

# 2007 Update No.3

## 2007 Dates

**Media Preview** February 7-8

**First Look For Charity** February 8

**Public Show** February 9-18



## Nimrods Gather in Chicago for Nation's Biggest Rolling Geek Get Together

You want to call me that to my face?

Well, maybe it'd be best if we just admitted that we're just a bunch of nimrods. Oh, you can use any euphemism you choose: Car Geeks, Motor Heads, Gear Heads, whatever. Before you run out and make some mother very proud of her son, (the doctor who shrinks people's heads), the point is that it's OK that we're... this way. Every industry has them, whether it's fashion, film, fragrance or finance. We just happened to get bitten by the car thing. And for roughly 48 hours of February 2007 we're going to get access to the sharp cutting edge of what our industry is up to—and for us that's a very cool thing. Hell, it wouldn't be all bad to wear buttons that say, "I'm a nimrod, too." After all, admitting it is the first step, isn't it?

Twenty products most of us have never seen before will lead the charge at the nation's biggest auto show this year. Chicago's show means business and its exhibitors want to talk about it with the media and with the ultimate judges: consumers. They'll have quite a bit to talk about, too.

The two-day media preview will start with **Ford's Mark Fields** at the Midwest Automotive Media Association/Chicago Auto Show breakfast followed by the first formal news conference on the schedule. There is no ticket required for admission to the breakfast. Your credential will get you in the door.

The Chicago leadoff slot has been held by **Toyota** and its divisions for 10 of the past 12 years. This year will turn the record to 11 of 13. They love the Chicago show and its media

impact, as evidenced by choosing the Windy City as the site in '06 for what Jim Press called "the company's most important new-product launch ever," the Toyota Tundra pickup truck. So what's in store for Wednesday morning? Well, everyone knows they keep such things very close to the vest, but we can assure you that they're both more than significant. Like you wouldn't show up because you don't know the name? Puh-leeze.

**GM** is on a roll and they're not going to stop the juggernaut any time soon.

Three divisions will join in on the world debut list with **Saturn's Astra** (but wait—there's more!) and then **Pontiac** with the next iteration of product translated from Australia going later on in the afternoon. Officially, they're holden out (sic) on its name for now, but you don't have to



be Fellini to figure out the movie, do you? If you do, please re-read the first paragraph of this piece and turn in your Geek Card. Additionally, the Bow Tie folks at **Chevrolet** have a rollout in store that will help you keep pace with the schedule. **Six debuts?** Just bring lots of Big Chief note pads and #2 pencils, as you'll need them.

When you build as big a display as **Chrysler Group** does in McCormick Place, you can't help but think that they'd have to come with news to match. Thank goodness they're thinking the same thing with a **trio of products** making their debut. Since they have more room on the show floor than anyone, they've been kind enough to invite the media to be their guests

*continued on page 2...*

## Nimrods (cont' from page 1)

for lunch, too. You might want to wear your studded sneakers when you get close to the DCX half-mile long indoor test track, though. Or just pad your butt for when you slip. Stay tuned.

**Volkswagen's** hot **R32** sold last from 2003-'05. It was an AWD rabbit platform and described as "the penultimate VW Hatchback." Perhaps this new version with be the end all—be all? Additionally, they'll be making an important announcement about the marque's motorsport future.

What's the nation's biggest auto show without a contribution from Chicago-based **International Truck**? The nation's biggest concept vehicle has taken stage here before and this year they're bustin' down the boundaries of the North building for their next offering. If only we could figure a way to combine the line of International SUVs with the Lexus "parks itself" feature, moms all over America would be taking them daily to the mega mart.

Many times you'll hear (somewhat) whiny, irritable journalists say, "Enough with the Slippery Rock Teacher's College Marching band already! Where's the friggin' car?" So proving that Chicago can be all things to all people, you'll find a day-long world introduction of the new **Nissan Titan** pickup, **Armada** and **Pathfinder** SUVs in their display. Likewise, you'll find ongoing RnR with a second helping of the exquisitely muscular Alpina B7 in the **BMW** display. Executives who are generally behind doors (or hidden under mountains of paper) will be available for one-on-ones with any journo worth his or her salt who knows that if they don't stop by they'll be missing the story.

