

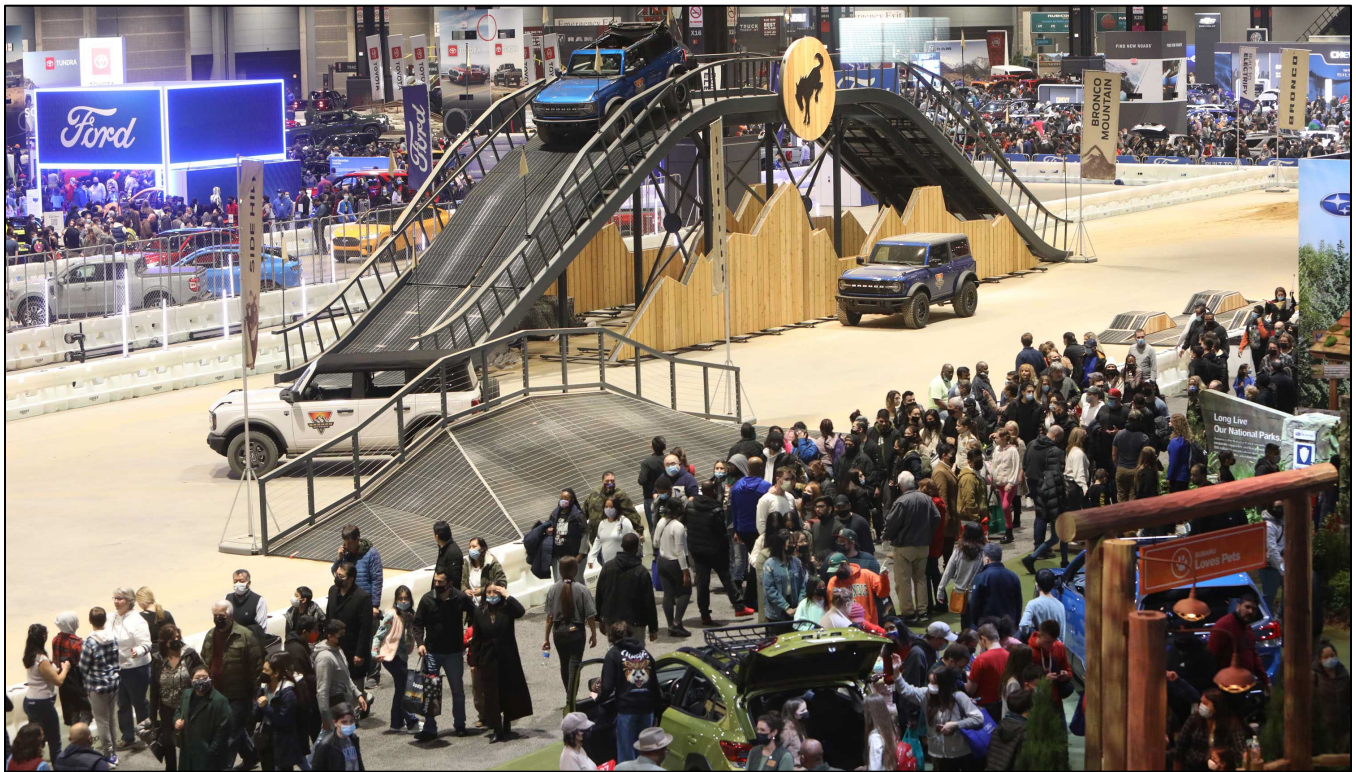
# CHICAGO #CAS2022 AUTO SHOW

February 12-21  
McCormick Place

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

## 2022 CHICAGO AUTO SHOW WRAPS UP ITS RETURN TO FEBRUARY

The 2022 Chicago Auto Show concluded its 10-day run at McCormick Place on Presidents Day. Despite facing ongoing hurdles of producing a show during a global pandemic and vehicle inventory shortages, show organizers were able to bring back First Look for Charity, host a successful Media Preview and safely welcome hundreds of thousands of people to the public show. Eager attendees traveled to McCormick Place in February to get a look at the latest cars, trucks, SUVs and EVs, including a brand-new indoor electric vehicle test track which featured a variety of new models.



