

# MEDIA SHOW WRAPUP



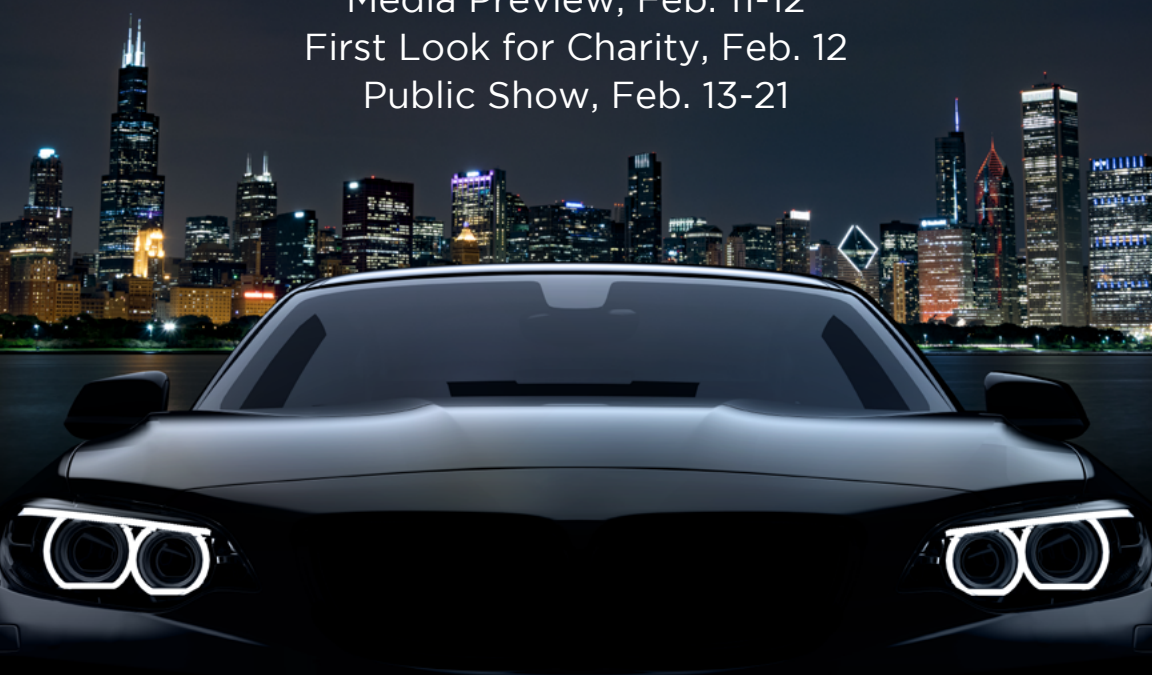
MARCH 2020

## 2021 CHICAGO AUTO SHOW DATES

Media Preview, Feb. 11-12

First Look for Charity, Feb. 12

Public Show, Feb. 13-21



**McCormick Place**  
**ChicagoAutoShow.com**



# CHICAGO AUTO SHOW CONCLUDES SUCCESSFUL 10-DAY RUN



The 112th edition of the Chicago Auto Show officially wrapped on Monday, Feb. 17, concluding a successful 10-day run of the nation's largest auto show. Despite challenges with traffic and parking as a result of NBA all-star activities, attendance was strong and proof of Chicago's reputation as a robust consumer show.

"The strength of our show starts and ends with the consumers who attend," said Chicago Auto Show Chairman Tony Guido. "According to Foresight Research, more than 60 percent of Chicago Auto Show attendees are 12-month vehicle intenders, so we know that people come to shop. With four indoor test tracks and three outdoor ride-and-drive experiences, there were ample opportunities for attendees to experience, firsthand, the features of today's brand-new cars, trucks and SUVs."

"In Chicago, we've transformed our show into a multi-platform event that promotes cars, trucks and technology on just about every medium available to us," said Chicago Auto Show General Manager Dave Sloan. "And then we keep it going all year long on DriveChicago.com, which features every new car and truck in the Chicago market on a portal that we support with a million-dollar ad campaign."





