

2007 Update No.2

2007 Dates

Media Preview February 7-8

First Look For Charity February 8

Public Show February 9-18



Nation's Biggest Show Features News to Match

It's really not like some think—that the next auto show is just the next auto show, another in a long stream of expositions. Chicago has and always will maintain its own flavor. This is no sushi and sprouts kind of show. Chicago is meat and potatoes. Would the nation's biggest auto show—and the one that's been staged more times than any other show in the world—be anything else?

The lineup of news that's on the books for Chicago will be released soon, but we're betting that everyone will love that a number of manufacturers will be presenting multiple world introductions. Along with the abilities that are inherent to the nation's most user-and-exhibitor-friendly venue, McCormick Place, you're going to see some pretty darn spectacular staging. So are we excited? Of course. Are we excited for you? Even more. After all, we're in "show biz" right?

Our January edition of our pre-show Update series will reveal our media preview schedule, but to be on the safe side,

we'd recommend that you plan your arrival in Chicago Tuesday afternoon, Feb. 6.

All registered, credentialed working media are invited to gather in the Edelweiss Room of the Swissôtel for a welcoming reception presented by Bridgestone America's Holding. Please keep an eye on our Web site, www.ChicagoAutoShow.com for scheduling, as there may be a few rabbits set to pop out of a hat before the formal media preview starts Wednesday morning.

Inside this edition you'll find information on the award-winning Web site; our exquisite First Look for Charity; Jim Press' appearance at the Economic Club of Chicago luncheon; official hotels and another reminder to make sure that you register. It's so much easier than standing in line while the rest of your friends are gnoshing on bacon, sausage and eggs at the MAMA breakfast.

Enjoy the holidays and we'll see you soon!

Saturn World Intro Set For Chicago

Saturn has confirmed that it will add the Astra compact car to its lineup late in 2007, marking an important stage in its product revitalization plan. When the 2008 Astra joins the Sky, Aura, Outlook and all-new Vue, no Saturn will have been in the market more than 20 months, giving the brand one of the freshest product lineups in the industry.

"The Astra is a great fit for Saturn, with its European style and driving dynamics," said Jill Lajdziak, Saturn general manager. "It also signals our efforts to get new vehicles to market quickly and reinvent the entire Saturn product lineup with unprecedented speed."

"The Astra enables Saturn to occupy a unique position in the marketplace and to strategically broaden its appeal with consumers who usually have import brands on their shopping lists," said Lajdziak. "Saturn's partnership with Opel is a natural way to expand our lineup with relevant products that will attract new buyers into our showrooms."



North American Reveal of Race-Ready Porsche

It was first revealed to the world in Paris (back in the fall), but heck, how many of us actually went there? Chicago is the pick for the storied German manufacturer to show its 2007 Porsche 911 GT3 RS to North America. Beyond its unique livery, the GT3 RS is distinguished from the GT3 on which it's based by broader rear flanks and reduced weight, further distilling the driving experience to that of a racing car, but one which meets all the requirements for street-legal sports cars. This purist's variant of the 911 GT3—a model particularly well-suited for track outings—will arrive in time for spring 2007.



Not since the venerable 1973 911 Carrera RS has such a production Porsche been available in this market. The Carrera RS was a special, lightweight 911 produced to homologate the vehicle for racing. That tradition continues with the new 911 GT3 RS, which is modified to serve as the homologation model for a range of worldwide racing series.

The RS's immediate predecessors have garnered more than 50 victories and five championships in the American Le Mans Series, as well as overall victory at the Rolex 24 at Daytona. Join Porsche for breakfast at McCormick Place on Thursday, Feb 8. You never know what other race cars might appear!

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Emmy Presented for '06 Fox Coverage

What event could possibly provide a better pu-pu platter of exciting visuals than the nation's largest auto show? Since the early 1950s, the Chicago Auto Show has been a marquis feature for many of the area's and nation's television outlets.

"The 2006 Chicago Auto Show" production by WFLD-TV Fox 32 Chicago was recently awarded the coveted EMMY Award in the category of Best Live Event Program by the Chicago Chapter of the National Academy of Television Arts and Science.

"It's wonderful to see all of the crews who are in our show producing long-format programming," said Terry D'Arcy, chairman of the 2007 Chicago Auto Show. "We're constantly amazed at the resources the stations devote to this spectacular event. Each year, we attempt to make it easier for any media outlet to



use our show as a launching point for their programming. The cooperation we get from the McCormick Place management only helps to make it easier and cost-effective for news and feature program management.

"On behalf of Art Kelly, chairman of last year's show, and the entire Board of Directors of the Chicago Automobile Trade Association, bravo to the Fox 32 team for a job well done—and properly recognized by their peers at the television academy."

With Fox returning to produce yet another special, will NBC5 Chicago respond with more spectacular coverage? Will Cable SuperStation WGN's High Definition show with MotorWeek's John Davis teaming with Robin Baumgarten wow the judges' eyes with the depth of new technology? Stay tuned!

You Can't Get In Without a Credential

We're not kidding. You really need to do this. Now. Media and manufacturer corporate credential applications are available and may be completed online at: www.ChicagoAutoShow.com.