2022 Chicago Auto Show: Ford Built Wild Track

“Over a two-year period when auto shows were canceled more often than opened, the Chicago Auto Show has been able to navigate the turbulent times and open our doors to the public each year since the onset of the pandemic,” said 2022 Chicago Auto Show Chairman Bill Haggerty. “It’s not all due to luck or chance; we’ve worked strategically and side-by-side with city and state officials on plans A, B and C in order to safely hold our show, even if it meant moving the event from its traditional February timeframe to an indoor/outdoor hybrid show model last July.”

In July 2021, the Chicago Auto Show was the first public event to reopen McCormick Place and revive conventions for the city of Chicago since the onset of the pandemic. The 2022 show marked the largest event held at McCormick Place this year. Organizers reported an attendance number of 200,000, double the amount of people who attended the 2021 special edition show.

“We are proud of what we’ve been able to pull off this February, even though it was impacted by these difficult challenges,” continued Haggerty. “Do we hope to return to a more ‘normal’ show in the future? Of course, we do. However, considering what the world has faced with the pandemic, not to mention the severe inventory challenges in the auto industry, we know our attendees appreciate the variety of ways this show delivered.”

“While we experienced lower attendance than in a typical year, in part due to Covid restrictions being in flux and the difficulty communicating a clear message regarding safety protocols, we’re proud to have found a way to bring the auto industry’s latest to our loyal fans,” said Chicago Auto Show General Manager Dave Sloan.

The show featured an array of vehicles that made their global, North American or auto show debut including:

2023 BMW iX M60	2022 Ford GT Alan Mann Edition	2023 Nissan Z
2022 BMW i4 M50	2022 GMC Hummer EV	2022 Ram 1500 “Built to Serve”
2023 Chevrolet Blazer	2022 Hyundai Tucson PHEV	2023 Subaru Solterra
2024 Chevrolet Silverado EV	2022 Jeep Grand Cherokee 4xe	2023 Subaru WRX
2023 Chevrolet Corvette Z06	2023 Kia Sportage PHEV	2023 Toyota bZ4X
2022 Ford Bronco Raptor	2022 Lexus LX 600	2023 Toyota Sequoia
2022 Ford Bronco Everglades	Nissan Frontier concepts	2022 Toyota Tundra Capstone



2022 Chicago Auto Show: Ram Press Conference

Fan favorites returned such as Camp Jeep (which celebrated its 18th year at the show), Ram Truck Territory and Subaru’s popular National Parks immersive exhibit and dog adoption. To date, 14 dogs were adopted from the show. New attractions this year featured an indoor 2022 Toyota Tundra test track and Ford’s two new indoor tracks to highlight its Bronco family of vehicles and its latest EVs, the F-150 Lightning and Mustang Mach-E.

“These last two shows really illustrate the importance of in-person interaction with the vehicle,” said Sloan. “During our July special edition show, nearly 40 percent of attendees experienced a test track or test drive, a

number we hope to beat this year with three outdoor test drives and six indoor test tracks—more indoor test tracks than we’ve ever offered before!”

Automakers reported hitting their test track and test drive number goals this year, which were on pace with years preceding the pandemic, despite the smaller show.

“This is an extremely valuable metric for our exhibitors, as research shows experiential opportunities like these translate directly to vehicle sales; that’s the value of an auto show,” said Sloan. “We look forward to the future as we continue to reimagine and rebuild the Chicago Auto Show.”

That fan engagement and excitement translated to social media, supported by initial Meltwater data that reports the Chicago Auto Show’s message reached more than 35 million people, just over the last 90 days.

“An auto show and digital reach go hand-in-hand,” said Sloan. “We find this to be the case year after year. Fans want to share their experience with their network, and the show provides them a platform to do so. When they tag us and use our hashtag, we’re able to track the collective reach, which really highlights the show as a powerful platform.”

The 2023 Chicago Auto Show is being planned for Feb. 11-20 at McCormick Place. The Media Preview will be held Feb. 9-10 and First Look for Charity will be the evening of Friday, Feb. 10. For media assets and b-roll, please [click here](#). For more information on the Chicago Auto Show, visit [ChicagoAutoShow.com](http://ChicagoAutoShow.com).

