



# CHICAGO #CAS2022 AUTO SHOW

**February 12-21**  
McCormick Place

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

## CARS.COM CEO VETTER KEYNOTES MAMA BREAKFAST, OPENS MEDIA PREVIEW

The Media Preview for the Chicago Auto Show opens with the Midwest Automotive Media Association (MAMA) Breakfast at 7:30 a.m. on Thu., Feb. 10 with MAMA President Harvey Briggs revealing MAMA's Family Vehicle & Luxury Family Vehicle of the Year.

Keynoting the breakfast is Cars.com CEO Alex Vetter. Co-founder of and President and CEO since Nov. 2014, Vetter has taken Cars.com public and transformed the company's business model to a full marketplace solutions platform, uniting media, digital solutions and data.



"Auto shows are an integral part of the car buying process and continue to be a very effective marketing opportunity for automakers. I am excited to be kicking off the Chicago Auto Show Media Preview at this year's MAMA Breakfast," said Cars.com CEO Alex Vetter.

The Media Preview will continue with events hosted by Ram, Hyundai, Toyota, Kia, Chevrolet and Ford. The show's unique Concept & Technology Garage will also be hosted on Thu., Feb. 10 – giving media a preview of some of the latest electric vehicles as well as a chance to explore technology advances.

"The focus of any auto show should be the public days when hundreds of thousands of people take to the floor, but a vibrant media preview can be an equally effecting marketing tool for automakers," said Chicago Auto Show General Manager Dave Sloan. "Not only is it effective, but it's a very affordable way to tell your story."

The second day of the Media Preview opens with the What Drives Her breakfast reception and award ceremony presented by CDK Global beginning at 8:30 a.m. Now in its fifth year, the program will recognize and award three deserving females within auto the industry in the following award categories: Rising Star, Best in Craft Media and Best Retailer. The Chicago Auto Show has partnered with A Girls Guide to Cars and Women in Automotive to present these awards during the ceremony.

Following the breakfast, the show will host a variety of highly vetted social media influencers and digital content creators to capture and disseminate content from participating automakers. Throughout the day, a handful of manufacturers will conduct presentations specifically designed for an influencer crowd including product walk-arounds and technology and safety demonstrations. All influencers will be encouraged to tag the relevant automakers and the show's official hashtag, #CAS2022, in their content.

**In accordance with City of Chicago mandates, masks that cover the face and mouth must be worn at all times except when eating and drinking or conducting interviews. Proof of COVID-19 vaccine required for entry. A negative COVID-19 test will not be allowed for entry.**

## 2022 CHICAGO AUTO SHOW MEDIA PREVIEW SCHEDULE

### Thursday, Feb. 10 – Show Floor open 9 a.m. – 5 p.m.

*COVID-19 vaccine proof, media credential and government-issued photo ID required for admission. \**

<u>Time</u>	<u>News Conference</u>	<u>Location</u>
7:30 – 9:00 a.m.	MAMA / CATA Breakfast – Alex Vetter Chief Executive Officer, Cars.com	Grand Ballroom, S100
9:30 a.m.	Ram News Conference	Ram Display
10:00 a.m.	Hyundai New Conference	Hyundai Display
10:30 a.m.	Toyota Vehicle Walk Around	Toyota Display
11:00 a.m.	Kia Vehicle Walk Around	Kia Display
11:30 a.m.	Chevrolet Vehicle Walk Around	Chevrolet Display
12:00 – 1:00 p.m.	Ford Vehicle Walk Around & Lunch	Ford Display
1:00 – 4 p.m.	Concept & Technology Garage	EV Track, South Hall

### Friday, Feb. 11 – Show Floor open 9 a.m. – 2 p.m.

*COVID-19 vaccine proof, media credential and government-issued photo ID required for admission. \**

<u>Time</u>	<u>Events</u>	<u>Location</u>
8:30 – 9:30 a.m.	What Drives Her Coffee Reception & Award Ceremony	Media Center Lobby
9:30 a.m.	Jeep Social Media Event	Jeep Display
9:50 a.m.	Dodge Social Media Event	Dodge Display
10:10 a.m.	Toyota Social Media Event	Toyota Display
10:30 a.m.	Subaru Social Media Event	Subaru Display
10:50 a.m.	Kia Social Media Event	Kia Display
11:10 a.m.	Lexus Social Media Event	Lexus Display
11:30 a.m.	Nissan Social Media Event	Nissan Display
11:40 a.m.	Hyundai Social Media Event	Hyundai Display

*\*Pre-registration required. Schedule subject to change. Visit [ChicagoAutoShow.com/media](https://chicagoautoshow.com/media) for updates. Must be 18 for entry.*

### COVID-19 PROTOCOL FOR MEDIA PREVIEW

The current health and safety protocols are in effect for the MEDIA PREVIEW.

