



Checker Sedan Caters to Auto Show Attendees

2008 North American International Auto Show will draw hundreds of thousands of attendees.

Dearborn Heights, MI, December 31, 2007 --(PR.com)-- Occurring on the heels of New Year's Eve, the 2008 North American International Auto Show will be one of the hottest tickets in the city of Detroit during the month of January. Each year, it draws hundreds of thousands of auto enthusiasts.

"For many, the Auto Show is first time they see a new model from their favorite automobile company," said Tim McCarthy, Checker Sedan President. "For others, they come to see the concepts cars. Some concepts are nearly production ready, while others capture an automotive designer's vision of the future. This popular event always draws a crowd daily, and Checker Sedan can be called upon to assist with transportation needs to and from the show, area hotels, and Detroit Metro Airport for those attending by air travel."

The North American International Auto Show public exhibition will be held January 19-27, 2008 showcasing current automobile models, debuts, concept cars, or out-of-production classics. It is commonly attended by automobile manufacturers -- and of course, the press and hundreds of thousands of auto enthusiasts. Most auto shows in Europe occur once or twice a year. In the United States, most large cities host one throughout the year. They are vital to car manufacturers and local dealers as a public relations exercise, for advertising products, and for increasing publicity. The North American International Auto Show (previously called the Detroit Auto Show and often abbreviated NAIAS) is the annual automobile show (or auto show) held each year in Detroit, Michigan.

The show begins with press preview days, industry preview days and a charity preview event. The charity preview raises money for local children's charities. In 2004 and 2005, the charity preview attracted 17,500 people at \$400 a ticket and raised \$7 million in total. The year 2006 was the sixth consecutive year the charity preview event raised over \$6 million. It is estimated that the show provides over \$500 million to the local economy.

Checker Sedan provides limousine Detroit service from the Detroit metro airport servicing the Detroit Metro airport region. Detroit travel has never been easier with limousine Detroit service for the city of Detroit. Checker Sedan, is an affiliate of Soave Enterprises, a privately held management and investment company founded by Detroit businessman Anthony L. Soave. Reserve at www.checkersedan.com.

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Contact Information:

Checker Sedan

Jordan Knaqpp

248-705-3863

mktg@checkersedan.com

www.checkersedan.com

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