The first day's in-house activities will round up with presentations from America's premier automotive TV show, **MotorWeek**, as they again present their "Drivers Choice" awards. They've made Chicago their home away from home and the awards are as coveted as any in the business. Additionally, the end-of-the-day relief will be courtesy of one of this show's great sponsors: **Bridgestone Americas Holding**. Not only do they help the show fly-in a triple digit cadre of A List media for the preview, they always

come with news. "Who says you can't change the weather?" was the hint they threw at us. It seems that the BFA folks have found a way to "install" a microclimate in their exquisite

display to demonstrate their news.

Eat your heart out, Al Roker!

Wednesday night is open until 8 p.m. so that the manufacturers can hook up with media they'd like to entertain over dinner and still have time to get over to the Stars, Cars & Bars party at the House of Blues. While this is an "interdenominational" event sponsored by a large group of manufacturers, **Media Center sponsor XM Radio** steps it up every year by providing this event with its main entertainment. They've done a hell of a job of combining local flavor with national appeal this year as **XM presents Jim Belushi and the Sacred Hearts Band** as the evening's musical entertainment. We can't thank everyone—and especially XM) for their participation

in this event. Tickets are limited and are intended for working media attending the show's media preview.

Day two of the preview in '06 arguably held the biggest news of the show. This year the second day will not disappoint, either. Breakfast will be presented by **Porsche** in the

Grand Ballroom (yup, that's the same room as you were in for the MAMA breakfast the day before) along with the introduction of the fastest production street vehicle the brand produces, the **GT3 RS**. They'll also have motorsport news, as any brand as deeply involved in racing will invariably have.

You'll also remember from Wednesday that after the MAMA breakfast you just

mozied next door to the **Toyota** section of the Grand Ballroom for their news event. Repeat that move following breakfast and you'll find yourself in what will then be the **Scion** news conference for the intro of the **new Xb and Xd**. Yes, it's worth getting up and not destroying too many brain cells the night before. You'll need them. It's your job.

**Maserati** had significant business news in December, but really hasn't had the opportunity to get its executives out and



## Nimrods (cont' from page 2)

available to talk about it—not to mention their newest morsel of Italian automotive cuisine, the Quattroporte automatic. That will change with their presence on the schedule in Chicago. Then economy of fuel and economy of total operating cost is top-of-mind for a lot of consumers, so **Kia** will pop off the covers on its latest entry into the industry.

Just prior to the **Economic Club of Chicago** luncheon, Continental's "Safely There" will be unveiled. The Chicago-based telematics division (formerly Motorola) has magic electronics imbedded into some of the industry's newest concept and production vehicles. See where the magic come from and then

take the walk with Continental's CEO to the Vista Ballroom for the ECC event, underwritten by Continental. After lunch, **Toyota boss Jim Press** will take to the podium, not only for the media,



but for some of the biggest business guns on earth who are members of this prestigious organization. You'll need a ticket for this event. Please see Paul Brian in the media center to get yours while they last.

**Brandimensions "Consumer Voice" awards** and the **Volo Auto Museum's** always-attractive display of vintage cars will round up the formal activity preceding the show.

It's a lot. 20 intros. More than a thousand vehicles. The nation's biggest show floor in a world class city with an intergalactic class exhibit facility. It's almost an embarrassment of riches. Actually, we're not embarrassed at all. Quite the

contrary.

No wonder we're car nimrods. Beats the heck out of covering the quilting beat, huh?

## Three-Car Giveaway at First Look

There's one way to be part of the premiere of the nation's premier auto show: Attend the benevolent event of the Chicago Auto Show, First Look for Charity, the night before the show opens to the public.

