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FOR IMMEDIATE RELEASE

22 Reasons to Attend the 22nd Annual EyesOn Design Car Show

Grosse Pointe Park, Mich., Feb. 26, 2009 – EyesOn Design is 22 years old! The following describes 22 reasons to attend the annual show.

1. **Theme** – This year's theme, "The Art of Automobile Advertising & Design," highlights historical advertisements of record relative to automotive marketing.
2. **Main Attraction** – In its 22nd year, EyesOn Design remains the preeminent International celebration of fine vehicle design of the past, present and future. More than 200 automobiles and motorcycles will be on display.
3. **Distinctive Cars, Trucks and Motorcycles** – A unique collection of automobiles will be complemented with time-honored motorcycle designs.
4. **Venue** – A beautiful and picturesque setting for a premier car show is the Edsel & Eleanor Ford House in Grosse Pointe Shores, Mich. A Michigan treasure, the Ford House features exquisite architecture, breathtaking lakefront grounds and a collection of fine and decorative arts. The house was designed by Albert Kahn to resemble a cluster of Cotswold village cottages and the grounds were designed by famed landscape architect Jens Jensen. In addition, there is the childhood playhouse of Josephine Ford onsite for children to enjoy.
5. **Elegance** – The Friends of Vision invite you to the Private Eyes Brunch. Dine under an elegant canopy along the beautiful shores of Lake St Clair.
6. **Models** – A presentation of acclaimed model makers, this exhibit has become a national standard for the fine three-dimensional automotive works of art. Many within the design community anticipated that computer-assisted design (CAD) programs would eliminate the need for clay modeling for three dimensional representation; however, time has proven modeling and sculpture to be indispensable.
7. **Poster** – Incorporating the work of legendary painter and now 90-year-old Art Fitzpatrick, this year's EyesOn Design poster celebrates the theme of the most notable automobile advertising campaign rollouts throughout history. Fitzpatrick also designed

the U.S. Post Office's automotive stamps last October, and many of his portraits of cars painted from the 1950s through the 1970s are still considered collectibles today.

8. **Vehicle Categories** – EyesOn Design is a show that celebrates “pure car design” rather than the qualities of restoration, rarity and provenance or even vehicle popularity. The Vehicle Selection Committee—led by Werner Maier—will organize vehicle show categories that reflect design trends through the decades.
9. **Eve of Eyes** – An informal “soiree” held at a novel location. On June 19, Friday night's Eve of Eyes Designers' Night promises to delight at the Walter P. Chrysler Museum in Auburn Hills, Mich. Plan on a fun evening with the design community—complemented with a strolling buffet and beverages—finished with music and character.
10. **Vision Honored** – On June 20, a Saturday evening extravaganza will span the spectrum from formal black ties to informal blue jeans. Notable designers and past recipients of the Detroit Institute of Ophthalmology's (DIO's) prestigious Lifetime Design Achievement Award have selected Willie G. Davidson, Senior Vice President and Chief Styling Officer at Harley-Davidson Motor Company, to receive this year's honor. Of course, Willie G., and his wife, Nancy, will be on hand for the event. Prepare for the roar of the Harleys and Detroit's biggest event of the summer!
11. **EyesOn Design Automotive Design Exhibition** – “The” car show of the year. This Father's Day event offers something for everyone.
12. **The Art of the Advertisements** – Likened to Jay Leno's Garage in Southern California, EyesOn Design will pair historic vehicles with advertisements from the era of each vehicle's commercial introduction. These advertisements highlight the prevailing fashion, architecture and notable locations of the time.
13. **Willie G. Davidson Design Review** – Trained as an automobile designer at the world renowned Art Center College of Design in Pasadena, Calif., Davidson has devoted remarkable imagination and talents to motorcycle development. Within his portfolio are the renowned Softail® and V-Rod® designs. There will be an impressive representation of these special bikes – along with additional Harley-Davidson motorcycles whose fame and design values simply demand their inclusion.
14. **Awards Presentation** – Well-known designer and automotive historian Jeff Godshall joins auto analyst and radio/TV personality John McElroy to lead the EyesOn Design Awards presentation.
15. **Pomp, Circumstance and Essential Peripherals** – Convenient snack kiosks, accessible and clean restrooms and lots of shady trees are all provided.

16. **Art Pavilion** – EyesOn Design will again present the efforts of some of the finest automotive artists in the world. Prepare to be tempted.
17. **Convenient Parking** – The expansive grounds of the Edsel & Eleanor Ford House allow for convenient parking.
18. **Rub Elbows** – Enjoy the company of auto industry representatives and leaders, rare and valuable car collectors, and some of the nicest people on earth.
19. **Great Weather** – Eight Orders of praying Nuns have delivered spectacular weather for almost all shows. An approaching storm ultimately bypassed our show in 2008. We are assured the religious Orders will continue their commitment to EyesOn Design to deliver a picture-perfect day for 2009.
20. **The Friends of Vision Raffle** – Once again, the Friends of Vision will be strolling about each of the events selling tickets for the \$10,000 raffle. With only 500 tickets available, the odds of winning are increased, and better than most casinos.
21. **Cost Competitive** – At a cost of only \$20 per adult (\$15 in advance) The EyesOn Design Automotive Design Exhibition car show is a great value.
22. **An ideal Father's Day preset** – Why not make Dad's day special for him? After all, a memorable experience can last longer than a physical gift, and benefits the entire family!

All proceeds from EyesOn Design events benefit the DIO, a 501(c)(3) not-for-profit organization, which offers programs in ophthalmic research, support for the visually impaired and blind, as well as public and professional education.

Event tickets for the Eve of Eyes Designers' Night, Vision Honored creative black-tie affair, the EyesOn Design Automotive Design Exhibition and the Private Eyes Brunch are available online at www.Acteva.com/go/eyeson. For more information on EyesOn Design events, please call (313) 824-4710 or visit <http://www.eyesondetroitdesign.com> and <http://www.eyesondesigncarshow.com>.

For sponsorship information, please contact Judi Dara from the DIO at (313) 824-4710 jdara@eyeson.org or Mike Powers from EyesOn Design at (248) 760-6598 mpowers@eyeson.org.

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