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Media Preview February 12-13

First Look For Charity February 13

Public Show February 14-22

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#CAS15



Alan Batey to Keynote the Midwest Automotive Media Association Breakfast



The 2015 Chicago Auto Show Media Preview will open Thursday, Feb. 12, with the Midwest Automotive Media Association (MAMA) breakfast. MAMA President Patrick Olsen will present the MAMA Family Vehicle of the Year award and introduce keynote speaker Alan Batey, General Motors executive vice president and president, North America.

“Chevrolet is embarking on a truly remarkable product transformation in 2015 that will showcase the ingenuity that has been the driving force behind the brand for more than a century,” said Alan Batey, president of GM North America. “The Chicago Auto Show attracts a tremendous audience, which makes it the perfect place for us to introduce the redesigned 2016 Chevrolet Equinox, which is going to help keep the compact crossover segment one of the hottest in the industry.”



Previously, Batey served as senior vice president, Global Chevrolet Brand chief and U.S. Sales and Marketing, since July 2013. Batey also served as GM vice president, U.S. Sales and Service, and Interim GM chief marketing officer from 2012 to 2013, and vice president, U.S. Chevrolet Sales and Service from 2010 to 2012. Batey, a native of the United Kingdom, began his career with General Motors in 1979 as a mechanical engineering apprentice for the company’s Vauxhall operation in the United Kingdom. Batey completed the General Motors’ Senior Executive Program at Harvard University and holds a City and Guilds Parts 1, 2 & 3 degree in Mechanical Engineering.

“It’s an honor to have someone of Alan’s caliber to open the nation’s largest auto show,”

said Dave Sloan, Chicago Auto Show general manager. “General Motors has long supported the Chicago Auto Show with executive addresses, important product introductions and some of the largest displays it produces worldwide.”

Doors open for the MAMA breakfast at 7 a.m. Feb. 12. Valid media or exhibitor credentials are required for admission.



New Lease Tax Law Likely to Be On Top of Attendees' Minds

Thanks to a new Illinois law that took effect Jan. 1, 2015, state taxes on vehicle leases were reduced by as much as 50 percent, allowing consumers to get more car for less money. House Bill 2317, signed by Gov. Pat Quinn in May 2014, alters the way taxes are collected on light-vehicle leases.

Prior to Jan. 1, a leasing customer paid tax on the entire purchase price of the vehicle. Now, customers who lease a vehicle pay taxes only on money due at lease inception and monthly lease payments. Because most vehicles have a residual value of 50 percent or more, this change reduces the taxes owed by new lessees by 50 percent.

Nationally, the number of new-vehicle owners that are leasing has grown to 26 percent – a figure that has doubled over the last five years. Illinois has lagged well behind at just 14 percent. Leasing rates in Chicago are among the lowest for any metro market in the United States. By comparison, New York metro has a lease rate of 50 percent and Cleveland, 48 percent. The change in the way vehicle leases are taxed in Illinois should make leasing a much more attractive option for new-car shoppers.

“The Chicago metro market has never had good lease penetration because of the way the state taxed vehicle leases,” said Colin Wickstrom, Chicago Auto

Trade Association (CATA) chairman. “With this change in the tax law customers will be able to afford more car than ever – perhaps lowering their monthly payments at the same time.”



While many assume new-vehicle leasing is reserved just for luxury brands, a list of the top 10 models leased in the United States renders that assertion false. According to Experian Information Solutions, each of the top 10 lease vehicles has a starting M.S.R.P below \$25,000. In addition, compared to buying, leasing can lower the monthly payment by \$100 or more.

The Illinois new-car dealers accounted for \$28.4 billion in total retail sales in 2013 – 15 percent of the state’s total. “The CATA, along with the Illinois Auto Dealers Association, worked to show the Illinois Department of Revenue that changing the way the state collects tax on vehicle leases would not only be good for the consumer, but would result in more revenue for the state,” said Dave Sloan, CATA president.



On Jan. 1 the CATA launched a million-dollar educational campaign branded “The Lease You Can Do: More Car, Less Money.” The multifaceted print, broadcast and online effort is designed to help Chicago area buyers understand why vehicle leasing makes financial sense and how the leasing tax law changes will help them lower monthly payments or afford a more expensive vehicle.