Upon completion of the online form, applicants will be given a tracking number to follow the approval process and mailing of credentials in January 2007.

If you have any questions regarding credentials, please contact Paul Brian, Chicago Auto Show Director of Communications (630.424.6069) or Communications Assistant Robyn Graves (630.424.6016).

ChicagoAutoShow.com

The next best thing to being there

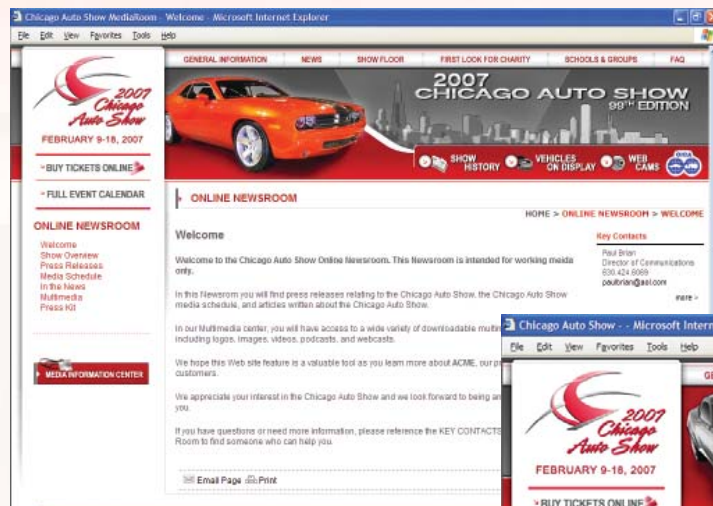
As if 1.25 million square feet of floor space, crazy big parking lots, more hotel rooms than you can shake a stick at, OICA certification, all wrapped up in one of the world's great cities wasn't enough to entice the media to attend the 2007 Chicago Auto Show, we've significantly upgraded www.ChicagoAutoShow.com to better meet journalists' needs—even if they choose to stay at home. (the fools!)

Designed and developed by award-winning Web-solution provider American Eagle, ChicagoAutoShow.com is journalists' one-stop-shop for registration, information and multimedia. For 2007, the site has been enhanced to include video, blogs and much, much more.

The Media Information Center has been designed exclusively for automotive journalists and manufacturer representatives. Credential registration is handled online with a few simple form submissions.

For journalists who crave the latest information, images and video, the Online Newsroom that's been developed with partner PR Newswire will provide an easy-to-use tool to get the job done. The Newsroom offers one-click access to press releases, media preview schedule, on online press kit and interactive media.

For several years now, ChicagoAutoShow.com has offered an in-depth look at the storied history of the Windy City's show.



Staged more times than any other auto show, from 1901 to the present, the Chicago Auto Show has been the scene for hundreds, if not thousands, of world introductions and concept car reveals. All of that history is captured in two unique Flash-driven sections: Concept Car History and the Chicago Auto Show Timeline. These two sections feature interactive looks at the Chicago Auto Show's past through pictures and words.

For instance, did you know that in 1967 McCormick Place burned to the ground just two weeks before the show was to open? What did organizers do? It's all covered in ChicagoAutoShow.com's history section. Which future president of the United States once hawked a flashy convertible on the show floor? You'll find the answer in the same place.

As always, ChicagoAutoShow.com whets attendees' appetites with a schedule of upcoming appearances and a live look at this year's show through one of our five webcams.

Consumers can purchase tickets online and get a behind-the-scenes look at the show with blog entries from Director or Communications Paul Brian, Internet Director Mark Bilek, and Auto Show Intern Robyn Graves. Once the show gets rolling, ChicagoAutoShow.com will be the place to go for streaming video from press conferences as well as consumer uploaded video content.

In all, www.ChicagoAutoShow.com promises to be a journalist's best source for information for the 99th edition of the nation's biggest automotive exposition.



GMC Acadia



Hyundai Azera



Volkswagen GTI

First Look for Charity Offers Auto Show's First Glimpse to Public

First Look for Charity, the benevolent event of the Chicago Auto Show, marks its 16th edition in 2007, after debuting in 1992. Supporters who've witnessed them all have seen \$21 million raised and awarded to deserving nonprofits in the Chicago area, including more than \$2 million each of the last three years.

If those supporters have grown over the years as much as the event, they've got some pretty snug tuxedos. First Look for Charity stands as one of Chicago's largest single-day fund-raisers. Show organizers expect to welcome more than 12,000 benefactors this year. The show's 10 public days average more than 100,000 people a day, so if there is such a thing as an "intimate" crowd of 12,000, this is it.

And three supporters in attendance will win one of the 2007 edition's three prize vehicles: a GMC Acadia, a Hyundai Azera and a Volkswagen GTI.

The all-new Acadia is GMC's first crossover SUV, offering seating for up to eight and combining the capability of an SUV and agile, car-like driving attributes. Acadia is powered by GM's 3.6L V-6 engine and is available in front-wheel drive and all-wheel drive models.

