

CHICAGO AUTO SHOW



2014



Media Preview Feb. 6-7 · First Look For Charity Feb. 7

Public Show Feb. 8-17 · www.ChicagoAutoShow.com



High-Profile Keynotes Highlight Chicago Auto Show Media Preview



The 2014 Chicago Auto Show Media Preview will open on Thursday, Feb. 6 with the Midwest Automotive Media Association (MAMA) breakfast. MAMA President Kirk Bell will present the MAMA Family Vehicle of the Year award and introduce keynote speaker Bob Carter, senior vice president of automotive operations for Toyota Motor Sales, U.S.A. Inc.

Carter is responsible for the Toyota division, the Lexus

division, sales administration, Toyota logistics services, Toyota Motor Sales de Mexico and Toyota de Puerto Rico. Prior to his current position, Carter was group vice president and general manager of Toyota division at TMS, where he was responsible for leading all sales, logistics and marketing activities for Toyota and Scion regional sales offices and distributors.

Joe Hinrichs, executive vice president and president of The Americas for Ford Motor Co., will be the guest speaker at the Economic Club of Chicago (ECC) Luncheon. Prior

to becoming executive vice president, Hinrichs has held a number of senior positions within Ford, including group vice president and president of Asia Pacific Africa; group vice president, global manufacturing and labor affairs; vice president, North America manufacturing; vice president of vehicle operations and president; and CEO of Ford Motor Co. of Canada, Limited.

Founded in 1927 to serve as a forum for Chicago's business community, the ECC is one of Chicago's finest business groups and has had a decade-long association with the Chicago Auto Show.

The ECC has grown to become a premier institution, providing elite members of the business world a platform to express and discuss economic, business and social issues. The ECC luncheon at the Chicago Auto Show is a cornerstone event of the Chicago Auto Show Media Preview, boasting speeches from Bill Ford, Jim Press, Henrik Fisker, Ralph Gilles, Jonathan Browning and Yoshi Inaba.



Chicago Auto Show Ignites Conversation with #FuelCAS

To fuel conversation surrounding the hottest vehicles, the latest automotive trends, interactive exhibits, special events and celebrity appearances, the Chicago Auto Show will engage its fans to participate in the first #FuelCAS Social Media Scavenger Hunt, presented by Cars.com.

Each day, showgoers will have the chance to participate in a series of challenges throughout the show floor. For example, one challenge might be to take a Vine video of an indoor test track experience; another might be to take an Instagram photo of the latest concept vehicle. Fans will automatically be entered to win prizes provided by sponsors and manufacturers. Challenges may be completed across the following platforms: Facebook, Twitter, Vine, Instagram and Instagram Video, making it easy for anyone to participate no matter their social media channel preference.

Conversation with #FuelCAS (con't.)

What's expected to become a viral campaign also provides automakers the opportunity to reap promotional benefits, with activations during both the Media Preview and the public show. During the Social Media Preview, each manufacturer will be encouraged to submit one challenge for media and social media influencers to complete. The challenge will tie into manufacturers' themed Social Media Preview event. When combining a coordinated social media campaign with a room full of influencers, the viral opportunities are endless.

During the public portion of the show, challenge winners will be directed to redeem their prizes in that manufacturer's or sponsor's display, driving a higher volume of traffic to those areas. Daily winners must be present to claim their prize. To further sweeten the deal, one random #FuelCAS winner will be selected to win a grand prize, provided by Cars.com, at the close of the show.



2014 Chicago Auto Show Hosts Connected World Conference

The era of the connected car has arrived and the Chicago Auto Show is partnering with Connected World magazine to present the Connected World Conference at the 2014 Chicago Auto Show. An established exposition for the past three years, the Connected World Conference has successfully coupled connected technology providers, app developers and industry experts. Bringing this conference to the Chicago Auto Show adds a public element that hasn't been tapped in previous technology conferences.

The Connected World Conference examines the convergence of the automobile with today's new communications and infotainment technologies. The Connected World Conference will be located within a 20,000 square feet pavilion on the floor of the 2014 Chicago Auto Show.

Showcasing technologies, products and services developed to enhance the in-car experience, Connected World Conference will, host app developers, device makers, software companies, and product and car manufacturers during the 10 days of the public show. The Connected Car of the Year award winners will be announced Feb. 6 during the show's Media Preview.

