

2010 Wrap Up



Media Preview February 9-10
First Look for Charity February 10
Public Show February 11-20
www.ChicagoAutoShow.com

**2011
DATES**

Chicago is Irresistible

"This is a show that will be remembered for performing and serving all of its audiences well," said 2010 Chicago Auto Show John Phelan. "While keeping pace with our '09 show, we're pleased that all of our targets and goals were met. We always have room for one more of anything or anybody, but I don't think there's an argument anywhere that our show was a resounding success."

"From the media preview to the close of the public days, auto show exhibitors and, in particular, the public who purchase cars and trucks were treated to an outstanding look at what our industry does to market itself, continued Phelan.

"We congratulate and thank our exhibitors for stepping up to the plate and not just getting on base, but rather hitting home runs."

The show's flexibility—and the capability of McCormick Place's work force—was shown even before the stage was built.

In his first comments to manufacturers and media as president of the Chicago Automobile Trade Association and Show General Manager, Dave Sloan addressed the MAMA breakfast

and recounted a moment that was quintessentially Chicago.

Last Thursday morning, Jerry Cizek and I were standing just up the hallway in the Grand Concourse, minding our own Beeswax, when a gentleman from the George P. Johnson Exhibit Company approached us to inquire whether we had any space still available because Nissan and Infiniti wanted to get into the show. Bear in mind this was 36 hours after our move-in began—this wasn't the 11th hour, it was the 14th!

Of course our answer was yes. I mean, this is Chicago, if there's one thing we have here at McCormick Place, it's more space!

You may remember that just before Thanksgiving in 2008,

Nissan and Infiniti announced they were pulling out of the Detroit and Chicago auto shows in order to cut costs as the U.S. market was well into its tailspin. Later the same week, Nissan reversed its decision, at least with regard to our show, and said it would in fact take part in the 2009 Chicago Auto Show.

We were feeling pretty good about ourselves until we got wind that Nissan was planning to pull out of every auto show in the world the following year except four. Our 2010 show was on the cut list.

So Nissan's decision last Thursday was spectacular news. To say that Jerry and I and the rest of our staff were

excited to have Nissan and Infiniti back in the show is an understatement. After passing up LA and Detroit, we didn't think the likelihood of Nissan making such a decision was in the cards this year, although, we were already beginning to hear about their interest in the 2011 show.

Speculate as you wish about Nissan's decision to return—I offer the following reason: When all is said and done, Nissan's overriding motivation is the opportunity to sell cars and

trucks, because that's what auto shows do best. That is their reason for being. Remember, Nissan was not making a last minute decision to take part in our Media Preview. In fact, they already planned to unveil a product at their annual dinner at the Palm during the preview as they have in the past. Nissan PR staged similar events in conjunction with the Detroit and LA shows.

No, they didn't buy space in our show at the last minute to deliver a communications message or unveil a new product or polish the image of their brand. In the end, Nissan's decision was about moving the metal, and this show performs that task like no other. In Chicago, we sell cars and trucks.

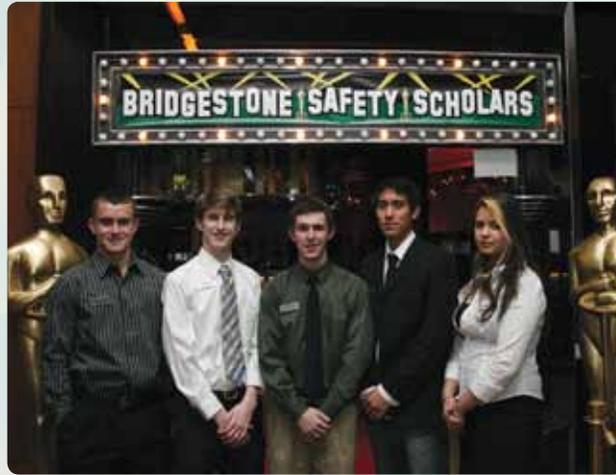


Bridgestone Safety Scholars

As Bridgestone Americas welcomed media to the Windy City, the company launched its fourth annual Safety Scholars Video Competition.

The Safety Scholars program tasks high school and college students with creating safety-themed video targeted to young drivers.

The 2009 winners, Christopher Baugh, Eric Dachman, Juliana Hinojosa, and Zach King, were on hand to present their videos which ranged from hilarious to informative to heartfelt.