- Masks **REQUIRED** for attendees aged 2 and over, except when eating or drinking. Masks must cover nose and mouth.
- Proof of COVID-19 vaccine **REQUIRED** for admission.

The Chicago Auto Show will follow the City of Chicago's direction on proof of COVID-19 vaccine, this includes a **photo ID for those age 16 and older**.

**A negative COVID-19 test will not be allowed for admission.**

### MEDIA PREVIEW ENTRY PROCEDURE

Arrive early – due to enhanced check-in protocol, entry may take longer than in previous years. Media can check in at the MAMA Breakfast or at the Media Center. Once checked in, media will receive a wristband granting access to the MAMA Breakfast and show floor. Please have the following ready at check in:

1. Media Credential QR Code
2. Proof of COVID-19 vaccination
3. Name-matching, government-issued photo ID

## WHAT DRIVES HER AWARD CEREMONY TO TAKE PLACE ON FEB. 11

Now in its fifth year, What Drives Her presented by CDK Global has become a cornerstone event of the Chicago Auto Show's Media Preview. Over the years, the event has welcomed dozens of leading female professionals to the stage to share trends, stories and personal anecdotes of the integral role that women hold in the auto industry.

This year, the Chicago Auto Show in partnership with A Girls Guide to Cars/Women in Automotive, will recognize and present awards to three females within the industry. The categories include:

**Rising Star:** Employed by an automaker, auto retailer or core automotive supplier; job title no higher than vice president; works primarily in North America; she may be notable for her empowerment of others, her breaking down of barriers that allows others to follow, her pursuit of non-traditional roles or jobs, her leadership, and taking on additional roles such as leading an employee resource group or mentoring program.

**Best In Craft Media:** Employed as a fulltime or parttime North American journalist, content creator or media with a focus on the automotive industry; demonstrate general excellence of craft; create work that illuminates the role of women in the automotive industry or, through voice and narrative, create more accessible automotive information and more inclusive automotive storytelling.

**Best Retailer:** Employed by a Chicago-area dealership, this person demonstrates a high level of commitment and drive to any task at hand, whether that's in sales, service or technical support.



**NISSAN**

### ***NISSAN WELCOMES MEDIA TO CHICAGO WITH RECEPTION AND REVEAL AT RADIUS***

Nissan presents "Choose your Frontier" on Wednesday, Feb. 9 from 6 – 8 p.m. at Radius Chicago. Shuttles depart from Hyatt Regency McCormick place starting at 5:45 p.m. RSVP to [alison.norby@nissan-usa.com](mailto:alison.norby@nissan-usa.com). Radius Chicago is located just blocks from McCormick Place at 640 W. Cermak Rd.

Nominations have been submitted from a handful of women within the industry ranging from auto manufacturers, suppliers, media and dealers. The finalists will be announced the week of Jan. 31 following the final round of voting. The three awards will be presented during the Chicago Auto Show's Media Preview during a pastry and coffee reception the morning of Friday, Feb. 11 from 8:30 – 9:30 a.m. in the Media Center Lobby, located just off of the Grand Concourse.

Pre-registration for this event is required. Click here to RSVP:

<https://www.chicagoautoshow.com/social/2022-what-drives-her/>.

## LAST CALL FOR SUBMISSIONS: 2022 ANA DRIVING INFLUENCE AWARD - Campaign Submissions Accepted Through Feb. 3



The Chicago Auto Show has partnered again with the Association of National Advertisers (ANA) to award one deserving automaker the 2022 Influence Award for a creative influencer and marketing campaign executed in the past year. The ANA judges will be looking for strategy, creativity and results.

The deadline for submissions is extended through Thu., Feb. 3. The top three manufacturer finalists will be notified by the ANA and show organizers. One final winner will be announced in conjunction with the Chicago Auto Show's Media Preview (Feb. 10-11). The winning manufacturer will have the opportunity to present the campaign details during ANA's upcoming influencer marketing committee meeting, scheduled to take place virtually on Feb. 17.

For more information or to submit a campaign for consideration, please visit <https://www.chicagoautoshow.com/media/2022-ana-award/>.

