

**FOR IMMEDIATE RELEASE**

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## **The 2005 Washington Auto Show Will 'Flip My Whip'**

*Contest winner will receive free auto restyling completed on-site at the auto show.*

WASHINGTON, D.C. (Dec. 7, 2004) – Have your car restyled, redone, dressed up and spiced up – all free of charge and under the watchful eyes of hundreds of thousands of Washington Auto Show visitors! The “Flip My Whip” Contest will select one lucky winner to receive a free auto restyling at The 2005 Washington Auto Show, Dec. 26 – Jan. 2 at the Washington Convention Center.

“Flip My Whip” will transform a used vehicle into the car of its owner’s dreams, courtesy of McDonald’s®, WPGC 95.5, Automotive Rhythms and Big Boy Toys in Oxon Hill, MD. From Dec. 9 – Dec. 16, WPGC listeners will be invited to submit a picture of their vehicle and a brief plea stating why their auto most deserves a make-over. The grand prize winner, selected by WPGC and Automotive Rhythms, will receive the free auto restyling. McDonald’s, WPGC and Automotive Rhythms will award food and merchandise prizes to others entering the contest as well as to onlookers at the auto show. The final stages of the restyling will be completed on-site at The 2005 Washington Auto Show under the scrutiny of auto show fans.

“This contest is perfectly reflects our auto show theme of “Driven by Design” and we know that auto show visitors will be excited to see the special features our restylers add to this vehicle,” says George Doetsch, Washington Auto Show chairman and president, Apple Ford, Inc.

Auto lovers eager to see both the “Flip My Whip” restyling and the 700 other new makes and models on display at The 2005 Washington Auto Show can pick-up discount coupons for the auto show at more than 350 participating D.C. metro area McDonald’s®.

Automotive Rhythms Communications is a Maryland-based, multi-media, automotive communications and marketing portal dedicated to the needs and interests of urban consumer markets. For more information on *The Urban Automotive Experience*, please visit [www.AutomotiveRhythms.com](http://www.AutomotiveRhythms.com).

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Washington Auto Show 'Flip My Whip'/add one

Big Boys Toys, located in Oxon Hill, MD, is the home of the hottest custom wheels, audio, video, alarm, auto starters, and accessories for cars and trucks.

For Washington 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 the Washington Area New Automobile Dealers Association (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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