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Auto Show upgrades to benefit media, manufacturers

For Immediate Release

Detroit, Mich.— The North American International Auto Show (NAIAS) today revealed new programs and major improvements that will make the entire show experience more convenient, and more productive for both media and auto manufacturers.

To assist journalists covering the show, the Michelin Media Center will move from the third level of Cobo Center to Michigan Hall (river level). And, to ease travel to Detroit for both media and manufacturer personnel, Delta Air Lines is offering a discount airfare program, along with travel assistance from Passageways Travel.

“Like our auto manufacturer partners, we continue to look for ways to improve our product, and our customer service,” said Jim Seavitt, NAIAS 2013 chairman. “And, as we present the industry’s finest on the world stage, it’s our goal to exceed the needs of media and manufacturers, alike. We take our leadership position very seriously, and work year-round to maintain that distinction.”

Michelin Media Center

Michelin was the first sponsor to sign on when the former *Detroit Auto Show* re-invented itself as the *North American International Auto Show* in 1989 under the direction of several forward thinking auto dealers who envisioned a world-class show in the heart of the auto industry. Michelin continues to offer unparalleled support to the NAIAS, and to the thousands of journalists who cover the event.

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In order to provide media with even greater resources, the Michelin Media Center (which has served media from around the world for 24 years) will expand and move closer to the action at NAIAS 2013. The expansion includes a move from the third floor of Cobo Center to Michigan Hall. The larger space provides an additional 1,000 sq. feet to help provide the infrastructure to support media as they cover the news from NAIAS. The Michelin Media Center will continue to provide a complete business center for all working media as well as meals, snacks and beverages throughout the day.

"We strive to continuously improve the Michelin Media Center so it can remain the hub for the thousands of stories, photos and Internet feeds emanating from North America's premier auto show. This expansion further solidifies our commitment to the NAIAS and the automotive industry as a whole," said Edna Johnson, vice president, Communication and Brands, Michelin North America.

Delta Air Lines Discount Airfare Program

Also new to NAIAS 2013, Premier Sponsor Delta Air Lines is offering 5-10 percent discounts on select coach fares, on both domestic and international flights, for travel to Detroit for the NAIAS any time during the dates of January 4-31, 2013. Assistance in booking flights is also available through Passageways Travel, an ALTOUR Company. Details and booking information can be found at naias.com/travel-directions/air-travel.aspx

NAIAS Stage Set for Global Product Unveilings

Now that the Paris Motor Show has concluded, it's "all eyes on Detroit," said Seavitt. "We had the opportunity to meet with several auto manufacturers in Paris, and it's clear that NAIAS continues to be an integral part of their global launch strategies. Based on what we learned, NAIAS will continue to be a leader in worldwide product unveilings," he added. "Get ready for an extraordinary amount of news and excitement headed to Detroit."

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In other news, Jaguar Land Rover will return to the show with a significant presence and vehicle showcase, and Chinese auto manufacturer Guangzhou Automobile Group Corp. will exhibit at NAIAS 2013.

About the North American International Auto Show

Now in its 25th year as an international event, the NAIAS is among the most prestigious auto shows in the world, providing unparalleled access to the automotive products, people and ideas that matter most - up close and in one place. Administered by Executive Director Rod Alberts, the NAIAS is one of the largest media events in North America, and the only auto show in the United States to earn an annual distinguished sanction of the Organisation Internationale des Constructeurs d'Automobiles, the Paris-based alliance of automotive trade associations and manufacturers from around the world.

NAIAS 2013 Dates:

- Press Preview: Mon-Tue, Jan. 14-15, 2013
- Industry Preview: Wed-Thu, Jan. 16-17, 2013
- Charity Preview: Fri, Jan. 18, 2013
- Public Show: Sat-Sun, Jan. 19-27, 2013

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