

# Spectacle opens to public Saturday

**D**ETROIT'S NORTH American International Auto Show (NAIAS) is quickly approaching, with the public opening Saturday, Jan. 12.

Ask NAIAS co-chairman Robert Thibodeau, president of Bob Thibodeau Ford in Center Line, about the city's emergence as host to one of the world's most influential auto shows (more than 40 of the world's leading auto manufacturers will display 700 cars and light trucks). He'll be quick to point out NAIAS's outstanding growth over the last two years.

The automotive world will be subject to various events, ranging from nationally syndicated television coverage to Inauguration of Industry Trade Days, according to

the Detroit Auto Dealers Association (DADA), show organizers. To further the motor city's standing as a major show venue, many worldwide and North American introductions are set to take place at NAIAS.

In addition to new production models, auto companies have committed concept vehicles to showcase proprietary advanced technologies in areas such as design, safety and environmental responsibility.

NAIAS is anticipating more than 10 production and 20 concept car introductions to take place at the show.

BEFORE THE show's public opening will be Inauguration of Industry Trade Days Thursday-Friday, Jan. 10-11.

Industry Trade Days will provide woodie automotive suppliers with the opportunity to see NAIAS in full operation for a day and a half

before the show is opened to the general public, said show co-chairman Gordon Stewart, president of Gordon Chevrolet in Woodhaven and Stewart Chevrolet in Garden City.

Gov. John Engler has agreed to be speaker for the opening of Industry Trade Days. "I think it is fair to me to characterize Gov. Engler as pro-business. He has a long history of being pro-business in a variety of ways, and we welcome his participation in this business event," Stewart said.

"Every company in Michigan will have an interest in what Gov. Engler has to say, and again, I think it is fair to me to say that Gov. John Engler is interested in every business in Michigan."

Industry Trade Days is designed to give industry professionals from all facets of the business the chance to

gather for two days of intensive automotive-related discussions, inspections, comparisons and conversations. "We believe there are many suppliers out there who recognize what our show offers and how it can be used to support their business objectives," Stewart said.

"In effect, what we're saying to automotive suppliers through Industry Trade Days is that NAIAS is here to help you market your business, it's yours for a day and a half, take advantage of it."

AFTER THE closing of Industry Trade Days, the black-tie charity preview will take place Friday, Jan. 11.

Last year's charity preview raised in excess of \$600,000. "We hope to exceed that amount this year. We anticipate more than 8,500 in formal attire," Thibodeau said.

One of the largest single-night, black-tie fund raisers in the country, the charity preview will benefit seven children's charities:

Assistance League to the Northeast Guidance Center, Heart Human Services, Boys and Girls Clubs of Metropolitan Detroit, Children's Center, Detroit Institute for Children, Easter Seal Society for Crippled Children and Adults and March of Dimes.

The night's festivities will be broadcast live on local station WKBD-TV 50. The broadcast will be emceed by television's host of "Lifestyles of the Rich and Famous," Robin Leach, and Detroit radio personality J.P. McCarthy of WJR-AM.

Also featured in the star-studded cast of celebrities at the charity preview will be pop/soul singer Anita Baker, comedian Sinbad from the television comedy "A Different

World," super model Bobbie Brown and the musical group En Vogue.

WKBD-TV 50 will provide the NAIAS with local and national television coverage. The live two-hour local broadcast of the charity preview will be edited and syndicated nationwide.

J.P. McCarthy will host a locally televised, one-hour, prime-time special, "J.P. At The Auto Show," scheduled to air on the show's opening night, at 10 p.m. Saturday, Jan. 12. He will take an in-depth look at the show and interview a number of top automotive executives.

Other scheduled coverage includes the nationally syndicated "Preview: The First Look at the New," which will air a number of auto show segments.

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R. Thibodeau

## Show time

• **What:** The third annual North American International Auto Show, sponsored by the Detroit Auto Dealers Association.

• **When:** Saturday, Jan. 12, through Sunday, Jan. 20. Saturdays, 10 a.m. to 10:30 p.m.; Sunday, Jan. 13, 10 a.m. to 10:30 p.m.; Sunday, Jan. 20, 10 a.m. to 8 p.m.; Monday through Friday, 2-10:30 p.m.

• **Where:** Cobo Conference/Exhibition Center, at the foot of Woodward, downtown Detroit.

• **Who:** More than 40 of the world's auto manufacturers will display 750 cars and trucks at the show, covering America's Big Three and international nameplates ranging from BMW to Toyota.

• **Domestic Car Exhibits:** Buick, Cadillac, Chevrolet, Chrysler-Plymouth, Dodge, Ford, Jeep-Eagle, Lincoln-Mercury, Oldsmobile, Pontiac, Saturn.

• **Domestic Truck Exhibits:** Chevrolet, Dodge, Ford, GMC.

