



# CHICAGO AUTO SHOW

MEDIA PREVIEW FEB. 9 & 10 | FIRST LOOK FOR CHARITY FEB. 10 | PUBLIC SHOW FEB. 11-20

[ChicagoAutoShow.com](http://ChicagoAutoShow.com)

#CAS17



## CHICAGO: THE NATION'S CONSUMER AUTO SHOW

The Chicago Auto Show has never lost sight of its biggest asset: the consumer. Foresight Research measured that 70 percent of Chicago Auto Show attendees come to shop, and 65 percent plan to purchase a vehicle within the next year. Exhibitors know it's important to put their best foot forward in Chicago by bringing the latest vehicles, building world-class displays and providing interactive activities within their exhibits to keep show-goers engaged longer.

According to one manufacturer executive, "The Chicago Auto Show not only jumpstarts car sales for the region, but it helps stimulate automotive purchases across the entire country." Quite simply, Chicago outperforms other shows in reaching car buyers.

This February, every automaker will be onsite and ready to engage with customers. In fact, the show will expand its footprint this year by nearly 100,000 square feet as automakers increase their exhibits – notably, Porsche is doubling its show floor space. Attendees will again have plenty of opportunities to test-drive vehicles with four indoor test tracks and six outdoor test-drive opportunities.

Chicago's also taking the lead in connecting attendees with exhibitors through an innovative registration program called epass. Managed by Chicago-based eshots, epass allows attendees to give and get information via a simple swipe of their ticket at locations across the show floor. epass promises to shorten wait times, reduce attendee fatigue and help exhibitors reach more consumers.

If history tells us anything in Chicago, attendees are coming to shop – and we're more than ready for them.

## AMMANN TO KEYNOTE ECC LUNCHEON

General Motors President Dan Ammann will be the keynote speaker at the Economic Club of Chicago (ECC) Luncheon during the Media Preview of the 2017 Chicago Auto Show at noon on Thursday, Feb. 9.

Ammann was named president of General Motors in January 2014. Ammann is responsible for managing the company's business operations around the world, the global Chevrolet and Cadillac brand organizations, global product planning, new business development and GM Financial. Ammann is a member of the board of directors of Hewlett Packard Enterprise Company and Lyft, Inc., and is a certified industry pool test driver at the Nürburgring Nordschleife racetrack in Germany.

"From electric propulsion to innovative connected technologies, General Motors is an industry leader," said Dave Sloan, Chicago Auto Show general manager. "As such, Dan is perfectly positioned to discuss how the auto industry moves forward over the next decade."

The ECC Luncheon at the Chicago Auto Show is a cornerstone event of the Chicago Auto Show Media Preview. Past speakers include Bill Ford, Jim Press, Henrik Fisker, Ralph Gilles, Jonathan Browning, José Muñoz and Yoshi Inaba. Last year, Lex Kersemakers, senior vice president, The Americas Region and president and CEO Volvo Cars of North America, was the guest speaker ECC Luncheon.

Founded in 1927 to serve as a forum for Chicago's business community, the ECC is one of Chicago's finest business groups and has had a decade-long association with the Chicago Auto Show. The ECC has grown to become a premier institution, providing elite members of the business world with a platform to express and discuss economic, business and social issues. The ECC Luncheon is open to all media attending the Media Preview; a ticket for entry and business attire are required.





## WORD OF MOUTH MARKETING ASSOCIATION DRIVING ENGAGEMENT AWARD SUBMISSION OPEN



For a fifth consecutive year, the Chicago Auto Show has partnered with the Word of Mouth Marketing Association (WOMMA) to present the Driving Engagement Award to an auto manufacturer with the outstanding social media campaign of the year. The Chicago Auto Show and WOMMA are encouraging auto brands to submit campaign entries via the Chicago Auto Show's website. Following the submission deadline of Jan. 20, a WOMMA panel of judges will review the entries and select three finalists. These three finalists will then be invited to participate in the Driving Engagement Award ceremony during the Chicago Auto Show's Media Preview. The submission entry form can be found here:

<http://www.chicagoautoshow.com/media/2017-womma-award>.

