budget is assigned by the government, whereas preview contributions can be used where they are needed most. We are delighted to be associated with the preview. The dealers really do a super

job," said Ted Lewis, executive director of the Children's Center.

The Assistance League to the Northeast Guidance Center directs preview donations to its school dropout prevention program. The league identifies students in the first through fourth grades who are chronically tardy or absent from school. By counseling these youngsters at an early age,

the league tries to prevent potential dropout problems.

"Each of these charities provides important services to needy children," said DADA President Robert L. Thibodeau. "Our dealers are very proud that our annual Auto Show has been able to make significant contributions to the welfare of the entire Greater Detroit community."



### Trans Sport on its way

Pontiac Division will show off its new multi-purpose vehicle, Trans Sport, at the North American International Auto Show at Detroit's Cobo Hall, Jan. 7-15. The Trans Sport, a 1989 model, signals Pontiac's entry into this growing segment of the auto industry.

**T**HIS special auto show section appearing today in all 12 Observer & Eccentric Newspapers was coordinated by Marie McGee, special sections editor. Advertising coordinators were Chris Bizer and Mike Rankin. The cover was designed by Creative Services supervisor Glenn Merrill.

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