## **MIDWEST AUTOMOTIVE MEDIA ASSOCIATION AWARDS 2022 KIA CARNIVAL AS FAMILY VEHICLE OF THE YEAR AND 2022 GENESIS GV70 AS LUXURY FAMILY VEHICLE OF THE YEAR**

The Midwest Automotive Media Association (MAMA) named the 2022 Kia Carnival as its 12th annual Family Vehicle of the Year, and the 2022 Genesis GV70 as the winner of the fourth annual Luxury Family Vehicle of the Year award during the Media Preview of the 2022 Chicago Auto Show. To qualify for the award, vehicles must have four doors and be new or significantly updated within the past year.



“Our members test a vast array of vehicles throughout the year. For these models to rise to the top says a lot about their quality and value to families,” said Harvey Briggs, MAMA president.

Other finalists for Family Vehicle of the Year were the 2022 Jeep Grand Cherokee L and 2022 Hyundai Tucson. The 2022 Wagoneer/Grand Wagoneer and 2022 Acura MDX rounded out the luxury category.

“In a time of automotive transformation, it is gratifying that some things remain constant and providing room, flexibility and good design can produce an award-winning vehicle, and that a sliding rear door can also be made to look very handsome,” said Michael McHale, director, brand experience for Kia.

“Genesis is pleased to have our GV70 SUV recognized by MAMA as Luxury Family Vehicle of the Year,” said Dana White, chief communications officer, Genesis Motor North America. “Built on the MAMA award-winning G70 sport sedan platform, GV70 provides a dynamic driving experience and exceptional comfort for the whole family, all while incorporating the latest technologies and advanced safety features.”

The event also featured keynote speaker Alex Vetter, CEO of Cars.com, a leading automotive marketplace platform that connects car shoppers with sellers. Vetter shared key trends for 2022, the effect of ongoing inventory challenges, the perception versus reality of electric vehicles and how the pandemic has permanently altered car buying.

For more information about the Midwest Automotive Media Association and its Family Vehicle and Luxury Family Vehicle of the Year Awards, please visit [www.mamaonline.org](http://www.mamaonline.org).

## ASSOCIATION OF NATIONAL ADVERTISERS PRESENTS THE 2022 DRIVING INFLUENCE AWARD TO HONDA FOR ITS DRIVE FOR FUN CAMPAIGN

The Association of National Advertisers (ANA) announced Honda as the recipient of the 2022 Driving Influence Award for its “Drive Your Fun” digital campaign. The ANA’s Driving Influence Award is designed to recognize automotive manufacturers that utilize influencer marketing in a creative and powerful way.



Tapping into the nuanced interests of Civic Sedan micro-targets—those who have passion for nightlife, beach days and basketball—Honda decided to launch the 2022 Civic Sedan with a social/digital campaign made entirely by content creators. Each creator was chosen to speak to a different target in key Gen-Z areas, using the all-new Civic Sedan as a vehicle for driving their fun. The result was 11 unique pieces of loopable content, each serving as a reminder that, no matter your ideal type of fun, the Honda Civic Sedan is the perfect fit. The final videos were shared across TikTok, Reddit, Instagram, Facebook, Twitter and LinkedIn, both from Honda’s channels and those of our content creator partners.

“Honda is honored to have been recognized by the ANA for our Civic content-creator campaign, ‘Drive Your Fun,’ which is certainly timely as Honda continues to bring the 11th-generation Civic lineup to market this year,” said Allie Coulter, Social Media Marketing

Manager, Honda. “The campaign has not only surpassed goals across social platforms but has also significantly increased purchase intent while demonstrating that Honda is connecting with our fans through innovative and engaging digital content.”

The campaign surpassed goals across most social platforms by generating more than 4.1 million total impressions and an overall 5.6 percent engagement rate (6.6 percent engagement rate on Instagram, specifically). The campaign also significantly increased purchase intent by contributing to Honda brand perceptions of being youthful/fun-to-drive and delivering strong positive recognition, with 92 percent of campaign recognizers taking an additional step of some kind.

