

CHICAGO #CAS19 AUTO SHOW

February 8-17, 2020
McCormick Place

ChicagoAutoShow.com

February 6-7 Media Preview
February 7 First Look for Charity

NATION'S LARGEST SHOW PUTS THE BUYER IN THE DRIVER'S SEAT



The 111th edition of the Chicago Auto Show officially closed to the public on Monday, Feb. 18, concluding a successful 10-day run of the nation's largest and best-attended auto show. The Chicago Automobile Trade Association, producer of the show, reported a bump in attendance this year despite the slowing market.

"As the nation's largest consumer show, we know people come here to shop," said Ray Scarpelli Jr., the 2019 Chicago Auto Show chairman. "According to Foresight Research, nearly 70 percent of adults who visit the Chicago Auto Show are in the market to purchase a vehicle within 12 months. That's what makes the Chicago show stand out from other shows and experiential events, further demonstrating the importance of automaker participation."

The show's impact was palpable at the dealership level; local new-car dealers reported a noticeable increase in customers following the show's strong opening weekend.

"There's no doubt that we saw a big uptick in traffic and sales at our dealerships," said Kevin Keefe, owner of Brilliance Honda and Brilliance Subaru. "The activity at the stores was noticeably higher the weekend after the Chicago Auto Show opened to the public."

"We actually had more customers than sales representatives on the show's closing Saturday," added Jason Roberts, general manager of Advantage Toyota of River Oaks.

"In the end, we want the Chicago Auto Show to be judged on the number of new-vehicle sales it generates," said Chicago Auto Show General Manager Dave Sloan.

The longest-running auto show in North America once again featured more than 1 million square feet of top-tier exhibits by global automakers and 20 brand-new vehicle introductions that made their worldwide or national debut and a host of interactive exhibits and test drive opportunities.



VEHICLE REVEAL ROUNDUP

Never-before-seen vehicles that made their debut during the Chicago Auto Show Media Preview included:



2020 Alfa Romeo 4C Spider Italia

Ben Lyon, head of Alfa Romeo product brand marketing, took the wraps off of the 2020 Alfa Romeo 4C Spider Italia. Limited to a run of just 15 vehicles for North America, the vehicle offers a mid-engine design inspired by Alfa Romeo's racing history and sportiness.



2019 Cadillac XT5 Sport

Cadillac unveiled the limited-edition 2019 XT5 Sport at the Chicago Auto Show Media Preview. Joining the XT4, XT6 and Escalade, the XT5 Sport rounds out the Cadillac portfolio with aggressive style.



2020 Chevrolet Silverado HD & 2020 GMC Sierra HD

General Motors unveiled two new HD trucks: Chevrolet introduced the all-new 2020 Silverado HD and GMC debuted the all-new 2020 Sierra HD. Both trucks have higher trailer capabilities, leading technologies and customization options.



Chrysler Pacifica 35th Anniversary Edition

Chrysler unveiled the Pacifica 35th Anniversary Edition, which commemorated the 35th anniversary of the original 1984 Plymouth Voyager.



Ford Business Announcement

Ford announced a \$1 billion investment in its Chicago assembly plant during the Chicago Auto Show Media Preview. Mayor Rahm Emanuel of Chicago joined Ford Executive Vice President and President, Global Operations Joe Hinrichs in making the announcement, which will include plant upgrades and an additional 500 jobs.

2019 Ford F-150 Harley-Davidson by Tuscany

Michael T. Graber, president and co-founder of Tuscany Motor Company, unveiled the 2019 Ford F-150 Harley-Davidson by Tuscany during the 2019 Chicago Auto Show Media Preview. Tuscany Motor Company, a Ford Motor Company specialty vehicle manufacturer, collaborated with Harley-Davidson on the build of the all-new custom 2019 Ford F-150 pickup truck.



2020 Kia Sportage

Kia Motors America unveiled the 2020 Kia Sportage during the Chicago Auto Show Media Preview. As one of Kia's smallest SUVs, the refreshed 2020 Sportage is a compact SUV boasting a bold new look, a new S trim, more convenience, driver-assist features and a standard 8-inch touchscreen.



2020 Land Rover Range Rover Evoque

Jaguar Land Rover North America President and CEO Joachim Eberhardt unveiled the next generation Range Rover Evoque for the first time in the U.S. Eberhardt also delivered the keynote address during the annual Economic Club of Chicago Luncheon.



2019 Mazda MX-5 Miata 30th Anniversary Edition

Masahiro Moro, president and CEO, Mazda North American Operations, pulled the sheet off the 2019 MX-5 Miata 30th Anniversary Edition. In 1989, the Chicago Auto Show set the stage for the unveiling of the original Mazda MX-5. Now, more than 1 million units later, Mazda celebrated its 30th anniversary of the ever-evolving Miata while remaining true to the spirit of the original.