The Connected World Conference will feature multiple exhibits that provide a tour of the technologies coalescing around the connected car. These exhibits include connected energy, connected healthcare/fitness, and a special start-up zone for innovators seeking funding. Advanced programming includes presentations on connecting the car to the house, to physicians, to other vehicles, and the car to our health and fitness.

The Connected World Conference will provide Chicago Auto Show attendees an opportunity to experience a world of new technology, including NFC (near-field communication), as attendees can tap tags for engagement throughout the Connected World venue. They will learn how wearables and the use of NFC are shaping everyday lives from every aspect of health, fitness and fashion. Additionally, the Gadget Giveaway will feature some of the hottest connected devices on the market from companies like Garmin, Fitbug, Swingbyte, Dropcam, and NETGEAR on Sunday, Feb. 16.



Word of Mouth Marketing Association ‘Driving Engagement Awards’ Return

The Chicago Auto Show and Word of Mouth Marketing Association (WOMMA) have again teamed up to present one automotive manufacturer with the “Driving Engagement Award” for the most innovative social media campaign of 2013.

WOMMA, the nonprofit trade association dedicated to the word of mouth and social media marketing industry, will kick off the 2014 Chicago Auto Show Social Media Preview with a special Driving Engagement Award ceremony on Friday, Feb. 7, to announce the winner and the two runners-up.

According to Suzanne Fanning, president of WOMMA, word of mouth has always, and will always, affect the auto industry – whether in person or online.

“Many auto brands are doing incredible work engaging their fans,” said Fanning. “Our goal is to help increase the use of credible, ethical and effective social media and word of mouth marketing during the Chicago Auto Show Social Media Preview and throughout the public show, to help all auto brands ‘drive engagement’ with their fans.”

American Honda Motor Co., Inc. won the inaugural Driving Engagement Award in 2013 for its YouTube campaign. Honda’s award submission featured a music video from startup band Monsters Calling Home where the band members recorded a music video from inside of their Honda. As part of Honda’s larger campaign, “Honda Loves You Back,” Honda surprised the band by booking them as the musical guest for “Jimmy Kimmel Live!” and utilized Honda’s full range of social media channels to help share their story.

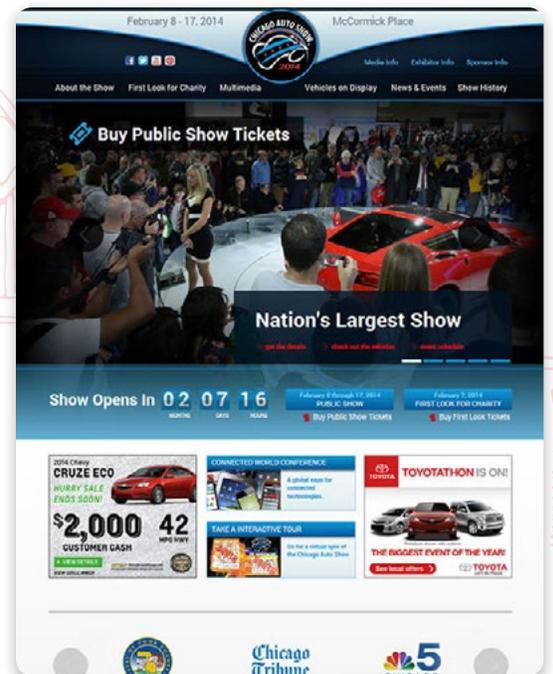


ChicagoAutoShow.com Features Mobile-Friendly Responsive Design

The Chicago Auto Show launched a completely redesigned website in anticipation of the 106th edition of the nation’s largest auto show. Aligned with the Chicago Auto Show’s initiative to remain at the forefront of industry innovation and provide fans with the best possible experience, ChicagoAutoShow.com now boasts responsive design that provides an optimal viewing experience across a wide range of devices.

Desktop, tablet or smartphone, the redesigned site dynamically resizes type, images and graphics to provide an unparalleled preview of the show for all online visitors. Fans across the world can now experience the Chicago Auto Show through interactive and engaging elements regardless of the device they are using.

