



Chicago Auto Show 2013

Update 1

Media Preview February 7-8
First Look for Charity February 8

2013
DATES

Public Show February 9-18
www.ChicagoAutoShow.com

Welcome from Chicago

As the auto show season gains momentum, Chicago is poised to make its mark this coming February. The Chicago show is the nation's largest, and, according to a 2012 Foresight Research Study, is the show with the highest consumer awareness, attendance and post-show dealer interaction. Indeed, the Foresight study concluded, "The attendees at the Chicago Auto Show appear to be more enthusiastic, more motivated, and more engaged in coming to and participating in the auto show than most cities."



This year, the Chicago Auto Show shifts its dates to accommodate more attendees, boosts its Media Preview schedule and returns its premier black-tie charity event to its original home on Friday evening prior to the opening of the public show. These changes all are designed to maintain Chicago's status as one of the nation's premier auto shows and to give consumers the best opportunity to attend.



Date Shift

Organizers adjusted the show dates for 2013 slightly to take advantage of the Presidents' Day holiday, meaning the Chicago Auto Show will open to the public on a Saturday for the first time since 1998. The public portion of the 2013 Chicago Auto Show will run from Saturday, Feb. 9 through Monday, Feb. 18.

"From years past, we know that Presidents' Day at the Chicago Auto Show is very well attended and by moving our dates slightly to take advantage of this day, we are ensuring as many people as possible can attend our show," said 2013 Chicago Auto Show Chairman Mike Ettleson. "This will help give our exhibitors the best value and best opportunity to reach consumers."

The date change also moves the Chicago Auto Show's two-day Media Preview to Thursday, Feb. 7 and Friday, Feb. 8. The second day of the Media Preview is sure to profit from the move because its social media focus will benefit by the switch from a Thursday to a Friday – a much more active time on most social media platforms.

The Chicago Auto Show's black-tie benevolent event, First Look for Charity, will shift from Thursday to Friday, Feb. 8. and last later into the evening, opening at 7 p.m. and closing at 11 p.m. "It's a move our charities have asked for and it will, no doubt, increase attendance at one of Chicago's most popular charity events," says 2013 Chicago Auto Show Co-Chairman Kurt Schiele.



Chicago Auto

2013 Media Preview

The Media Preview of the 2013 Chicago Auto Show will kick off on Thursday, Feb. 7 with the Midwest Automotive Media Association breakfast, where MAMA will present the third-annual Family Vehicle of the Year award. Keynoting the breakfast will be Andy Goss, president and CEO at Jaguar Land Rover North America.

Goss' career started at Austin Rover in 1979. He progressed through Citroen, Nissan and Lexus before joining Toyota as sales director from 1992 to 1999. He then spent a further 12 years at Porsche GB, rising swiftly to CEO, before taking up his new role at Jaguar Land Rover NA.

Said Goss, "2013 is a milestone year for Jaguar with the launch of all-wheel-drive sedans and for Land Rover with an all-new Range Rover. The Chicago Auto Show is a huge opportunity for us to present Jaguar Land Rover at a time when we are more relevant than ever, particularly in the Midwest markets like Chicago."

As in years past, the first day of the Media Preview will feature a number of manufacturer-related press events, including confirmed conferences from BMW, Chevrolet, Kia, Nissan, Ram, Shelby, Toyota and Volkswagen. The Economic Club of Chicago will return to host a luncheon event featuring guest speaker Henrik Fisker, co-founder, executive chairman, and chief designer at Fisker Automotive.

Fisker co-founded Fisker Automotive in August 2007. From 2001 to 2005, Fisker held prominent design positions at Ford Motor Company. He was creative director at Ingeni, Ford's London-based design and creativity center. At Aston Martin he served as a member of the board of directors and design director. There he designed the Aston Martin V8 Vantage and was responsible for the production launch design of the DB9, variants of which were James Bond's preferred vehicles.

"I am delighted to have the chance to talk about the unique story of Fisker Automotive to such an influential group. The dream I had of bringing an environmentally conscious luxury sedan from a concept to reality has been fulfilled by the Fisker Karma and I look forward to sharing some of that experience and insight with this distinguished audience," said Fisker.

The Media Preview continues on day two with a decidedly social flair. Now dubbed Social Media Preview, or #SMP13, social media day at the Chicago Auto Show takes on structure with the presentation of the Word of Mouth Marketing Association (WOMMA) Digital Influencer Award, Technori Pitch and automotive roundtables hosted by Autoweek, Cars.com and Edmunds. We'll continue to host plenty of manufacturer-specific press and marketing events throughout the day as well.

The 2013 Chicago Auto Show is officially sanctioned by the International Organization of Motor Vehicle Manufacturers. Chicago is one of four U.S.-based auto shows to carry OICA sanction, the others being Los Angeles, Detroit and New York. Founded in Paris in 1919, it is known as the Organisation Internationale des Constructeurs d'Automobiles.



