



North
American
International

AUTO SHOW



Floor plan, Page 2

January 10, 2002

Auto show keeps going, growing

The North American International Auto Show has grown in size and scope over the years.

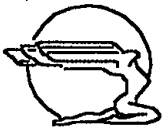
The event's beginnings date back to 1907. That year, the Detroit Auto Show took place at Beller's Beer Garden near the Belle Isle Bridge. Seventeen exhibitors displayed 33 vehicles.

The show became more and more popular over the years as the demand and interest for automobiles grew. It moved to larger facilities, including the Detroit Artillery Armory in 1957, which was the first time foreign auto manufacturers exhibited their vehicles. (Domestic models from the Big Three shared floor space with Volvo, German Isotta, Mercedes-Benz, Jaguar and Porsche.)

In 1965, the Detroit Auto Show moved to its present location, which features 600,000 square feet of space on the concourse level and 100,000 square feet on the river level.

Fourteen years ago, the Detroit Auto Show officially became the NAIAS. Since it became international, the event has presented the debut of almost 700 concept and production vehicles.

Last year, the NAIAS featured 63 exhibits and introduced 69 vehicles. Public attendance totaled 769,714.



Attention getter: The 2002 Hummer H1 now traverses as many urban avenues as mountain roads. This is the 2002 Hummer H1 four-door open top.

Auto show at a glance



The North American International Auto Show takes place Saturday-Monday, Jan. 12-21, at Cobo Center, One Washington Blvd., Detroit. For more information, including traffic and parking, visit www.naias.com.

■ Hours - 10 a.m. to 10 p.m. Jan. 12-20 (no admittance after 9 p.m.), 10 a.m. to 7 p.m. Jan. 21 (no admittance after 6 p.m.)

■ Tickets - \$10 adults; \$5 ages 65 and older; no charge for children under age 12 (accompanied by an adult)

■ Food court - The new NAIAS Food Court will be on the main floor of Cobo Arena. Menu items include pizza, Philly cheese steak sandwiches, Chicago style hot dogs, quesadillas, submarine sandwiches and Caesar salad. Among other treats will be cotton candy, popcorn, ice cream, and non-alcoholic and alcoholic beverages.

■ Handicap access - Several access points into Cobo Center are available to handicapped attendees.

The main entrance is on the east side of Cobo Center, at Washington Boulevard and W. Jefferson. Access through the Wayne, Oakland and Joe Louis Statue doors into the main concourse is available directly from the street. These entrances are toward the south (Cobo Arena) end of the building.

Roof-top parking is also available at the arena. Access from Congress Street, between Second and Third streets. There are designated handicap parking spaces, mostly on the northwest corner of the roof; elevators are in the northwest and southwest corners and the east side of the parking area.

■ Charity Preview - This year's black-tie event will take place 6-9 p.m. Friday, Jan. 11 at Cobo Center. Tickets are \$350, advance purchase only. For more information, call (888) 838-7500. The preview benefits Detroit area children's charities.

GM has a 'Hummer' of a plan

General Motors has innovative plans for its Hummer brand.

GM required the rights to the Hummer brand name from AM General in December 1999. At the 2000 North American International Auto Show in Detroit a month later, GM introduced the Hummer H2 concept vehicle, a full-sized SUV based upon the original Hummer H1, the military-inspired vehicle that started it all.

At the 2001 New York Auto Show, Hummer introduced another concept vehicle representing the next possible evolution of the brand, the H2 SUT, a sport-utility truck inspired by the H2 concept. The H2 SUT is just one example of possible future Hummer products.

The H1 now traverses as many urban avenues as mountain roads. The H2 takes the rugged characteristics of the H1 and refines them, adding more creature comforts. Both the H1 and the H2 are manufactured by AM General.

Hummer, in concert with its dealers, is offering a variety of accessories engineered specifically for the Hummer vehicles. GM's Service Parts Operations will continue to add to the list of accessories available for the H2, as it grows its vehicle accessory business significantly over the next few years.

Research has shown that customers value the security of having GM provide its own validated and endorsed innovative vehicle accessories. Those accessories will be available through Hummer dealerships, which soon will be greater in number and broader in scope of offerings.

AUTO SHOW CELEBRATION SALE

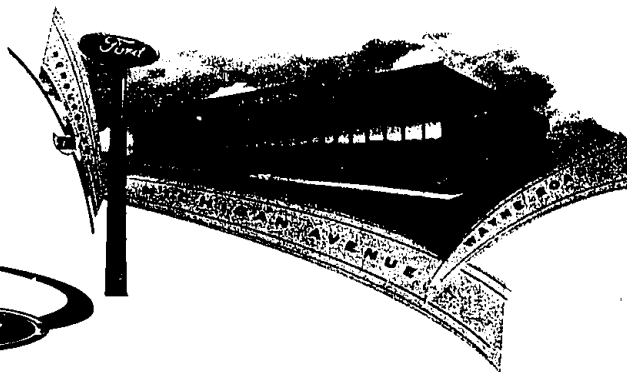
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