

Automotive news publisher Keith Crain to keynote CIAS 2000 media day

Keith E. Crain, publisher and editorial director of Automotive News, the world's foremost authority on the Automotive Industry, will present the keynote address at the Media Breakfast at the Canadian International AutoShow on February 17.

Hugh Sisley, president of the 2000 Canadian International AutoShow characterized Mr. Crain's attendance as the beginning of a new era of Show development. Mr. Crain's commit-

ment to appear at our event is nothing less than a breakthrough which will help to focus industry attention on the Canadian International AutoShow as we "ramp up" to O.I.C.A. status in the year 2001.

Keith Crain is an internationally recognized publishing industry leader and is widely known for his contribution and insights into the automotive industry.

Crain is chairman of Crain Communications Inc. a privately

held company that publishes 30 business, trade and consumer publications and employs over 900 people in 15 offices internationally. His responsibilities include serving as publisher of several publications including Automotive News, Automotive News Europe and Automotive News International. Additionally, he is editorial director of AutoWeek, the United States' only weekly automotive enthusiast magazine.

Among his list of accomplishments is the development of the Automotive News World Congress as an international forum for industry leaders and the assistance in the development of the annual North American International Auto Show in Detroit. In 1997, Automotive News Europe launched the European World Congress.

Wynn's features 12 automotive highlights of the past 100 years

Everyone has a dream car and, often as not when asked what it might be, it is almost always a car from the automotive past.

This is the premise of Wynn's classic car theme at the 2000 Canadian International AutoShow as dreams and classics come together in a sampling of 12 significant cars from the past century as selected by the editors of Carguide Magazine and Wynn's Canada. In addition 10 more rare and beautiful cars will join in to complete this year's exhibit.

The elegant and exciting 22 car display located in 12,000 sq.ft. on the 800 Level of the South building of the Metro Toronto Convention Centre is made possible with the support of Wynn's Canada, one of the Show's headline partners.

The main attractions of this 12 car "Cars of the Century" will include the Ford Model T, the Willys Jeep, the Austin Mini and the Citroen Traction Avant. Other classics in this collection will include the Ford Thunderbird, the GM Autorama "LeSabre" and the Corvette Stingray.

A price cannot be put on the priceless but conservative estimates value the Wynn's Century of Classics to be in the millions.

The Wynn's Collection is a unique opportunity to view some of the world's rarest museum quality classic and vintage cars. In addition the Globe and Mail will provide a "Classic Car" photo opportunity in a special area designed for this purpose.

The Canadian International AutoShow encourages everyone who loves classic cars to bring their cameras to capture this exclusive "moment in time."

"Career Days" For students/teachers At the Canadian international autoshow Cars of the century...and more

Since 1993, The Canadian International AutoShow has been inviting secondary school students from the Mega City area and within the Central Ontario region to visit the Show as a school day trip venture.

One of the Canadian International AutoShow's most important mandates is to provide students with an interesting and educational aspect to their visit, as well as beneficial information concerning the wide field of careers that are available within the automotive industry.

In this regard, the AutoShow has dedicated some 5,000 sq.ft. to educational institution exhibits (located on the 700 Level of the South MTCC) in room 718.

The AutoShow's role will be to make accessible to the students information on career opportunities. This concept is called the "Career Days" program and the students can participate at their leisure when they visit The Canadian International AutoShow.

This is an excellent opportunity to expose students to educational programs leading to exciting career choices in a varied and dynamic industry," states Tom Tonks, the Show's General Manager. In 1999, over 4,000 students participated in this special feature, exclusive to the Canadian International AutoShow.

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