Even in a city teeming with black-tie fundraisers, First Look for Charity is one of Chicago's most bountiful charitable causes. The benefiting organizations receive all of the money raised, and the event raises more than \$2.5 million annually.

"The Chicago Auto Show is uniformly regarded as the finest auto show in the country," said 2007 show Chairman Terry D'Arcy. "But the giving cause demonstrates that this auto show is also about giving to the charities of our community." All 19 participating charities operate in or near Chicago, so the money raised benefits the people of Chicagoland whom the charities serve.

Three supporters in attendance on Feb. 8 will win the keys to 2007 model vehicles—a GMC Acadia, a Hyundai Azera or a Volkswagen GTI. Consumer are eager to see the all-new Acadia, GMC's first crossover SUV, and the Azera returns in its second model year with even more luxury and safety features.



The '07 GTI is destined to reclaim its spot at the top of the sport compact pecking order.

First Look is an anticipated event among socialites and car buffs. The black-tie affair allows participants to stroll the show floor amid opulence not present during the public portion of show.

Abundant hors d'oeuvres, champagne, wine and soft drinks await those getting the first look at the more than 1,000 vehicles—some on display for the first time anywhere.

To see the list of benefiting charities and to attend, visit [www.ChicagoAutoShow.com/firstlook](http://www.ChicagoAutoShow.com/firstlook), or call 630-424-1636. Black-tie attire is required.

Acadia compliments of General Motors, GMC Division, and Chicagoland GMC dealers. GTI compliments of Chicagoland Volkswagen dealers. G35 compliments of Infiniti and Chicagoland & northwest Indiana Infiniti dealers. Murano compliments of Nissan and Chicagoland & northwest Indiana Nissan dealers.

First Look for Charity and the Chicago Auto Show are presented by the new-car dealers of Chicagoland and northwest Indiana, who form the Chicago Automobile Trade Association.

# Media Preview Schedule

Events are staged in the manufacturer's display unless otherwise noted.

## Monday, Feb 5

9 a.m.—6 p.m. **Media Center Open**

## Tuesday, Feb. 6

7 a.m.—6 p.m. **Media Center Open**  
5:30-7 p.m. **Bridgestone Americas Welcome Reception**  
*Swissôtel—Registered working media only*

## Wednesday, Feb. 7

7 a.m.—6 p.m. **Media Center Open**  
8 a.m. **MAMA Breakfast**  
Grand Ballroom  
Speaker: Mark Fields, Ford  
9:15 a.m. **Toyota**  
Grand Ballroom  
10 a.m. **General Motors**  
10:45 a.m. **Ford Motor Co.**  
11:30 a.m. **Chrysler Group**  
12:15 p.m. **DaimlerChrysler Luncheon**  
1 p.m. **Volkswagen**  
1:45 p.m. **International Truck**  
2:30 p.m. **BMW**  
3:15 p.m. **General Motors**  
4 p.m. **MotorWeek**  
Grand Concourse Lobby Stage  
4:30 P.M. **Bridgestone Americas**  
5—8 p.m. Open  
8 p.m.—Midnight **Stars, Cars & Bars**

## Thursday, Feb. 8

7 a.m.—6 p.m. **Media Center Open**  
8 a.m. **Porsche Breakfast & News Conf.**  
Grand Ballroom  
9 a.m. **Scion**  
Grand Ballroom  
9:45 a.m. **Maserati**  
10:15 a.m. **Nissan**  
10:45 a.m. **Kia**  
11:15 a.m. **Continental**  
12 p.m. **Economic Club Luncheon**  
Vista Ballroom  
Speaker: Jim Press, Toyota  
1:30 p.m. **Brand Dimensions**  
Grand Concourse Lobby Stage  
2 p.m. **Volo Auto Museum**  
6:30—10:30 p.m. **First Look for Charity**



## Show Favorites to be Chosen by Public

"Show me a person who loves to have a say in the way things turn out, and I'll show you the way to vote for this year's 'Best of Show,'" —anon, circa 2007.

