

# NAIAS 2010 CALENDAR OF EVENTS

(As of 12/29/09. Subject to change.)

## SUNDAY, JANUARY 10

**Society of Automotive Analysts (SAA) 22nd Annual Automotive Outlook Conference** - Cobo Hall, Detroit, MI. 4:00 p.m. to 8:30 p.m. The Society of Automotive Analysts (SAA) will hold its annual Outlook Conference - "What to Look For" - on January 10, 2010. The conference will examine what the industry should look for in terms of products and technologies, a supplier forecast and how key economic indicators will affect the industry. Keynoting the event will be Bob Lutz, GM's Vice Chairman. Also on the agenda will be renowned journalist John McElroy, Autoline Detroit; Neil De Koker, OESA; John Casasa, Casasa Shapiro Group, LLC; and Justin Mirro, Moelis & Company. To register, go to [cybersaa.org](http://cybersaa.org) or call 248.804.6433. Registration is required.

## MONDAY, JANUARY 11

**Press Preview** - Cobo Center. Media and corporate registration (concourse level, Oakland Hall), opens at 7:00 a.m. Show floor opens at 7:00 a.m. Press conferences begin at 8:45 a.m. NAIAS Opening Ceremony will begin at 7:30 a.m. Refer to the NAIAS Press Conference Schedule at [naias.com](http://naias.com) for the most current schedule.

**Designers Night in Detroit** - The Designers' Night committee and signature sponsor, AUTODESK, INC. will hold their 13th annual event taking place at Camilo Pardo's art studio/gallery from 7:00 p.m. to 11:00 p.m. Automotive art and design from nationally acclaimed artists will be on display. Live jazz performance and fashion. Food and wine will be served. This event is by invitation only. Business cards required upon entry. Valet parking will be available.

**North American Car of the Year and North American Truck of the Year Awards** - NAIAS Stage, Michigan Hall, Cobo Center, 8:00 a.m. The 17th annual awards program recognizes vehicles that have become benchmarks in their respective segments.

**The Gallery** - The Gallery will provide luxury vehicle enthusiasts an opportunity to see elite vehicles in a private setting. The public can view these luxury vehicles at the MGM Grand Detroit from noon - 9:00 p.m. Tickets are \$25 per person and allow one-day entry to The Gallery and one-day entry to the NAIAS during the public show, January 16-24. Tickets can be purchased at [naias.com](http://naias.com).

## TUESDAY, JANUARY 12

**Press Preview** - Cobo Center. Show floor opens at 7:30 a.m. Press conferences begin at 8:00 a.m. Refer to the NAIAS Press Conference Schedule at [naias.com](http://naias.com) for the most current schedule.

## TUESDAY, JANUARY 12 Continued

**14th Annual Urban Wheels Awards** - Motor City Casino and Hotel's Sound Board Theater, Detroit. Announcing winners of the Urban Car, Truck and Green Vehicles selected by a panel of 15 independent auto journalists. Recognizing a commitment to minority supplier contracts in the auto industry stimulus, lifetime achievement and pioneer awards will be presented. Attendees will also have an opportunity to celebrate the launch of DECISIVE Multimedia, the multicultural, multimedia platform that will transform the way consumers make decisions regarding new products and services. Proceeds to benefit the Edward Davis Education Foundation. For information on sponsorship opportunities or tickets, contact: [rpayton@onwheelsinc.com](mailto:rpayton@onwheelsinc.com), visit [urbanwheelsawards.com](http://urbanwheelsawards.com), or call On Wheels Media at 301.390.1823.

**The Gallery** - The Gallery will provide luxury vehicle enthusiasts an opportunity to see elite vehicles in a private setting. The public can view these luxury vehicles at the MGM Grand Detroit from 8:00 a.m. - noon. Tickets are \$25 per person and allow one-day entry to The Gallery and one-day entry to the NAIAS during the public show, January 16-24. Tickets can be purchased at [naias.com](http://naias.com).

**EyesOn Design Awards at the NAIAS** - Cobo Center, NAIAS Stage, Michigan Hall, 3:05 p.m. Presented by Detroit Institute of Ophthalmology (DIO). Presentation of international design awards to honor and recognize the most significant automotive designs on display at the NAIAS. Awards are judged and presented by a panel of world-renowned designers led by the DIO's founding chairman and noted designer, Thomas Gale. For further information, contact Judi Dara at 313.824.4710.

## TUESDAY, JANUARY 12 - THURSDAY, JANUARY 14

**Automotive News World Congress** - Detroit Marriott at the Renaissance Center in Detroit. Sergio Marchionne, CEO for the Chrysler Group, Alan Mulally, President and CEO of Ford Motor Company, Toyota Motor North America President and CEO Yoshimi Inaba, Penske Corporation Chairman Roger Penske, and W.L. Ross & CO. Chairman and CEO Wilbur Ross are among the nearly 20 executives who will address "Navigating the New Automotive Epoch." Opens Tuesday afternoon, January 12, the second and final Press Preview day at the North American International Auto Show. A new, tighter format provides access to the most influential and powerful automotive industry leaders, content and contacts at an affordable price. World Congress attendees receive a pass to visit the auto show on Thursday, January 14, before it opens to the public. A full agenda, complete all-star speaker lineup, and online registration are available at [autonews.com/worldcongress](http://autonews.com/worldcongress). For questions, e-mail [congress@autonews.com](mailto:congress@autonews.com) or call 313.446.0326.

