

**FOR IMMEDIATE RELEASE**

**For more information:**

Barbara Pomerance

1.800.697.7574

## **The Washington Auto Show® and Automotive Rhythms® Want to Flip Your Whip!**

*Expanded contest will now offer two free custom restyling packages,  
one to be unveiled on-site at the auto show.*

WASHINGTON, D.C. – **The 2006 Washington Auto Show (WAS)** and Automotive Rhythms® want to flip your whip, all free of charge! The Flip My Whip™ contest will transform one pre-loved vehicle into the hottest restyle in town to be presented at The 2006 Washington Auto Show, January 24 – 29, 2006, at the Washington Convention Center.

The Flip My Whip contest will offer one grand prize winner a \$10,000 state-of-the-art custom restyling of his/her existing vehicle, made possible by The Washington Auto Show®, Automotive Rhythms, McDonald's® and Big Boys Toys of Oxon Hill, MD. To register, log on to [www.AutomotiveRhythms.com](http://www.AutomotiveRhythms.com) and send pictures of your ride with a short but compelling reason why we should flip your whip by Jan. 3, 2006. Radio personalities from WPGC will be on hand to provide music, fun and prizes while the judges from Automotive Rhythms accept and process "Flip" hopefuls. Automotive Rhythms will select one winner to receive the free customization from Big Boys Toys and the flipped vehicle will be displayed at The 2006 Washington Auto Show.

And now, with consumer excitement growing, organizers are offering another chance to win, with a second custom package just added to the contest. Even Washington D. C. Mayor Anthony Williams, chairman of The Washington Auto Show Host Committee, will be a part of the custom revolution, unveiling his loaned flipped whip at his weekly press briefing to be held at the WAS on Wed., Jan. 25, at 11:00 a.m.

If the judges somehow overlook your plea to "flip my whip", there's now a second chance to win a free car makeover. In January, The Washington Auto Show, Automotive Rhythms, McDonald's and Big Boys Toys will be at it again, on a second customization offer. Consumers can enter this second chance contest in person at either of two remote on-site McDonald's registration promotions with WPGC and Automotive Rhythms on Sat., Jan. 14, 2006 and Sat., Jan 21, 2006. Contestants must stay tuned to WPGC throughout the month of January for location and time information. One winner will be selected from all entrants at both events to receive \$5,000 towards a customization from Big Boys Toys. (Customization will not be performed or displayed at The Washington Auto Show.)

-more-

Washington Auto Show 'Flip My Whip' Contest/add one

"We started this contest last year and had a tremendous response. Our restylers are eager to top last year's results, so both the winner and the onlookers at the show are in for a real treat," says acting Washington Auto Show Chairman Daniel Jobe, president, Capitol Cadillac Hummer.

Washington D.C. Mayor Anthony Williams' flipped whip will be provided by Capitol Cadillac Hummer "flipped" by Big Boys Toys and E & G Classics.

The Flip My Whip winner and the Mayor's custom Cadillac won't be the only restyled models on display at the auto show. The Washington Auto Show and Automotive Rhythms are presenting the Urban Restyln' Salon, a special showcase of customized vehicles, featuring flipped whips and custom rides from manufacturers, local celebrities and metro residents. "Since the Flip My Whip contest and Urban Restyln' Salon will mingle special guests, live entertainment, DJ's, the latest in urban fashion, gaming and some of the most innovative auto-fashion trends, it'll be the place to be during the auto show," predicts Kimatni Rawlins, Automotive Rhythms president and publisher.

Car lovers eager to see the Urban Restyln' Salon and the 700 other new makes and models on display at The 2006 Washington Auto Show can pick-up discount coupons for the auto show at more than 350 participating D.C. metro area McDonald's prior to the show.

The Urban Restyln' Salon is also sponsored by WPGC 95.5, UPN Channel 20, Capitol Cadillac/Hummer, Volkswagen of America, American Honda Motor Co., Koon's Ford Rockville, Mazda, Scion, Land Rover, Shell V-Power and GM Accessories. Customizing sponsors include Rennen Auto, Wagensport Performance, Strut, JL Audio, Audiobahn, Davin Wheels, K-40 Electronics, 410 Motoring, Michelin, Sony, Brandywine Foreign Car Parts, TireRack.com, BIRA.org, Meguiar's, Vogue Tyre & Rubber Company, Stromung Exhaust Engineering, Pro Motion Tuning, and Chips-ur-s.com/MRC.

Automotive Rhythms Communications, LLC is a Maryland-based multi-media, automotive communications and marketing portal dedicated to the needs and interests of urban consumer markets. Big Boys Toys, located in Oxon Hill, MD, is the home of the hottest custom wheels, audio, video, alarms, auto starters, and accessories for cars and trucks.

For Washington 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 the Washington Area New Automobile Dealers Association (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.

###