



Chicago Auto Show 2013



Update 3

Media Preview February 7-8
First Look for Charity February 8

2013
DATES

Public Show February 9-18
www.ChicagoAutoShow.com

105th Edition of the Nation's Largest Auto Show Set to Kickoff!



Lighting is being installed, freight is moving in and all is expected to be ready for the Media Preview on Feb. 7 and 8, First Look for Charity the evening of Feb. 8, and the public show opening at 10 a.m. on Saturday, Feb. 9.

"After successful auto shows in Los Angeles and Detroit, we're very excited to open our doors here in Chicago," said Michael Ettleson, Chicago Auto Show chairman. "We know from the buzz generated on social media that our attendees cannot wait for Feb. 9."

The same can be said for the show's Media Preview and First Look for Charity event. Credential requests already have exceeded last year's total and First Look for Charity tickets are ahead of last year's sales numbers at this point.

Jaguar and Land Rover Poised to Get a Jump on Midwest Market

Opening the 105th Chicago Auto Show at the Midwest Automotive Media Association breakfast will be the president of Jaguar Land Rover North America, Andy Goss. With the addition of all-wheel drive to the Jaguar lineup and the all-new Range Rover set to launch, the time is right for the British brands to make a strong move into the Midwest luxury-car marketplace.

The Grand Ballroom doors open at 7:00 a.m. and the presentation begins promptly at 8:00 a.m. This year the breakfast is co-sponsored by the Auto Alliance.

Andy Goss became president of Jaguar Land Rover North America, LLC, on May 1, 2011. Goss reports directly to Phil Popham, director, group sales operations for Jaguar Land Rover, and is responsible for the national sales company operations of the Jaguar Land Rover brands in the United States and Canada.

Goss is a highly experienced and successful business leader with a strong track record with numerous auto manufacturers in the UK and Europe. He brings to Jaguar Land Rover a proven record for boosting both sales and brand reputation in markets under his jurisdiction. Before joining Jaguar Land Rover North America, Goss most recently held the position of chief executive of Porsche Cars, Great Britain, a position he held for 12 years.

Before Porsche, he served as Sales Director at Toyota from 1992-1999, after holding positions at Citroen, Nissan, and Austin Rover. Goss holds a degree in economics from the University of Manchester.



Fisker Set to Define a Way Forward

No doubt Fisker has dealt with difficult times of late, but the American automaker headed by the Danish entrepreneur is far from down and out. Co-founder, executive chairman, and chief designer at Fisker Automotive, Henrik Fisker, will detail his rise through the automotive industry and define a way forward for his upstart car company at the Economic Club of Chicago Luncheon at the 2013 Chicago Auto Show.

Immediately prior to co-founding Fisker Automotive in August 2007, Fisker was, and remains, co-founder and chief executive officer of Fisker Coachbuild, an automotive design house established in 2005. From 2001 to 2005 Fisker held prominent design positions at Ford Motor Co. He was creative director at Ingeni, Ford's London-based design and creativity center. At Aston Martin he served as a member



of the board of directors and design director. There he designed the Aston Martin V-8 Vantage and was responsible for the production launch design of the DB9, variants of which were James Bond's preferred vehicles.

Fisker also was director of Ford's Global Advanced Design Studio in southern California. Designed under his direction were several show cars including the Shelby GR1 concept showcased at the 2005 Chicago Auto Show.

In January 2001, Fisker became president and chief executive officer of DesignworksUSA, BMW's California-based industrial design subsidiary. Some of his most notable works include the BMW Z07 concept (1997) and Z8 roadster (1999), another Bond car. In 1989 Fisker began his career in Germany at BMW's advanced design studio, BMW Technik GmbH, upon graduating from The Art Center College of Design in Switzerland.



New Panel Added to #SMP13: Getting Social with Women: How New Media Channels Can Drive Brand, Buzz & Biz

New to the Social Media Preview lineup, we've added one additional panel to the day that will focus on the use of new forms of media and a closer look at how women utilize these channels to drive brand buzz and increase sales.

In so many ways, women are redefining the American marketplace and are increasingly becoming game-changers. Women are receivers, influencers and broadcasters of information – which they do by phone, in person, digitally and via social media. The panel will take a look at how social media channels are made for women, and how this synergy can have an enormous impact on brands and drive business forward.

Panelists include:

- Moderator: Sue Mead, automotive journalist and author
- Mary T. Henige, APR, director, social media & digital communications, General Motors Company
- Jane Collins, director of market research, BlogHer
- Jill Ciminillo, automotive writer and social media director, Barrington Broadcasting Group

The panel of digital and social media experts will provide insights that will help fuel brands to find success with female consumers – because women mean business.