#SMP13: The Next Big Thing is Here

Famous Chicago architect and urban planner Daniel Burnham once said, “Make no small plans,” and that’s what we’ve been charged to do with the social media facet of the Media Preview of the Chicago Auto Show. Now in its third year, Social Media Day at the Chicago Auto Show gains new life and energy and is rebranded a Twitter-friendly #SMP13.

For the past two years, manufacturers, exhibitors and media outlets have taken advantage of this day to hold press and marketing events geared directly to the buying public – especially those active in social media. For example, last year Toyota announced its 100 Cars for Good program and Nissan unleashed the refreshed 2013 370Z on Social Media Day. Manufacturers and exhibitors are welcome to invite up to 300 of their followers, influencers or shouters to their programs. The Chicago Auto Show will again provide custom URLs for participants to use to register and provide those specific lists to the hosting partner.

Social Media Preview will be welcoming back a number of those manufacturer-specific events this year, but the show is adding a little meat to the bone with the WOMMA Driving Engagement Awards, Technori Pitch and roundtable discussions hosted by Autoweek, Cars.com and Edmunds. In providing more content on that day, the level of conversation and interaction on social media platforms will increase.



Driving Engagement Awards Presented by WOMMA

Organizers of the 2013 Chicago Auto Show have teamed up with the Word of Mouth Marketing Association (WOMMA), the official non-profit trade association dedicated to the word of mouth and social media marketing industry, to collectively present the “Driving Engagement Awards” at the 2013 Media Preview. WOMMA will host a breakfast at the show’s Social Media Preview on Friday, Feb. 8, 2013, to announce the award recipients.

Two Driving Engagement awards will be presented. The first is Best Social Media Campaign by an Automobile Manufacturer. This award will be presented to an automaker that best engages, with measurable results, consumers through a recent social media campaign. The second award is Top Digital Influencer Engagement at the 2013 Chicago Auto Show. This award will be presented to an individual influencer who leverages social media throughout the 2013 Social Media Preview to

engage with other attendees, influencers, automotive media and manufacturers.

“We recognize the power of digital influence and want to honor those who spark social media conversations and engagement between automotive brands and consumers,” said Mark Bilek, director of communications and technology

for the Chicago Auto Trade Association. “We’re extremely excited to partner with WOMMA and feel it’s the perfect organization to help us identify the appropriate influencers and acknowledge them accordingly.”

Suzanne Fanning, president of WOMMA, also stated that word of mouth

has always affected the auto industry and always will. “Our goal is to help increase the use of credible, ethical and effective social media and word of mouth marketing during the Social Media Preview and throughout the public show. We want and need to reward the folks in the auto industry who are providing a stepping stool for everyone else.”



Technori Pitch

Creative thinkers with brilliant, revolutionizing ideas bring their blueprint plans for success to Technori Pitch and, for the first time, to the Chicago Auto Show Media Preview.

Technori Pitch is a monthly event where Chicago's most innovative companies have the chance to pitch their latest technologies before an audience of entrepreneurs, executives and enthusiasts. This year, Chicago entrepreneurs will take the stage at the Social Media Preview to present their automotive-related innovations to manufacturers and media alike.

"Startup companies have become a global phenomenon, each with the opportunity to become much greater than the sum of its parts," said Seth Kravitz, CEO and co-founder of Technori. "The Chicago Auto Show is a perfect partner to help us achieve our goal of positioning Technori Pitch participants in front of an influential crowd, and we applaud show organizers' efforts in supporting local Chicago startups."



Technori

The Technori Pitch event will open with a keynote from Howard Tullman, founder of Tribeca Flashpoint Academy, a premier digital arts college and venture with Robert DeNiro's Tribeca Enterprises. The four startup companies scheduled to present include parking convenience pioneers, SpotHero and FasPark; auto repair estimate app Body Shop Bids; and budgeting tool Motozuma.com.

Following each presentation, each hopeful business will be on the hot seat for a three-minute Q&A session where the audience will be invited to submit questions directly from their mobile devices.

Roundtable Discussions

#SMP13 will play host to three automotive roundtable discussions, each hosted by a well-respected automotive media outlet. These discussions will focus on current automotive trends or issues and feature some of the industry's top executives and experts.

Autoweek's associate publisher and editorial director, Dutch Mandel, will host "Everything Is The Message – Media Are How We Get There." The panel will include David Armano, managing director, Edelman Digital, Chicago; Scott Monty, global head of social media, Ford Motor Company, Dearborn; and Simon Sproule, CVP, Nissan Marketing Communications, Tokyo.

Bill Visnic, senior editor from Edmunds, will host the second discussion entitled "The Autonomous Car: How Do We Get There From Here." Confirmed guests include head of Advanced Driver Assistance Systems Business Unit, NAFTA for Continental Automotive, Christian Schumacher and Nady Boules, the director of GM R&D's Electrical and Controls Integration Research Lab.

Cars.com managing editor Dave Thomas will host "Social Meets Mobile: How the Smartphone Revolution is impacting automotive publishing." This panel will discuss how mobile is changing the car-buying process. Car shoppers and enthusiasts alike are using smartphones and other mobile devices as a routine part of the research and buying process for new cars.