The 2014 Chicago Auto Show website raises the bar with daily image galleries, a comprehensive listing of vehicles on display and integrated social media content from the Chicago Auto Show’s official blog, Facebook, Twitter and YouTube channels. Consumer favorites return from last year including user-controlled webcams with a live-streaming capability and unmatched virtual tour experience, provided by 360Revo.com. Staple elements also remain such as show floor maps, online ticket purchase, detailed directions and a newsroom for registered media. Together these elements form a winning combination that engages visitors year-round.





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ChicagoAutoShow.com (con't.)

Key features of ChicagoAutoShow.com include:

- About the Show: includes directions, show dates and times, interactive displays, special guest appearances and more.
- First Look for Charity: the online home for the show's signature charity fundraiser. Visitors can learn more about the event, purchase tickets and even find discounts on tuxedo rentals.
- Multimedia: the Chicago Auto show comes to life with a virtual tour, photo galleries, more than 160 videos and webcams while providing the latest news via its official blog.
- Vehicles on Display: the most comprehensive listing of the new 2014 and 2015 models, concept cars and new-product reveals.
- Media, Sponsor and Exhibitor microsites: exclusive content for media members, potential and current sponsors and exhibitors.
- Show History: the Chicago Auto Show has a robust history, and the story is told here with a series of classic photos dating to 1901.

"We're proud of many things, but the Chicago Auto Show History and Vehicles on Display sections are unmatched," said John Webb, 2014 Chicago Auto Show co-chairman. "With a robust history like the Chicago Auto Show, we wanted to capture the memorable moments and vehicles dating all the way back to the show's inception in 1901."

The Vehicles on Display section adds real-time inventory from Chicagoland's new-car dealers, provided by DriveChicago.com. This allows site visitors to sift through nearly 40,000 new cars directly on ChicagoAutoShow.com as they are browsing their favorite vehicles.

2014 Chicago Auto Show Gala Expected to Generate \$2 million for Charity



Now in its 23rd year, First Look for Charity is held the evening before the auto show opens to the public. 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 2014 Chicago Auto Show in February.

Attendees at the charity gala, held on the evening of Feb. 7, will be treated to hors d'oeuvres; champagne, wine, beer and soft drinks; and special entertainment presented by the automakers in their displays. First Look for Charity has become one of the special events on the winter schedules of Chicago socialites and car buffs.

Benefactors in attendance also have the chance to win a 2014 Toyota Highlander and a 2014 Toyota Corolla, both compliments of Toyota and your Chicagoland and Northwest Indiana Toyota dealers.

"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 Kurt Schiele, chairman of the 2014 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, Schiele said.



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2014 Chicago Auto Show Gala (con't.)

Charities involved in the 23rd annual First Look for Charity are 100 Club of Chicago, Boys & Girls Clubs of Chicago, Catholic Charities of the Archdiocese of Chicago, Catholic Charities of the Diocese of Joliet, Clearbrook, The Cradle, and Cystic Fibrosis Foundation.

Also, Franciscan Community Benefit Services, Franciscan St. James Health, the Ray Graham Association for People with Disabilities, Illinois Spina Bifida Association, JDRF, Ann & Robert H. Lurie Children's Hospital of Chicago, March of Dimes, Misericordia, Special Olympics Illinois, Turning Pointe Autism Foundation, and the Jesse White Tumbling Team.

Tickets to the event are \$250 each and can be ordered by telephone at (630) 495-2282 or online at FirstLookforCharity.org. Benefactors should indicate which charity or charities they want their donation to benefit. Of each ticket, \$198 is tax-deductible as a charitable expense.

NBC 5 Chicago and Telemundo Chicago Net Emmys for Auto Show Specials



NBC 5 Chicago and Telemundo Chicago each received an Emmy for coverage of the 2013 Chicago Auto Show. NBC 5 Chicago netted the prestigious award in the "Outstanding Achievement for Special Event Coverage – Live" category and Telemundo won in the "Outstanding Achievement for Special Event Coverage – Edited (other than news or sports)" category. The 55th Annual Chicago/Midwest Emmy awards ceremony took place on Sunday, November 3, at the Alhambra Palace in Chicago's West Loop.

The NBC 5 and Telemundo Chicago teams worked closely with the Chicago Automobile Trade Association (CATA), producer of the Chicago Auto Show, the CATA board of directors and 2014 Chicago Auto Show Chairman Kurt Schiele to produce the coverage.