Last year, the Chicago Auto Show wanted people to have their own say in what they thought was cool, and then created the "Best of Show" awards.

Consumers were able to have their voices heard and have their favorite vehicles credited as they voted for the following categories: Best All New Production Vehicle; Best Exhibit; Best Chicago Auto Show World Introduction; Best Concept Vehicle; and Vehicle I Most Want To See In My Driveway.

During the show's media preview, a panel of automotive media narrowed down the options to ten finalists for the voters to consider in four of the categories. For the "Vehicle I Most Want To See In My Driveway" category, voters were allowed to choose any vehicle from the show floor. The Chevrolet Camaro won this category with 20 percent of votes, narrowly beating out the Dodge Challenger, which took 17 percent of the votes.

The tightest category was Best Chicago Auto Show World Introduction, with only six percentage points separating the top five finishers. In first place was the Dodge Rampage Concept with 18 percent, followed by the Mercedes Benz AMG ML 63, Honda Civic Si Sedan Concept, Lincoln Navigator and Dodge Caliber SRT4.

Participating in the 2007 Best of Show awards will be provided at various locations on the show floor and on the show's Web site. Showgoers will have the opportunity to vote at the show via text message or online at: [www.drivechicago.com](http://www.drivechicago.com).

# Chicago's Auto Show: The \$16 Billion Gorilla

## The real economic impact of an auto show

The murmur generally starts just after Christmas, when the public sees the first glimpses of the Chairman of the Chicago Auto Show on TV, pitching for the wildly successful First Look for Charity. Then, gradually and steadily, the tempo builds for six weeks leading up to the opening of the nation's biggest auto show, this year in its 99th edition in the Windy City.

Over each day of its 10-day run, the turnstiles at McCormick Place will process tens of thousands of Midwesterners, all eager to escape the battleship gray mentality of February and to entertain the thought of replacing the current rolling residents of their garages.

But why all the hoopla? Why is it that virtually every television station in the market will have its reporters camped out from early morning to late at night? Why will the newspapers print multiple special sections that feature virtually every aspect of what goes on at the show? Why are the displays inside punctuated with radio stations doing remote broadcasts to promote the show and their programming?

The answer is simple and you've heard it before: Follow the money.

So sure, you can say that with as many people who attend the media preview, the show, and the 1.3 million sq. ft. of display space bedecked with the most astounding displays anywhere in the world, the impact must be huge. And truly, it is. But where is the real impact? It's certainly not important to the automotive industry how well McCormick Place does or how well-stuffed are the 69,000 hotel rooms that surround it.

It's not a stretch to think that the "Dieters, Ricks, Bills, Jims" and their counterparts really don't give a rip about

the travel and convention industry. They seem to be as more focused on selling product—and that is the genius and effect of what goes on during these upcoming 10 days on the shores of Lake Michigan.

The economic impact those CEOs and their stockholders care about lasts throughout the year. The post-show surge in sales at dealerships across the huge and influential Chicago market is palpable and annually account for more than \$16 billion in new-car sales. Think about that number for a moment, would you? \$16 billion, put another way, is 16 thousand million dollars. Add to that staggering number the revenues of used vehicles, parts and service and the total swells to nearly \$26 billion. Comprehending numbers like that is tough, but it demonstrates the enormity of what might on the surface appear to be just an "annual event."

The Chicago Auto Show is considered by the industry as the show where all the balloons, confetti and hoo-rah meet the cold reality of a neutral playing field and a sea of consumers who aren't tied to the industry in any way other than which dealership they choose to enter and spend their hard-earned dollars. When the industry blips the consumers' radar screens you can measure the true economic impact

of a show. A \$16 billion blip is not a blip. It's big. It's why 15 manufacturers build the biggest auto show displays they build anywhere in the world right here in Chicago.

Simply put, it makes the Chicago Auto Show the place for automotive



consumers.

Now that is economic impact.

# FYI. Some general survival tips

Even though we know that this is most likely not your first time at the rodeo, a few reminders of where things are and how they work is always a good idea.

