

**NEWS**



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## **Get Your Hands On a Free 2005 Toyota!**

The Washington Auto Show® Hands On Contest puts four vehicles within reach as participants test their touch and intuition.

WASHINGTON, D.C. (November 11, 2004) – The Washington Auto Show® and the Washington Area Toyota Dealers are giving consumers a chance to get their hands on four free 2005 Toyotas -- literally. The 2005 Washington Auto Show Hands On Contest will award four vehicles this year, with three of the Toyota models earned by those able to stay in touch with the cars the longest during this annual endurance test.

Contestants for the Hands On Contest will be pre-selected through the promotional efforts of Classic Rock 94.7 The Arrow. They will first get a grip on the car of their dreams at 10:00 a.m. on Mon., Dec. 27 at the Washington Convention Center. While they are hanging on for the ultimate free ride, hundreds of thousands of visitors will enjoy the 63<sup>rd</sup> staging of The Washington Auto Show: "Driven by Design," Dec. 26, 2004 – Jan. 2, 2005. The Hands On Contest ends at 6:00 p.m. on Jan. 2.

A perennial crowd favorite, the Hands On Contest is known for its down-to-the-wire suspense and dramatic finale. The Washington Area New Automobile Dealers Association (WANADA) and the Washington Area Toyota Dealers will put four of Toyota's hottest models within reach this year, including the Prius, the hybrid named *Motor Trend's* Car of the Year for 2004; a Camry LE, the best-selling car in the America; the Tacoma Prerunner, longer, wider and all new for 2005; and the new Scion TC. The Camry, Tacoma, and Scion TC will be up for grabs in the contest, while the Prius will be awarded to a non-participating consumer winner who correctly predicts the other three winners.

"The Hands On Contest draws huge crowds throughout its six-day run. Toyota brings its most popular, most innovative models to the contest, and our contestants are ready, willing and eager to hang on tight to the very end for a chance to drive home a free Toyota," explains George Doetsch, Washington Auto Show chairman, and president, Apple Ford, Inc.

Consumers who don't quite have that round-the-clock commitment to winning will have the chance to win the Toyota Prius by predicting the eventual three winners of the Hands On Contest.

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Washington Auto Show Hands On Contest/ add one

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 contestant rules and deadlines are available on the Web site.) Entries for the Prius will also be accepted at the Washington Auto Show during the Hands On Contest.

Beginning on Dec. 27, the contest has lasted each year until the close of the auto show at 6:00 p.m. on Jan. 2, when a random drawing is used to determine the winner of each car if more than one contestant remains. Last year, 11 of 17 initial participants were still in contention during the contest finale.

While contestants bring their own very different personalities and methods to the effort each year, the contest rules remain unchanged:

- 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!

Created in 1997, the Washington Auto Show Hands On Contest 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 2005 Washington Auto Show: "Driven by Design"** 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 Dec. 26, 2004 through Jan. 2, 2005. For auto show operating hours, ticket information and discounted "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 88<sup>th</sup> year of existence, WANADA represents dealerships throughout the Washington, D.C., Maryland and Virginia area.

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