

# Better sales, reputations ride on show

The most important introductions at the 1993 North American International Auto Show have nothing to do with handshakes.

For the automotive executives, designers, engineers and staff responsible for the more than 25 vehicles that will make their debut at this year's show, the result of years of sweating the details on cars they have developed will come under public scrutiny for the first time as their pet projects are introduced to the world.

Millions of dollars in vehicle investment, not to mention reputations and careers, are riding on the success or failure of new or upgraded models.

The extent of the general public's reaction to their efforts may only entail a long glance before they move on to the next car. But there will be thousands of journalists, designers, engineers, and executives roaming the aisles and more critically checking the offerings of the auto companies.

"The cars introduced in Detroit are some of the most important models on the market, including those introduced at the Tokyo and Frankfurt

shows," said Kathleen Hamilton, senior editor of *Automotive* magazine. "It's interesting to see the public reaction to them as well as hear the executives' opinions on them."

A few thousand auto executives from around the world are planning to attend the 1993 auto show, according to *Showtalk*, a publication of the Detroit Auto Dealers Association. They will join the general public in looking at more than 760 cars and trucks that will be on display from the world's manufacturers.

The show brings everyone in

the auto industry out of the woodwork — and auto dealers look for customers to come out of hibernation in what would otherwise be a so-so wintertime month.

"At this time of year, we always look for a little boost from the auto show, and hope things improve," said John Hofstra, new car sales manager for George Matick Chevrolet in Redford.

Said Jeff Rogers, assistant general sales manager for Don Massey Cadillac in Plymouth: "We find that the auto show stimulates an interest in new cars, not just Cadillacs, but all

models."

Added Bob Faust, General Sales Manager of Dick Scott Dodge in Plymouth: "The auto show always stimulates interest, generally a week or two after the show. The holidays are over, there are usually new products, and I think the show creates some excitement."

The Detroit auto show added the "international" to its moniker in 1989 when area auto dealers and manufacturers decided the show should move into a new direction.

The show went beyond being just a blip on the automotive showcase circuit to a huge event for 40 auto manufacturers worldwide. It is now an event that appeals to die-hard aficionados who fly in to Detroit because they can't wait to see a new car introduced, and to the lunch bucket crowd that wants to check out new vehicles that are all conveniently under one roof.

Following are new vehicles making worldwide debuts in the

1993 North American International Auto Show: ASC Buick Park Avenue Touring Car, ASC Cadillac Seville 2 door, ASC Ford Ranger Rap Around, ASC LTI Spyder Corvette, ASC Saturn 4-2 Convertible, Chevrolet Highlander Concept, Chrysler LH5 Concept, Chrysler New Yorker, Chrysler Thunderbolt Concept, Dodge Ram, GMC Truck Santa Fe Concept, Hyundai HCD-II, Jeep ECCO Concept Vehicle, Lexus GS 300, Lincoln-Mercury Villager Concept, Plymouth Proville Concept, Pontiac Grand Prix GTP Concept, and Porsche Concept.

New vehicles making their North American debut include ASC Nissan 300ZX (with articulating hardtop), Bentley Brooklands, Bugatti EB 110, Isuzu Trooper RS, Jaguar XJR-S, Mitsubishi 1994 Galant, Porsche 911 Speedster, Range Rover County with sport package, Rolls-Royce Corniche IV Convertible, Toyota AKV-III Concept, and the Volkswagen Jetta GLX.

## It's showtime!

### The North American International Auto Show

#### Just the facts

**WHO:** Sponsored by the Detroit Auto Dealers Association

**WHAT:** The North American International Auto Show

**WHERE:** The Cobo Conference/Exhibition Center in downtown Detroit

**WHY:** More than 40 of the world's auto manufacturers will showcase 760 cars and trucks at the show, including offerings from America's Big Three and international nameplates. The event brings together automotive dealers, designers, executives, the press, and the general public from Michigan and from around the globe, and reminds them that Detroit remains the car capital of the world.

**WHEN:** Saturday, Jan. 9 through Sunday, Jan. 17.

#### Schedule of events

Thursday, Jan. 7 through Friday, Jan. 8: Supplier Preview Days. Last year, this event attracted 4,586 executives from 470 companies.

Friday, Jan. 8: Economic Club of Detroit luncheon is slated at Cobo Center. Speakers will be the CEOs of the Big Three: Robert Eaton, Harold Poling, and John Smith.

A black tie charity preview sponsored by the Detroit Auto Dealers Association is expected to attract more than 8,000 guests and raise more than \$1 million for Detroit area charities. Tickets are \$125 per person, \$250 per couple, by invitation only.

Saturday, Jan. 9 through Sunday, Jan. 10: A celebrity weekend is scheduled, with appearances expected by national notables.

Sunday, Jan. 10 through Wednesday, Jan. 13: The Automotive News World Congress will run concurrently with the 1993 auto show at Detroit's Westin Hotel. Opening speakers will be Chrysler Chairman Robert Eaton and Heinz Prechter, chairman and chief executive of ASC, Inc.

