

NEWS



RELEASE

MEDIA ADVISORY
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The Washington Auto Show® Media Preview Day: Mon., Dec. 20

Toyota COO Press to Open Washington Auto Show to Media, VIPs

James E. Press, executive vice president and chief operating officer of Toyota Motor Sales (TMS), U.S.A., Inc., will open **The 2005 Washington Auto Show** as the keynote speaker at Media Preview Day, headlining a full slate of introductions and special events for the media and VIP guests on Mon., Dec. 20 at the Washington Convention Center. Press will speak during the day's noon luncheon, co-sponsored by the Washington New Automobile Dealers Association (WANADA) and the Washington Automotive Press Association (WAPA).

Press is also a member of the TMS board of directors and in 2003, was appointed to serve as managing officer for the parent company, Toyota Motor Corporation in Japan. Press has overall responsibility for the nationwide operations of TMS, including Toyota and Lexus automotive operations. He joined Toyota in 1970 and has worked in a wide variety of positions at TMS headquarters, including the service, marketing, product planning, advertising and distribution departments. In 2000, Press was the first member of an international automaker to serve as chairman of the Alliance of Automobile Manufacturers, and he is currently a member of the group's Board of Directors.

The Washington Auto Show® Media Preview Day will be followed by the show's first-ever Congressional Gala from 6:00 p.m.-8:00 p.m., uniting automakers, dealers and civic leaders with Washington's elected and government officials for the benefit of D.C. area health and children's charities.

The 2005 Washington Auto Show: Driven by Design, sponsored by WANADA, will welcome the public from Dec. 26, 2004 – Jan. 2, 2005, showcasing over 700 vehicles from more than 37 domestic and import manufacturers.

WHAT: The Washington Auto Show Media Preview Day & Congressional Gala
WHO: Media Preview Day Keynote Speaker: James E. Press, executive vice president and chief operating officer, Toyota Motor Sales (TMS), U.S.A., Inc.
WHEN: Mon., Dec. 20
Media Preview Day, opens 10:00 a.m.
WANADA/WAPA Luncheon, noon
Congressional Gala, 6:00 p.m.-8:00 p.m.
WHERE: The Washington Convention Center

For more information, call WANADA at 1-866-WASH-AUTO or 202.237.7200 or visit the Washington Auto Show online at www.washingtonautoshow.com.

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