

# CHICAGO #CAS2023 AUTO SHOW

## 2024 KEY DATES:

**Media Preview:** February 8 – 9  
**First Look for Charity:** Evening of February 9  
**Public Show:** February 10 – 19

## NATION'S LARGEST AUTO SHOW

Grew back into a **two-hall show**

300,000 total attendees – **100,000 more than last year!**

**Added brands** that missed during pandemic

Featured **more indoor test tracks** than ever before - **total of 7!**

Plus offered **4 outdoor test drive** opportunities

**National local media** stories drew awareness and excitement

Social media **buzz and engagement** reached an ultimate high



## SHOW IN MOTION

**150,550** total consumer in-vehicle experiences over the course of 10 days



Nearly **60 models** of new vehicles to either ride in or take a test drive

**Indoor test tracks featured:** Ford Built Wild and Built to Electrify, Chicago Drives Electric, Hyundai IONIQ 5 Track, Ram Truck Territory, Camp Jeep and Toyota Test Track

Nearly **50%** of attendees experienced a test track or test drive

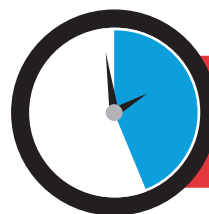


More than 20%  
**(600,000)**

of ALL Camp Jeep rides across the country took place at the Chicago Auto Show!

## WHO ATTENDS THE CHICAGO AUTO SHOW?

- Show visitors continued to be younger, more auto influential, and more affluent than the Chicago market area population
  - **42%** of attendees are 18-34; **38%** are 35-54
  - **52% male, 48% female** (near equal split, compared to a decade ago when 80% were male)
- 50% of attendees **own one or more** luxury branded vehicles
- 77% of households attending are 12-month intenders—**83% higher than** intention rates found in the local population
- 24% of 12-month intenders at the show prefer a luxury brand



Average time at the show  
**5 hours**

## MEDIA PREVIEW SETS THE STAGE



### Media Preview

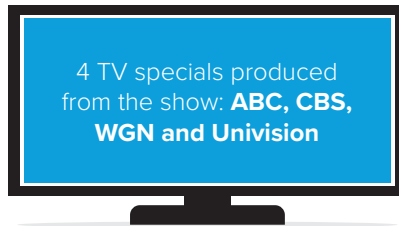
- Significant world and national vehicle introductions
- Thousands of registered media outlets and social influencers
- National media fly-in program hosting 100+ top-tier journalists and influencers

- Concept & Technology garage provides media opportunity for rolling footage, experience latest technology + telematics
- Social Media Preview offers unique events geared toward a digital crowd

### Media Coverage Highlights



- **11,000+** news placements with a reach of **\$37 billion**
- **2,300+** broadcast placements with a reach of more than **4.5 million**
- **250+ million** paid media and digital impressions



4 TV specials produced from the show: **ABC, CBS, WGN and Univision**

*"Great coverage overall, loved that the show offered a bigger and better experience for us to cover this year!"*

## DRIVE CHICAGO

Host Drive Chicago Radio Show on **WLS-AM Saturday mornings**

**ONLY** automotive radio show in Chicago

**Highlight manufacturer news year-round**, feature as on-air guests

DriveChicago.com features **most comprehensive** list of local dealer inventory

Drive Chicago **engages year-round** with automotive fans on social media



## DRIVING PURCHASE

**64%**

of show visitors added brands to their shopping list (49% increase since pre-pandemic)



**32%**

said their opinion of absent brands declined as a result

**36%**

of attendees report being less likely to buy from an absent brand

**43%**

noted continuing their research online following the show

**74%**

said attending the show increased their consideration of an EV or hybrid

**60%**

**learned something** about EVs or hybrids by attending





# CORNERSTONE EVENTS



**First Look for Charity**

## First Look for Charity

- More than doubled attendance over 2022
- Surpassed fundraising goal by \$500K, bringing in \$2.5 million for 18 local charities
- \$60 million raised since the event's inception
- An affluent crowd: nearly 50% have HHI of \$200K and above and have graduate or professional degrees
- First Look specifically featured in 1,850 news placements – a 5.5 million organic reach



**(MAMA) Breakfast**

## Midwest Automotive Media Association (MAMA) Breakfast

- Long-standing partnership with MAMA kicks off Media Preview with opening breakfast
- Presents MAMA Family Vehicle and Luxury Family Vehicle of the Year Awards
- Features keynote speakers
- More than 500 in attendance



**Economic Club of Chicago**

## Economic Club of Chicago Luncheon

- Brings together affluent business community in Chicago
- Features keynote speakers



**What Drives Her**

## What Drives Her

- 6th year of the program that brings together leading females within the auto industry
- Introduced new award ceremony in 2022 to celebrate women in various categories
- #WhatDrivesHer had a reach of more than 250,000+
- 550+ What Drives Her-specific news placements reaching 396M



**Miles Per Hour**

## Miles Per Hour

- Drew pre-pandemic attendance with nearly 600 runners
- Partnership with Chicago Area Runners Association attracted new audience
- Near equal split of male (53%)/female (47%) ratio
- Coverage highlights across local broadcast stations



**Chicago Friday Night Flights**

## Chicago Friday Night Flights

- Local craft beer sampling event inside the auto show
- Event more than doubled its attendance since pre-pandemic (700 attended in 2023)
- Drew Millennial audience - 54% of attendees were 25-44
- Affluent group: 64% annual HHI \$100,000+ (25% HHI is \$200K and above)



# CHICAGO DRIVES ELECTRIC

**100,000** total square-foot track

**3X** the size of 2022's indoor EV track

**86%** of intenders on the show floor are considering an EV or hybrid.



Educational panel discussions featuring **key industry experts**

Partnership with **ABC 7 Chicago** to simulcast **Facebook Lives** (20,000+ views!)

Featured **5 participating brands** spanning **8 different models**:



AUTEL



POWERING CHICAGO



## DIGITAL LIFT

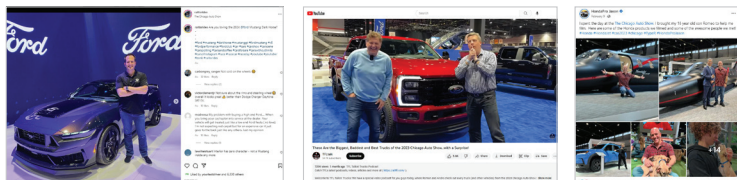
# CAS social media accounts have more than **10 million** social media impressions

More than **8,500** posts across public social media channels

**160+** million social media reach including #CAS2023

🎵 **20.4+** million views at #ChicagoAutoShow

📺 **1,000+** YouTube videos produced from the show reaching more than 64 million



And we're just getting started...

### Digital Lift

The idea that ALL brands who participate in the Chicago Auto Show **receive a lift** – not just during the show, but **throughout the entire year**.

Content from our exhibitors serves as a blueprint for our channels – not just during the 10 public show days, but all 365 days of the year until we reopen next February!

Chicago Auto Show is brought to you by the Chicago Automobile Trade Association

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