“The ANA is thrilled to present the 2022 Driving Influence Award to Honda for ‘Drive Your Fun,’ a campaign that truly represents the best of influencer marketing: authenticity, audience alignment and visually-arresting content that drove meaningful engagement and results,” said Leah Marshall, ANA director of influencer marketing.

Honda also received the ANA award for previous digital campaigns including 300 Feet of Adventure, April Fools Kit and Monsters Calling Home. Additional past ANA Award recipients include Hyundai (Santa Fe Social Media Activation and Walking Dead Chop Shop), Mitsubishi (Kids Talk Safety) and Toyota (Family Trails).

## CHICAGO AUTO SHOW HOSTS FIFTH WHAT DRIVES HER PROGRAM

Chicago Auto Show organizers, in partnership with A Girls Guide to Cars and Women in Automotive and sponsored by CDK Global, held the fifth What Drives Her program during the show’s Media Preview on Friday, Feb. 11. Influential women from across the country came together for an award recognition ceremony to highlight women in three different categories: Rising Star, Best in Craft Media and Best Retailer. 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. 2022 marked the first-ever award ceremony tied to the event.

The 2022 winners for each category are as follows:

**Rising Star Manufacturer Award** - Linda Zhang, Ford F-150 Lightning chief engineer, was the recipient of the 2022 Rising Star Award. Pickup trucks represent the tipping point in the shift to EVs, and the electrification of the F-150 was extremely important to Ford. As the chief engineer charged with leading the company's next era of vehicles, Linda Zhang and her team developed the F-150 Lightning electric pickup truck. The F-150 Lightning encompasses the possibilities of electrification, the necessities of F-150 utility and the needs that customers have, in pickup trucks as well as all vehicles. Linda's strength and brilliance show in her passion for her work, inspiring her team, her company and her industry.

Rising Star finalists included: Lisa Matarazzo, vice president of Toyota Division Marketing at Toyota Motor North



2022 Chicago Auto Show: Best in Craft Award winner Sue Mead and Cars.com Editor-in-Chief Jennifer Newman.

America; La Shirl Turner, head of advanced color and materials design, Stellantis; and Dana White, Hyundai chief communications officer.

**Best in Craft Media Award** - Sue Mead, freelance writer and off-roading champion, won the Best in Craft Media Award. Mead was recognized publicly as a “tireless champion for women, not only talking the talk but walking the walk. She has taken on tough challenges in automotive her whole life, and she's such an encouraging, supporting person,” according to the nomination.

Mead’s granddaughter witnessed her grandmother receiving this award, something Mead hopes her granddaughter will remember as she grows and continues to pursue her dreams, whether that’s within or outside of the auto industry.

“It was one of the best days of my life! Truly!” Mead said of winning the What Drives Her Best in Craft Award. “Winning the What Drives Her media award was such an honor and having my eight-year-old granddaughter, Eve Marion Judge, with me to watch and participate will always be savored by me and remembered by her. I was in the running with a number of top female journalists in the country and among four finalists—Jill Ciminillo, Tanya Gazdik and Elana Scherr. That made me think a lot about their talents and, when I won, each made me feel cherished; how amazing is that?” Mead said.



2022 Chicago Auto Show: Best Retailer Award Winner Megan Deters and Senior Director, Minority Dealer and Women Retail at CDK Global Kathy Gilbert.

“A Girls Guide to Cars and the Chicago Auto Show put on a very special event that honored women in our industry,” Mead continued. “There were so many colleagues, both women and men, that attended and who appreciate so much where our industry is today—it is far different from when I started 34 years ago. What many don’t know is that we work in a field where colleagues become our best friends and often collaborate in deeply companionable ways; we truly support each other.”

Best in Craft Media finalists included: Jill Ciminillo, managing editor, Pickup Truck + SUV Talk; Tanya Gazdik, automotive editor, MediaPost; and Elana Scherr, senior editor, Car and Driver.

**Best Retailer Award** - Megan Deters, sales manager at Brilliance Honda, was the recipient of the Best Retailer Award. To qualify, this individual must be employed by a Chicago-area dealership and demonstrate a high level of commitment and drive to any task at hand, whether that's in sales, service or technical support.