“Safety education is a priority for us,” said Christine Karbowski, Executive Vice President Community and Corporate Relations for Bridgestone. “Car crashes claim the lives of more 16- to 21-year-olds than any other cause. We want to do whatever we can to change that. We’re proud of our comprehensive program of teen safe driving initiatives, and Safety Scholars is a key part of it.”

In 2009, videos from this program were aired more than 9,500 times, resulting in more than 61 million audience impressions.

MAMA/Chicago Auto Show Breakfast

Playing to the hometown crowd at the Midwest Automotive Media Association/Chicago Auto Show breakfast, General Motors North America President Mark Reuss likened the industry’s recent woes and potential regrowth to the Great Chicago Fire.

“After the Great Fire of 1871,” Reuss said “people here quickly moved past the devastation to rebuild the city in ways that were better, smarter and more efficient than before. That’s a great model for the auto industry, which is where Chicago was several months after the blaze. For better or worse, our industry now has the chance to rebuild.”

One of the major components in that rebuilding process for GM is customer service, especially among its dealers. Reuss said that rebuilding dealer relationships is his personal top priority for the year. GM also plans to expand efforts to reach out to customers on a one-to-one basis through social media, proactively answering questions and addressing customer concerns.

Reuss also acknowledged that GM plans to revamp and improve the build quality of their vehicles. “Look no further than Consumer Reports to see that we still have work to do. It’s hard to admit, but we have given our customers reason to doubt that our quality is good enough—so we need to go beyond what other companies do.”

Preceding Reuss’ speech, retiring Chicago Auto Show Co-Chairman Jerry Cizek was recognized for being instrumental in the formation of MAMA and his ongoing support.

As incoming Chicago Automobile Trade Association President and General Manager of the show, Dave Sloan welcomed the media and manufacturers and commented about how auto shows really don’t start until the turnstiles open to the public. Sloan pledged that the Chicago show will continue to fulfill its special role as the nation’s most influential consumer events.



Jerry Cizek



The traditional post-speech media scrum with speaker Mark Reuss



Dave Sloan

2011 Ford Edge and two Transit Connects

Ford brought more than its share of news to Chicago, including a redesigned 2011 Edge and Edge Sport and a few new takes on the Transit Connect that debuted here last year. The Edge will be the first vehicle offered with the new turbocharged, direct-injection 2.0-liter EcoBoost I-4 engine, though Ford plans to make it available on 90 percent of its North American vehicles by 2013.

“Customers told us how much they like Edge’s design and dynamic driving quality,” said Mark Fields, Ford’s president of The Americas. “

The new MyFord Touch provides intuitive control and information to drivers through LCD screens on the instrument cluster. Everything from driving info to center stack functions can also be controlled through the displays without looking further than the speedometer or reaching beyond the steering wheel.

Ford also introduced two new takes on the

Transit Connect that made its debut in Chicago in 2009.

The electric version is entirely battery-powered and produces zero tailpipe emissions. It’s intended for small businesses with local pickup and delivery needs, as an about-town cargo hauler.

The second version is a CNG Transit Connect Taxi, a low-emission people mover with a fare and entertainment display in the back. Both eco-conscious offerings retain the flexibility and driveability that helped the Transit Connect sell nearly 665,000 vehicles in its first year.



Mark Fields, Ford's President of the Americas; Derrick Kuzak, Group VP Global Product Development; Jim Farley, Group VP Global Marketing

Toyota Avalon

In a deserved win for Toyota, Bob Carter, Vice President of Toyota Motor USA Sales debuted the redesigned 2011 Avalon at the Chicago Auto Show.

“The Avalon has long been appreciated by smart, conscientious consumers who recognize quality materials and the beauty of detailed craftsmanship,” said Carter. “The changes made for 2011 will allow us to build on our position in the premium large car segment.”

Carter also took the opportunity to address a few of the many concerns regarding recent recalls. He emphasized that an effective fix is available, and cited examples of



dealerships that are working extended hours or around the clock to fix the well-known accelerator and brake issues.

“Make no mistake about it,” Carter said “there is nothing more important to Toyota than restoring trust and confidence in our customers and meeting their needs, whatever that may take.”



