

AUTO SHOW '84

Economist & Sun The Tribune

Auto show set to roll

By DANIELE WALKER
The economic downturn which kept car buyers away from dealers' lots is over, and the Toronto International Auto Show, to be held Feb. 10-19 at the International Centre in Mississauga, will break past attendance records, organizers say. The show - the largest in Canada - will display 500 car models from 14 countries. Antique cars, racing models, and new cars such as the Korean Pony will line the carpeted floors, along with the more pedestrian sedans and station wagons which bear household names. All the exhibiting space in the five buildings the show occupies in the International Centre, at 6900 Airport Road, has been sold. There's now a growing waiting list of businesses eager to buy space in the show, in the hope that a profitable spring will follow the long drought, when car buyers avoided new purchases until the economy improved. "Everything is sold but the washroom space."

Next year, we'll get rubber expandable walls," says Peter Spring, a spokesman for the show's organizing committee. Spring predicts the show will attract 150,000 visitors. The \$5 admission price should work as a drawing card, he said. "Customers can see everything new in the car market in one place, without using gas to drive from dealer to dealer all over town," he said. Some of the exhibits will promote automobile products, such as customized sunroofs. Fashion shows and seminars from the Ontario Motor League and other groups have been planned as a break from all the walking involved. Spring says it takes three hours to see the entire show. The prize attraction is a \$200,000 Duesenberg, a luxury car made famous in the 1930's as the "10 grand car" because it cost an astronomical \$10,000. Gangster Al Capone owned one, and Little

Orphan Annie's Daddy Warbucks supposedly owned one, too. Jacques Villeneuve, whose brother Gilles was Canada's most famous racing driver until his fatal accident two springs ago, will be showing off his own racing car, sponsored by Canadian Tire. At least five new cars will be on display for the first time. West Germany will introduce the Bitter, while Czechoslovakia will feature the Dunka. The most awaited new car may be the Hyundai Corporation's Pony car. The company apparently plans to introduce the Korean-made car to Canada before it tries out the U.S. market. The Auto Show is being organized by the 250-member Toronto Automobile Dealers Association. They've arranged to have day care services during the show, and half-price admissions for seniors. A preview of this year's show will be shown on Global Television, Feb. 11 at 7 p.m.



Illegal parking

Julie Ogden helps display a 1961 Corvette owned by Markham's Brian Ogden. Cars like Ogden's classic machine will be on display at the Auto Show this weekend at the International Centre.

—Sjoerd Witteveen

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2. Connect one end of the other cable to the positive (+) terminals of each battery.
3. Connect one end of the other cable to the negative (-) terminal of the good battery.
4. Connect the other end of the cable to the engine block of the vehicle being started. Do not connect the cable to the negative (-) terminal of the bad battery under any circumstances.

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