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Detroit auto show, Cobo Center sign 5-year deal

DETROIT

The Detroit auto show will remain at Cobo Center at least through 2017 under an agreement completed Thursday.

The Detroit Auto Dealers Association signed a five-year contract to keep the annual North American International Auto Show at Cobo. This year's show is open to the public Jan. 14-22.

The dealers had repeatedly warned that Detroit could lose the show to another city unless Cobo expanded and improved.

The Detroit Regional Convention Facility Authority took control of Cobo from the city in 2009 and began what are expected to be \$200 million in renovations. That's adding about 150,000 square feet of display space to the 700,000 it has now.

"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," said authority chairman Larry Alexander. "Four short years ago, we were in danger of losing this region's most recognized annual event and one of its most valuable assets."

Bill Perkins, a co-chairman of this year's auto show, said organizers are "thrilled about the changes we've seen at Cobo Center."

"We wanted to make this commitment because of the remarkable changes that have occurred and are planned over the next few years," Perkins said.



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