



CHICAGO #CAS2023 AUTO SHOW

February 11-20
McCormick Place

ChicagoAutoShow.com



2023 Chicago Auto Show Reopens North Hall

The Chicago Auto Show reopens the north exhibit hall of McCormick Place, expanding once again to a two-hall show and reenlisting brands that missed during the pandemic. The 2023 show is positioned to be the most experiential Chicago Auto Show yet, offering outdoor ride-and-drives as well as a several brand-new indoor test tracks including a 100,000 sq.-ft. destination featuring EV test drives, called Chicago Drives Electric.

“The momentum heading into this show is palpable,” said Chicago Auto Show Chairman Kevin Keefe. “We endured a turbulent couple of years, but we never missed a beat and offered an auto show each year to our fans! With returning brands and expansion back into two halls, we are optimistic for this February. Plus, the show will feature new indoor test tracks and outdoor test drives on city streets, giving fans the opportunity to get behind the wheel and experience the latest vehicles.”

Additionally, the 2023 show will bring back fan-favorite events that took a backseat during the pandemic including Chicago Friday Night Flights, a local craft beer sampling event, and the Toyota Miles Per Hour run, where runners can experience the auto show via a 2.4-mile loop inside McCormick Place.

Building on the Chicago Automobile Trade Association’s fall EV test drive program, the Chicago Drives Electric indoor track and educational hub is expected to be a highlight of the 2023 show. It’s designed to be a one-stop-shop to experience and learn about all aspects of EV mobility. Experts will be on hand to help break down the various aspects of EV ownership and tackle complex topics.

“We’re thrilled to bring Chicago Drives Electric into the Chicago Auto Show,” said Chicago Auto Show Co-General Manager Jennifer Morand. “Plans are shaping up for consumers to be able to experience a range of vehicles across six different manufacturers and within a variety of price points to fit any budget.”

Tickets to the 2023 Chicago Auto Show are currently on sale at ChicagoAutoShow.com. The 2023 show runs Feb. 11-20 at McCormick Place and is open to the public 10 a.m. to 10 p.m. each day, except for the final day, Presidents Day, when the show closes at 8 p.m.

2023 CHICAGO AUTO SHOW

MEDIA PREVIEW

Feb. 9-10

FIRST LOOK FOR CHARITY

Feb. 10

PUBLIC SHOW

Feb. 11-20

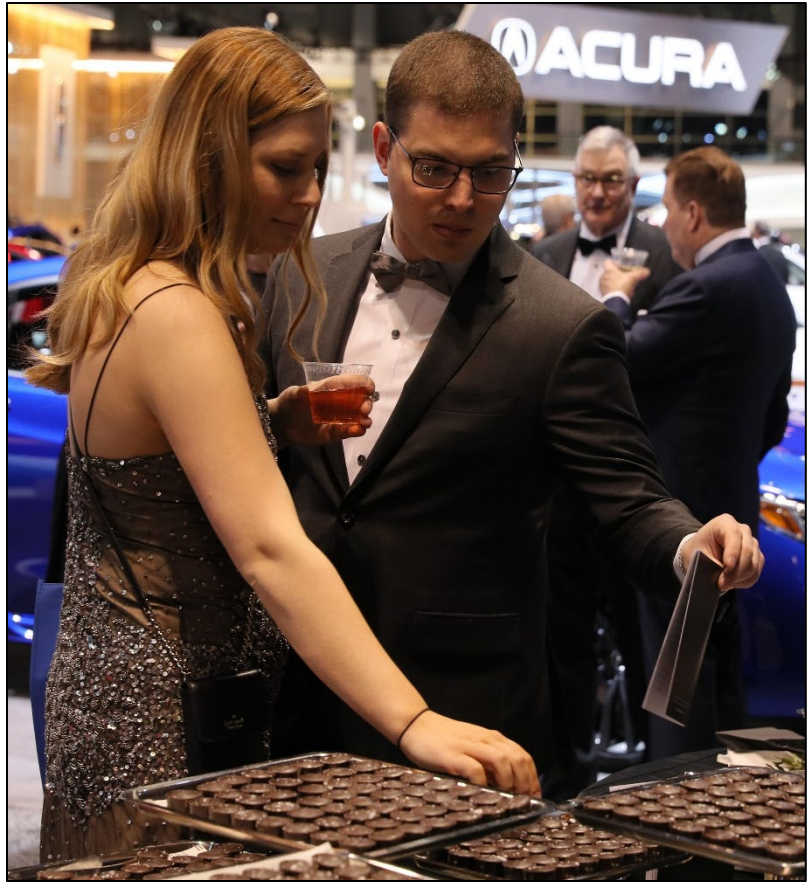


Chicago Auto Show Gala Expected to Raise Millions for Local Charities

Eighteen Chicago area charities will benefit from more than \$2 million expected to be raised by a black-tie gala held in conjunction with the 2023 Chicago Auto Show in February. Now in its 31st year, First Look for Charity is held the evening before the auto show opens to the public and is an exclusive preview for attendees.

The “First Look” event, on Feb. 10, gives benefactors the chance to see hundreds of new vehicles on display amid an elegance not present when the masses converge on McCormick Place during the auto show’s 10-day consumer run, Feb. 11-20.

Benefactors in attendance also have the chance to win a 2023 Honda CR-V Hybrid and a 2023 Subaru Crosstrek. Attendees at the charity gala will be treated to fine hors d’oeuvres; champagne, wine, mixed drinks, beer and soft drinks; and special entertainment presented by the automakers in their displays.



Over the years, First Look for Charity has become one of the special events on the winter schedules of Chicago socialites and car buffs.

