



PRESS DAYS: NOVEMBER 14-15 SHOW DATES: NOVEMBER 16-25, 2007

R E P O R T E R

ISSUE NUMBER ONE

40 World & North American Debuts to be Unveiled in Los Angeles

28 press conferences will be staged over two days.



The 2007 Los Angeles Auto Show will feature more than a dozen vehicle world debuts and nearly 30 North American debuts during press days, Nov. 14 and 15.

The show kicks off with the Motor Press Guild keynote address from Ford Motor Company's president and CEO Alan Mullaly. Day two of Press Days starts with a press conference announcing the 2008 Green Car of the Year Award.

The Los Angeles Show's new fall dates make Los Angeles the first major North American stop of the auto show season. Manufacturers have taken advantage of this earlier timing by making more world and North American debuts than in previous years.

This year the momentum continues with nine global automakers confirmed to make world premieres that cross almost all vehicle categories including concepts, luxury vehicles, small cars, trucks and SUVs. Also, expect to see an even greater variety of alternative fuel technologies including hydrogen fuel cell, clean diesel, hybrid, plug-in hybrid and more.

The show opens to the public at the conclusion of the Press Days Friday, Nov. 16 and runs through Nov. 25, including Thanksgiving Day.

FINAL WEEK

Register online by November 6 to receive your credentials in the mail.

Several Highly Anticipated Vehicles Make North American Debut

More North American debuts will fill the LA Convention Center halls than ever before, including several highly anticipated vehicles. A few of the all-new vehicles include the 2009 Jaguar XF luxury performance sedan, the BMW 1 Series Coupe and the Lamborghini Reventon.

Performance enthusiasts also anxiously await an in-person view of Mitsubishi's tenth generation Lancer Evolution,

Subaru's all-new rally inspired WRX STI, and the long-awaited Nissan GT-R sports car.

The nearly 30 North American debuts coming to Los Angeles cover the gamut of vehicle segments, fuel types and price ranges. The debuts mirror the overall changes seen by the auto industry in regards to better fuel economy, greater vehicle selection and more luxury class vehicles.

JAGUAR XF



The much talked about new design for Jaguar is a significant change that may re-define the future of Jaguar design for the next decade.

BMW 1 SERIES COUPE



The BMW performance coupe, that draws inspiration from its iconic 2002 models of some 40 years ago, creates an all-new category of performance vehicle for US buyers.

LAMBORGHINI REVENTON



The \$1.4 million Lamborghini Reventon will be among several exotic vehicles at this year's show. This is the most expensive new vehicle to make its U.S. debut in Los Angeles and is hailed as the most powerful and expensive Lamborghini ever built.

NISSAN GT-R



The 2009 Nissan GT-R sports car is coming to the US after much speculation and years of anticipation. Officially unveiled in Tokyo on October 24th, this is Nissan's most powerful and expensive sports car.

2008 GREEN CAR OF THE YEAR AWARD

Winner named at a morning press conference on Nov. 15.



The winner of the 2008 Green Car of the Year® (GCOY) award will be announced on the morning of Nov. 15. Green Car Journal, the leading automotive environmental magazine, initiated this annual award in 2005.

The Green Car of the Year® award is designed to recognize

environmental achievement in the automotive industry. After considering scores of new vehicle models that raise the bar in environmental performance, five nominees will be identified in advance of the press conference.

The winning vehicle will be chosen by a select jury of highly knowledgeable experts including, **Carl Pope**, executive director of the Sierra Club; **Christopher Flavin**, president of Worldwatch Institute; **Jean-Michel Cousteau**, president of Ocean Futures Society; **Jonathan Lash**, President of the World Resources Institute; **Carroll Shelby**, Automotive icon and Tonight Show host **Jay Leno**. This year's esteemed guest jurors are joined by four Green Car Journal editors to round out the 2008 GCOY jury.

Last year, the 2007 Toyota Camry Hybrid was named Green Car Journal's 2007 Green Car of the Year®.



Governor Arnold Schwarzenegger helped draw attention to environmental technologies at last year's show.

RON COGAN'S
GREEN CAR
JOURNAL



Alan Mulally to Discuss Ford's Future

Mullaly opens Motor Press Guild breakfast Wednesday, Nov. 14

Alan Mulally, president and chief executive officer for Ford Motor Company, will kick off the Los Angeles Auto Show by delivering the Motor Press Guild (MPG) keynote address on Nov. 14, 2007. The MPG breakfast and Mulally's address is open to all registered Press Days attendees. A Q&A session will be part of the presentation.

This will be the eighth year that the MPG breakfast has opened the LA Auto Show press days. MPG is comprised of approximately 800 automotive journalists and public relations professionals nationwide, making it the largest automotive press association in the country.

Yokohama Media Center Capabilities Grow To Keep Pace with Increased Press Attendance

To accommodate the increase of media attending the LA Auto Show's Press Days, the Yokohama Media Center will now house more on-site computers, as well as grow the number of existing work stations by 30 percent.

SERVICES INCLUDE:

- Free WiFi and high-speed Internet access
- E-mail kiosks
- Broadcast Center to facilitate the rising interest in broadcast and broadband footage.
- Shipping services
- PR Newswire's photo & wire desks
- Lockers
- Coat and bag check
- Phones, facsimile and photo copier

The Yokohama Media Center is presented by Yokohama Tire Corporation, one of the largest providers of tires to original equipment manufacturers (OEMs) and consumers worldwide.
www.yokohamatire.com

AutoTrader.com Announces Media Data Resource -



Need to know if gas prices have influenced demand for hybrids? Curious about the growth of the crossover vehicle segment? The AutoTrader.com TrendEngine is a free media and analyst resource about car shopper behavior.

With over 3 million vehicle listings and more than 13 million unique monthly visitors, AutoTrader.com has the ability to provide automotive reporters and analysts with unbiased, statistically significant vehicle supply and demand data, revealing key industry insights and trends.

To schedule an appointment or to learn more about the AutoTrader.com TrendEngine, contact **Mark Scott** at (404) 568-7905, mark.scott@autotrader.com or **Jason Jager**, at (404) 568-5947, jason.jager@autotrader.com



SNEAK
 PREVIEW
 NIGHT

07

Benefiting

HOMELESS
 HEALTH CARE
 LOS ANGELES



THURSDAY, NOVEMBER 15
6:00 TO 10:00 PM
 Los Angeles Convention Center

- Festive and relaxed atmosphere
- Music and hors d'oeuvres

GOLD TICKETS - \$250
GENERAL TICKETS - \$125

Get your tickets online at LAautoshow.com