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Auto show to stay at Cobo through 2017

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Written by Administrator

DETROIT – Senior officials for the Detroit Regional Convention Facility Authority and the North American International Auto Show (NAIAS) signed an unprecedented five-year contract on Jan. 5 that will keep one of the world’s most influential auto shows in the Motor City through 2017.

“This is a triumph for the city of Detroit, the region and the state, and a huge endorsement of the transformation we’re making at Cobo Center,” Alexander said. “Four short years ago, we were in danger of losing this region’s most recognized annual event and one of its most valuable assets. Today, we’re proud to announce to the world that the North American International Auto Show will remain in Detroit for the foreseeable future.”

“We’re thrilled about the changes we’ve seen at Cobo Center,” said Bill Perkins, senior co-chair of the 2012 NAIAS. “The essence of good customer relations is customer service and feedback, and we were pleased that the NAIAS Executive Committee was included in the Cobo transformation planning process.

“The NAIAS has enjoyed a longstanding relationship with Cobo and the city of Detroit, Perkins said. “We wanted to make this commitment because of the remarkable changes that have occurred and are planned over the next few years.”

The agreement represents an aggregate economic impact of \$1.75 billion to Southeast Michigan over the life of the deal, said Larry Alexander, chairman of the Detroit Regional Convention Facility Authority.



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