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## **The Washington Auto Show® Puts Four Toyotas Up for Grabs**

***The show's Hands On Contest will put area charities in touch with a possible free car, with three other free Toyotas within reach for consumers.***

WASHINGTON, D.C. – The Washington Auto Show® and the Washington Area Toyota Dealers are taking a “hands on” approach to charitable giving this year, reserving one new Toyota model in the popular Washington Auto Show Hands On Contest to be won by an area charity. Three other free Toyotas will be up for grabs for individual winners in this annual endurance contest, beginning as the doors open for **The 2006 Washington Auto Show**, Jan. 24 – 29 at the Washington Convention Center.

All contestants will first get a grip at 2:00 p.m. on Wed. Jan. 25 as the contest begins. Three cars will be getting the touchy treatment, surrounded by contestants who must remain in constant physical contact with the vehicle to remain in the contest. The fourth Toyota is awarded to a non-participating contestant who correctly predicts the three other winners. The Hands On Contest ends at 6:00 p.m., Sun., Jan. 29. Details about the contest can be heard on Classic Rock 94.7 The Arrow.

“We are delighted to expand the contest to include some of the area’s most deserving charities. In this year of terrible natural disasters, we’ve seen how valuable the organizations that provide public support can be, whether they provide disaster relief, medical need or family life services,” said acting Washington Auto Show Chairman Daniel Jobe, president, Capitol Cadillac Hummer. “The Washington Auto Show Hands On Contest garners much attention during the show. Sharing that spotlight with these deserving organizations will help them communicate their message and needs to wider audience.”

A time-tested crowd favorite, the Hands On Contest is known for its down-to-the-wire suspense and dramatic finale. Four of Toyota’s hottest models, courtesy of the Washington Area Toyota Dealers, will be within reach this year, including best-selling Camry, the hip Scion tC, the re-designed for 2006 Rav4 and the Prius. The Prius, Toyota’s popular hybrid model, will be awarded to the non-participating consumer winner who correctly predicts the other three winners.

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The Washington Auto Show Hands On Contest/add one

Contestants on the vehicle to be won by a local charity will be volunteers or staff members of the organization. The charities will compete, fulfilling the "gripping" requirements while still providing constant coverage on the vehicle. The charity that wins the vehicle may use it to provide program services or in a fund raising effort.

Participating charities will include several of the seven area health and children's organizations supported by The Washington Auto Show Congressional Gala and Charitable Preview, to be held Jan. 25, as well as interested metro organizations. The Gala and other charitable activities associated with The Washington Auto Show have raised almost \$1 million over recent years.

While rules are relaxed a bit for charity contestants, it's business as usual for the others in the Hands On Contest:

- Participants must maintain some type of physical contact with the vehicle at all times.
- A regular break of exactly fifteen minutes may be scheduled every three hours. If you're late getting back, you're out.
- Security blankets from home are a go; all electronic devices, reading, writing and drawing materials are not.
- No smoking, no alcoholic beverages, no offensive language and no physical contact between contestants.
- Family, friends and on-lookers are encouraged and welcomed, but only contestants are allowed within the confines of the contest space.
- And most importantly: Contest officials reserve the right to require a shower break!

Consumers who wish to test their intuition rather than their endurance will have the chance to win the fourth Toyota offered in the contest by predicting the eventual three winners, including the name of the winning charity. To enter, visit [www.washingtonautoshow.com](http://www.washingtonautoshow.com) during the run of the show. The winner will be randomly drawn from all correct entries. (Complete contest rules and deadlines are available on the Web site.) Entries will also be accepted at the Washington Auto Show during the Hands On Contest.

Contestants for the Hands On Contest will be pre-selected through the promotional efforts of **94.7 WARW**. In all past years, the contest has lasted until the close of the show, when the eventual winners are chosen by a random key draw among those still hanging on after six days of enduring contact.

Created in 1997, the Washington Auto Show Hands On Contest has given away 25 new Toyotas during the

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The Washington Auto Show Hands On Contest/add two

contest's history and has been the subject of more than 850 television and print stories, including national coverage from *Good Morning America* and CNN. The contest has grown from one car given away to four, drawing thousands of spectators annually to the Washington Convention Center for a "first-hand" look. The contest finale has been carried live by area television stations for several years.

The Washington Auto Show Hands On Contest is sponsored by WANADA, the Washington Area Toyota Dealers and Classic Rock 94.7 The Arrow.

**The 2006 Washington Auto Show: "The State of The Auto"** will bring more than 700 new cars, trucks, mini-vans and sport utility vehicles from over 37 domestic and import automakers to the Washington Convention Center from Jan. 24 – 29, 2006. For auto show operating hours, ticket information and "e-tickets," visit the Washington Auto Show online at [www.washingtonautoshow.com](http://www.washingtonautoshow.com) or contact WANADA at 1-866-WASH-AUTO or 202.237.7200.

Now entering its 89<sup>th</sup> year of existence, WANADA represents dealerships throughout the Washington, D.C., Maryland and Virginia area.

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