The longest-running auto show in North America, once again featuring 1 million square feet of exhibit space, top-tier exhibits from global automakers, more than 20 brand-new vehicle introductions that made their worldwide or national debut, a host of interactive exhibits and test drive opportunities.

Attendees also had the opportunity to go for a ride at one of Chicago's four indoor test tracks. Camp Jeep, which celebrated its 16th year at the show, featured its popular indoor track on which attendees could ride inside the Cherokee, Compass, Gladiator, Grand Cherokee, Renegade and Wrangler and take on the 18-foot hill at a 35-degree angle. Toyota brought back its popular track, featuring vehicles ranging from the Camry to the RAV4. Ram Truck Territory also returned with an indoor test track, an interactive ride experience with a 28,000-square-foot in-truck adventure, to demonstrate the power and capabilities of the Ram Truck lineup. Volkswagen featured an all-new test track to show off its Atlas Cross Sport in a desert terrain.



In an effort to attract new audiences, the Chicago Auto Show played host to special days and special events over the course of its 10-day run. New for 2020 was an indoor running race named Miles Per Hour. Sponsored by Honda, 600 runners participated in the hour-long run over the 2.4-mile course. In addition, Friday Night Flights, a craft beer event, returned for its second year and almost doubled participation. These events are in addition to the show's traditional themed days, which include Women's Day, Hispanic Heritage Day, Family Day and Sports Day.





## MEDIA PREVIEW DELIVERS



The Chicago Auto Show's Media Preview continues to make a big impact for OEMs looking to make news. Early metrics show a significant bump in overall reach and number of placements. In addition, the show registered nearly 3,500 journalists and influencers from more than 1,500 different media outlets.

Based on early results from Meltwater, the the total number of traditional media placements is pacing ahead of last year with more than 6,500 so far. Global media impressions exceeds \$6.5 billion with a total ad value of more than \$60 million, both numbers 50% greater than all of last year. On the social front, social media mentions are ahead of this time last year with more than 33,000 and hashtag impressions, at 240 million are dwarfing last year's number. Topping that off is extensive broadcast media coverage that exceeds 55 million in reach and \$1 billion in ad value.



The Media Preview kicked off on Wednesday, Feb. 5 with the Concept & Tech Garage and three off-site media events from Ford, Nissan and Toyota. At the traditional Midwest Automotive Media Association (MAMA) Breakfast on Thursday, Feb. 6, MAMA President Damon Bell announced the Kia Telluride as the MAMA Family Vehicle of the Year and the Lincoln Aviator as the MAMA Luxury Family Vehicle of the Year.



Then Toyota's Group Vice President Ed Laukes took to the stage for a fireside chat with Bell.

Vehicle introductions took place for the rest of the day only to be interrupted by the Economic Club of Chicago Luncheon, where more than 800 listened to Cody Thacker, head of electrification for Audi of America. Thacker detailed the European automaker's plans for electrification in the near- and long-term.



Day Two of the Media Preview continued to deliver with an exclusive look at the new Jeep Wrangler JPP 20 from Mopar and an intimate lunch with Volkswagen as the brand kicked off its design contest for the Atlas Cross Sport race car. In addition, the Grand Concourse Media Stage was active all day. The stage hosted the fourth annual What Drives Her Luncheon and the Association of National Advertisers presented the Driving Influence Award to Honda for it's 300 Feet of Adventure campaign.





