

CHICAGO AUTO SHOW

February 10-19

McCormick Place

ChicagoAutoShow.com



2024 Chicago Auto Show to Feature Vehicle Introductions from Ford & Kia; Keynote from Volkswagen's Pablo Di Si

The Chicago Auto Show Media Preview will open on Thursday, Feb. 8 with the Midwest Automotive Media Association (MAMA) Breakfast. MAMA



President Robert Duffer will announce the MAMA Family Vehicles of the Year and introduce speakers Chris and Julie Ramsey. Husband and wife adventurers, the Ramseys are the first to drive an electric vehicle pole-to-pole, all the way from the 1823 Magnetic North Pole to the South Pole in Antarctica. Their all-electric journey in a Nissan Ariya took 10 months, crossing North, Central and South America and covering more than 30,000km.

Keynote for the Economic Club of Chicago Luncheon will be Volkswagen's Pablo Di Si. He is President & CEO, Volkswagen Group of America; CEO of Volkswagen Brand North American Region. Pablo Di Si was appointed President and CEO, Volkswagen Group of America, and CEO, Volkswagen North American Region, effective Sept. 1, 2022. He is responsible for the Group's growth strategy in the U.S., with a portfolio of more than 25 EV models planned by 2030. He assumes leadership for the 20,000+ employees across the region who are helping seize the historic market opportunities across the U.S., Mexico, and Canada. The Economic Club of Chicago/Chicago Auto Show Luncheon will take place at Noon on Thursday, Feb. 8.

Tentative media events include news, vehicle introductions and walkarounds from Acura, Ford, Honda, Kia, Lucid and Volkswagen. In addition, the Association of National Advertisers (ANA) will announce the winner of the "Driving Influence" award and the afternoon will host the seventh annual What Drives Her program and awards featuring a panel discussion with female leaders from BMW, CDK Global, Nissan and Productions Plus.



**2024 CHICAGO
AUTO SHOW**

MEDIA PREVIEW

Feb. 8-9

FIRST LOOK FOR CHARITY

Feb. 9

PUBLIC SHOW

Feb. 10-19

Chicago Auto Show Gala Expected to Raise Millions for Local Charities



Eighteen Chicago area charities will benefit from more than \$2 million expected to be raised by a black-tie gala held in conjunction with the 2024 Chicago Auto Show in February. Now in its 32nd year, First Look for Charity is held the evening before the auto show opens to the public and is an exclusive preview for attendees.

The “First Look” event, on Feb. 9, gives benefactors the chance to see hundreds of new vehicles on display amid an elegance not present when the masses converge on McCormick Place during the auto show’s 10-day consumer run, Feb. 10-19.

Benefactors in attendance also have the chance to win a 2024 Chevrolet Blazer. Attendees at the charity gala will be treated to fine hors d’oeuvres; champagne, wine, mixed drinks, beer and soft drinks; and special entertainment presented by the automakers in their displays.

Over the years, First Look for Charity has become one of the special events on the winter schedules of Chicago socialites and car buffs.

“The Chicago Auto Show is uniformly regarded as the finest auto show in the country, but First Look for Charity demonstrates that this auto show is about more than just vehicles and accessories,” said JC Phelan, chairman of the 2024 show. “It’s also about giving something to the charities of our community.”

“The 18 organizations participating in this year’s First Look for Charity predominantly focused in the Chicago-area. Some operate on a global level; others, locally. The charities receive all the proceeds from the event, and all those proceeds are used in their efforts in the Chicago area,” Phelan said.

Charities involved include the following: 100 Club of Illinois; Advocate Health Care; ALS United Greater Chicago; Ann & Robert H. Lurie Children's Hospital of Chicago; Bloomington-Normal YMCA; Boys & Girls Clubs of Chicago; Cal’s Angels; Catholic Charities of the Diocese of Joliet; Franciscan Community Benefit Services; Glenwood Academy; Habitat for Humanity; Jesse White Tumbling Team; Lydia Home & Safe Families for Children; Misericordia; Sertoma Star Services; Special Olympics Illinois; Susan G. Komen, Chicago; Turning Pointe Autism Foundation.

Tickets to the event are \$325 each and can be ordered by telephone at (630) 495-2282 or [online](#). Benefactors should indicate which charity or charities they want their donation to benefit. Of each ticket, \$268 is tax-deductible as a charitable expense. Tickets and additional information about First Look for Charity can be found at www.FirstLookforCharity.org.

Chicago Auto Show and ANA Partner on 2024 Driving Influence Award

As part of the Chicago Auto Show's partnership with the Association of National Advertisers (ANA), campaign submissions are now being accepted for the fifth-annual Driving Influence Award. Show organizers are encouraging its automotive manufacturer exhibitors to submit a creative and effective influencer marketing campaign for consideration.

