

## NEWS RELEASE

Calgary, Alberta, March 18, 2004 -- The 2004 Calgary International Auto and Truck Show that ended Sunday at the Roundup Centre and Corral in Stampede Park has set the highest attendance record in the 24-year history of the event.

The show opened on March 9<sup>th</sup> with the Vehicles and Violins Gala 2004, where patrons paid \$125.00 each for an exclusive preview of the show, and for fine food together with entertainment by musicians of the Calgary Philharmonic Orchestra. The main objective of the Gala was to raise charitable donations for the Alberta Children's Hospital Foundation and the Kids Cancer Care Foundation of Alberta. The show opened to the general public on March 10<sup>th</sup> and wrapped up on March 14<sup>th</sup>.

Jack Thompson, Executive Manager of the Calgary Motor Dealers Association, said 62,870 people clicked through the turnstiles during the show, a 12 percent increase over the 2003 attendance figure of 56,096 people. The previous attendance record for the show was set in the year 2000, when 56,737 attended.

“The new vehicle models, combined with a healthy economy and excellent financing rates appear to have had a very positive effect on our show this year”, he said. “We also adjusted our marketing approach somewhat, concentrating more this year on featured vehicles and the wide variety of models presented at the show by our participating manufacturers.”

News Release  
Calgary Motor Dealers Association  
March 18, 2004  
Page Two

The Calgary International Auto and Truck Show is staged by the member dealers of the Calgary Motor Dealers Association and runs concurrent with the Calgary International Heavy Truck Show in the Stampede Corral. More than 70 Calgary auto and truck dealerships participated in the show, representing more than 30 vehicle manufacturers.

-30-

**For further information, please contact:**

Mr. Jack Thompson  
Executive Manager  
Calgary Motor Dealers Association  
Telephone: (403) 974-0707  
Fax: (403) 974-0711  
Email: [cmda@telus.net](mailto:cmda@telus.net)