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The Automotive Rhythms® Urban Restyln' Salon: The Place to Be Seen at the Auto Show

Salon will feature a visit from superstar Bow Wow, hip hop duo Slum Village, the Spice the Night event, and more than 55 of the hottest custom rides.

WASHINGTON, D.C. (Jan. 21, 2006) – Automotive Rhythms®, the leading urban automotive communications portal, has created the **Urban Restyln' Salon** at **The 2006 Washington Auto Show (WAS)**, Jan. 24 – 29, Washington Convention Center, bringing guests the ultimate lifestyle experience in the world of custom and luxury rides, pairing these automotive innovations with a special schedule of musical entertainment, celebrity guests, consumer contests and fashion events.

Kimatni Rawlins, Automotive Rhythms president and publisher, predicts that the Restyln' Salon will be "the place to be seen at the auto show," announcing that **Slum Village** will be appearing in the Salon on Sat., Jan. 28, from 2:00 – 4:00 p.m. The Detroit hip hop duo's appearance is sponsored by Chevrolet.

But expect the Salon to start rocking from the minute the show opens, when hip hop superstar **Bow Wow** stops by during his WAS appearance on Tues., Jan. 24, from 5:00 – 7:00 p.m.

Also on tap in the Automotive Rhythms Urban Restyln' Salon:

- The McDonald's® Spice the Night Event on Thurs., Jan. 26, from 5:30 – 7:30 p.m., will feature live appearances from Ronald McDonald and on-air personalities from WPGC 95.5-FM, a free car give-away and even a showcase of auto-related fashions. Thursday is McDonald's® Day at The Washington Auto Show®, giving guests \$4 off adult admission with the presentation of an auto show discount coupon, available at more than 347 participating McDonald's restaurants in D.C., Maryland and Virginia.
- One lucky winner will be awarded a free 2006 Ford Fusion during McDonald's Spice the Night for guessing the correct number of McDonald's Spicy Chicken boxes inside the Fusion. Enter at the show and then stop by the McDonald's area at 7:00 p.m. on Thursday for the announcement. Sponsored by McDonald's and Apple Ford.

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Urban Restyln' Salon at The WAS/add one

- The unveiling of the finished Flip My Whip™ contest winner at 6:30 p.m. on Thurs., Jan. 26 will most certainly Spice the Night. The winner of this "pre-loved" vehicle received \$10,000 of customizations, made possible by The Washington Auto Show, Automotive Rhythms, McDonald's and Big Boys Toys of Oxon Hill, MD.
- McDonald's and WPGC 95.5-FM partner from 4:00 – 6:00 p.m. on Sat., Jan. 28, awarding the second chance winner of the Flip My Whip contest \$5,000 worth of customizations from Big Boy Toys.
- Check out D. C. Mayor Anthony Williams' customized ride, provided by Capitol Cadillac Hummer and "flipped" by Big Boys Toys and E & G Classics. The Mayor will take the wraps off his loaned flipped whip on Wed., Jan. 25, at his weekly press briefing, held at the WAS.
- And more than 55 of the hottest custom rides and flipped whips, including models from Scion, Mazda, Honda, Hummer, Ford, Cadillac, Range Rover, Audi, Infiniti, Jeep and others. Plus, there will be extensive displays of the latest wheels, rims and other automotive must-haves, and the ultimate destination, the Salon lounge, the perfect place to kick back just a bit.

The Urban Restyln' Salon is also sponsored by WPGC 95.5, UPN Channel 20, Capitol Cadillac Hummer, Koon's Ford Rockville, Honda, Mazda, Scion, Shell V-Power, GM Accessories, Volkswagen of America, and Land Rover. Customizing sponsors include JL Audio, 410 Motoring, Rennen Auto, Wagensport Performance, Strut, Audiobahn, Davin Wheels, E&G Classics, Michelin, J.R. Custom Concepts, Sony, Extreme Audio, K-40 Electronics, Brandywine, Foreign Car Parts, TireRack.com, BIRA.org, & Meguiar's. Fashion partners feature Gilyard Mfg. Sneaker Suite, Grand High Shoes. Media partners include *Elan* magazine, *African American On Wheels* magazine and *Uptown* magazine.

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.

McDonald's USA, LLC, is the leading foodservice provider in the United States serving a variety of wholesome foods made from quality ingredients to millions of customers every day. More than 80 percent of McDonald's 13,700 U.S. restaurants are independently owned and operated by local franchisees. For nutritional information, please visit www.mcdonalds.com.

For Washington Auto Show operating hours, ticket information and "e-tickets," visit the Washington Auto Show online at 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 89th year of existence, WANADA represents dealerships throughout the Washington, D.C., Maryland and Virginia area.