## CHICAGO AUTO SHOW/ABC7 SPECIAL WINS EMMY

The Chicago Auto Show special produced jointly by ABC7 Chicago and the Chicago Automobile Trade Association in February 2016 won a Chicago/Midwest Regional Emmy Award. The hourlong program took top honors for Outstanding Achievement for Special Event Coverage and was presented by the National Academy of Television Arts & Sciences.

"It is gratifying to see the ABC7 Auto Show special and the Chicago Automobile Trade Association receive this prestigious Chicago/Midwest Emmy Award," said John Idler, ABC7 president and general manager. "With its huge displays, indoor ride and drives and top-flight facility, the Chicago Auto Show provides the perfect backdrop to create award-winning live programming."

The ABC 7 Chicago program was one of four specials produced from the floor of the 2016 Chicago Auto Show. In addition, one network cut into programming every hour for live hits from McCormick Place during the show's opening weekend.

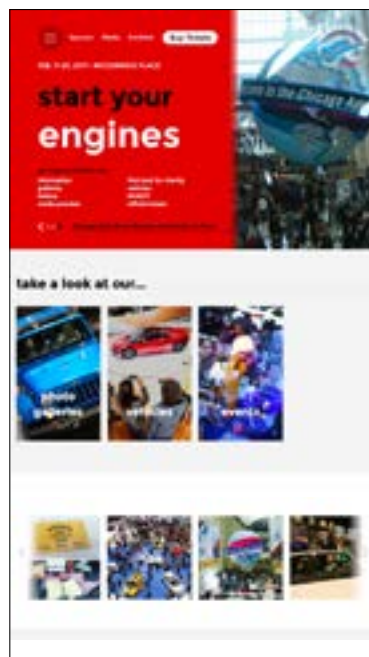


## CHICAGO AUTO SHOW LAUNCHES NEW WEBSITE, MOBILE APP TO DEBUT IN JANUARY

As auto show season swings into gear, the Chicago Auto Show has an all-new website boasting responsive design, rededicated focus on the show's 116-year history and an improved ticketing experience. The show will launch an accompanying smartphone app in January that is intended to enhance attendee experience and interaction with the nation's largest auto show.

The 2017 version of ChicagoAutoShow.com is now fully functional for all devices – desktop, tablet and mobile – allowing users the same experience whether they are at home or on the go. As well, the show's rich past is on full display in pictures and videos in the site's Show History. Finally, online and mobile ticketing are improved, allowing purchasers to share tickets with their mobile device.

The show's website also includes innovative functionality that allows site visitors and app



users to interact with exhibitors as if they were on the show floor. No auto show has ever offered this feature, and, in conjunction with the site's Vehicles on Display section and DriveChicago.com inventory solution, the Chicago Auto Show website is unmatched in customer-to-exhibitor interaction.

The website's Vehicles on Display section adds real-time inventory from Chicagoland's new-car dealers, provided by DriveChicago.com. This allows site visitors to sort through more than 40,000 new cars directly on ChicagoAutoShow.com as they are browsing their favorite vehicles.

"We want our attendees to connect to the show on every level," said 2017 Chicago Auto Show Chairman Mike McGrath. "We will be providing free high-speed WiFi at the show to allow show goers to share their experience through social media, our website and our official Chicago Auto Show app."



## CHICAGO AUTO SHOW AIMS TO PROVIDE UNPARALLELED CONSUMER ENGAGEMENT

The Chicago Auto Show is partnering with experiential marketing specialist, eshots, inc., to offer epass at the 2017 Chicago Auto Show. epass, part of eshots' EventOS platform, enables attendees to share contact information, request vehicle data, enter contests and register for activities in a seamless and secure way. epass is incorporated into the show's ticket and registering is as simple as entering name, email and ZIP code.

"Leveraging four indoor test tracks, six outdoor test drives, segment-leading social media and mobile app activations, free show-floor WiFi and unmatched exhibit space, the Chicago Auto Show is a perfect fit for epass," said 2017 show Chairman Mike McGrath. "Automakers make a big splash in Chicago because they know it delivers more consumers than any other show and the epass system will make it extremely easy for attendees to receive information from the car companies."

With integration into the show's website and official mobile app, the epass experience extends beyond the show floor. Visitors to the show's website or mobile app can connect directly with manufacturers to request more

information on specific vehicles, making their experience at the show more beneficial.