# 2020 CHICAGO AUTO SHOW VEHICLE DEBUTS



2021 Chevrolet Equinox



2021 Chrysler Pacifica



2020 Ford GT Liquid Carbon



2021 Genesis GV80



2020 Honda Civic Type R



2020 Hyundai Sonata Hybrid



2021 Jaguar F-TYPE



2020 Jeep Gladiator Mojave



2020 Jeep Special Edition Wrangler and Gladiator Premium High Altitude



2020 Jeep Wrangler JPP 20 Limited Edition



2020 Kia Cadenza



2020 Mercedes-Benz Metris Weekender



2020 Nissan Frontier



2021 Toyota Highlander XSE



2020 Toyota Nightshade and Trail Editions



2021 Volkswagen Atlas



## HARNESSING THE POWER OF SOCIAL MEDIA

The Chicago Auto Show provides the perfect tableau for automakers and industry experts to identify trends - ranging from the hottest new vehicles to the latest advancements in technology. To identify and assess these trends, show organizers partner with Meltwater, a media intelligence company, to monitor the topics that spark fans to share, comment and retweet via social media.



The 2020 Media Preview featured more than 20 brand-new vehicle debuts that generated excitement and buzz among fans. Specifically, according to Meltwater, Toyota dominated the social media buzz as it related to the Chicago Auto Show. Toyota's marketing phrase "Let's Go Places" was the No. 1 hashtag used (#LetsGoPlaces) associated with the show's official hashtag #CAS2020. Behind #LetsGoPlaces was #Tundra, #Highlander and #Tacoma, in that order.

In addition to the trending vehicles, Chicago Auto Show organizers found that its women-focused event, What Drives Her (#WDHCAS2020), was also a top trend on Twitter throughout the event, which took place during the show's Media Preview on Friday, Feb. 7.

"As one of the first major automotive events of the calendar year, the Chicago Auto Show is perfectly positioned to harness the power of social media," said Tony Guido, Chicago Auto Show chairman. "Our social media team is armed with advanced e-listening tools to identify trends that arise from the nation's largest auto show. The trends that surface from our show also set pace for the nation."

During the show's Media Preview, the show's official hashtag, #CAS2020, was the No. 1 trend on Twitter for the 8th consecutive year. Overall, #CAS2020 garnered 102.2 million impressions on Instagram and 94 million on Twitter, surpassing last year's impression benchmark by more than 142.8 million impressions.

Part of this was due to the Chicago Auto Show continuing to offer new and exciting opportunities for fans to get into the action through social media all show long. New and returning digital experiences included the #CAS2020 BUZZHUB, a social engagement space featuring real-time trending news feeds; Social Squad ambassadors who engaged with fans and encouraged social media posts; and home to Facebook Live panel





discussions surrounding pertinent industry topics in partnership with ABC 7 Chicago. Show producers also ran ongoing social media contests – such as the #SupercarSweeps – throughout the 10-day show, accessible by following the Chicago Auto Show’s vibrant social media communities on Facebook, Instagram, Twitter and Snapchat.



## **NORTHWEST INDIANA TEEN WON SIXTH ANNUAL DRIVE SAFE CHICAGO PUBLIC SERVICE ANNOUNCEMENT CHALLENGEAWARD**

Logan Ozdyck, 18, a high school senior at Porter County Career Center in Valparaiso, Indiana, won the sixth annual Drive Safe Chicago Public Service Announcement (PSA) challenge for his PSA titled “Get a Ride.” The contest, run by The National Road Safety Foundation – a nonprofit that promotes safe driving – in conjunction with the Chicago Auto Show, drew more than 100 entries from area students. This year’s theme was surrounding the dangers of drunken driving.

From the more than 100 entries, the NRSF selected three student finalists and worked with each of them to produce their scripts into finished TV spots, which were then posted to the Chicago Auto Show’s Facebook page for public voting. Nearly 12,000 total votes were cast; Ozdyck’s winning video claimed 5,705 of the total votes. In addition to receiving a \$2,000 prize from the NRSF, Ozdyck’s winning video debuted at the 2020 Chicago Auto Show before airing nationwide on more than 160 TV stations on the syndicated TV program Teen Kids News.

The National Highway Traffic Safety Administration estimates more than 10,500 people were killed last year due to alcohol impairment, accounting for 29 percent of total traffic fatalities. In Illinois last year, 309 people died in alcohol-related crashes, representing 30 percent of the state total.