Social Media Preview (#SMP13) Adds Structure, Events



For the past two years, the Chicago Auto Show has allowed manufacturers, exhibitors and media outlets to invite their influencers and followers to the Media Preview of the Chicago Auto Show. At the request of our media attendees and exhibitors, this year we've added several structured events and four notable roundtable discussions.

"This year, we've have added structure to the second day of our Media Preview – meat on the bones if you like," said Chicago Auto Show General Manager Dave Sloan. "The Chicago Auto Show has taken the lead in letting our exhibitors utilize our show as a platform for social media marketing and they have responded by adding fantastic programs and initiatives to our Media Preview. Now we hope to capitalize on our

relationships with media partners to further extend our social media reach on this day."

After the WOMMA breakfast, the showfloor opens to a number of manufacturer and exhibitor media events to be held throughout the day. These events present the foundation for the Social Media Preview as our exhibitors invite up to 300 of their followers and influencers to a wide variety of programs and events. These events are detailed on the media schedule at the end of this show update.

Word of Mouth Marketing Association Driving Engagement Awards

#SMP13 will open at 7:30 a.m. with the WOMMA Driving Engagement Awards to be presented at breakfast at the Grand Concourse Media Stage. Organizers of the 2013 Chicago Auto Show have teamed up with the Word of Mouth Marketing Association (WOMMA) to collectively present the "Driving Engagement Awards".

Two Driving Engagement awards will be presented. The first is Best Social Media Campaign by an Automobile Manufacturer. This award will be presented to an automaker that best engages with consumers through a recent social media campaign with measureable results. The second award is Top Digital Influencer Engagement at the 2013 Chicago Auto Show. This award will be presented to an individual influencer who leverages social media throughout the 2013 Social Media Preview to engage with other attendees, influencers, automotive media and manufacturers.



Roundtable Discussion Forums

This year, the Chicago Auto Show will host a quartet of roundtable discussions moderated by industry experts. Each of these forums will be moderated by a leading media outlet – Autoweek, Edmunds, Cars.com and Marketing 2 Moms / Marketing 2 Women. These forums will be held at the Grand Concourse Media stage. These events will be streamed live at www.ChicagoAutoShow.com.

AUTOWEEK

- 9:00 – 9:30 a.m.: Autoweek hosts, "Everything Is the Message - Media Are How We Get There." Moderated by Dutch Mandel, associate publisher and editorial director of Autoweek, and featuring Jeff Maranhas, formerly of Land Rover and Apple who is now with Cloud Car; Scott Monty, global head of social media, Ford Motor Co.; and Simon Sproule, CVP, Nissan Marketing Communications, Tokyo.



- 9:45 – 10:15 a.m.: Edmunds hosts, “The Driverless Car – How We Get There From Here.” Moderated by Bill Visnic, senior editor at Edmunds, and featuring Jim Pisz, corporate manager of North America business strategy, Toyota Motor Sales USA; Dr. Nady Boules, director of GM R&D’s Electrical and Controls Integration Research Lab; and Christian Schumacher, head of advanced driver assistance systems business unit, NAFTA for Continental Automotive.



- 10:30 – 11:00 a.m.: Cars.com hosts, “Social Meets Mobile.” Moderated by David Thomas, Managing Editor at Cars.com, and featuring Tim Hayden, SVP mobile strategy at Edelman; Michael Sprague, executive vice president marketing and communications, Kia; and Patrick O’Neill, CEO at Olloclip.



- 1:00 – 1:30 p.m.: Marketing 2 Moms/Marketing 2 Women presents “Getting Social with Women.” Moderated by Sue Mead, automotive journalist and author, and featuring Jane Collins, director of market research, BlogHer; Mary Henige, director, social media & digital communications, General Motors; and Jill Ciminillo, automotive writer and social media director, Barrington Broadcasting Group.

Technori Pitch Features Automotive Technology

#SMP13 also will play host to a special installment of Technori Pitch, a monthly event at which Chicago’s most innovative companies have the chance to pitch their latest technologies before an audience of entrepreneurs, executives and enthusiasts. During the pitch, Chicago entrepreneurs will take the stage at the Social Media Preview to present their automotive-related innovations to manufacturers and media alike.

The Technori Pitch event will open with a keynote from Howard Tullman, founder of Tribeca Flashpoint Academy, a premier digital arts college and venture with Robert DeNiro’s Tribeca Enterprises. The four startup companies

scheduled to present include: parking convenience pioneers, SpotHero and FasPark; auto repair estimate app Body Shop Bids; and budgeting tool Motozuma.com. Following each presentation, each hopeful business will be on the hot seat for a three-minute Q&A session where the audience will be invited to submit questions directly from their mobile devices.

A complete listing of #SMP13 events follows at the end of this Show Update.



Technori

Last Call for Media Credentials – And We Really Mean It!