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Chicago Auto Show 2013

First Look for Charity

Excitement is high for the 2013 edition of First Look for Charity, when the event moves from Thursday to Friday. Attendees also welcome the chance to celebrate longer into the evening, on a show floor that will stay open until 11 p.m.

First Look for Charity, of course, is the tuxedo-attire benevolent event of the Chicago Auto Show, and is held the evening before the auto show opens its 10-day public run at McCormick Place. In 21 years, First Look for Charity has raised more than \$34 million for area philanthropies.

It's a special night at the nation's largest auto show, when one can stroll the show floor amid opulence, with first-rate hors d'oeuvres and beverages, and enjoy entertainment by Million Dollar Quartet and American English. Not enough? Two attendees will win the event's grand prizes: a 2013 Buick Encore and a 2013 Hyundai Santa Fe.

Eighteen worthwhile Chicago area charities will benefit from the more than \$2 million expected to be raised by First Look for Charity. Ticket purchasers can direct the proceeds from their purchase to benefit any or all of the participating charities.

"The Chicago Auto Show is uniformly regarded as the finest auto show in the country, but the charitable cause demonstrates that this auto show is about more than just vehicles and accessories," said Michael Ettleson, chairman of the 2013 show. "It's also about giving something to the charities of our community."

Tickets are \$250 each. To attend, go to www.firstlookforcharity.org or call (630) 495-2282.



Public Show

The 2013 Chicago Auto Show opens to the public on Saturday, Feb. 9, the first time the show will open on a Saturday since 1998. The late start will allow the public show to remain open for ten days and take advantage of Presidents' Day on Monday, Feb. 18. This will give the public an additional holiday to attend the show and our exhibitors the best chance to reach the most attendees.

Perennial special days return for 2013. Women's Day will be Tuesday, Feb. 12. On this day, women are admitted for half price and our exhibitors host events that cater to female buyers.



Telemundo Hispanic Day is Friday, Feb. 15. On this day our exhibitors develop and host Hispanic-flavored events. Finally, the annual Chicago Auto Show Food Drive returns. From Wednesday, Feb. 13 to Friday, Feb. 15, attendees can exchange three cans of food for a coupon good for a half-price discount off an adult admission.

NBC5 Chicago Auto Show Special Nets Emmy

For the second consecutive year, NBC 5 Chicago received an Emmy for its coverage of the 2012 Chicago Auto Show in the category, "Outstanding Achievement for Special Event Coverage-Live."

The NBC 5 Chicago team worked closely with the Chicago Automobile Trade Association, the board of directors and 2012 Chicago Auto Show Chairman Steve Foley to produce the special. WGN News Chicago competed in a related category for its edited special event coverage of the 2012 Chicago Auto Show.

"NBC 5's win and WGN's nomination confirm the commitment of the city's media to promote the nation's premier auto show," said Michael Ettleson, 2013 Chicago Auto Show chairman. "We do our part to present an auto show worthy of the coverage, and my hat is off to the stations for their work to broadcast the event in a manner worthy of an Emmy."

NBC 5 Chicago and its sister station, Telemundo Chicago, are again media partners for the 2013 Chicago Auto Show. This year, the "NBC5 Presents the 2013 Chicago Auto Show" TV special is scheduled to air on Saturday, February 9 – the opening day of the public show!

"We're thrilled to have received this prestigious honor again this year," said NBC 5 Chicago's President and General Manager Larry Wert. "We look forward to our continued association with the Chicago Automobile Trade Association and the Chicago Auto Show."

The award-winning 2012 Chicago Auto Show telecast team included: Matt Piacente, executive producer; Geoff Glick, Carol Cooling, producers; Ed Mann, Patrick Lake, Tony Vitale, Jan Golden, Trisha Hockings, Alison Ebert, Charles Bennette, co-producers; Brant Miller, host/reporter; Charlie Wojciechowski, Art Norman, LeeAnn Trotter, Cheryl Scott, Alicia Roman, Reporters; Jessica Kelly, Lici Lytle, field producers.

Media Information, Media Registration & Official Hotel

As in years past, www.ChicagoAutoShow.com/media is a journalist's ticket to everything Chicago Auto Show. Photos, show floor map, press kit, releases and more are just a click or two away.

It is strongly recommended that working media and automotive journalists pre-register for the Chicago Auto Show. Credential requests made and approved prior to Friday, January 18, 2013, will be mailed. Registrations made and approved after that date will be available for on-site pickup only. There are no exceptions to this rule.

Online registration is simple. Visit www.ChicagoAutoShow.com/media and click the Credential Registration link. You can register yourself or a group of people at your organization. Completed registrations will be reviewed and either approved or denied by the Chicago Auto Show communications team.

The Sheraton Chicago Hotel and Towers and the Waldorf Astoria Chicago are the official hotels of the Chicago Auto Show. Rooms are available for as little as \$119 per night. For more information on the hotels and a link to the online room reservation forms, visit our official hotels page at www.ChicagoAutoShow.com/hotels.



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