"Megan has worked her way up in this business through hard work, talent and compassion for Brilliance Honda customers," said Kevin Keefe, owner of Brilliance Honda, who nominated Deters for the award. "One of the faces of Brilliance Honda, Megan is an incredible retailer and one with world class customer satisfaction skills. She brings a positive outlook every day to work and it is contagious amongst the team."

Deters is one of three females in the Brilliance Honda sales department. She learned, over time, that many customers prefer to speak with her over her male colleagues when making a purchase decision. Deters believes it's likely because they feel less pressure when dealing with a woman, especially if it's a female customer.

"When I began selling cars, I didn't realize how unusual it was to see other women within the industry," Deters commented. "I knew being a female in this industry would present new challenges every single day, and that's the environment that would allow me to grow."

"Recognizing the women who are changing the automotive industry from the inside helps open doors for those who want to follow," said Scotty Reiss, founder of A Girls Guide to Cars and board member of Women in Automotive. "These rising stars are lighting the way for others to build the fun, passion-driven and rewarding career of their dreams."

"We are proud to continue our partnership and support of the What Drives Her event at this year's Chicago Auto Show," said Kathy Gilbert, senior director, Minority Dealer and Women Retail, CDK Global. "Our focus at CDK is to help connect the automotive industry and create a future that embraces equal representation and access for everyone. With a strong, inclusive workforce, we can collectively drive the innovation our industry needs to meet the rapidly evolving consumer expectations for simple and convenient car-buying and ownership experiences."

Nominations were submitted from a variety of women within the industry ranging from auto manufacturers, suppliers, media and dealers. Distinguished jurors included women like Lauren Fix, The Car Coach; Sharon Carty, Car and Driver; Stephanie Brinley, IHS Markit; Kristin Shaw, The Drive; Jennifer Newman, Cars.com; Nicole Wakelin, Boston Globe; Carly Schaffner, Forbes Wheels and; Cherise Threewitt, U.S. News & World Report, among other notable jurors.

## CHICAGO AUTO SHOW CHARITY BENEFIT RAISES \$1.6 MILLION

At a time still challenged by a pandemic, 17 area charities on Feb. 11 shared more than \$1.6 million raised by the 2022 Chicago Auto Show's benevolent event, First Look for Charity, and two attendees left with the keys to new vehicles.



*First Look for Charity at the 2022 Chicago Auto Show*

The black-tie benefit, which is held the evening before the auto show opens its 10-day public run, raised \$1,516,010, boosting its total raised to more than \$58 million over 30 editions.

“First Look for Charity is a great instrument for the area’s new-car dealers to show the positive impact they have on their community,” said Bill Haggerty, chairman of this year’s auto show. “All the benefiting charities are involved locally, so the money that’s raised in Chicago stays in Chicago.”

As the name of the event implies, those who attend First Look for Charity are part of the premier viewing of each year’s Chicago Auto Show. Tickets to the fundraiser are \$275 each, and purchasers can elect to have their proceeds equally benefit all participating charities, or any one charity of their choosing. For the event, the auto show floor is replete with live entertainment and a variety of exquisite food and beverage stations.

A highlight of the evening was the drawing for the event’s grand prizes, this year two 2022 models: a Buick Enclave Avenir and a GMC Yukon Denali. Two Chicagoans took top honors. Vasiliki Katris went to the event when a family friend who could not attend gave his ticket to her, then she listened as that ticket’s stub was drawn from the drum for the Yukon. Richard J. Green Jr. reached the stage almost immediately to claim the Yukon.



2022 First Look for Charity: CATA Secretary, Jason Roberts; CATA Treasurer, Kelly Webb Roberts; CATA Chairman, Kevin Keefe; CATA Executive Vice Chairman, JC Phelan; Chicago Auto Show Chairman, Bill Haggerty (left to right).

The proceeds from Katris’s ticket went to Franciscan Community Benefit Services, one of the event’s benefiting nonprofits. Green directed his ticket purchase to be shared by all 17 charities. Other participating nonprofits included the 100 Club of Illinois, Advocate Health Care, the ALS Association Greater Chicago Chapter, Boys & Girls Clubs of Chicago, and Catholic Charities of the Archdiocese of Chicago.

