

CHICAGO #CAS19 AUTO SHOW

February 9-18, 2019
McCormick Place

ChicagoAutoShow.com

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

KIA'S COLE TO KEYNOTE MAMA BREAKFAST



The 2019 Chicago Auto Show Media Preview will open Thursday, Feb. 7, with the Midwest Automotive Media Association breakfast. MAMA President Damon Bell will present the Family Vehicle of the Year award and introduce keynote speaker Michael Cole, chief operating officer and executive vice president of Kia Motors America.

“Kia Motors America is thrilled to kick off the 2019 Chicago Auto Show at the annual MAMA breakfast. This is an important show for us and a mainstay of the automotive calendar. We’re excited to offer rides in our new Telluride on the wild Kia Torque Track. Please stop by our booth and the track and say hello. See you all in Chicago!” —Michael Cole, chief operating officer and executive vice president of Kia Motors America.

Cole oversees all of Kia’s sales, marketing, service and corporate and product planning functions in the U.S. Cole joined Kia Motors America in May 2018. With more than 30 years of automotive industry experience, Cole moved to KMA from Kia Motors Europe, where he oversaw a 40 percent sales growth since 2012. His background also includes corporate and field-based roles with Toyota and retail experience with one of the U.K.’s largest Ford dealers. Cole earned an accounting degree from Oxford Brookes University. He currently resides in Orange County with his wife and enjoys golf and hiking.

“It’s an honor to have someone of Michael’s caliber to open the nation’s largest auto show,” said Ray Scarpelli Jr., Chicago Auto Show chairman and part owner of a Kia dealership. “Kia has supported the Chicago Auto Show with executive addresses, important product introductions, indoor test tracks and one of the largest displays it produces worldwide.”



NEW & RETURNING PREMIER PARTNERS ADD TO THE SHOW



The Chicago Auto Show is proud to announce State Farm, Wintrust Financial, and Turtle Wax (new for 2019) as Premier Partners of the Chicago Auto Show. In addition to premium exhibit space on the show floor, each partner will have various promotional activities throughout the run of the show. Premier Partners enjoy category exclusivity and receive additional exposure to show attendees through Premier Partner benefits packages.

As a new partner for 2019, Chicago-based Turtle Wax is making its hometown shine at the 2019 Chicago Auto Show. Turtle Wax will be introducing its Spray & Wipe product line — the first-ever car care product that combines the control and performance of the traditional spray trigger bottle with the convenience of the disposal automotive cleaning wipe. Auto enthusiasts can visit the Turtle Wax brand experience to get up close and

personal with the latest in auto appearance via hourly interactive product demonstrations and fun giveaways. As the exclusive car care sponsor of the show, Turtle Wax will help keep all of the vehicles on display shining their best.

Returning as the exclusive bank sponsor and presenting sponsor of the Super Car Gallery, Wintrust Financial continues to make its mark in Chicagoland. New this year, Wintrust is offering consumers an opportunity to gain exclusive access inside the Super Car Gallery. Now through Jan. 31, consumers who visit Wintrust banking locations can enter to win the VIP experience including four Chicago Auto Show tickets, four VIP access passes to the Wintrust Super Car Gallery and special Super Car Gallery apparel. Visit any of the bank's 150 community bank locations to enter to win one of 14 packages. Wintrust also continues as a corporate supporter of the show's First Look for Charity, as the company is committed to going above and beyond banking solutions to support Chicagoland communities.

State Farm Insurance has been a staple exhibit with its interactive exhibits and the State Farm Help Desk. The 2019 State Farm Chicago Auto Show activation features The Game of Life, presented by State Farm in partnership with Hasbro. As State Farm is "here to help life go right," this year's activation allows consumers to become an oversized game piece and experience The Game of Life through the lens of car-buying decisions, from their first car to their retirement RV. As a thank you for participation, consumers walk away with life moment photos and a branded tote bag. Stop by the space to try your luck at the high score. Also, talk to an agent today about your life goals and to receive an auto quote. State Farm representatives will also field thousands of questions and assist attendees at the Here to Help Center in the Grand Concourse throughout the entire public show.

Additionally, Cars.com returns as an Official Sponsor of the Chicago Auto Show map. Download the official Chicago Auto Show app to always have the map at your fingertips. Maps of the show floor will be on display throughout the show including on the projection screen in the ticket lobby. Whether you're looking for your next vehicle on the show floor or online, Cars.com can help match you with the vehicle that suits your lifestyle and will even let you choose the sales person you want before hitting the lot. Cars.com is the ultimate wingman for car shopping.



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MEDIA
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REGISTRATION

Media Credential Registration is open. Please visit
www.chicagoautoshow.com/media
for more information or to register for media credentials.