Home of the nation's largest auto show, Chicago is perfectly positioned to execute this innovative technology, which is designed to benefit both attendees and exhibitors. epass is made possible through the show's relationship with Chicago-based eshots, website and mobile app provider, American Eagle, and beacon-messaging expert, Footmarks.

"Our data told us that auto shows are the best performers in the auto segment, but there was still an opportunity to dramatically improve the consumer experience," said eshots' Founder and CEO, Craig Steensma. "With our EventOS platform featuring epass, we've solved one of the major issues facing auto shows: attendee fatigue. By allowing attendees to register a single time, before or at the event, we can reduce the frequency and time needed to request vehicle

info, enter contests or interact with dozens of auto brands at the show. Combine this streamlined registration process with beacon-based mobile app messaging and we've set the stage for the next generation of auto show experiences."

## NRSF TEEN SAFE DRIVING CONTEST RETURNS

There's still time for teens throughout Illinois, Indiana, Wisconsin and Iowa to enter the National Road Safety Foundation (NRSF) Drive Safe Chicago PSA Contest. Teens ages 13-19 can submit their ideas for a 30-second TV spot about distracted driving and win up to \$2,000. The NRSF will send an Emmy Award-winning director to their school to work with students to create the finished spot that will debut at the Chicago Auto Show and later air on more than 200 TV stations nationwide.

The registration deadline is Dec. 18, so tell any students or any teens you know about this exciting contest now. Information on the "Drive Safe Chicago" contest, including the contest rules and entry form, can be found at [www.nrsf.org/teenlane/content/drive-safe-chicago](http://www.nrsf.org/teenlane/content/drive-safe-chicago).



### ONLINE PRESS KIT

The official Chicago Auto Show Press Kit is available at [www.chicagoautoshow.com/media/online-newsroom](http://www.chicagoautoshow.com/media/online-newsroom).

# CHICAGO AUTO SHOW



## STAGE IS SET FOR ELEGANT BLACK-TIE AFFAIR

Eighteen Chicago-area charities will benefit from more than \$2.5 million expected to be raised at the black-tie gala held in conjunction with the 2017 Chicago Auto Show in February. Now in its 26th year, First Look for Charity has become one of Chicago's most anticipated charitable events.

The coming "First Look" event, on Feb. 10, gives benefactors the chance to see North America's largest auto show amid an atmosphere not present during the show's 10-day consumer run. About 10,000 attendees at the charity gala will be treated to hors d'oeuvres; champagne, wine, beer and soft drinks; and special entertainment presented by the automakers in their displays. Benefactors in attendance also have the chance to win a 2017 Lexus NX or a 2017 Acura TLX.

First Look for Charity stands as 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 the charitable cause demonstrates that this auto show is about more than just vehicles and accessories," said Mike McGrath Jr., show chairman. "It's also about giving something to the charities of our community."



## OFFICIAL HOTELS OFFER CONVENIENCE, LUXURY

The Chicago Auto Show is proud to announce partnerships with the Hyatt Regency McCormick Place and the Waldorf Astoria Chicago. Directly connected to McCormick Place, the upscale Hyatt offers unprecedented convenience to the show floor, and the Waldorf, located in Chicago's Gold Coast, provides "five star" amenities for corporate executives. As official hotel partners, both hotels are offering exclusive rates for Chicago Auto Show media, exhibitors and attendees.

The Hyatt Regency McCormick Place will offer exclusive rates starting at \$163 for single, double, triple, or quad occupancy. Rates at the Hyatt include premium Internet access, daily newspaper delivery and complimentary pool and health club access. In addition, the Hyatt is offering special rates starting at \$119 for those attending First Look for Charity on Feb. 10.

As an official hotel partner for the 2017 Chicago Auto Show, the Waldorf Astoria Chicago is pleased to offer the Chicago Auto Show an exclusive rate of \$247/night for a deluxe King guest room or \$304/night for an upgraded Waldorf Suite. Those rates include high-speed, wireless internet, local daily newspaper, local and national phone calls and access to the Waldorf Astoria Spa & Health Club.

Rates subject to availability and booking deadlines. For more information or to book your room, see the Official Hotels page on the [show website](#).

## MEDIA CREDENTIAL REGISTRATION

Media Credential Registration is open, please visit [www.chicagoautoshow.com/media](http://www.chicagoautoshow.com/media) for more information or to register for media credentials.



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