Also, Catholic Charities of the Diocese of Joliet, Glenwood Academy, Habitat for Humanity, Susan G. Komen Chicago, the Ann & Robert H. Lurie Children’s Hospital of Chicago, and Lydia Home & Safe Families for Children.

And, Misericordia, New Star, Special Olympics Illinois, Turning Pointe Autism Foundation, and the Jesse White Tumbling Team.

The Enclave and Yukon both were compliments of Buick-GMC and the Chicagoland Buick-GMC dealers.



## CATA NAMES MORAND PRESIDENT OF ASSOCIATION AND GM OF CHICAGO AUTO SHOW

The Chicago Automobile Trade Association (CATA) announced Feb. 28 that Jennifer Morand was named co-CEO of the 500-member dealer association. She joins David Sloan in the top job as they together lead the organization that represents the Chicago area's franchised, new-car dealers and produces the annual Chicago Auto Show. Effective March 1, Morand officially transitioned to the role of President of the CATA and General Manager of the Chicago Auto Show.

"I've known for a number of years that Jen would someday be President of the CATA and General Manager of the Chicago Auto Show," said Sloan. "When she was recruited by an outside organization for a great opportunity, I realized it would take a bold move to keep her. So, we accelerated the timeline a bit and we couldn't be more pleased with the outcome."

"This is a pivotal time for the franchised dealer model, the association and the auto show," said Sloan. "Jen's strengths as a communicator and a marketer perfectly align with where we want to take the organization as well as the future of the auto show."

"When I first made the offer, she declined, but then I got our Executive Committee involved and they were incredibly supportive and persuasive," said Sloan.

"Jen is the type of person that you just can't let go," said CATA Chairman Kevin Keefe. "We're thrilled that she and Dave will lead the organization for a two-year transition, at which time she will fully take the reins."

"I applaud Dave for having the foresight to appoint Jen as his successor, even if it meant expediting his own retirement timeline," said Keefe. "When he shared the vision with me and the board, it clicked with us immediately. We're excited to see what's in store for the future of the association and the Chicago Auto Show, especially at this crucial time when change is imminent."

A graduate of the University of Iowa, Morand began her career with the CATA in 2008 as a seasonal Communications Specialist to help with public relations for the 2009 Chicago Auto Show. After working in agency public relations for several years she returned to the CATA as Manager of Public Relations and Social Media in 2012. She was promoted to Director in 2014 and has established the Chicago Auto Show as an industry leader through strategic media relations, targeted digital campaigns and social media engagement year-round — despite the show only being 10 days.



*CATA Co-Presidents, Dave Sloan and Jennifer Morand*

Sloan has been with the CATA since 1993, beginning as Executive Vice President before being named President in January 2010. He worked for General Motors Corporation’s Communications prior to joining the CATA.

“I am beyond grateful and honored to have been recruited by Dave and the CATA board for this prestigious, once-in-a-lifetime opportunity,” said Morand. “After an intense period of carefully weighing all sides—while simultaneously producing the auto show, nonetheless! It quickly became clear that accepting the role was the right decision all around. I couldn’t have dreamed up a better scenario than to have a steady, strategic leader in Dave to stay on board through the transition period.”

“It’s evident the auto industry is rapidly changing, and we need to be planning for the future, not adapting to the now,” continued Morand. “I look forward to rising to the challenge to lead this organization into the next decade and beyond.”

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## CHICAGO AUTO SHOW PRESS MATERIALS

Chicago Auto Show Press Kit

Images - Public Show & News Conferences

Chicago Auto Show Press Releases

Media Coverage of the Chicago Auto Show

Images - Logos, Show Floor Map, Officers

HD B-Roll from the Chicago Auto Show

Chicago Auto Show Calendar of Events

Chicago Auto Show Historical Information

## 2023 CHICAGO AUTO SHOW DATES

Media Preview: Feb. 9 – 10

First Look for Charity: Feb. 10

Public Show: Feb. 11 – 20