

# Auto Show's Attendance Best Since '05

DETROIT - After a spectacular nine-day run, the North American International Auto Show (NAIAS) 2012 is in the books.

The final day's attendance of 101,141 topped last year's final day numbers of 98,106, bringing total attendance of the 2012 show to 770,932, the highest since 2005.

Bill Perkins, NAIAS chairman, said the show lived up to its reputation of being one of the tops in the world.

"From the press to the public, everyone realized that this was a very special show," said Perkins.

"People want to feel good again about the industry, which is now obviously in a better place than it was a few years ago. As a result, this year's show was a 'must-see' event, as the attendance numbers indicate. Everything that could go right, did."

Jim Seavitt, NAIAS 2012 vice chair (and incoming chair of NAIAS 2013) said the overwhelming feeling of automaker confidence, which was demonstrated in the more than 40 product unveilings and in the new exhibits, helped to create a positive environment at the auto show.

"NAIAS is positioned along with shows in Geneva, Frankfurt, Paris, Beijing and Tokyo because of the number of journalists who attend, and the number of worldwide product unveilings we host," said Seavitt.

"We are traditionally very strong in both categories, which is why NAIAS remains an important part of the automakers' global product launch strategies."

NAIAS highlights included:

- 5,196 media from 61 countries attended Press Preview Days
- 22,788 auto suppliers, designers and engineers, representing 28 countries and more than 2,000 companies, attended Industry Preview Days
- 12,000 people attended the Charity Preview.



GM judges go over the youth entries into the Fisher Body Craftsman's Guild scale-model design competition back in 1963. A new book records the memories of 29 student-age participants.

## Ex-GM Engineer Tells Readers About Fisher Body's 1947-68 Talent Search

CONTINUED FROM PAGE 1

young car designers was the inspiration of Harley J. Earl, design legend of GM. For some contestants in the 1950s and 1960s, their adolescent years were consumed by building five or six consecutive entries for the contest."

The competition was a true national contest and not tilted to Detroit or Michigan entries in any way.

Bill Scott, originally from Indiana and who competed from 1957-59 and went on to become a senior GM Design executive, says in the book:

"On this trip, we toured interesting sites in and around the Detroit area and GM facilities. At the GM Proving Ground in Milford, I remember the surprise of seeing a

car flash by above the bus as we were on the high-speed test track, slowly making our way around the high-banked turn on the lower flat lane," he writes.

"The two trips I had to Detroit were wonderful opportunities to experience time with other boys with similar interests and to view the world of auto design. They were instrumental in forming a goal, a clear target to work toward, and providing a focus for achievement. Of course, the main thing was winning the scholarship, which made it possible to attend (design school)."

The 308-page book, published by McFarland, is available for \$35 via the mcfarland-pub.com Web site or the (800) 253-2187 toll-free order line.

Meanwhile, book editor Jacobus competed as well and it helped launch his career - he was a design engineer at the GM Tech Center in Warren in the late 1960s.

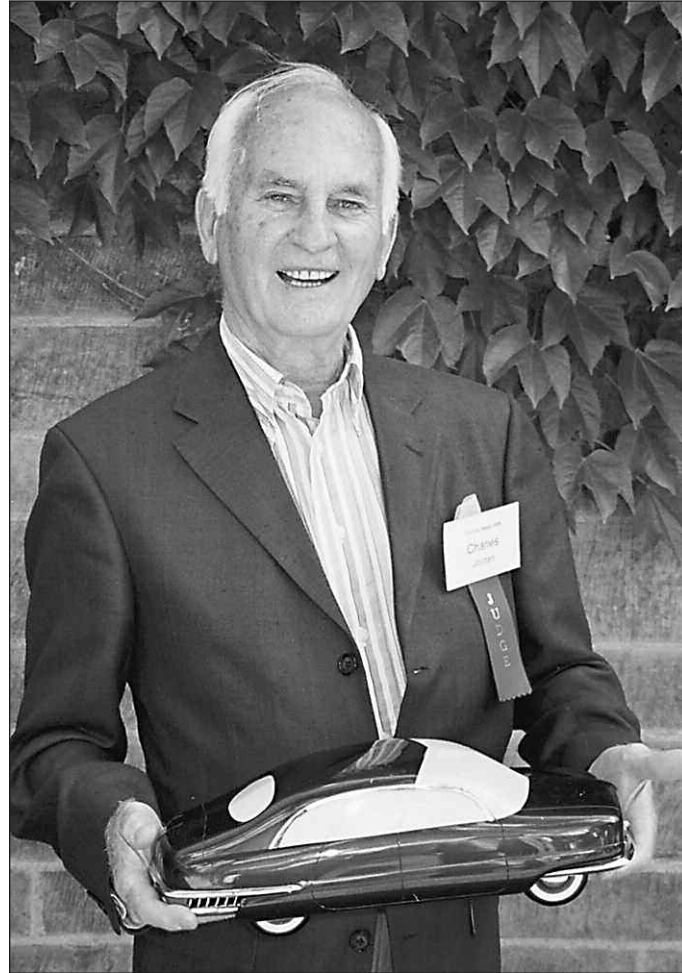
"I was there from 1967 through 1971, four to four-and-a-half years," he said by phone from Maryland.

"I worked at Turnstedt Division, and I was a design engineer, worked on a drafting table. I also worked at Fisher Body (on Van Dyke) as a design engineer. That's how I got interested in all this stuff."

"Being a part of the Guild as a youth got me interested in all that kind of stuff. We talk today about STEM - Science, Technology, Engineering and Math, we didn't call it that back then, but the bottom line is that it got us all interested



The 1947 contest winners included, far left, Chuck Jordan, who went on to become GM's vice president of Design.



Chuck Jordan was the 1947 First National Senior Scholarship (\$4,000) award winner in the General Motors' Fisher Body Craftsman's Guild model car competition as a youth. He went on to become Vice President of GM Design from 1986 - 1992.

in automotive." The participants in the contest held their most recent major reunion at the GM Design Dome at the Tech Center in Warren back in 2004.

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## GM Awards Its Global Media to Carat

DETROIT - GM announced a major ad agency account placement last week.

That's all because General Motors has awarded its global media operations account to Carat, part of the specialist media and digital group Aegis Media, after an extensive review of the company's global marketing operations.

The account carries responsibility for most of GM's global planning and buying operations for consumer-facing media, including broadcast, digital and social media.

"We wanted a media agency partner with the sophistication to leverage global mar-

keting opportunities," said Joel Ewanick, GM vice president and global chief marketing officer.

"Carat has an innovative approach to drive significant marketing value and their service model has been tailored to align well with our global and regional brands. They are uniquely positioned to help us form strong media partnerships and drive significant global efficiencies."

Carat will immediately begin to transition responsibility for GM's media operations in most global regions, with the exception of China, India and Brazil, where these activities will continue to be man-

aged by agencies specific to those countries.

On a related note, Chevrolet last week announced a first-of-its-kind app which will allow viewers of Super Bowl XLVI to play trivia, interact with each other via Twitter, participate in polls and possibly win one of 20 Chevrolets or thousands of other prizes.

The Chevy Game Time app will be available in the Android Market, the App Store and at chevy.com/gametime. As participants watch the Super Bowl, they can play along to win prizes from Chevrolet, Bridgestone, Motorola, the NFL and NFLShop.com.

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