It is strongly recommended that working media and automotive journalists pre-register for the Chicago Auto Show. Online registration is simple. Visit www.ChicagoAutoShow.com/media and click the Credential Registration link. You can register yourself or a group of people at your organization. Completed registrations will be reviewed and either approved or denied by the Chicago Auto Show communications team. Online registration will be disabled on Monday, Feb. 4. After that time, all registration must be done in person in the Continental Media Center.



Chicago Auto Show Launches Mobile App

The Chicago Auto Show has launched its first-ever mobile app, designed with the digital consumer in mind. With an easy-to-navigate interface and innovative functions, fans can now stay connected to the show while on the go. The new mobile app is designed to heighten digital experience for attendees.

“The launch of the Chicago Auto Show mobile app marks a new milestone in the way the Chicago Auto Show connects with consumers,” said Michael Ettleson, 2013 Chicago Auto Show chairman. “Even beyond our fans’ experience, we’re constantly looking to provide value to our automakers and sponsors, and there’s plenty of room for consumer/brand engagement within the app.”

In anticipation of the 105th edition of the nation’s largest auto show, the Chicago Auto Show launched a completely redesigned and refreshed website, with mobile capabilities in mind. The mobile app compliments the refreshed website by offering an on-demand schedule of events, detailed map of manufacturer exhibits on the show floor, interactive videos, image galleries, aggregated social media feeds with real-time updates, a camera icon and filter to upload and share photos, and much more.

Fans can download the Chicago Auto Show mobile app through the iTunes App Store or Google Play. For more information, please visit ChicagoAutoShow.com.



#CAS13 is Trending

As part of a greater social media campaign strategy to drive awareness and interest among various audiences, the Chicago Auto Show hosted a successful Twitter #CASChat with popular blogger Momma Cuisine (@MommaCuisine). According to Paper.li, a content curation website, the hashtag #CASChat made “Today’s Top Tweets Report” – alongside Coca-Cola and its Super Bowl plans. Throughout the hour long Twitter chat, the #CASChat hashtag garnered nearly 1.4 impressions and a whole new batch of followers.

The additional #CASChat lineup included a “sneak peek” at the Chicago Auto Show with NBC5 Chicago (@nbcchicago) where followers received the latest show updates. A few participants won a VIP Chicago Auto Show experience which includes a night out at the Chicago Auto Show and then a shuttle bus ride to an auto-themed event at Reggie’s Rock Club where fans will be treated to food and a live band.

The last #CASChat of the series leading up to the Chicago Auto Show includes an interview with Technori’s CEO and Co-founder Seth Kravitz (@Technori and @SecondCityCEO) where fans will get a chance to discuss the latest innovations surrounding the auto industry on February 5 at 1 p.m. CST. Prizes for participants include exclusive tickets to attend the Technori Pitch Event during the Chicago Auto Show Social Media Preview on February 8.



First Look for Charity



Excitement is high for the 2013 edition of First Look for Charity, when the event moves from Thursday to Friday. Attendees also welcome the chance to celebrate longer into the evening, on a show floor that will stay open until 11 p.m.

First Look for Charity, of course, is the tuxedo-attire benevolent event of the Chicago Auto Show, and is held the evening before the auto show opens its 10-day public run at McCormick Place. In 21 years, First Look for Charity has raised more than \$34 million for area philanthropies.

It's a special night at the nation's largest auto show, when one can stroll the show floor amid opulence, with first-rate hors d'oeuvres and beverages, and enjoy entertainment by Million Dollar Quartet and American English. Not enough? Two attendees will win the event's grand prizes: a 2013 Buick Encore and a 2013 Hyundai Santa Fe.

Eighteen worthwhile Chicago area charities will benefit from the more than \$2 million expected to be raised by First Look for Charity. Ticket purchasers can direct the proceeds from their purchase to benefit any or all of the participating charities.

"The Chicago Auto Show is uniformly regarded as the finest auto show in the country, but the charitable cause demonstrates that this auto show is about more than just vehicles and accessories," said Michael Ettleson, chairman of the 2013 show. "It's also about giving something to the charities of our community."

Tickets are \$250 each. To attend, go to www.firstlookforcharity.org or call (630) 495-2282.



Tentative Feb. 7 Media Schedule – Show Floor Open 8 a.m. – 5 p.m.

Please check in the Continental Media Center, www.ChicagoAutoShow.com for updates. Proper business attire and ticket are required for ECC Luncheon, tickets available at Continental Media Center.