Honda Odyssey Concept

The Honda Odyssey, a fixture in the minivan segment since 1995, got a drastic restyling and concept treatment leading into the 2011 production model. In a dramatic departure from the



typical minivan look, the Odyssey concept is lower and wider than before. Interior details are still under wraps, but it reportedly underwent a redesign as well.

Senior Designer Catalin Matei, said that the new Odyssey aims to redefine the minivan and create a new image without

sacrificing space. Honda's overarching goal was to create a vehicle with strong athletic features including a lightning bolt beltline, tapered rear cabin, rear inside spoilers, sporty side glass graphics, a wider body, and a lower height all which contribute to better aerodynamics and fuel performance. Matei says "I have followed this Odyssey all the way through to completion, and as a father of three and auto owner since 1995, I can't wait to own one myself."



Honda's Catalin Matei interviewed after the introduction of the new Odyssey concept

Chevrolet Silverado HD and 75th Anniversary Suburban

The 2011 Chevrolet Silverado HD made its entrance at the 2010 Chicago Auto Show with plenty of upgrades to prove that the heavy-duty designation is serious business.

A new Duramax 6.6 HD engine increased the horsepower and torque on the Silverado HD, and drivers can still expect about 680 highway miles with only one tank of gas. An upgraded frame and suspension system bumps the towing capacity to 10 tons and pushes the payload capacity over 3 tons, and a new smart exhaust brake system eases descents and prolongs the life of brake pads when towing.

According to Chevrolet General Manager Jim Campbell, the 2011 Silverado HD line "... offers greater strength and

no compromises."

Chevrolet also unveiled its 75th Anniversary Diamond Edition Suburban. The Suburban has the longest production history in the industry, and this special edition commemorates



capability – including class-leading fuel economy, trailering and payload ratings – and has more power, accelerates quicker and has lower emissions. That sounds like the very definition of



the history of the longest produced automobile. Only 2,570 units will be produced of the Diamond Edition, featuring styling tweaks such as a White Diamond Tricoat exterior and Cashmere interior, leather heated and cooled first-row seats, and "Diamond Edition" lettering on the headrests, C-pillar and sill plates.

"Its capacity to haul passengers, their cargo and trailers all at once is what has made Suburban an institution among families, small businesses and large fleets," said Campbell. "Time and again they return to the vehicle that meets all their needs – and for the past 75 years, it's been Suburban."

Bridgestone Ecopia 422

Bridgestone debuted two new Ecopia eco-conscious tires. The EP422 and the Dueler H/L 422 are both all season, fuel efficient "green" tires. Both offer fuel-economy improvement of four percent when compared to similarly-sized tires. The EP422 comes in five sizes and has a claimed improvement in rolling resistance of thirty-six percent. The Dueler H/L 422 is made for light-weight trucks and SUVs.



The Dueler also comes in five sizes and has a claimed rolling resistance reduction of forty-two percent. The model number, 422, was derived from Earth Day on April 22.

Making the presentation of the new tires were Phil Pacsi, Vice President U.S. and Canada Consumer Tire Marketing, Bridgestone Americas Tire Operations and John Baratta, President U.S. and Canada Replacement Tire and Sales, Bridgestone Americas Tire Operations.

DeltaWing IndyCar Concept

A possible answer to speculation on the direction of the IndyCar series is headed was fueled when Indianapolis-based DeltaWing—named for the Greek letter delta used to represent change—unveiled its radical concept IndyCar in Chicago.

Dan Partel, chief executive officer and Ben Bowlby, designer, worked together to take on the challenge of renewing interest in the sport of racing. DeltaWing's stunning IndyCar concept racer aims to outpace current car designs while using half the horsepower and fuel consumption with a streamlined and visually appealing fighter jet profile. By their numbers, the DeltaWing concept is half the cost, half the weight, and half the wind resistance of current IndyCars.

Attending the event were numerous IndyCar luminaries including team owners, drivers and engineers.



Suzuki Kizashi and SX4



Suzuki's Gene Brown

Suzuki showed off the new sport sedan Kizashi, the all-new SX4 crossover, and a special Road Race Motorsports-tuned Kizashi at the Chicago Auto Show. The Kizashi, which has been on showroom floors since December, aims for premium experience without the premium price tag, and has received acclaim to that effect.

