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Wallflowers Shine *One Headlight* on DAA's Rock & Roll Sale

Spokane, WA. DAA Northwest has announced its headline act for this July's Rock & Roll Sale. On Wednesday evening, July 16th, Jakob Dylan and The Wallflowers will take the DAA Stage and perform for over 4,000 customers and their guests.



"I am fired-up about the Rock & Roll show this year," says Greg Mahugh, DAA Northwest's general manager and senior vice president. "We are taking a step forward into the music of the 90s." The Wallflowers are a Grammy Award winning combination of alternative and classic rock led by Bob Dylan's youngest son Jakob. Their music reflects the influence of Tom Petty, Elvis Costello, and of course, Bob Dylan. When DAA held its very first Rock & Roll Sale in 1996, The Wallflowers'

number one hit “One Headlight” was at the top of the charts. Their second album, “Bring Down the Horse,” was in the process of going multi-platinum on the strength of four hit singles.

The Wallflowers follow a long line of internationally acclaimed acts at DAA, including The Doobie Brothers, STYX, Huey Lewis and The News and Bad Company, to name a few.

This summer’s concert and party will come on the heels of a 1,000-unit offering that includes several key national accounts. Ford Motor Company will begin the auction Wednesday with a closed factory sale. “With the addition of new corporate and dealer consignment accounts, we have moved to a two-day sale format whenever we run a large promotion,” states DAA’s president, Bob McConkey. “We’ll run cars Wednesday, then convert the facility into a concert venue for the party that evening. When The Wallflowers wrap up, crews will work through the night - tearing down the stage, cleaning up the grounds and getting ready for Thursday’s auction.”

Thursday morning, customers will return to DAA for 3,500 units running through ten lanes. The sale will conclude with fifty thousand dollars in prizes. While customers work in DAA’s lanes, the auction will treat their spouses to a gourmet catered cruise on nearby Lake Coeur d’Alene.

Industry veterans Bob McConkey, Jr. and Greg Mahugh founded DAA Northwest in 1992. Since its inception, the auction has become the Pacific Northwest’s premier vehicle remarketing operation, offering a full range of services including reconditioning, inspections, wholesale automotive, motorsport, RV and Internet auctions. The DAA campus sits on 90 acres and is a member of the National Auto Auction Association, the AuctionPipeline and the ServNet Auction Group.

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