First unveiled for the 2006 model year, the 2007 Azera returns with even more luxury and safety features, to further define how consumers think about premium sedans. With the perfect combination of comfort, room and power, the Azera delivers on Hyundai's promise of superior safety and value.

The 2007 GTI combines the model's traditional styling cues with decidedly modern, cutting edge technology and performance. The result is a modern classic offering a complete package of performance, comfort and safety, destined to reclaim the GTI's rightful spot at the top of the sport compact pecking order.

Money from ticket purchases can benefit all 19 participating charities equally, or, if the purchaser has an affinity for one or more of them, to specific entities.

Tickets are \$200 each and can be purchased at www.chicagoautoshow.com/firstlook or 630-424-1636.

Jim Press to Speak at Economic Club Luncheon

Entering its fourth year as a valued addition to the media preview of the Chicago Auto Show, the Economic Club of Chicago luncheon will again welcome nearly 1,000 of the city's captains of industry on Feb. 8. The luncheon has become one of the most popular dates on the calendar of the prestigious group that regularly welcomes heads of state, national and international policy makers to its podium. This year, the club and invited industry media will welcome James E. Press, president and COO of Toyota Motor Sales, USA, Inc., as the event speaker.

Press is now in his 36th year as a Toyota employee. He began his automotive career with Ford in the late 1960s, but decided to join TMS in 1970. Since then he has gained experience through a variety of positions at TMS headquarters, including: marketing, service, product planning, market representation, advertising and distribution departments.

Press is also a member of the company's board of directors and the first non-Japanese president in Toyota's history.

He not only works to enhance the coordination, speed and productivity of Toyota's North American business operations, but also strives to move Toyota and the automotive industry at large forward.

This year in North America, sales reached 1.464 million. This represents an increase of 219,000 units, due to the strong sales of redesigned models such as the RAV4, Yaris and the new model FJ Cruiser that made its world debut at the '05 Chicago show. And Toyota shows no signs of slowing down.

The Toyota Camry has been the best-selling car in the U.S. for four years in a row, and the Prius leads sales in the hybrid category for its fuel efficiency. Last January it was announced that Toyota would do what makes the most sense and

converge two of its best-sellers and create the Camry Hybrid. This innovative type of thinking is what is helping Press to continue his extraordinary success in taking Toyota to new horizons.

In 2004, Fortune magazine called Press Toyota's "secret weapon," saying he "arguably has as much influence over the course of the American auto industry as anyone else alive."

Among his other accomplishments, Press was the first international automotive executive elected to chair the

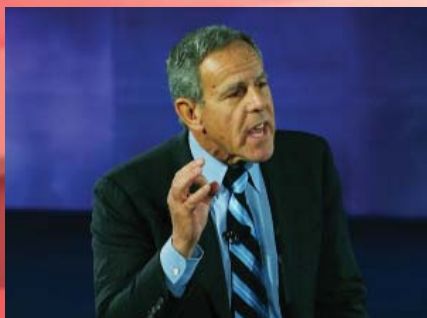
Alliance of Automobile Manufacturers, the industry's top trade group and is currently serving as chairman for a second time during 2006.

He is also an officer of Toyota Motor North America and serves on the Board of Directors for Automotive Youth Educational Systems (AYES), the Association of International Auto-

mobile Manufacturers (AIAM), the Detroit Area Council of the Boy Scouts of America, and the Toyota Technical Institute at Chicago.

Press received a Bachelor of Science degree in business administration from Kansas State College (now Pittsburg State University) in Pittsburg, Kan. In his free time he swims competitively and participates in triathlons. Press was awarded the Gold Medallion by the International Swimming Hall of Fame, and he belongs to the Los Angeles and Peninsula Masters swim team. He and his wife, Linda, reside in California with their four children.

The Chicago Auto Show's Economic Club of Chicago luncheon will be held in the Vista Ballroom of McCormick Place. Invitations for media may be obtained any time after Feb. 7 from the show's media director in Room N426 of McCormick Place.



Official Hotels

Four Seasons joins Swissôtel and Fairmont for Media and Corporate Show guests

With more than 69,000 hotel rooms available within a half hour drive of McCormick Place, finding first-rate accommodations for visiting journalists and manufacturer representatives isn't hard at all in Chicago.

This year the Chicago Auto Show will expand to three Official Headquarters Hotels. As we've enjoyed for the past 10 years, the elegant Fairmont Hotel and the stately European-style Swissôtel will be offering a very attractive rate of \$119 for industry personnel and visiting media only.

New for 2007 is the addition of the exquisite Four Seasons Hotel, one of only three five-star hotel properties in Chicago. The Four Seasons is offering Deluxe King rooms for \$245.

The locations of these hotels are ideal for visitors who wish to attend media preview news conferences and still have easy access to Chicago's legendary restaurants, clubs and nightlife.

Early booking is highly recommended. As always, there is no price gouging and no minimum night stay required. Please be sure to mention you are registering for the special Chicago Auto Show rate package.

Continuous shuttle service from the Fairmont Hotel and the Swissôtel to McCormick Place will make getting to and from the show's media preview and public days easy.



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