

## MEDIA ADVISORY

Jan. 20, 2006

## For more information:

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## BMW Chairman Tom Purves to Keynote Washington Auto Show Media Day

*Industry leaders, new model introductions, a national energy symposium and even a “flipped whip” share the stage with more than 800 new makes and models.*

**WHAT:** Tom Purves, Chairman and CEO of BMW U.S. Holding Corporation, will be the keynote speaker at International Media Day for The 2006 Washington Auto Show, Wed., Jan. 25, speaking at the annual Washington Area New Automobile Dealers Association/Washington Auto Press Association luncheon.

Purves' presentation will highlight a full agenda of media events and special announcements, including a global introduction, an energy symposium uniting executives from the auto industry and governmental agencies, and the unveiling of D.C. Mayor Anthony Williams' “flipped whip.”

International Media Day will begin at 8:30 a.m. at the Washington Convention Center. The day will culminate with The Washington Auto Show Congressional Gala, from 6:00 to 9:00 p.m., gathering elected officials, industry VIPs and local civic leaders for the benefit of area health and children's charities. The 2006 Washington Auto Show: The State of The Auto, Jan. 24 - 29, will showcase over 800 vehicles from more than 40 domestic and import manufacturers.

**WHEN:** 8:30 a.m., Wed., Jan. 25                      **WHERE:** The Washington Convention Center

### AGENDA:

8:30 a.m.      **Nissan** Press Briefing Breakfast: Bob Yakushi, Director of Product Safety and Regulation  
9:30 a.m.      **General Motors** Environmental and Technology Press Conference: Elizabeth Lowery, VP, Environment and Energy, and Brent Dewar, North America VP, Marketing and Advertising  
10:00 a.m.      **Ford** Announcements: Anne Stevens, EVP, Ford Motor Company, & COO, The Americas  
10:30 a.m.      Global Launch: **Volvo** VOR XC90 and the VOR XC70 (Volvo Ocean Race),  
Hans Krondahl, EVP, Marketing, Volvo Cars of North America, LLC  
11:00 a.m.      **Mayor Anthony Williams'** Weekly Press Briefing  
--**General Motors** B.E.S.T. Jobs Announcement  
--Unveiling of Restyled STS Cadillac for Mayor Williams  
12:00 p.m.      Launch of **The Hands On Contest**, sponsored by **Toyota**  
12:30 p.m.      Reception  
1:00 p.m.      **WANADA/WAPA Luncheon**  
**Keynote address: Tom Purves, Chairman and CEO, BMW U.S. Holding Corporation**  
Presentation of the John Lynker Award for Excellence in Responsible Design  
2:00 p.m.      **Chevrolet** Tahoe Drive-away: 20 area dealers in parade-formation travel through downtown D.C.  
2:15 p.m.      **Energy Symposium: “Sustaining Mobility in an Energy Challenged World,”** presented by the American International Association of Auto Dealers (AIADA)  
**Moderator:** Warren Brown, automotive editor, *The Washington Post*  
**Panelists:** **Mike Jackson**, CEO & Chairman of AutoNation; **Don Beyer**, AIADA Chairman-Elect and former Lieutenant Governor of Virginia; **Ed Mortimer**, U.S. Chamber Transportation Policy Director; **Ed Cohen**, Vice President of Government Relations for Honda North America; and **Sam Kazman**, General Counsel and head of the Death by Regulation project for the Competitive Enterprise Institute.

For more information, visit the Washington Auto Show online at [www.washingtonautoshow.com](http://www.washingtonautoshow.com).

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