Suzuki Vice President of Marketing and Public Relations Gene Brown also emphasized an interest in social media as a key to continued growth. Brown says Suzuki's third quarter operating profit tripled after they decided to play as a boutique brand. Using the motto "travel light, live fully," they sponsored the U.S. Surf Team, the movie Ultimate

Wave Tahiti 3D, and the Surfer Poll Awards to considerable benefit. By getting direct feedback from key influencers on Facebook, Twitter, and YouTube, Suzuki plans to continue to connect closely with customers.



Kia

Kia debuted the Ray plug-in hybrid concept, showcasing its new EcoDynamics sub-brand and design scheme.

The sleek and aerodynamic Ray eschews sharp edges in favor of smooth, continuous surfaces. "Cool-glazing" solar glass reflects heat and absorbs energy, and a lithium-polymer battery is designed to go 50 miles on pure electric power. When



the fuel-based generator kicks in, the range jumps to 746 miles at over 202 miles a gallon.

"It is important to imagine what people will want in the

future from a green perspective early in the design process, because people want to reduce their carbon footprint without driving carbon copies," said Peter Schreyer, chief design officer, Kia Motors Corporation. "Being green doesn't have to



be an obvious statement anymore and the Kia Ray exemplifies a viable blend of modern, eco-minded features for today's environmentally conscious consumers."

Aiming at a young and hip crowd, Kia started off their mascot-filled event with a live band, the Rays. Kia ran a Superbowl ad which caused a 500 percent jump in Web site traffic and as an official NBA partner, potential LPGA partner and with a few athletes signed to their ticket, Kia is going after the young, spirited and adventurous.

Subaru Shares the Love



Subaru kicked off day two with a breakfast news conference and wrap-up of its second annual "Share the Love" event. In the automotive arena, Subaru launched two updated models in the past year (the 2010 Outback and Legacy) fairly successfully; it was Subaru's best sales year to date and the company jumped from 17th to 11th in sales rankings. They are also the only marque to have received IIHS Top Safety picks for all models in 2009 and be awarded Motor Trend Sport/Utility Vehicle of the Year two years in a row.

Subaru was also able to raise about \$4.6 million for the five charities taking part in the event. On the list, Boys & Girls Clubs of America, Habitat for Humanity International, the Meals on Wheels Association of America, the National Wildlife Federation, and the American Society for the Prevention of Cruelty to Animals, all of which have benefited greatly from the nearly \$10 million that has been raised over the past two years. "We are glad to continue giving back to the community through these charitable organizations," said Subaru's national advertising manager Brian Johnson.

Pet Safe Vehicles Awards

Bark Buckle UP Founder Christina Selter presented safe vehicle distinctions recognized by Bark Buckle climate control, side-curtain secure a pet crate of any size. winners were: Chrysler Town Ford Edge, Ford Flex, Ford Soul, Smart, Subaru Outback,



and pet safety expert an astounding ten pet this year. The vehicles UP all incorporated rear airbags, and D-rings to In alphabetical order, the and Country, Dodge Journey, Transit, Honda Element, Kia and Volvo XC60.

Ford wins Hermance Award



The inaugural Hermance award recognized the affordability, drivability, and above all, efficiency of the Ford Fusion Hybrid. Combining distinct styling with an average 39 mpg and 45 percent smaller carbon footprint than the average vehicle, the Fusion is a model of practical efficiency. Lisa Drake, Chief Engineer of Hybrid and Electric Programs at Ford Motor Company accepted this award on behalf of herself and her team.

Named and given in honor of the late David Hermance, Toyota's highly respected executive of environmental engineering, the Hermance award also recognized the efforts of the Fusion engineering team in taking risks to push technology forward. According to Mary Hermance, David's widow, he focused not only on the technologies of the time, but also of the future, and he was always willing to talk to people about advanced technology in a common sense approach. "If he were here today he would want to thank every hybrid owner," she said.

Internet Car and Truck of the Year

The very first Internet Car and Truck of the Year Awards let "Internet Pros and Average Joes" pick their favorite 2010 model. The "Internet Pro" panel consisted of 12 online automotive journalists, while "Average Joes" covered about 50,000 online voters. Both groups were tasked with picking a favorite car among the Mazda3, Ford Fusion Hybrid, and Shelby GT 500, and a favorite truck



among the Chevy Equinox, Ford Raptor, and Volvo XC60.

