

The interactive media company 360° Revo, in conjunction with the Chicago Automobile Trade Association (CATA), have produced an interactive tour of the 2018 Chicago Auto Show for car enthusiasts worldwide to experience. Visitors to the Chicago Auto Show website will be able to virtually tour some of the vehicles that are featured at this year's show. Also, as an added bonus, 360° Revo will be spinning exteriors of certain vehicles with their patent-pending technology.

We wanted to wait until the last day of the show to put out the release. It will be on chicagoautoshow.com until the 2019 show. This way you can take a tour through the show all year long. 360 Revo has done this for the past 8 years now and we are proud to have them on our site.

Dave Sloan, CATA president and Chicago Auto Show general manager, believes this relationship is one that benefits auto show attendees and exhibitors. "The Chicago Auto Show has long felt that it's important to extend the value of the show to our exhibitors beyond the show dates and this relationship with 360° Revo makes that possible," said Sloan. "It also brings the show into the homes of millions of online visitors." 360° Revo enhances the user experience by taking them in and out of vehicles on the exhibit floor, giving them an up-close look from the comfort of their own homes.

"We have built a relationship with the CATA since 2012 in providing our exciting 360 interactive spins," said Steve Clarke, CEO of 360° Revo. "This year we have covered a vehicle of nearly every manufacturer, and to be able to shoot the auto show continues to be a great experience for my team and me. Our 360 tours are viewable thru any browser, mobile or desktop and we have also made them available on the Facebook platform. Outside of the show we also provide 360's to many Chicagoland dealer's inventory with our patent-pending technology" said Clarke.

The interactive tour by 360° Revo for the Chicago Auto Show went live at www.chicagoautoshow.com on February 16, 2018.

Visit www.360revo.com to see examples of the technology.

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