

2014 Chicago Auto Show Media Preview News Conference Schedule

This schedule is subject to change, valid as of February 1, 2014. Please visit ChicagoAutoShow.com/media for updates.

Thursday, Feb. 6 Media Preview Schedule – Show Floor Open 8 a.m. – 5 p.m.

Media Credential and government-issued photo ID required for show floor access. Proper business attire required.

Ticket required for ECC Luncheon, available in Media Center.

<u>Time</u>	<u>News Conference</u>	<u>Location</u>
8:00 a.m.	MAMA Breakfast, Bob Carter, senior vice president of automotive operations for Toyota Motor Sales, USA Inc.	Grand Ballroom, \$100
9:00 a.m.	Kia	Kia, South Hall
9:30 a.m.	Toyota	Toyota Track, South Hall
10:00 a.m.	Nissan	Nissan, South Hall
10:30 a.m.	Subaru	Subaru, South Hall
11:00 a.m.	Chevrolet	Chevrolet, North Hall
11:30 a.m.	Volvo	Volvo, North Hall
12 Noon	Economic Club of Chicago Luncheon, Joe Hinrichs, executive vice president and president of The Americas for Ford Motor Co.	Grand Ballroom, \$100
1:30 p.m.	Volkswagen	Volkswagen, South Hall
2:00 p.m.	Toyota Motorsports Announcement	Toyota, South Hall
2:30 p.m.	BMW	BMW, North Hall
3:00 p.m.	Maserati	Maserati, North Hall
3:30 p.m.	Chrysler 200 Snack Break	Chrysler, South Hall
3:50 p.m.	Lingenfelter Performance Engineering	Grand Concourse Media Stage
4:10 p.m.	Connected World – 2014 Connected Car of the Year Awards	Connected World, South Hall
4:30 p.m.	MotorWeek Reception - 2014 Drivers Choice Awards	Grand Concourse Media Stage

Friday, Feb. 7 Social Media Preview Schedule – Show Floor Open 8 a.m. – 3 p.m.

Media Credential/Social Media Credential and government-issued photo ID required for show floor access.

<u>Time</u>	<u>News Conference</u>	<u>Location</u>
8:30 a.m.	Word of Mouth Marketing Association (WOMMA) “Driving Engagement” Award Ceremony & Breakfast	Grand Concourse Media Stage
9:00 a.m.	Panel discussion – “Driving Engagement: a Closer Look at the Current Social Media Landscape” hosted by WOMMA	Grand Concourse Media Stage
9:30 a.m.	Volkswagen	Volkswagen, South Hall
9:50 a.m.	Honda	Honda, South Hall
10:10 a.m.	Ford	Ford, South Hall
10:30 a.m.	Hyundai	Hyundai, North Hall
10:50 a.m.	Connected World – Inside Secrets of Cellular: Top 10 Things the Cell Carriers Don’t Want You to Know	Connected World, South Hall
11:10 a.m.	BMW Snack Break	BMW, North Hall
11:30 a.m.	Volvo	Volvo, North Hall
11:50 a.m.	Chevrolet	Chevrolet, North Hall
12:10 p.m.	Dodge/Mopar	Dodge, South Hall
12:30 p.m.	Chrysler Group	Chrysler, South Hall
12:50 p.m.	Subaru	Subaru, South Hall
1:10 p.m.	Connected World – Putting NFC in Perspective: A Primer for the Media. What is NFC and how is it transforming the world around us?	Connected World, South Hall
1:30 p.m.	Text2Drive Demonstration	Grand Concourse Media Stage