“The Chicago Auto Show is uniformly regarded as the finest auto show in the country, but First Look for Charity demonstrates that this auto show is about more than just vehicles and accessories,” said Kevin Keefe, chairman of the 2023 show. “It’s also about giving something to the charities of our community.”

“The 18 organizations participating in this year’s First Look for Charity predominantly are children-oriented. Some operate on a global level; others, locally. The charities receive all the proceeds from the event, and all those proceeds are used in their efforts in the Chicago area,” Keefe said.

Charities involved include the following: 100 Club of Illinois; Advocate Health Care; ALS Association Greater Chicago Chapter; Bloomington-Normal YMCA; Boys & Girls Clubs of Chicago; Catholic Charities of the Archdiocese of Chicago; Catholic Charities of the Diocese of Joliet; Franciscan Community Benefit Services; Glenwood Academy; Habitat for Humanity; Susan G. Komen, Chicago; Ann & Robert H. Lurie Children's Hospital of Chicago; Lydia Home & Safe Families for Children; Misericordia; New Star; Special Olympics Illinois; Turning Pointe Autism Foundation; Jesse White Tumbling Team.

Tickets to the event are \$275 each and can be ordered by telephone at (630) 495-2282 or [online](#). Benefactors should indicate which charity or charities they want their donation to benefit. Of each ticket, \$250 is tax-deductible as a charitable expense. Tickets and additional information about First Look for Charity can be found at www.FirstLookforCharity.org.

Chicago Auto Show and ANA Partner on 2023 Driving Influence Award

As part of the Chicago Auto Show's partnership with the Association of National Advertisers (ANA), campaign submissions are now being accepted for the fourth-annual Driving Influence Award. Show organizers are encouraging its automotive manufacturer exhibitors to submit a creative and effective influencer marketing campaign for consideration.

"The ANA is proud to partner with the Chicago Auto Show for a fourth year on the 2023 Driving Influence Award to honor automakers' most creative and impactful influencer marketing campaigns," said Leah Marshall, senior director, influencer marketing at the ANA.

The deadline for submissions is Jan. 23, 2023, with the winner being announced in conjunction with the Chicago Auto Show's Media Preview. To be eligible, the campaign must have launched on or after Jan. 1, 2022, and ended by Dec. 31, 2022. For more information or to submit a campaign for consideration, please visit www.chicagoautoshow.com/media/2023-ana-award/.

Nissan North America Hosts Media in Windy City



The Chicago Auto Show is proud to continue its media travel program with the assistance of Nissan. Over the past decade, the Chicago Auto Show and Nissan have teamed up to provide travel and lodging for more than 1000 A-list journalists and influencers over the show's two-day Media Previews. Thanks to this partnership with Nissan, the 2023 program will continue to provide top automotive, lifestyle and social media influencers the opportunity to capture content firsthand and distribute the news to industry viewers, readers and listeners.

"As the media landscape continues to evolve with the conglomeration of outlets and roles, we're thrilled to be able to continue this program that brings top-tier media from across the country," said David Sloan, Chicago Auto Show co-general manager. "We're committed to delivering value to our exhibitors, and this program is just one example of how we achieve that goal."

Media have been identified and vetted through show organizers and manufacturers. Travel arrangements are being made by G. Schmitz and Associates. All inquiries should go through the Chicago Auto Show communications team.

Hyatt Regency McCormick Place Named Official Hotel

McCormick Place is blessed as one of the few convention centers in North America to have hotels directly connected to the facility. This provides exceptional access for media, exhibitors and attendees throughout the run of the show.

For 2023, the Chicago Auto Show is proud to announce Hyatt Regency McCormick Place as its official hotel. This partnership will provide exclusive rates as well as additional booking advantages – including special rates for the Media Preview and First Look for Charity. Rates for the Media Preview start as low at \$163. More info available at our [Official Hotel](#) page.



Chicago Auto Show Media Preview

The 2023 Chicago Auto Show will host a two-day media preview on Thursday, Feb. 9 and Friday, Feb. 10. The Media Preview will feature traditional manufacturer press conferences, new vehicle walkarounds and the opportunity to explore the show floor.

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 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.

Media Credentials are not valid for First Look for Charity or the Public Show. Media wishing to access on First Look for Charity and the Public Days (Feb. 11-20) or at any other time must make a request to the Chicago Auto Show communications team. Requests can be made to [Hayley Feichter](#) or [Mark Bilek](#).

Social Influencers - Show organizers will host key influencers and create creators for a variety of topics ranging from automotive, technology, family, lifestyle and events on Friday, Feb. 10. Influencers must **REGISTER IN ADVANCE**. Requests can be made to [Hayley Feichter](#). Influencers are also welcomed to attend the public show.

Concept & Technology Garage - We invite manufacturers to showcase concept vehicles and demo the latest automotive technologies. It's a great opportunity for 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 **Wednesday, Feb. 8 from 1 – 3:30 p.m.** in the West Building of McCormick Place. **Media Credentials are required for entry.**

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 Center - The Chicago Auto Show will host a **POP-UP** media center adjacent to the show floor on Thursday, Feb. 9 and Friday, Feb. 10. Hours are 7 a.m. - 6 p.m. on Feb. 9 and 7 a.m. - 2 p.m. on Feb. 10. The media center is located in the Grand Concourse between the north and south exhibit halls. A media check-in will be provided, but all credential requests and changes must be made in advance.

Hotel Accommodations - The Chicago Auto Show will offer discounted rates at our official hotel – Hyatt Regency McCormick Place. The Media Preview rate is \$163 per night, which includes hi-speed internet as well as free access to the fitness center. Details are available at the [Official Hotel](#) page.

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.

MEDIA CONTACTS

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