



2011 Press Conference Schedule

Wednesday, Nov. 16

<u>Time</u>	<u>Activity</u>	<u>Location/Hall</u>
8:00 am – 8:50 am	Welcome Address * <ul style="list-style-type: none">• Mitch Bainwol, Auto Alliance President	Room 515
	Motor Press Guild Keynote Address <ul style="list-style-type: none">• Takashi Yamanouchi, President and CEO of Mazda Motor Corporation	
9:00 am - 9:25 am	Mazda	S
9:30 am - 9:55 am	Cadillac	S
10:00 am - 10:25 am	Volkswagen	S
10:30 am - 10:55 am	Hyundai	S
11:00 am - 11:25 am	Jaguar/Land Rover	S
11:30 am - 11:55 am	Infiniti	S
12:05 pm - 12:30 pm	Porsche	P
12:35 pm - 1:00 pm	Ford	W
1:05 pm - 1:30 pm	Honda	W
1:35 pm - 2:00 pm	Fiat	W
2:05 pm - 2:30 pm	Kia	W
2:35 pm - 3:00 pm	Bentley	C
3:10 pm - 3:35 pm	Chevrolet	S
3:40 pm - 4:05 pm	Subaru	S
4:10 pm - 4:35 pm	BMW	S
4:40 pm - 5:05 pm	Audi	S

* No breakfast served on Nov. 16

6:00 pm EXHIBIT HALLS CLOSE

C = Concourse Hall K = Kentia Hall P = Petree Hall S = South Hall SL = South Lobby W = West Hall

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<u>Time</u>	<u>Activity</u>	<u>Location/Hall</u>
7:40 am – 8:20 am	Breakfast	SL
8:30 am – 8:45 am	Nielsen Automotive Green Marketer of the Year Award	SL
8:45 am – 9:00 am	City of Los Angeles Mayor Antonio Villaraigosa	SL
9:00 am – 9:15 am	Green Car of The Year [®]	SL
9:30 am – 9:55 am	Lincoln	W
10:00 am – 10:25 am	Lotus	C
10:30 am – 10:55 am	Mastretta	C
11:00 am – 11:25 am	Dok-ing	C
11:35 am – 12:00 pm	Cadillac (lunch)	S
12:10 pm – 12:35 pm	Nintendo	WL
1:15 pm – 2:45 pm	Design Challenge Presentations	Room 515
9:30 am – 3:30 pm	Green Cars/LA Auto Show Ride and Drive	SL

3:30 EXHIBIT HALLS CLOSE

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