“The numbers don’t lie; alcohol impairment and distracted driving are critical issues – not just for Chicago, but for the nation,” said Chicago Auto Show Chairman Tony Guido. “It’s through partnerships with the NRSF and programs such as Drive Safe Chicago that help shed a very important light on the negative impact of drunken and distracted driving, and we applaud every single student who took the time to submit an entry in this year’s Drive Safe Chicago contest.”



## HONDA RECEIVES ANA'S 2020 DRIVING INFLUENCE

The Association of National Advertisers (ANA) presented the 2020 Driving Influence Award to Honda for its 300 Feet of Adventure campaign during the Chicago Auto Show's Media Preview. The goal of ANA's Driving Influence Award is to recognize automotive manufacturers that utilize influencer marketing in a creative and powerful way.



To launch the all-new Honda Passport, the team looked for a unique insight to kick off the campaign, and found this key information: The average person scrolls through 300 feet of social media content on their phone every day. This created the need to turn that social feed into a tool to inspire users to take new adventures with the Passport by, in turn, working with influencers to show how the Passport brought them from screen to adventure.

“On behalf of the entire Honda social team, we thank the ANA for recognizing our 300 Feet of Adventure campaign,” said Jessica Fini, manager, automobile social marketing. “For the Passport social launch, we really leaned into the social insight that people not only live vicariously through influencers on Instagram but also scroll through a significant amount of content daily – on average 300 feet.”

Past award recipients include Honda (Monsters Calling Home and April Fools' Fit Kit), Hyundai (Walking Dead Chop Shop), Toyota (Family Trails) and Mitsubishi (Kids Talk Safety) and Hyundai (Santa Fe Social-Media Activation).





# NATION'S LARGEST AUTO SHOW APPEALS TO VAST AUDIENCE

## Jump Behind the Wheel

Attendees also had the opportunity to go for a ride at one of Chicago's four indoor test tracks (on average, 33 percent of show-goers take a ride on a test track or ride-and-drive). Camp Jeep, which celebrated its 16th year at the show, featured its popular indoor track where attendees could ride inside the Cherokee, Compass, Gladiator, Grand Cherokee, Renegade and Wrangler and take on the 18-foot hill at a 35-degree angle. Toyota brought back its popular track, featuring vehicles ranging from the Camry to the RAV4. Ram Truck Territory also returned with an indoor test track, an interactive ride experience with a 28,000-square-foot in-truck adventure, to demonstrate the power and capabilities of the Ram Truck lineup. Volkswagen featured an all-new test track to show off its Atlas Cross Sport in a desert terrain.

## New and Returning Events Attract New Attendees

"Build it and they will come" was a key theme of the 2020 Chicago Auto Show. New this year, show organizers partnered with the Chicago Area Runners Association (CARA) to host Honda Miles Per Hour, a unique indoor run that guided participants on a 2.4-mile loop through the nation's largest auto show. The event's moniker accurately describes the premise of the run, where participants covered as much distance as possible within a one-hour timeframe. The winner, Zach Hird of Chicago, covered 11 miles in the one-hour allotted timeframe.



Show organizers also brought back Chicago Friday Night Flights for a second round, where attendees were able to sample popular craft brews from a dozen local breweries while receiving unfettered access to the nation's largest auto show. Attendance nearly doubled for this second-year event, proof that there's always room to broaden the audience beyond traditional "auto enthusiasts."

## Best of Show

Nearly 1,000 cars, trucks and SUVs were on display, and consumers cast their votes for their favorite in five different categories in the 15th annual Best of Show balloting. The vehicles that rose to the top included: 2020 Chevrolet Corvette (Best All-New Production and Vehicle I'd most like to have in my driveway); Acura Type S (Best Concept Vehicle); 2021 Ford Mustang Mach-E (Best Green Vehicle); and Jeep (Best Exhibit).