2020 Nissan Rogue Sport & 2019 Pathfinder Rock Creek

Nissan unveiled the 2020 Rogue Sport and 2019 Pathfinder Rock Creek Edition during the 2019 Chicago Auto Show Media Preview. As new additions to Nissan's lineup of SUVs and crossovers, the 2020 Rogue Sport builds on extensive 2019 model year enhancements and the 2019 Pathfinder Rock Creek Edition adds unique adventure-ready style to the Pathfinder.



Ram Chassis Cab Lineup and Multifunction Tailgate on 2019 Ram 1500

Jim Morrison, vice president of Ram brand, NAFTA, introduced a new generation of Ram commercial trucks including the 3500, 4500 and 5500 during the Chicago Auto Show Media Preview. Morrison also unveiled a new multifunction tailgate displayed on the 2019 Ram 1500 adding first of its kind 60/40 split swing away functions to the tailgate.





2019 Ram 2500 HD Mopar

Steve Beahm, head of parts and service, Mopar, introduced a modified Ram 2500 HD truck and highlighted a few of the more than 170 products Mopar will offer for the most powerful, most capable pickup in the segment.



2020 Subaru Legacy

Tom Doll, president and CEO, Subaru of America, unveiled the all-new seventh-generation 2020 Legacy. Considered the most advanced Legacy in the model's 30-year history, the 2020 vehicle offers more technology, performance, safety and refinement than ever before.



2020 Toyota Tacoma, 2020 RAV4 Off-Road & 2020 Sequoia TRD Pro

Jack Hollis, group vice president and general manager, Toyota division, unveiled a trio of new vehicles including the 2020 Toyota Tacoma, 2020 RAV4 Off-Road and 2020 Sequoia TRD Pro. "Clearly, Toyota is no stranger to creating exceptional, off-road SUVs, and for 2020, we're going to be completing our TRD Pro lineup," Hollis said.



2019 Volkswagen Jetta GLI

Derrick Hatami, executive vice president, sales and marketing, Volkswagen of America, Inc., revealed the 2019 Jetta GLI. The updated GLI ups the performance ante with more power, sharper handling and features shared with GTI and Golf R models.

2019 BEST OF SHOW RESULTS

For the 14th consecutive year, consumer voters selected their favorites in five categories in the Chicago Auto Show's "Best of Show" balloting. The Chicago Auto Show is the only major auto show that polls its attendees' favorite vehicles and exhibit.

In voting conducted over the 10-day public run of the nation's biggest auto show, winners in the contest's five categories were:

Best All-New Production: 2020 Jeep Gladiator

Best Concept Vehicle: Lexus LC Convertible

Best Green Vehicle: 2019 Audi e-tron

Best Exhibit: Jeep

Vehicle I'd most like to have in my driveway: 2019 Bugatti Chiron

"We think of our attendees as one enormous focus group that we can leverage to analyze data and assess trends," said Chicago Auto Show General Manager Dave Sloan. "Best of Show voting has become a benchmark measure of what the public deems the most exciting, impressive and innovative on the show floor."



TEST TRACKS AND RIDE-AND-DRIVES

The 2019 Chicago Auto Show was also packed with opportunities for attendees to get behind the wheel. Camp Jeep, which celebrated its 15th anniversary at the show, featured its popular indoor track where attendees could ride inside the Cherokee, Compass, Renegade and Wrangler and take on the 18-foot hill at a 35-degree angle.

"We were thrilled to bring Camp Jeep back to the Chicago Auto Show for the 15th year," said Jason Russ, experiential marketing manager, Fiat Chrysler Automobiles (FCA). "The indoor ride and drive always brings lots of smiles and it's fun to see how excited the auto show attendees get when they experience the off-road capabilities of the Jeep vehicles. We know that people love their Jeeps and what better way to show them how well they can handle than by climbing stairs, going down an 18-foot hill, and crawling over boulders - all inside at the auto show."

Land Rover provided a brand-new indoor test track - the Above and Beyond Tour - which allowed guests to experience the full Land Rover lineup, including the Range Rover Plug-In Hybrid and Range Rover Velar. The indoor off-road course offered commanding views of the show floor and challenged drivers to explore both their own limits and those of the full family of Land Rover vehicles.



"Jaguar Land Rover was proud to participate in the Chicago Auto Show. ...Hundreds of thousands of Chicagoans awed over a full lineup of Jaguar Land Rover vehicles while enjoying the personal attention they received from our product specialists and driving instructors," said Michael Curmi, brand experience director, Jaguar Land Rover North America.