The Chevy Equinox swept the truck category, earning accolades from Pros and Joes alike. The groups disagreed on the car of the year, however, with Pros casting their ballots for the Mazda3, and Joes rooting for the Chevrolet Camaro.

Shown (l.) accepting the award is Chevy General Manager Jim Campbell.

IntelliChoice.com BOVY Awards

IntelliChoice held its "Best Overall Value of the Year" Awards ceremony and recognized the best-in-class vehicles that deliver outstanding value and lower than expected costs over time. Toyota once again made a strong showing, and Charlie Vogelheim, executive editor at IntelliChoice.com saw fit to address the effects of recent Toyota recalls on the process.

"We analyzed the long-term impact on resale values and ownership costs of vehicles that have been subject to well publicized recalls in the past. Vogelheim said. "What we found is that while the vehicles take a short-term hit, over a typical ownership period the changes are barely measurable and fall within the range of fluctuations one typically sees in retained value over time."

For 2010, IntelliChoice.com identified winners in 31 vehicles classes and nine overall category winners. Those nine include:

- Best Car Value Under \$24,000 - Toyota Prius
- Best Car Value Over \$24,000 - Chevrolet Corvette
- Best Crossover/SUV Value Under \$28,000 - Toyota FJ Cruiser
- Best Crossover/SUV Value Over \$28,000 - Lexus RX
- Best Truck Value Under \$28,000 - Toyota Tacoma
- Best Truck Value Over \$28,000 - Chevy Silverado 2500 HD / GMC Sierra 2500 HD (tie)
- Best Van Value Under \$26,000 - Toyota Sienna
- Best Van Value Over \$26,000 - Honda Odyssey



Chicago Auto Show uses mobile to provide interactive experience for attendees

The Chicago Automobile Trade Association made mobile a core part of this year's Chicago Auto Show.

The association teamed up with Text2Drive to collect opt-in mobile numbers of those in the Chicago area that were later incorporated in the CATA's promotional advertising campaigns leading up to the auto show. The Text2Drive platform was used to drive show attendance and increase attendee's participation by raising awareness and creating a buzz around special events, featured vehicles and show promotions.

"Mobile is a great fit for us because we have a lot of people coming through the show every day and we can connect with them and let them know about special contests and giveaways. It's an interactive way to work with our exhibitors to help reach out to attendees," said Mark Bilek, Internet director of the Chicago Auto Show.

Text2Drive offers car shoppers a method of obtaining vehicle information without the need of the Internet on their mobile phones. According to Nielsen, only 30-40 percent of consumers have Internet connectivity on their phones.



The Rise of Social Media

For the second year in a row, the Chicago Auto Show engaged print and online journalists alike in a spirited discussion of social media's effect on the craft during "The Rise of Social Media in Journalism." The discussion tapped panelists Cision VP of Media Relations Heidi Sullivan, USA Today Detroit Bureau Chief Sharon Silke Carty, Chicago-area Blogger Beth Rosen, and Jalopnik Editor-in-Chief Ray Wert to brainstorm and answer questions about the new medium on the block.

Sullivan started off by briefly presenting the results of a recent Cision study on social's effect on journalism as a whole. The study determined that social users focus more on the journalist than the outlet, and that the divide readers once felt between traditional journalists and bloggers is rapidly shrinking. Social sites now rival search engines for referrals, which means that more people are getting their information from their networks than search or aggregator sites.



Panelists were critical of some manufacturers' use of social media. Wert said that, in his opinion, "no single automaker is doing it right" and emphasized the need for corporate social channels to have personality. "You can't keep that control over your brand," he said. The panel was in agreement that it's difficult for social users to relate to faceless corporate channels, and suggested training employees to interact using their own personalities.

Rosen said that she found she receives the most positive feedback when she has a high amount of interaction with her audience, lending clout to the possibility of a social media "spokesperson" that individuals will be able to open up to and build trust with. The difficulty for journalists (and even PR reps) is that they're accustomed to putting the content first and being

behind the scenes, which Carty said makes it more difficult for those individuals to make the transition comfortably.

From direct customer feedback to accelerated customer service, Social media has already proven its worth and the potential applications are myriad. The experts concluded that it is important for journalists and manufacturers alike to be specialized, active, and engaging when breaking into the social media world. Combined with traditional tools, social media has untold potential for bridging the communication gap between consumers and corporations.

