



December 18, 2014

The global industry is stronger than it's been in years and is producing remarkable vehicles that are more technologically advanced, fuel efficient, and easy on the eyes than ever before.

The City of Detroit continues to rebound, rejuvenate and attract new investment and development. It's even home to a growing number of urban hip. (Who knew?) And the \$300 million Cobo Center renovation means the region finally has a world class facility suitable for a world class motor show.

NAIAS remains a critical part of global automakers' strategic launch strategies and, soon, Detroit's world stage will be rocking with a number of important product reveals presented over two jam-packed days during Press Preview, Jan. 12-13, 2015. The demand for time on the coveted official NAIAS press conference schedule has never been greater.

Beyond the impact on the global automotive industry, don't forget what NAIAS means to metro Detroit: \$375 million in economic impact; and millions of dollars raised annually for children's charities in Southeast Michigan at the largest single-night fundraiser in the world: Charity Preview. We're planning on history being made on Jan. 16 when we exceed \$100 million of all funds raised since the DADA established Charity Preview in 1976.

We appreciate the ongoing partnership with local, national, and international media and have enjoyed the relationships made along the way. On behalf of the entire team at the 2015 North American International Auto Show, thank you for your interest and support.

See you at the show.

Sincerely,

Chairman, 2015 North American International Auto Show  
Executive Manager / Vice President, Lou LaRiche Chevrolet, Plymouth, Michigan