You'll be able to pick up a lanyard for it in the XM Satellite Radio Media Center, Room N426 of McCormick Place. Just ask one of our staff when you arrive and we'll be happy to take care of you. You'll also find a box of them at the entrance to the Tuesday evening Bridgestone Americas Media Welcome Reception in the Swissôtel or at the entrance to the Midwest Automotive Media Association (MAMA)/Chicago Auto Show breakfast in the McCormick Place Grand Ballroom Wednesday morning.

A few basics for newcomers or a reprise for seasoned vets:

- The XM Satellite Radio Media Center will again be located in Room N426 of McCormick Place. It will open Monday and Tuesday, Feb. 6-7 from 9 a.m. to 6 p.m. for you to get comfy, find a spot you like or just visit with colleagues and PR reps. There's always hot coffee and a kind word there, so don't be shy.
- If you're new to covering Chicago, simply follow the signs (they're big) to get there—or just get in the draft of a certified bagel-sniffing colleague. They always seem to know the way.
- Wednesday hours: 7 a.m.—6 p.m.
- Thursday hours: 7 a.m.—7 p.m.



- Shuttles will operate continually from the Fairmont and Swissôtel from 7 a.m.-6 p.m. on Wednesday, Feb. 7 and from 7 a.m.—10:30 p.m. Thursday, Feb. 8.
- Doors for the Chicago Auto Show/MAMA Breakfast will open at 7:30 a.m. on Wednesday morning, and the same is true for the Porsche Breakfast and news conference Thursday morning.
- We will have ample hard wire connections and multiple secure high-capacity wireless routers in the media center. Wireless encryption code (sounds like "24" huh?) signs will be posted on the work tables to ease your hookup.
- All positions will have ample AC power for your equipment. As long as you're not arc-welding we'll have plenty for you to use.
- You will need a photo ID that matches your credential. Think of it

as being just like at the airport, but without the good food they have.

• Several events are listed as "Grand Concourse Lobby Stage. You will find that just off the Grand Concourse in the North Building—just to the south of Porsche and Maserati.

• **PARKING:** While we control the show, we don't control the parking. We're happy to report that the McCormick Place expansion project is way ahead of schedule and the enclosed connector over King Drive is again open. We suggest you park in either the King Drive Lot A or the Hyatt Hotel lot. Unfortunately, it is not complimentary. You can find detailed maps for the area on the Web site.

• All other things? Ask anyone in the media center or look online at [www.ChicagoAutoShow.com](http://www.ChicagoAutoShow.com)



# On budget and ahead of schedule for McCormick Place West expansion

*That's why they call us "the City That Works"*

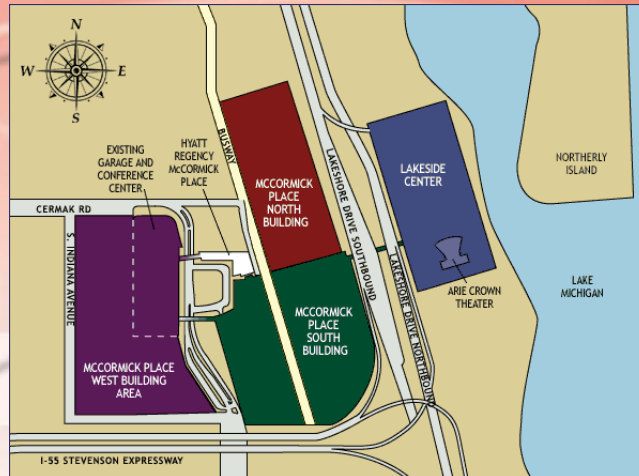
The minor inconvenience we experienced last year with the construction of the new McCormick Place West expansion project won't affect showgoers, media or manufacturers this year. The connector between the King Drive parking lot is again open, making for easy access to the show.