"Land Rover pulled out all the stops and brought an indoor, off-road course to Chicago that took consumers on a fun and informative ride over hills, dips, and seriously thrilling side tilts. Professional driving instructors demonstrated and explained the impressive range of Land Rover off-road capabilities to tens of thousands of attendees over a 40,000-square-foot track. There is no better way to fall in love with a vehicle than talking to an expert, having a seat and taking a ride. We want to thank the people of Chicago for giving us such a warm welcome. It was our pleasure," Curmi added.

Ram Trucks also brought an all-new track, the Ram Truck Territory, an interactive ride experience with a 28,000-square-foot in-truck adventure to demonstrate the power and capabilities of the Ram Truck lineup. Professional drivers navigated attendees through the interactive course in the 2019 Motor Trend Truck of the Year, the Ram 1500. Also featured were the Ram 1500 Laramie, Limited, Laramie Longhorn and Rebel models.

"Indoor test tracks at auto shows are a great way to show consumers the full range of capabilities that vehicles can offer, said Jason Russ, FCA. "The test track really showcased how powerful, capable and refined the new Ram 1500 trucks are. Whether it was demonstrating the towing, payload or maneuverability of the truck, we were able to give thousands of people an opportunity to experience everything Ram trucks have to offer on an indoor test track."

Kia also featured a new indoor test track— an off-road course— to highlight the capabilities of its all-new, three-row SUV, the 2020 Telluride. Obstacles included off camber turns, an articulating rock crawl, hill ascent and hill descent.

Six outdoor test drives were also available from Ford, Mazda, Subaru, Volkswagen, Volvo, and the Clean Air Initiative featuring green vehicles.

2020 Chicago Auto Show Dates

Media Preview: Feb. 6-7

First Look for Charity: Feb. 7

Public Show: Feb. 8-17

JOACHIM EBERHARDT DELIVERS KEYNOTE ADDRESS DURING ECONOMIC CLUB OF CHICAGO LUNCHEON



Jaguar Land Rover North America President and CEO Joachim Eberhardt delivered the keynote address at the annual Economic Club of Chicago (ECC) luncheon during the show's Media Preview. Addressing more than 500 ECC members, guests, automotive journalists and manufacturers, Eberhardt spoke to the future and evolution of the Jaguar Land Rover brand. He shared Jaguar Land Rover's plan to release fully-autonomous vehicles in the near future. From 2020 and beyond, every new Jaguar or Land Rover vehicle will have the option of electrification in some form.

Eberhardt noted: "Connectivity is the key to making self-driving a reality. We're working on data and sensor-base technology that will connect the vehicle to everything around you including other vehicles, allowing seamless free-flowing

traffic and less congestion."

After sharing Jaguar Land Rover's plans for the future, Eberhardt introduced the 2020 Land Rover Range Rover Evoque, which was perched atop the brand-new Land Rover "Above and Beyond Tour" test track.

"The Evoque is a small Range Rover with the on-road presence, capability and refinement you would expect, plus great fuel efficiency and cutting-edge technology, Eberhardt said. "The all-new next generation Evoque is as sophisticated as the prior but a true evolution of the original model."

THIRD ANNUAL WHAT DRIVES HER LUNCHEON



Chicago Auto Show organizers held the third annual What Drives Her Luncheon and networking event during the show's Media Preview. Influential women were invited to come together for a robust lineup of presentations and panel discussions surrounding the pertinent impact that females have on the automotive industry. This year's theme focused on the major shifts taking place in the automotive industry, including the ways that women are shaping its evolution.

"This year we brought two really important conversations to the stage," said Scotty Reiss, founder of A Girls Guide to Cars. "Our mission is to inspire the women out there to see the opportunities ahead, not only for themselves, but for other women who want to find a role in the automotive industry."

Michelle Krebs, executive analyst for Autotrader, led the first panel, "How Women are Driving Change in the Auto Industry." Panelists included Jessica Petty, manager of customer data analytics, Hyundai; Jeneen Rippey, vice president of global quality, electronics division, ZF; Edie Wines, academy instructor, National Automobile Dealers Association; and Tania Wingfield, vice president of engineering, power drive systems, BorgWarner.

The second panel, "Work, Life and Creating Balance While Building a Career," was moderated by Jennifer Newman, editor-in-chief at Cars.com, and featured Kathy Gilbert, director of sales and business development, CDK Global; Laurie King, SVP, global operations and strategic solutions, Turtle Wax; Subi Ghosh, senior director of dealer strategy, Stream Companies; Lauren Brandt, client solutions manager, Facebook; and Kerri Wise, vice president, industry education and relations, TrueCar.



HYUNDAI RECEIVES 2019 ANA DRIVING INFLUENCE AWARD



The Association of National Advertisers (ANA) presented the 2019 Driving Influence Award to Hyundai for its 2019 Santa Fe launch social media activation. The ANA's goal with the Driving Influence Award is to recognize automotive manufacturers that utilize influencer marketing in a creative and powerful way.