"The Chicago Auto Show is made up of so many exciting elements that appeal to a vast audience, and we thank our partners NBC 5 Chicago and Telemundo Chicago for bringing these aspects of the nation's largest auto show to life," said 2014 Chicago Auto Show Chairman Kurt Schiele. "It's always a pleasure to work with these very talented teams, and I applaud them for this outstanding accomplishment."

This marks the third consecutive and twelfth overall Emmy for NBC 5 Chicago's live TV special from the Chicago Auto Show floor.

"It is exciting to win this honor three years in a row," said NBC 5 Chicago's President and General Manager David Doeblner. "We value our association with the Chicago Automobile Trade Association and the Chicago Auto Show and look forward to our continued partnership."

"Working with the CATA and the Chicago Auto Show allows us to use creativity and inspires us to produce top quality programming," said Telemundo Chicago's President and General Manager Chris McDonnell. "Winning an Emmy for the production of the Chicago Auto Show special is a true testament of our commitment to providing in-depth coverage, a unique perspective and quality information to our viewers."

The Chicago Auto Show has again partnered with NBC 5 Chicago and Telemundo Chicago for the show's 106th edition. This year, the "NBC5 Presents the 2014 Chicago Auto Show" TV special is scheduled to air on Saturday, Feb. 8 – the opening day of the public show. The Telemundo broadcast is also set to air during the show's opening weekend on Sunday, Feb. 9.

CHICAGO AUTO SHOW

New, More Convenient, Official Hotel



The Chicago Auto Show is proud to announce its new partnership with the Hyatt Regency McCormick Place as an official hotel for the 2014 Chicago Auto Show. The Hyatt Regency McCormick Place has recently undergone a 110 million dollar renovation and expansion. A second tower with 460 guest rooms and suites has been added. Highlights include a complete overhaul of all existing guest rooms, public spaces, restaurants, fitness center, and meeting space rounds out the renovation. Leave your winter coat in your room, the hotel is conveniently connected to McCormick Place Convention Center giving media and attendees quick and easy access to the show. As an official Chicago Auto Show hotel, the Hyatt Regency McCormick Place will offer exclusive rates starting at \$163 for single, double, triple, or quad occupancy.



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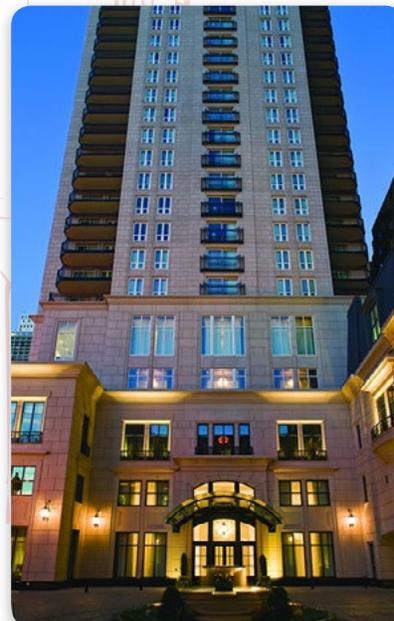
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The special Chicago Auto Show rate includes:

- Premium Internet access
- Daily newspaper delivery
- Complimentary pool and health club access
- Internal access to McCormick Place Convention Center

To make a reservation at the auto show rate, please visit: resweb.passkey.com/go/ChiAutoTradeShow. Additional hotel information is available here, ges.com/EComm/CAS2014/pdf/Full-ESM%20201.pdf.

The Chicago Auto Show also continues its relationship with the 5-star, Waldorf Astoria Chicago. Located in the heart of the chic Gold Coast neighborhood, near the most exclusive shops, dining and nightlife in the city, the 188-room hotel creates a new experience in luxury. As an official hotel partner for the 2014 Chicago Auto Show, the Waldorf Astoria Chicago is pleased to offer the Chicago Auto Show an exclusive rate of \$235 for a Classic King Deluxe guest room or \$295 for an upgraded Waldorf Suite.

The Chicago Auto Show rate includes:

- Complimentary high-speed, wireless internet
- Complimentary local and national phone calls
- Complimentary access to the Waldorf Astoria Spa & Health Club

To make a reservation at this special rate, kindly contact the Waldorf Astoria Chicago at 888-370-1938.