## NAIAS 2010 CALENDAR OF EVENTS

### WEDNESDAY, JANUARY 13

**Industry Preview** - Co-sponsored by the Detroit Auto Dealers Association and the Michigan Economic Development Corporation. Cobo Center. Show floor access noon - 9:00 p.m. (No admittance after 8:00 p.m.) For ticket information, call 248.283.5169, or visit the NAIAS website at [naias.com](http://naias.com).

**Inforum's Annual Auto Show Breakfast** - The Book Cadillac Hotel, Detroit. 7:30 a.m. - 9:00 a.m. The event theme for 2009: "Take A Ride Down Electric Avenue", will focus on what impact electric cars will have on the electric grid. Speakers will be Anthony Earley, Chairman and CEO, DTE Energy; Susan Cischke, Group Vice President, Sustainability, Environment and Safety Engineering, Ford Motor Company; and Ann Marie Sastry, CEO, Sakti3. Registrants will have an opportunity to test drive or ride in select electric vehicles after the breakfast at the MEDC EcoXperience in Michigan Hall at the NAIAS. To register, please visit [inforummichigan.org](http://inforummichigan.org) or call 313.578.3227.

### THURSDAY, JANUARY 14

**Industry Preview** - Co-sponsored by the Detroit Auto Dealers Association and the Michigan Economic Development Corporation. Cobo Center. Show floor access 7:00 a.m. - 9:00 p.m. (No admittance after 8:00 p.m.) For ticket information, call 248.283.5169, or visit the NAIAS website at [naias.com](http://naias.com).

**NAIAS Symposiums** - Location TBD. At 9:30 am, TARDEC will present "Driving Solutions - Commercial & Military." At 11:00 am, The Henry Ford will discuss "Electric Cars - Past & Future." At 2:00 pm the Center for Automotive Research will highlight "Vehicle Electrification - From Oil to the Grid."

**AutoWeek Design Forum** - 8:00 a.m. - 1:30 p.m., College for Creative Studies, Detroit. Attracting automotive and design enthusiasts from varied backgrounds - students, car industry professionals, and designers allied to the field - the event recognizes and celebrates design as the ultimate differentiating factor that drives consumers' interest and purchase decisions. The Design Forum's new venue offers attendees a first-hand look at an architectural gem in the brand new A. Alfred Taubman Center for Design Education. Through a \$145 million redevelopment project, the College transformed General Motors' historic Argonaut Building, located in Detroit's New Center district, into the Taubman Center. This year's Design Forum, themed "Renaissance of Design," will feature presentations from design professionals in the automotive and non-automotive worlds, followed by afternoon tours of the North American International Auto Show. In addition, AutoWeek editors will recognize the most notable vehicles of the 2010 show during a presentation of the AutoWeek Editors' Choice Awards. For more information and to register for this year's event, visit [autoweek.com/dforum](http://autoweek.com/dforum).

### THURSDAY, JANUARY 14 Continued

**Green Vehicles & China's Automobile Market** - Cobo Center, Room W2-63; 8:30 a.m. - 12:30 p.m. Free media registration. Presented by China Business Update and China Automotive Review. Learn about China's green vehicle efforts, the latest developments of China's automobile market, its movers and shakers. Updates on introduction of emerging local carmakers with increasing global presence. Meet senior executives from Chinese OEMs, suppliers, importers and exhibitors. Participate at a unique networking event that helps you understand China's potential as a global player. For more information contact Mr. Lei Xing (US); 413.253.5477; Fax 413.253.2775; email: [conference@cbuauto.com](mailto:conference@cbuauto.com); on-line registration: [http://www.chinaautoreview.com/promotion/conference/10\\_detroit/en](http://www.chinaautoreview.com/promotion/conference/10_detroit/en).

### FRIDAY, JANUARY 15

**Charity Preview** - Cobo Center. Doors open to show floor 6:00 p.m. - 9:00 p.m. VIP Reception (invitation only) and Ribbon-Cutting Ceremony in Michigan Hall at 5:00 p.m., black tie. Ticket information available at 888.838.7500 or at [charitypreview.com](http://charitypreview.com). Presented by RBS and Charter One with additional support generously provided by Delta and the MGM Grand Detroit.

### SATURDAY, JANUARY 16 - SUNDAY, JANUARY 24

**Public Show** - Cobo Center

**Saturday, January 16 - Saturday, January 23**

9:00 a.m. - 10:00 p.m. (No admittance after 9:00 p.m.)

**Sunday, January 24**

9:00 a.m. - 7:00 p.m. (No admittance after 6:00 p.m.)

**Ticket Prices:** Adults: \$12; Seniors: \$6; Children: 7-12 \$6; 6 and under: free when accompanied by a parent or guardian. To order tickets online, or for more information, visit [naias.com](http://naias.com).

### WEDNESDAY, JANUARY 20

**NAIAS Automotive Education Day** - Presented by State Farm Insurance. Opening remarks, 8:30 a.m. - 10:00 a.m. in Cobo Arena. School groups in grades 9-12 and college level will have the unique opportunity to explore automotive career paths and learn about trends in the auto industry. Students will then be invited to visit NAIAS exhibits on the show floor to speak with representatives about automotive career information in small groups and one-on-one discussions. From 10:00 a.m. - 3:00 p.m., representatives will have activities to keep students involved while actively teaching topics such as technology, automotive design, engineering, or environmental concerns. For additional information, contact Lacey Lambert at 248.458.1127, [llambert@dada.org](mailto:llambert@dada.org).