

# NAIAS Brings Back Annual Education Day

With the rapidly growing use of wireless technology, smart-phones and the Internet, today's youth are more connected and tech-savvy than ever.

As automobiles become more connected, too, it's only natural that the industry focuses on bringing the two together. The North American International Auto Show (NAIAS) does that, said NAIAS spokesperson Joe Rohatynski, by focusing on the various automotive-related technologies for students at all levels at its annual Education Day, Jan. 22, at Cobo Center.

Now in its ninth year, NAIAS Education Day is a back-to-basics, hands-on experience designed to attract students to the vibrancy of today's automotive industry, Rohatynski said.

NAIAS Education Day provides an in-depth auto show experience where students can view approximately 500 new vehicles on display, and explore various industry-related subjects such as technology, graphic design, culinary arts, journalism, and more, through tours and hands-on activities facilitated by experts in their particular field. Students can become further engaged through pre- and post-show lesson plans found on the NAIAS Education Day website, [naias.com/ned.htm](http://naias.com/ned.htm).

The U.S. Army, in partnership with some of the best colleges, universities, nonprofits and businesses in the state, will host 34 hands-on, interactive workshops for high school students and eight workshops for educators, focusing on Science, Technology, Engineering, Arts and Math (STEAM) and other related areas designed to increase student success and achievement, as part of the NAIAS Education Day program on Wednesday, Jan. 22.

The workshops are designed

to encourage students to explore their interests in all areas related to automotive development, design, production and promotion.

Col. Ronald J. Shun, chief of staff, U.S. Army TACOM Life Cycle Management Command, said, "The Army's commitment to education is grounded in the belief that the most important long-term investment we can make is to play an active role in the health and education of children and youth.

"The Army is committed to helping America's youth succeed academically, and we do this through support of programs like the Auto Show's Education Day."

Ally Financial will also host a workshop on credit as part of its Ally Wallet Wise free financial education program, Rohatynski said.

Wallet Wise teaches financial education basics in the areas of budget, credit, banking and investing, and financing a vehicle via in-person sessions and through online courses at [Ally-WalletWise.com](http://Ally-WalletWise.com).

Selected NAIAS Education Day high school students are invited to participate in the Wallet Wise session, which will teach the fundamentals of applying for and maintaining good credit.

"Ally is committed to advancing financial literacy through its Wallet Wise program, and we are pleased to work with the NAIAS again this year to deliver financial education to Detroit-area high school students," said Gina Proia, chief communications officer and head of Ally's community programs.

"Understanding important personal finance concepts early on can help young people make informed choices and establish good financial habits for the future."

NAIAS 2014 Chairman Bob

Shuman said he believes Education Day may help inspire some of the next generation of automotive leaders.

"STEM education is vital to our domestic automotive industry," said Shuman. "It's one of the many aspects that students can explore at this unique educational event, and NAIAS is pleased to provide this opportunity to our community of young people."

NAIAS Education Day is open to students of all ages, including college level, Rohatynski said. Companies involved include the U.S. Army, Ally Financial and PNC.

Also, with the support of the PNC Foundation, which receives its principal funding from The PNC Financial Services Group, Inc., NAIAS Education Day is bringing STEM education to more students than ever, even down to the earliest grade levels, Rohatynski said.

As part of PNC's "Grow Up Great" early childhood education initiative, almost 500 Detroit Public Schools preschoolers will attend Education Day, where they will tour the show and participate in a variety of educational activities.

"PNC's support of NAIAS Education Day reflects our strong corporate commitment to early childhood education, in Detroit and throughout the PNC footprint," said PNC Regional President Ric DeVore.

"PNC's signature philanthropic initiative, 'PNC Grow Up Great,' is one of the most comprehensive early childhood education programs in the nation."

By registering early, participating schools also have the opportunity to receive a \$100 bus grant.

The bus grant is available to the first 100 buses from applying schools.

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