Economic Club of Chicago Luncheon

Ralph Gilles, president and CEO of Dodge, stepped in at the last minute to give the keynote speech at the Economic Club Luncheon during the 2010 Chicago Auto Show.

Gilles emphasized that brands and companies cannot succeed without excellent customer service and illustrated that Chrysler is paying more attention to quality and customers by putting passion and effort into even the smallest details. As a result, Chrysler has implemented a program of “customer advocates” to guide consumers through their repair and service dealings with the automaker.

Gilles also discussed Chrysler’s goals between now and 2014. The automaker intends to post a \$5 billion EBITDA, pay off its outstanding loans, introduce a host of new models, and get to 2.8 million units worldwide. Gilles said that Apple CEO Steve Jobs is one of his heroes, and wants to see Chrysler foster the same spirit



Chrysler's Ralph Gilles

of innovation that Jobs maintains. He made special note of the upcoming Chrysler 300, teasing a few pictures and saying “Hopefully, when you see [the 300], you will say, ‘Go, America.’ ”

With Chrysler, Dodge, Fiat and Jeep brands under its belt, Chrysler needs to cut out some of the overlap and avoid competing with itself. Gilles emphasized the need to create separation between the four brands, but noted that the company has the potential to appeal to different markets and avoid competing internally. Fiat’s smaller vehicles accompanied with Chrysler’s larger vehicles allow the company to have a balanced portfolio that can excel worldwide.

Best of Show

Consumer voters proclaimed their favorites in five categories in the Chicago Auto Show’s fifth annual “Best of Show” balloting.

“These are tough competitions that make a win really meaningful for our manufacturers and exhibitors,” said show chairman John Phelan. “In a year when our attendance was about level with 2009, we’re thrilled that everyone worked so hard to bring their best displays, concepts and production vehicles to a public whose optimism is returning.”

Each of the first four winners beat out seven other vehicles. In the fifth category, “Vehicle I’d most like to have in my driveway,” voters could choose from any of the nearly 1000 vehicles on the show floor.

According to the results, almost one-third of the voters considered the 2011 Ford Focus the Best All-New Production Vehicle at the 2010 Chicago Auto Show. This is the second year in a row the Blue Oval took the top spot in this category as the Ford Taurus took the honors in 2009.

General Motors also repeated for Best Concept with the Cadillac XTS Platinum taking the honors this year and the Chevrolet Corvette Sting Ray winning last year.

Chevrolet’s Volt outpaced the Fisker Karma for the top Green Vehicle at the 2010 Chicago Auto Show. The extended-range electric Volt will go on sale later this year at a price of approximately \$40,000.

For the second year in a row, Ford grabbed the honors for Best Exhibit with a commanding 41 percent of the vote. That’s not a

shock as Ford had more than a half dozen interactive displays throughout its booth.

In the tightest race of all, the 2010 Ford Shelby GT bested every other vehicle on the show floor to become the showgoers’ pick for “Vehicle I’d most like to have in my driveway.”



In voting conducted over the 10-day public run of the nation’s biggest auto show, winners in the contest’s five categories were:

- Best All-New Production Vehicle: Ford Focus (29 percent of vote)
- Best Concept Vehicle: Cadillac XTS Platinum (28 percent of vote)
- Best Green Vehicle: Chevrolet Volt (25 percent of vote)
- Best Exhibit: Ford (41 percent of vote)
- “Vehicle I’d most like to have in my driveway:” Ford Shelby GT500

Chicago Auto Show Charity Benefit Raises \$1.7 Million



Eighteen area charities shared in \$1.7 million raised by the 2010 Chicago Auto Show's benevolent event, First Look for Charity, and one lucky winner left with the keys to a brand-new Chevrolet Equinox.

About 7,200 people attended First Look for Charity, helping to raise \$1,701,012. The event is held the evening before the annual auto show opens its 10-day public run.

"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 John Phelan, 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

fund-raiser are \$225 each, and purchasers can elect to have their proceeds equally benefit all participating charities, or any one charity for which they have an affinity. For the event, the auto show floor is replete with a variety of food and beverage stations.

