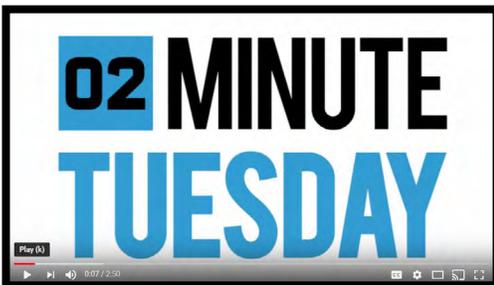


New Features that Buoyed the 2019 Twin Cities AutoShow

Two Minute Tuesday



The Twin Cities Auto Show launched a new video series in 2019 called Two

Minute Tuesdays. The goal was to personally communicate to manufacturers, dealers and exhibitors about the special opportunities our show offers. Dealers and manufacturers received video previews to help them maximize their presence through extra features like the Electric Room, Luxury Lane, Acceleration Alley, Exhibitor Lounge, After Dark, Military Appreciation Night, Media Preview's Top Four on the Floor, and *Style*, an exclusive Twin Cities Auto Show event that combined auto and fashion.

These "extras" are unique to the Twin Cities Auto Show and a tremendous selling point. We worked hard to ensure our industry partners were aware of all the ways to market and sell new vehicles at the Show.

#AMA (Ask Mary Anything)

This social hashtag launched in 2019 and gave attendees the opportunity to ask anything and everything of Twin Cities Auto Show Director Mary Velline, providing a forum to respond to and address unique questions amongst Show enthusiasts.

Every January, we get the question, "What vehicle makes and models will be on display at the show?" While we don't know that far in advance, with #AMA, we were able to go live at the Show during move-in and highlight what was being delivered that we were excited to see hit the floor. Attendees also asked how the vehicles get there, so we recorded the move-in of 600 vehicles in a two-hour period. We also took social media followers into the fancy trailer that delivered the Ford GT collection and gave them a behind-the-scenes tour.



Even when they didn't ask, we were able to use #AMA as a platform to discuss a variety of topics while keeping our brand's voice consistent. When the weathermen scared everyone about snow, we went live with #AMA and told them that the show was very much open, and it was a warm 68 degrees at the @TCAutoShow.

What is to come in 2020?



The summer and fall are planning time for the Twin Cities Auto Show. Contracts are updated, and vendor agreements with the show decorator, Minneapolis Convention Center, hotels, and onsite help

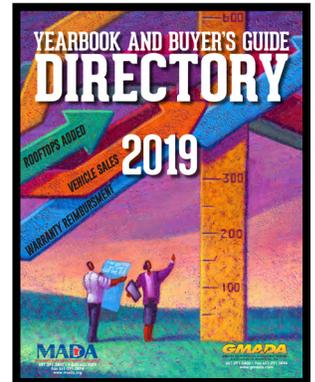
are reviewed and negotiated.

This is also the time of year to find new sponsors who will add to the event, particularly those with an automotive focus. In 2020, we are interested in securing sponsors who manufacture automotive audio systems, cleaning products, and tires. If you have contacts or if you would like to provide input, we would appreciate your support.

We are also working in tandem with a University of Minnesota professor on an economic study of the Twin Cities Auto Show's impact on the regional economy. The findings, expected at the end of May, will be used in discussions with the City of Minneapolis to leverage our position when negotiating contracts and advocating for increased city support.

Another report in development is a comprehensive post-Show review that will include statistics about attendees and their demographic information and what the attendees buying behaviors were during and after the Twin Cities Auto Show. It will also examine the Minneapolis DMA and how it ranks as a whole and with specific brands.

Finally, we are always looking for ideas for featured attractions to add from our valued dealer members. Special thanks to Luther Automotive for their introduction to Darroll Meyers and his fabulous 3 generation GT collection. We also appreciate Papik Motors sharing their information about the RAMINATOR Monster Truck that was a popular attraction at the 2019 show. If you have a suggestion for 2020 – please let us know!



Directory Changes

Please note the following changes to the MADA Yearbook and Buyers Guide Directory. The dealerships below are listed as GMADA members but are, in fact, NOT members of GMADA.

BMW of Minnetonka
Chevrolet of Wayzata
Coon Rapids Chrysler Jeep
Jaguar Land Rover Minneapolis
Luther Brookdale Honda
Luther Hopkins Honda
Luther North Country Ford Lincoln
Rudy Luther Toyota
Luther Westside Volkswagen
Morrie's Minnetonka Ford

GMADA

GREATER METROPOLITAN AUTOMOBILE DEALERS ASSOCIATION OF MINNESOTA, INC.

Greater Metropolitan Automobile Dealers Association of Minnesota is a non-profit trade association for the seven county Twin Cities area.

Chair

Mike Roeder, Sears Imported Autos

Vice Chair

Barb Hilbert, Luther Automotive Group

President

Scott Lambert

Director of Auto Show

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