"The ANA is proud to partner with the Chicago Auto Show for a fifth year on the 2024 Driving Influence Award to honor automakers' most creative and impactful influencer marketing campaigns," said Leah Marshall, senior director, influencer marketing at the ANA.

The deadline for submissions is Jan. 24, 2024, with the winner being announced in conjunction with the Chicago Auto Show's Media Preview. To be eligible, the campaign must have launched on or after Jan. 1, 2023, and ended by Dec. 31, 2023. For more information or to submit a campaign for consideration, please visit www.chicagoautoshow.com/media/2024-ana-award/.

Nissan North America Hosts Media in Windy City



The Chicago Auto Show is proud to continue its media travel program with the assistance of Nissan. Over the past decade, the Chicago Auto Show and Nissan have teamed up to provide travel and lodging for more than 1,000 A-list journalists and influencers over the show's two-day Media Previews. Thanks to this partnership with Nissan, the 2024 program will continue to provide top automotive, lifestyle and social media influencers the opportunity to capture content firsthand and distribute the news to industry viewers, readers and listeners.

"As the media landscape continues to evolve with the conglomeration of outlets and roles, we're thrilled to be able to continue this program that brings top-tier media from across the country," said David Sloan, Chicago Auto Show co-general manager. "We're committed to delivering value to our exhibitors, and this program is just one example of how we achieve that goal."

Media have been identified and vetted through show organizers and manufacturers. Travel arrangements are being made by G. Schmitz and Associates. All inquiries should go through the Chicago Auto Show communications team.

Hyatt Regency McCormick Place Named Official Hotel

McCormick Place is blessed as one of the few convention centers in North America to have hotels directly connected to the facility. This provides exceptional access for media, exhibitors and attendees throughout the run of the show.

For 2024, the Chicago Auto Show is proud to announce Hyatt Regency McCormick Place as its official hotel. This partnership will provide exclusive rates as well as additional booking advantages – including special rates for the Media Preview and First Look for Charity. Rates for the Media Preview start as low at \$168. More info available at our [Official Hotel](#) page.



Chicago Auto Show Media Preview

Media Credentials - Journalists seeking access to the Media Preview must apply for credentials in advance. There is **NO ONSITE REGISTRATION**. Registration can be found at www.chicagoautoshow.com/media/. Approved credentials will be mailed out prior to the show and also available for pickup at the show. As in years past, a government-issued **PHOTO ID WILL BE REQUIRED** in addition to your media credential for access to the Media Preview.

Media Credentials are not valid for First Look for Charity. Broadcast Media wishing to access First Look for Charity make a special request to the Chicago Auto Show communications team.

Public Show & Early Access: Media wishing to access the show floor during the public show or prior normal show opening must contact the Chicago Auto Show communications team prior to arrival.

Requests can be made to [Hayley Feichter](#) or [Mark Bilek](#).

Social Influencers - Show organizers will host key influencers and create creators for a variety of topics ranging from automotive, technology, family, lifestyle and events on Friday, Feb. 9. Influencers must **REGISTER IN ADVANCE**. Requests can be made to [Hayley Feichter](#). Influencers are also welcomed to attend the public show.

Concept & Technology Garage - We invite manufacturers to showcase concept vehicles and demo the latest automotive technologies. It's a great opportunity for media to take a deep dive into the latest electric vehicles, concept cars, safety technologies and automotive telematics. The Concept & Technology Garage will be held on **Wednesday, Feb. 7 from 1 – 3:30 p.m.** in the West Building of McCormick Place. **Media Credentials are required for entry.**

Show Floor Access - Media Credentials provide the following access to the show floor:

- Media Preview Day 1: 9 a.m. - 5 p.m.
- Media Preview Day 2: 9 a.m. - 2 p.m.
- Public Days: 10 a.m. – 9 p.m. (Must check in at Show Office, S401C in advance)

Media Center - The Chicago Auto Show will host a **POP-UP** media center adjacent to the show floor on Thursday, Feb. 8 and Friday, Feb. 9. Hours are 7 a.m. - 6 p.m. on Feb. 9 and 8 a.m. - 2 p.m. on Feb. 10. A media check-in will be provided, but all credential requests and changes must be made in advance.

Hotel Accommodations - The Chicago Auto Show will offer discounted rates at our official hotel – Hyatt Regency McCormick Place. The Media Preview rate is \$168 per night, which includes hi-speed internet as well as free access to the fitness center. Details are available at the [Official Hotel](#) page.

Parking - Parking is **NOT** complimentary. For more information on parking and directions to McCormick Place, please visit our [Parking & Directions](#) page.

Coat Check - During the Media Preview the Chicago Auto Show provides a complimentary coat check. The coat check is located adjacent to the Grand Ballroom in the Grand Concourse. You will need a media credential to use this room for your belongings. Please note clearly posted closing times.

MEDIA CONTACTS

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