Saturday, Jan. 9 through Sunday, Jan. 17: The auto show is open to the public. Last year's attendance totaled 625,843, up 12 percent from 1991.

#### Exhibition dates and times:

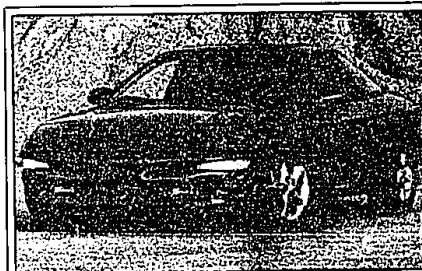
• Saturdays, Jan. 9 and Jan. 16: 10 a.m. to 10:30 p.m.

• Sunday, Jan. 10: 10 a.m. to 10:30 p.m.

• Sunday, Jan. 17: 10 a.m. to 7 p.m.

• Monday through Friday, Jan. 11-15: 2 p.m. to 10:30 p.m.

Ticket prices: Adults, \$7; senior citizens 65 and over, \$3; children 12 and under are admitted free when accompanied by a parent, otherwise \$3.



The redesigned 1993 Ford Probe GT appearing at the North American International Auto Show has been redesigned on the outside, and will offer a new twin-cam, 24-valve V-6 under the hood. The 164 hp engine has a cast aluminum block and cylinder heads, and will be mated to a standard five-speed manual transaxle. An electronically controlled four-speed automatic transaxle is optional. The people at *Motor Trend* obviously liked the Probe: they named it their 1993 Car of the Year.

## AUTO SHOW SPOTLIGHT SPECIALS

SEE THE ALL NEW 1993 ECLIPSE VAN CONVERSION



Stay Warm! Shop Inside! On Monday & Thursday Evenings from 6:30 'til 8:30 p.m. Our garage will be packed with vans!

Act Now! We have a few special purchase 1992's still available!

SAVE THOUSANDS

THE BEST QUALITY FOR THE MONEY. No haggling - all vans have discounted prices on the windshield. Special interest rates available.

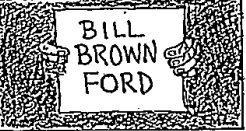
The Owner of Eclipse Vans will be here to help you pick out the van that meets your family's needs. Act to make Great Deal!

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1993 RANGER XLT

Power steering, stereo cassette, sliding rear window, chrome rear step bumper, floor console, cast aluminum wheels. Stock #3-5913T

YOU PAY \$12,035

OR

24 MOS. LEASE \$8999\*

OR

24 MOS. LEASE \$169\*\*

Bill Brown Ford SPECIAL EXPLORER SALE



1993 EXPLORER SPORT

Clutch, cap, chair, sport trim, air, power equipment group, P235 15" steel wheels, speed control, tilt steering wheel, elec. premium radio cassette and clock, super engine cooling. Stk. #4250

YOU PAY \$20,036

OR

24 MOS. LEASE \$15,993\*

OR

24 MOS. LEASE \$287\*\*



1993 PROBE AUTOMATIC

Tilt cluster column, dual elec. remote mirrors, rear window defroster, convenience group, 2.0L DOHC I-4 engine, automatic O/D transmission, front color-keyed floor mats, console (armrest, cupholders), speed control, air, AM/FM premium stereo w/cassette & clock. Stk. #3-5254

YOU PAY \$16,180

OR

24 MOS. LEASE \$13,876\*

OR

24 MOS. LEASE \$246\*\*

100 AVAILABLE



1993 AEROSTAR

XL trim, 7-passenger w/dual capt. chairs, XL, air, privacy glass, speed control, tilt steering wheel, automatic O/D transmission. Stk. #5318

YOU PAY \$18,825

OR

24 MOS. LEASE \$14,380\*

OR

24 MOS. LEASE \$254\*\*



1993 T-BIRD LX

Dist. leather/vinyl interior, elec. automatic temperature control, air, rear window defroster, dual sunroof, side mirrors, power antenna, cast aluminum wheels/7 spoke, 3.0L V-6 engine, automatic O/D transmission, P215 TORIS 15" steel wheels, front floor mats. \$ at this price.

YOU PAY \$17,053

OR

24 MOS. LEASE \$14,692\*

OR

24 MOS. LEASE \$299\*\*

1993 TEMPO GL 2 DR.

Air, light group, dual elec. control mirrors, tilt, defroster, stereo cassette. Stk. #3-6348

YOU PAY \$10,885

OR

24 MOS. LEASE \$8288\*

OR

24 MOS. LEASE \$169\*\*

1993 F-150 PICKUP

XL trim, 5 speed, headliner insulation package, electronic stereo cassette, styled steel wheels. Stk. #3-51997

YOU PAY \$12,324

OR

24 MOS. LEASE \$9986\*

OR

24 MOS. LEASE \$212\*\*

1993 ESCORT ONE PRICE SALE

1993 3-DOOR \$9,191\*

1993 4-DOOR HATCHBACK

1993 4-DOOR WAGON

1993 4-DOOR SEDAN