A highlight of the evening this year was the drawing for a grand prize vehicle: a 2010 Chevrolet Equinox compact crossover. This year's event awarded the Equinox to Curt Lundquist of Arlington Heights.

"I've never won a vehicle before, but I'm also very lucky in love," Lundquist said. When asked if the Equinox is more likely to be driven by him or his wife, Janice, Lundquist remarked, "What do you think?"

Proceeds of Lundquist's ticket benefited Clearbrook. The ticket purchaser is on the organization's board of directors. In all, 18 charities profited from the event.

Other organizations participating in the 2009 First Look for Charity include Advocate Hope Children's Hospital, Autism Speaks, Boys and Girls Clubs of Chicago, Campagna Academy, Cancer Health Alliance of Metropolitan Chicago, and Catholic Charities of the Archdiocese of Chicago.

Also, Catholic Charities, Diocese of Joliet; Children's Memorial Hospital, Evans Scholars Foundation, Franciscan Community Benefit Services, and the Ray Graham Association for People with Disabilities.

And, Misericordia Heart of Mercy, Respiratory Health Association of Metropolitan Chicago, Spina Bifida Association of Illinois, St. Coletta's of Illinois Foundation, St. Coletta's Foundation of Illinois, St. James Hospital & Health Centers, and the Jesse White Tumbling Team.



Photo Gallery



Captain Richard Poirier swears in 50 new soldiers in the Army's display during the show. Hooah.



Blackhawks' great "The Golden Jet" Bobby Hull made several appearances in the Bridgestone display.



The Chicagoland Ford Dealers again hosted the Cub Scout Pinewood Derby on the show floor.



Chicago Mayor Richard M. Daley being tempted to consider a Corvette by show chairman John Phelan.



Go Red for Women helped promote heart-healthy lifestyles and heart awareness at the show.



More than 600 units of blood were donated during the Red Cross' biggest Chicagoland event. The blood drive is named for the late Dennis Buckley of the CATA



Chicago Bears kicker Robbie Gould appeared in the Toyota display



Chicago LuvaBulls in the Kia display

Jerry: Don't be a stranger!

That this photo appears on the last page of this Update is no mistake. The placement is intended to say farewell to a friend who has shepherded the Chicago Auto Show for 22 years as its captain--and 37 years at the CATA in total.

Jerry Cizek is well known and respected in the industries in which he's been associated. Whether as the head of the nation's biggest metropolitan dealer association or the general manager of the nation's biggest auto show, Jerry has been one of those who got "the E.F. Hutton" treatment: When he spoke, people listened.

Jerry's choice to retire had to be a tough one. It would mean that he'd have more time for his family, fishing, that super sweet '58 Impala or continuing his lifelong impersonation of a golfer. But it would also mean that he'd give up the reins of an auto show that has occupied every February since his boyhood. In the end, the Mepps #5 lure for a waiting Musky outweighed an M5 or an MX5 or a C5.



The show had an almost endless schedule of accolades, toasts, roasts and memories. And well it should have. They were deserved.

So while it's now Dave's turn at the wheel, the road has been driven before by a pro and for that we all thank you.

See you soon, Jerry. You've got the Lifetime Pass for the show--and remember, each time you use it, you save \$11!



Chicago Auto Show
Chicago Automobile Trade Assn
18W200 Butterfield Road
Oakbrook Terrace, IL 60181 USA
P: 630.495.2282 (CATA)
F: 630.495.2260
www.ChicagoAutoShow.com

Key Contacts

CATA President & Auto Show General Manager

Dave Sloan

630.424.6055 direct
dsloan@DriveChicago.com

Director of Communications

Paul Brian

630.424.6069 direct
paulbrian@DriveChicago.com

First Look for Charity Manager & Director of Dealer Affairs

Erik Higgins

630.424.6008 direct
ehiggins@cata.info

Director of Special Events & Exhibitor Relations

Sandi Potempa

630.424.6065 direct
spotempa@cata.info

Director of Auto Show Operations

Chris Konecki

630.424.6075 direct
ckonecki@cata.info

Internet Director

Mark Bilek

630.424.6082 direct
mbilek@DriveChicago.com



And one final thought: The Fiat Twins

This is the audience participation portion of our Show Wrapup. Please feel free to fill in whatever comments you feel appropriate.

Thank you. (Mille grazie)