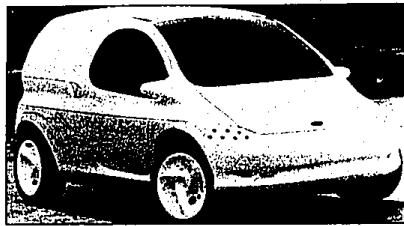
• **Import and Specialty Car and Truck Exhibits:** Hyundai, Industrial Design Research, Isuzu, Jaguar, Lamborghini, Lotus, Mazda, Mercedes-Benz, Mitsubishi, Nissan, Nissan/Infiniti, Pininfarina, Peugeot, Porsche, Range Rover, Rolls Royce, Saab-Scania, of America, Sterling, Subaru, Suzuki, Toyota/Lexus, Volkswagen, Volvo, Yugo.

• **Tickets:** Adults, \$5. Seniors, free (65 and older). Children 12 and younger, \$1 or free with parent.

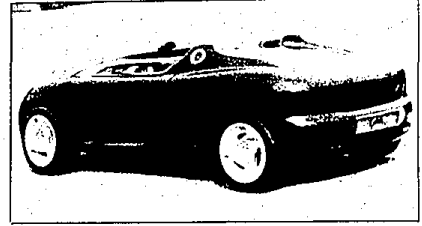
• **Parking:** Cobo Garage, Cobo Roof and Arena Garage, Joe Louis Arena Garage, Ford Auditorium Garage, Riverfront Parking next to Joe Louis Arena and other nearby local facilities. People Mover monorail system provides easy access to parking facilities.

• **Special Event:** Charity Preview, 7-9 p.m. Friday, Jan. 11, Cobo, \$75 each, black-tie gala, complimentary champagne, wine, non-alcoholic punch. Proceeds to benefit children's charities. For tickets, call the charity of your choice: Barst Human Services, 833-1525; Boys & Girls Clubs of Metro Detroit, 894-8500; The Children's Center, 831-5535; Detroit Institute for Children, 832-1100; Easter Seal: Wayne County, 722-3065; Oakland County, 398-9285; Macomb County, 468-7000; March of Dimes, 423-3200; Assistance League to the Northeast Guidance Center, 824-8000, ext. 246.

• **Extras:** worldwide, North American and concept car introductions; a look into the automotive future, featuring manufacturers, international design houses and coach builders; a major van conversion show in the lower level of Cobo; 25 radio stations broadcasting live from the show.



The Ford Ghia Zag, based on the same modular configuration as its sister car, the Ghia Zig, provides a more utilitarian vehicle with its large carrying capacity and removable rear seats.



The Ford Ghia Zig is a sports car with two forward-positioned seats and a steeply raked windshield. It's built atop a common modular configuration that can be modified for other cars.

## Ford will unveil 2 Ghia concept cars

**I**NSIDE FORD, two new concept cars are known informally as "Zig" and "Zag." And while those names may, on the surface, suggest silliness, in reality these two concept cars represent a clear look at the next generation of automotive design.

Visitors to the North American International Auto Show will have the first chance in the U.S. to see these futuristic products. Both are super-compact, multi-purpose leisure vehicles named for the Ghia

Design Studio in Italy in which they were conceived.

"Ghia Zig" is a two-seater sports car that provides a modern interpretation of the classic sports racing cars of the 1950s and '60s. The forward position and steep rake of the windshield deflects air over the heads of occupants. Rally-type seats are trimmed in a bright blue stretch fabric with high-contrast color inserts. Other features of the interior include a removable compact disc player and tape door bins. Access to the luggage space

behind the seats comes through a roller-type door.

"Ghia Zag" has removable rear seats and a front passenger seat that slides forward to increase cargo capacity. The horizontally split tailgate wraps around the rear quarter panels to improve access to the cargo area. A retractable roof-mounting system allows large items to be carried outside the cabin. Special attachments in the rear cargo area are provided for secure storage of a range of leisure or work

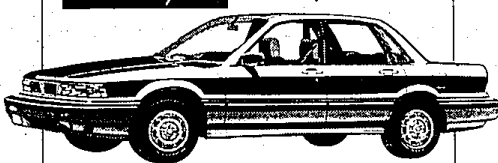
accessories.

Based on a common modular configuration, both vehicles were designed for use with Ford or Europe's Fiesta engines. A design goal was to reduce package size to a minimum.

Both models share common lower body sides and door panels, as well as many of the basic interior design features. Both also have fiber optic lighting systems, which incorporate rows of miniature lenses molded into slots above the bumpers.

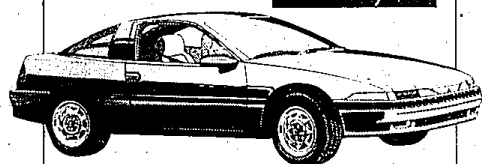
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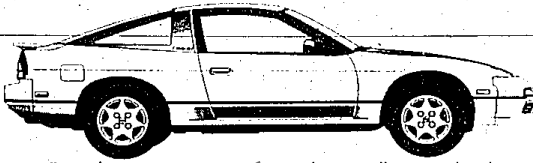


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