To help launch the all-new 2019 Hyundai Santa Fe, Hyundai invited 15 social media influencers and their families to Park City, Utah, to spend quality time together and experience the 2019 Santa Fe. Hyundai said the goal of the campaign was to put influential families behind the wheel of the all-new Santa Fe and encourage them to share their candid opinion of the vehicle in authentic voices on their personal social media channels. Hyundai's Social Media and Influencer Engagement

Manager Victoria Walden accepted the Driving Influence Award on the brand's behalf.

"What strikes me the most about influencer marketing is that it's a story," said ANA's Director of Influencer Marketing Leah Marshall. "There is so much more emotion wrapped up in that and it moves people, and it shows."

Past award recipients include Honda (Monsters Calling Home and April Fools' Fit Kit), Hyundai (Walking Dead Chop Shop), Toyota (Family Trails) and Mitsubishi (Kids Talk Safety).

FIRST LOOK FOR CHARITY RAISES MORE THAN \$3 MILLION FOR 18 AREA NONPROFIT ORGANIZATIONS

The Chicago Auto Show's 28th annual First Look for Charity black-tie gala raised more than \$3 million for 18 local nonprofit organizations, boosting the total to more than \$53 million since its inception. Held the evening before the nation's largest auto show opens to the public, First Look for Charity offers car buffs and socialites alike the first chance to see the industry's latest cars, trucks and SUVs while sampling fine fare and crafted cocktails from area restaurants and caterers. Two attendees also left with the keys to new vehicles.

"First Look for Charity is a great instrument for the area's new-car dealers to show the positive impact they have on their community," said Ray Scarpelli Jr., chairman of the Chicago Auto Show. "All the benefiting charities are involved locally, so the money that's raised in Chicago stays in Chicago."

A highlight of the evening was the drawing for the event's grand prizes, this year a 2019 Chevrolet Blazer and a 2019 Jeep Compass. Justin Salazar, of Chicago, won the former; and Winston Woodard and his wife, Janeen Naki-Woodard, both of Oak Lawn, won the latter.

Regarding winning the keys to the all-new Blazer, Salazar said "I did think we had a little bit of a chance to win. On his reaction to winning, Woodard said "I'm excited. I know my two boys will be excited, too."

Chevrolet and the Chicagoland & Northwest Indiana Chevy Dealers provided the Blazer, and the Compass was compliments of FCA US LLC.

Wintrust Financial, the Chicago Auto Show's official bank sponsor, also bestowed \$250 gift cards on both winners.

This year's beneficiaries included the 100 Club of Chicago; Advocate Health Care; Boys & Girls Clubs of Chicago; Catholic Charities of the Archdiocese of Chicago; Catholic Charities of the Diocese of Joliet; Clearbrook; The Cradle; Franciscan Community Benefit Services; JDRC; Susan G. Komen-Chicago; Ann & Robert H. Lurie Children's Hospital of Chicago; Lydia Home & Safe Families for Children; March of Dimes; Misericordia; New Star; Special Olympics Illinois; Turning Pointe Autism Foundation; and Jesse White Tumbling Team.

LEVERAGING THE POWER OF SOCIAL MEDIA



As the nation's largest auto show, the Chicago Auto Show serves as the venue where automotive and technology trends are identified, not just for the Chicago region, but for the nation. Since trending topics bubble up via social media, Chicago Auto Show organizers put software in place to identify what got fans buzzing during the 2019 show.

This year, it was a combination of new

vehicle debuts – such as the Subaru Legacy and Toyota Tacoma – and recent introductions – specifically, the Toyota Supra, Jeep Gladiator and Ford Mustang Shelby GT500 – that had the Twittersphere abuzz. The hashtag #SubaruLegacy trended ahead of the others, tallying nearly 1,000 unique tweets; #Tacoma came in second with nearly 550 individual tweets.

“The Chicago Auto Show is perfectly positioned to harness the power of our crowds due to the show's sheer size,” said Chicago Auto Show General Manager David Sloan. “Our social media team takes advantage of this enormous focus group to pull out key trends.”

During the Chicago Auto Show's Media Preview, the show's official hashtag #CAS19 was the No. 1 national trend on Twitter for the 7th consecutive year. Additionally, the hashtag garnered 27.8 million impressions on Twitter and 25.6 on Instagram, totaling 15,598 hashtag uses.

Throughout the 10-day public show, fans were given plenty of chances to get into the action on social media, from Facebook Live videos, a Snapchat Snap 2 Win contest, an Instagram #instawinCAS campaign and a #SupercarSweeps, co-hosted by Wintrust. Attendees could also visit the show's BUZZHUB to check out real-time trending feeds on a 21-foot social media wall, pose in front of enlarged hashtag letters and win instant prizes from the show's Social Squad.



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