

## New NAIAS App Puts 2013 Auto Show In the Palm of the Visitor's Hands

Navigating the North American International Auto Show (NAIAS) has just become easier with the unveiling of the Official NAIAS 2013 Mobile App.

This is the newest means of connectivity for "everything auto show," say auto show organizers.

The NAIAS App is presented by the Detroit Auto Dealers Association (DADA) and WDIV-TV Local 4/ClickOnDetroit.com, and will be available for free download in both the iPhone and Android platforms.

"The new NAIAS App puts everything auto show in the palm of smartphone users," said Jim Seavitt, chairman, NAIAS 2013. "It is the best way to keep track of what's happening at the show on a minute-by-minute basis. It's the must-have App for 2013."

The Official NAIAS/WDIV App is the most comprehensive way to view news and information on a mobile device about one of the world's top auto shows.

Users will be able to access breaking automotive news, photos and videos, and live-stream video coverage of the more than 50 vehicle unveilings planned for Detroit.

Moving around inside Cobo Center will be easier thanks to the available virtual show floor map, and useful practical information about the show, such as hours, parking and ticket prices.

The Official NAIAS App also features a virtual guide to the City of Detroit, including local restaurants and businesses, and weather forecasts and live radar provided by WDIV-TV Local

4/ClickOnDetroit.com. It will also interface with other Social Media platforms such as Twitter, where users can stream trending topics from #NAIAS.

In addition to the latest NAIAS news from WDIV-TV Local 4 and ClickOnDetroit.com, the official news provider for the NAIAS App, the app will also provide links to respected news sources from around the world for the latest automotive news and information.

"We are delighted to partner with the NAIAS in providing the news content for the Official NAIAS Mobile App to greatly enhance visitors' enjoyment of this world-class event," said Marla Drutz, VP and General Manager of WDIV-TV.

"WDIV and Post-Newsweek Stations have always been a leader in innovation and our development of this app and partnership with the NAIAS is another illustration of that commitment to taking our award-winning news coverage to the next level."

The Official NAIAS Mobile App was developed for the DADA and WDIV-TV by WaPo Labs, a digital development team focused on emerging technologies at The Washington Post Company, in cooperation with PNS Digital, the digital media team of Post-Newsweek Stations, Inc.

### Got News?

If you have solid business news for this paper, please contact us at News@DetroitAutoScene.com.

## UAW Seeking Public Sale of Chrysler Stock

DETROIT (AP) – A trust fund that pays medical bills for Chrysler blue-collar retirees has asked the company to set up a public sale of Chrysler stock.

The United Auto Workers trust, which owns 41.5 percent of Chrysler's shares, last week asked Chrysler to start the process for an initial public stock offering.

The trust wants the company to sell 16.6 percent of the stock owned by the trust, Chrysler said. Fiat SpA, which owns the remaining 58.5 percent, is fighting the trust over the value of Chrysler shares. Fiat has options to buy up to 16.6 percent of the trust's shares. It has filed plans to buy 6.6 percent and says it wants to buy the rest.

Fiat and the trust got their shares after the U.S. government bailed out Chrysler in 2009. The request for Chrysler to file paperwork with the U.S. Securities and Exchange Commission is the first step toward a public sale that could take many months.

Chrysler and Fiat said they will comply with obligations of the ownership agreement, but neither committed to a public stock sale. The trust fund and the UAW declined comment.

Fiat has made offers to the trust to raise its stake to 65.17 percent in two tranches. But the sales have been held up by the court fight. Fiat said the offer for the second tranche of 3.3 percent made earlier this month is worth \$198 million, but the trust wants more money.

Sergio Marchionne, CEO of Fiat and Chrysler, said that Fiat's planned investment in Italy means the company does not have the cash to buy the trust's shares outright.

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## What Goes Into Auto Show?

by Darrett Pullins

The 2013 North American International Auto Show opens to the general public on Jan. 19. The charity preview event, which benefits many local Detroit charities, takes place the day before.

Before either event takes place, there is a beehive of activity inside of Cobo Hall, to make the glitz and glamour look flawless and seamless.

So, what does it take to make Cobo Hall ready for an event, which will be highlighted on local television, as well as covered by journalists from all over the world?

According to spokespersons for the NAIAS, construction for the NAIAS begins 12 weeks before the opening of the event. There is a lot of coordinating of people and materiel behind the scene.

Fourteen semi-trailers are

needed to carry the 75,000 yards of carpet used to cover the show floor. There are 159 exhibits, and 500 cars for the viewing public both inside and outside of Cobo Hall and dismantling the exhibits require 1,225 skilled tradespeople such as carpenters, stagehands, electricians, teamsters, riggers and ironworkers.

There are others involved in the process. More than 100 custodians, 400 catering personnel, 65 car polishers, 135 car porters, 100 Cobo Center employees, 75 NAIAS staff and 450 security personnel are needed to run the show smoothly.

So, when you come down to visit the Auto Show and wonder at the latest and greatest the automotive industry has to offer, think of the thousands of people who put everything together to make the show experience exciting.

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