

**DAA NORTHWEST'S
ROCK + ROLL SALE**

DAA NORTHWEST'S
14th Annual
ROCK & ROLL SALE
JULY 15th & 16th
featuring
3500 CARS & TRUCKS
and LIVE on the DAA Stage

**PAT BENATAR
NEIL GIRALDO**

**SAVE
THE
DATE**

DAA
NORTHWEST

DAA NORTHWEST'S 14th Annual Rock & Roll Sale Schedule*

If you're an authorized DAA Northwest dealer, watch your mail! In just a few weeks, your dealership will receive four tickets to this year's party and concert featuring Pat Benatar!

Here's an overview of this year's Rock & Roll Sale schedule.

WEDNESDAY, JULY 15th

10:00 a.m. - Wednesday Sale begins

2:30 p.m. - Wednesday sale concludes (approximate time). Motor coaches return guests to area hotels

5:00 p.m. - Motor coaches begin picking up guests at area hotels

6:00 p.m. - Doors open - party and concert featuring Pat Benatar

10:30 p.m. - Concert and party conclude. Motor coaches return guests to area hotels

THURSDAY, JULY 16th

9:00 a.m. - Rock & Roll Thursday Sale begins / national account and dealer consignment

Also at 9:00 a.m. - Motor Coach departs from DAA's front lot, the Ramada Hotel and the Peppertree Hotel for our catered Lake Coeur d'Alene Spouses' Cruise. Additional coach picks up spouses at downtown hotels, including The Red Lion at the Park, The Doubletree Hotel and The Davenport Hotel.

3:00 p.m. (approximately) Spouse's Cruise motor coaches return to DAA Northwest

5:00 p.m. (approximately) - Sale concludes / \$30,000 in post-sale prizes

* subject to change without notice