## THREE LOCAL TEENS NAMED FINALISTS IN DRIVE SAFE CHICAGO CONTEST - Public Voting to Take Place via Auto Show's Facebook Page

Three local teens have been selected by the National Road Safety Foundation as finalists in the seventh Drive Safe Chicago teen public service announcement (PSA) challenge, in partnership with the Chicago Auto Show. Dozens of entries submitted by teens from Illinois and surrounding states all included ideas for a 30-second PSA about the dangers of distracted driving and risks on the road, which result in approximately 7,500 pedestrian and bicyclist deaths nationwide.

The three finalists are Theodore Biela, 18, a student at Rickover Naval Academy in Chicago; Brynn Baker, 17, who attends Gillespie High School in Gillespie, Illinois; and Ransom True, 17, a student at FWCS Career Academy in Fort Wayne, Indiana. Each student finalist will work with an Emmy Award-winning producer to transform their PSA submissions into 30-second produced TV commercials.



The finished spots will be published to the Chicago Auto Show's Facebook page during the show where the public can vote for their favorite. The winner will be announced shortly thereafter. He or she will receive \$2,000 and have his or her PSA nationally syndicated on Teen Kids News reaching more than 160 stations across the country. The first runner-up will be awarded \$1,000 and the second runner-up will receive \$500.



## CHICAGO AUTO SHOW MEDIA PREVIEW – Key information

*Featuring manufacturer press conferences, new vehicle walkarounds and the opportunity to explore the show floor, the 2022 Chicago Auto Show will host a two-day media preview on Thu., Feb. 10 and Fri., Feb. 11.*

**Media Credentials** - Journalists seeking access to the Media Preview **MUST** apply for credentials in advance. There is NO ONSITE REGISTRATION. Registration can be found at <https://www.chicagoautoshow.com/media/>. Approved credentials will be delivered via email. As in years past, a government-issued PHOTO ID WILL BE REQUIRED in addition to your media credential for access to the Media Preview.

**Social Influencers** - Show organizers will host influencers who create content for a variety of topics ranging from automotive, technology, family, lifestyle and events on Friday, Feb. 11. Influencers must **REGISTER IN ADVANCE**. Requests should be made to [Jennifer Morand](#). Influencers are also welcome to attend the Public Show.

**Concept & Technology Garage** - We invite manufacturers to showcase concept vehicles and demo the latest technologies. It's a great opportunity to allow media to take a deep dive into the latest electric vehicles, concept cars, safety technologies and automotive telematics. The Concept & Technology Garage will be held on **Thursday, Feb. 10 from 1 – 4 p.m.** on the Electric Vehicle Test Track immediately adjacent to the show floor.

**Show Floor Access** - Media Credentials provide the following access to the show floor:

- Media Preview Day 1: 9 a.m. - 5 p.m.
- Media Preview Day 2: 8 a.m. - 2 p.m.

Media Credentials **ARE NOT** valid for First Look for Charity or the Public Show. Media wishing to access the Chicago Auto Show at any other time must make a request to the Chicago Auto Show communications team.

**Media Center** - The Chicago Auto Show will host a **POP-UP** media center adjacent to the show floor on Thursday, Feb. 10 and Friday, Feb. 11. Hours are 7 a.m. - 6 p.m. on Feb. 10 and 7 a.m. - 2 p.m. on Feb. 11.

**Hotel Accommodations** - The Chicago Auto Show will offer discounted rates at our official hotels. Details at <https://www.chicagoautoshow.com/media/media-information/>.

**Parking** - Parking is **NOT** complimentary. For more information on parking and directions to McCormick Place, please visit our [Parking & Directions](#) page.

**Coat Check** - During the Media Preview the Chicago Auto Show provides a complimentary coat check. The coat check is located adjacent to the Grand Ballroom in the Grand Concourse. You will need a media credential to use this room for your belongings. Please note clearly posted closing times.

### PUBLIC DAYS MEDIA ACCESS

Journalists wishing to attend and cover the Public Days of the 2022 Chicago Auto Show must request access through the Chicago Auto Show Communications Team. During the public show, a lounge will be set up for media in room S401D. Media must check in prior to entering the show. Send an email to [Mark Bilek](#) or [Jennifer Morand](#) for additional details or to request access to the public show.

## MEDIA CONTACTS

### Mark Bilek

Sr. Director of Communications & Technology  
E – [mbilek@drivechicago.com](mailto:mbilek@drivechicago.com)

### Jennifer Morand

Director of Public Relations & Social Media  
E – [jmorand@drivechicago.com](mailto:jmorand@drivechicago.com)

### Grace Darling

Communications Specialist  
E – [gdarling@drivechicago.com](mailto:gdarling@drivechicago.com)

**MEDIA DESK: (630) 424-6016**