CAS HOSTS THIRD ANNUAL WHAT DRIVES HER EVENT

Chicago Auto Show organizers, in partnership with Women in Automotive and A Girls Guide to Cars, will host the third annual “What Drives Her” panel discussion and industry networking event during the show’s Media Preview, on Friday, Feb 8 at McCormick Place. Influential women will come together to highlight trends and share personal experiences surrounding the impact that females have on the automotive industry.

This year, the event’s overarching theme will focus on the major shifts that are taking place in the automotive industry, including the ways females are shaping its evolution.

“General Motors CEO Mary Barra is often quoted as saying the auto industry will see more change in the next five years than the last 50, said Executive Analyst for Autotrader Michelle Krebs. “Whether it is five years or more, the shift towards electric and autonomous vehicles as well as new ways to acquire personal transportation is occurring now, generating tremendous opportunities for creative women to reinvent what has been a male-dominated business.”

The 2019 What Drives Her event will feature a robust lineup of female speakers including Krebs; A Girls Guide to Cars Founder Scotty Reiss; Cars.com Editor-in-Chief Jennifer Newman; Facebook Client Solutions Manager and Returnity Project Co-founder Lauren Brandt; and Turtle Wax SVP, Global Operations & Strategic Solutions Laurie King. Additional speakers will be announced shortly.

The What Drives Her event continues to be one example of how Chicago Auto Show organizers actively engage the female demographic. Foresight Research reports that the Chicago Auto Show has an almost even split of male and female attendees; 45 percent are female.

“As the nation’s largest consumer auto show, one can argue the Chicago Auto Show is the perfect place to assess trends — not just locally but on a national level as well,” said Kelly Webb Roberts, a board member for the Chicago Automobile Trade Association, producer of the Chicago Auto Show.

Online pre-registration for What Drives Her will open the week of January 21.



ANA DRIVING INFLUENCER AWARD SUBMISSION: DEADLINE APPROACHING



The deadline is quickly approaching for auto manufacturers or their advertising/marketing/public relations/social media agencies to submit an entry for the 2019 Association of National Advertisers “Driving Influencer” award.

From the submissions, the ANA will select three manufacturer finalists that creatively and effectively ran a recent influencer marketing campaign. One winner will be announced during a special breakfast awards ceremony that will take place the morning of Friday, Feb. 8, the final day of the Chicago Auto Show’s Media Preview.

To submit an influencer marketing campaign for consideration, please visit www.chicagoautoshow.com/media/2019-ana-award/ and submit your entry by Jan. 21.

FIRST LOOK FOR CHARITY PROJECTED TO RAISE \$2.5 MILLION

The Chicago Auto Show's First Look for Charity black-tie gala will take place 7-11 p.m. Friday, Feb. 8 at McCormick Place. Held the evening before the nation's largest auto show opens to the public, First Look for Charity offers car buffs and socialites alike the first chance to see the industry's latest cars, trucks and SUVs while sampling fine fare and crafted cocktails from area restaurants and caterers. Now in its 28th year, the 2019 event is projected to raise more than \$2.5 million for 18 local charities. Since its inception, this benevolent fundraiser has generated more than \$50 million for Chicago-area beneficiaries.

"Whether it's providing programs to help our youth and seniors, supporting families of those lost in the line of duty, assisting those with special needs or life-threatening diseases, or helping fund much-needed medical research, First Look for Charity continues to stand as the city's greatest single-day fundraiser," said First Look for Charity Chairman JC Phelan. "Because of the financial assistance and support from First Look for Charity, these charitable organizations are able to make an amazing impact on so many throughout Chicagoland."

The 2019 beneficiaries include: 100 Club of Chicago; Advocate Health Care; Boys & Girls Clubs of Chicago; Catholic Charities of the Archdiocese of Chicago; Catholic Charities of the Diocese of Joliet; Clearbrook; The Cradle; Franciscan Community Benefit Services; JDRF; Susan G. Komen-Chicago; Ann & Robert H. Lurie Children's Hospital of Chicago;

Lydia Home & Safe Families for Children; March of Dimes; Misericordia; New Star; Special Olympics Illinois; Turning Pointe Autism Foundation; and the Jesse White Tumbling Team.

In addition to being among the first to see the Chicago Auto Show, benefactors in attendance will have the opportunity to win one of two vehicles: a 2019 Chevrolet Blazer or a 2019 Jeep Compass. Tickets to the gala are \$275 and can be purchased in advance at www.FirstLookforCharity.org.



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. The Waldorf, located in Chicago's Gold Coast, provides "five star" amenities for corporate executives. Hyatt Regency McCormick Place will offer exclusive rates starting at \$171 for single, double, triple or quad occupancy.

Waldorf Astoria Chicago is pleased to offer the Chicago Auto Show an exclusive rate of \$247/night for a deluxe King guest room or \$305/night for an upgraded Waldorf Suite. For more information or to book your room, see the Official Hotels page at

<https://www.chicagoautoshow.com/about-the-show/official-hotels/>



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