McCormick Place West expansion will now be available in the Fall. Show producers and conventioners will be able to experience a still higher standard for meetings and exhibitions with the completion of the McCormick Place West Building. It was designed to help achieve any vision any event could imagine. Everything about the build-

ing — the configuration, the meeting rooms, the ballroom, the exhibition hall — will reach new heights in flexibility and functionality.

Construction on the building is proceeding smoothly and they're planning to open months ahead of the original schedule. It's a testament to the commitment of everyone in Chicago — the hospitality industry, government and skilled labor — to keep Chicago at the forefront as a leading business destination.

So how big is it? Well, big enough that Chicago would be able to stage the New York, Los Angeles and Detroit auto shows simultaneously. Hmmm.... now there's an idea!



## Read This. Whoops... Simon Didn't Say to!

*Chrysler set to break a Guinness World Record™ with consumers and the classic game*

They've offered consumers great games to go with the biggest display Chrysler Group builds anywhere in the world. In past years, they've seen how long someone could kiss a minivan; they've taken "touchy-feely" to the extreme by making a group hold on to a truck for a seemingly endless period, and now for 2007 they're back at it again.

On Friday, February 9 at the Chicago Auto Show, Chrysler is assembling more than 1,200 fans to rally for a record-breaking win – a Guinness World Record™ win – by playing in the world's LARGEST game of "Simon Says." The current "Simon Says" record is set by a group of 1,169 participants who played the game in Glasgow, Scotland, on April 22, 2006.

While Chrysler's game will start with some familiar commands from the traditional "Simon Says," the brand will add a unique twist to the game by incorporating the Chrysler Sebring into the final rounds of competition. The last contestant standing at the end of the big game will win an all-new 2007 Chrysler Sebring.

The game will be led by a professional "Simon Says" leader (how'd you like to fill out your tax return and list that as your occupation?) who will use his "sim-antics" – mastermind skills and expertise – to prompt contestants and entertain spectators. Simon will get the masses moving with traditional commands, such as "stand on one foot" and "touch your nose," and then as the game progresses, he will incorporate the new Chrysler Sebring into some of the commands. Consumers will need to brush up on their plays if they want to beat "Simon" and be the last contestant standing.

Chrysler is inviting consumers from Illinois, Indiana, Michigan and Wisconsin to register online at [www.ChryslerSebring-Says.com](http://www.ChryslerSebring-Says.com) until Friday, Feb. 2 at noon EST for a chance to be selected to play in the record-breaking event. All participants must be 18 years or older and hold a valid driver's license at the time of entry.



# We hate to see you leave, but when you do...

When we spend so much time and effort to get you to come to the show, it's hard to think about making it easier for you to leave. But we strive in every way to make your Chicago Auto Show experience the standard by which all others are judged, so we're pleased to announce that McCormick Place has a very nifty feature you'll most likely want to use.

Last March, the Chicago Department of Aviation announced a remote skycap service as permanent feature at McCormick Place. The BAGS service will eventually be made available to major hotels, smaller convention and meeting facilities and other remote locations throughout Chicagoland.

So how does that affect you at the show? Simply, it means that if you're leaving Thursday afternoon following the media preview, just bring your luggage from the hotel and check it in to your destination—and get your boarding pass—saving you the hassle of schlepping your stuff on the bus or cab. It might be the best five bucks you spend all week. Bring your luggage

to the permanent coat check just off the main entrance of McCormick Place (across from the fountains and Grand Ballroom) and, as they say in England, "Bob's your uncle."

All BAGS employees, who act as agents of the airlines, undergo background checks and are vetted. Employees must also submit to FBI background checks. BAGS trucks securely transport the luggage in locked compartments to the airport terminals, where the luggage undergoes the same security-screening process as baggage checked by passengers at airline ticket counters. This ensures that an intact and traceable bag arrives at the individual's final destination.

BAGS is the first full-service, multi-airline remote passenger check-in system in the country. Baggage can be checked as early as 24 hours and as late as two hours before departure. BAGS follows the standard baggage allowance rules of most major airlines, and additional fees for excess baggage may apply.

## Official Hotels



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