Time	Event	Location
7:00 – 8:50 a.m.	MAMA/Auto Alliance Breakfast, Andy Goss, President and CEO at Jaguar & Land Rover North America	Grand Ballroom S100C
9:00 – 9:30 a.m.	Toyota	Grand Ballroom
9:40 – 10:10 a.m.	Kia	Kia Exhibit
10:20 – 10:50 a.m.	Nissan	Nissan Exhibit
11:00 – 11:20 a.m.	Volkswagen	Volkswagen Exhibit
11:30 – 11:50 a.m.	Chevrolet	Chevrolet Exhibit
12:00 – 1:20 p.m.	ECC Luncheon, Henrik Fisker, co-founder, executive chairman, and chief designer at Fisker Automotive	Vista Ballroom S406
1:30 – 1:50 p.m.	Ram	Ram Exhibit
2:00 – 2:30 p.m.	Ford, ST Performance Roundtable	Ford Exhibit
2:40 – 3:00 p.m.	Continental Automotive	Grand Concourse Media Stage
3:10 – 3:30 p.m.	Chrysler	Chrysler Exhibit
3:40 – 4:00 p.m.	Turtle Wax	Grand Concourse Media Stage
4:10 – 4:30 p.m.	Motorweek	Grand Concourse Media Stage

Tentative Feb. 8 Social Media Preview (#SMP13) Events – Show Floor Open 8 a.m. – 3 p.m.

Please check in the Continental Media Center, www.ChicagoAutoShow.com, or manufacturer websites for updates. Social Media Preview is sponsored in part by Cars.com.

Time	Event	Location
7:30 – 8:30 a.m.	WOMMA Breakfast	Grand Ballroom/West
9:00 – 9:30 a.m.	Autoweek: Everything Is the Message	Grand Concourse Media Stage
9:00 – 9:30 a.m.	BMW, Product Walk Around	BMW Exhibit
9:00 – 9:30 a.m.	Ford, Racing Personality Appearances	Ford Exhibit
9:00 – 9:30 a.m.	Nissan, Performance Inspired B'Fast	Nissan Exhibit

Tentative Feb. 8 Social Media Preview (#SMP13) Events – Show Floor Open 8 a.m. – 3 p.m. (cont.)

Please check in the Continental Media Center, www.ChicagoAutoShow.com, or manufacturer websites for updates. Social Media Preview is sponsored in part by Cars.com.



Automobile Trade Association

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

Time	Event	Location
9:30 – 9:40 a.m.	Fiat, 500L Walk Around	Fiat Exhibit
9:40 – 9:50 a.m.	Dodge, Mopar13 Walk Around	Dodge Exhibit
9:45 – 10:00 a.m.	Nissan, Performance Tour	Nissan Exhibit
9:45 – 10:15 a.m.	Edmunds: The Driverless Car	Grand Concourse Media Stage
9:50 – 10:00 a.m.	Jeep, Grand Cherokee Walk Around	Jeep Exhibit
10:00 – 10:15 a.m.	SRT, Viper Walk Around	SRT Exhibit
10:00 – 10:20 a.m.	Hyundai, Santa Fe Walk Around	Hyundai Exhibit
10:00 a.m. – 12:00 p.m.	Buick, “Samaritan’s Feet” Event	Buick Exhibit
10:00 a.m. – 12:00 p.m.	Nissan, Meet & Greet Steve Doherty	Nissan Exhibit
10:20 – 10:40 a.m.	Hyundai Dealer Experience presentation by Bob Pradzinski, exec. dir. national sales	Hyundai Exhibit
10:30 – 11:00 a.m.	Cars.com: Social Meets Mobile	Grand Concourse Media Stage
10:40 – 11:00 a.m.	Hyundai, Presentation of best practices for static vehicle reviews, Kelsey Mays, industry editor Cars.com	Hyundai Exhibit
11:00 – 11:30 a.m.	Dodge, Live Web chat featuring Ralph Giles, Richard Cox, Ryan Nagode and Steve Magnante.	Dodge Exhibit
11:00 a.m. – 12:00 p.m.	Toyota, R&D with Tundra Chief Engineer, Mark Sweers	Toyota Exhibit
11:15 – 11:45 a.m.	Honda, IndyCar driver appearance, Simon Pagenaud	Honda Exhibit
11:30 a.m. – 12:30 Noon	Technori Pitch	Grand Concourse Media Stage
1:00 – 1:30 p.m.	M2M/M2W: Getting Social with Women	Grand Concourse Media Stage

Key Contacts

CATA President &
Auto Show General Manager
Dave Sloan
630.424.6055 direct
dsloan@drivechicago.com

Executive Vice President
Chris Konecki
630-424-6075 direct
ckonecki@cata.info

First Look for Charity Manager
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 Marketing
Tim McBride
630.424.6085 direct
tmcbride@drivechicago.com

Director of Communications &
Technology
Mark Bilek
630.424.6084 direct
mbilek@drivechicago.com

Senior Public Relations and Social
Media Manager
Jennifer Morand
630-424-6084 direct
jmorand@drivechicago.com