PR Newswire Named Official News Service Provider for North America’s Largest Auto Show

The Chicago Automobile Trade Association (CATA), producer of the Chicago Auto Show since 1935, is proud to announce PR Newswire as the show’s official news service provider.

Auto Show as well as provide text and multimedia production and distribution services to the exhibitors at the event.

“Our country is blessed with an amazing auto industry that we all work hard to continually build and support,” says PR Newswire Senior Account Manager Michael Isopi, “Chicago is one of the nation’s largest consumer markets for vehicles and there’s no doubt that we always want to be included to help reach media and consumers.”



“We are proud to welcome PR Newswire as our Official Wire Service Provider. The nation’s most influential consumer auto show staged in its largest convention center deserves to be teamed with the most prestigious and effective news dissemination organization,” said John Webb, 2015 Chicago Auto Show chairman.

The 2015 Chicago Auto Show, the largest auto show in North America, will mark the show’s 107th edition. As its official news service, PR Newswire will manage the dissemination of all news releases issued by the Chicago

Journalists can register to receive news releases from Chicago Auto Show exhibitors pushed via email by registering with PR Newswire for Journalists.

Chicago Auto Show Continues to Cultivate Social Media Influencers

The Chicago Auto Show is no stranger to social media. In fact, show organizers were among the early adopters and implemented a Social Media Day during its Media Preview seven years ago – an industry “first” when it comes to auto shows – sparking digital conversation around the industry.

What’s now evolved to become the Social Media Preview, the event has since grown tremendously and become a cornerstone of the Chicago Auto Show’s Media Preview. The Social Media Preview’s purpose is to provide as a conduit to help automotive manufacturers reach a broad demographic outside of the automotive space.

The Social Media Preview is just one day, but the Chicago Auto Show engages fans through social media and amplifies manufacturer messaging year-round. Just last year, the Chicago Auto Show grew its Facebook fan base by 81 percent and its Twitter fan base by 76 percent – on trend with previous years. To continue to excite and engage fans, the Chicago Auto Show has put together a series of interactive multi-channel social media campaigns leading up to the big event.

Below is a listing of some of the social media campaigns and contests the Chicago Auto Show will be hosting for the 2015 Chicago Auto Show.

#Excuse4CAS

Now through the end of the January, the Chicago Auto Show is asking fans to share their best #Excuse4CAS as to why they need a day off of work/school/being a stay-at-home mom to attend the 2015 Chicago Auto Show. What’s more, the Chicago Auto Show management even crafted a downloadable excuse letter for fans to print off and fill out before turning into their boss/teacher/spouse. The Chicago Auto Show will select random winners via Facebook, Twitter and Instagram throughout the course of the month and will grant a few people their wish of playing “hooky” to explore the nation’s largest auto show.

#FirstLook

Beginning on Jan. 12, fans can submit why they can’t wait to get a #FirstLook of at the 2015 Chicago Auto Show to win a pair of tickets to the 2015 First Look for Charity black-tie event. One winner from Facebook and one from Twitter will receive a sneak peek at the industry’s hottest vehicles and

cutting-edge technologies, get to sample upscale cuisine from Chicago top restaurants, have the chance to win one of two Ford vehicles (a 2015 Ford Fusion and a 2015 Ford Explorer) given away at the event and experience a meet-and-greet on the red carpet with local TV personalities Ryan Chiaverini, Val Warner and Ji Suk Yi from ABC Chicago’s “Windy City” LIVE show.



#CAS15 Challenge

Beginning on Feb. 2, fans can tweet or post an image of the Chicago Auto Show logo or an ad for the chance to win tickets leading up to the show – using the show’s official hashtag #CAS15.

While at the show, fans will automatically be entered to win fabulous prizes throughout the show – as well as a grand

prize – by completing one or all of the following #CAS15 “Challenges” and sharing their show experience:

- Take a CAS Selfie.
- Share your dream car.
- Snap a picture under the iconic Chicago Auto Show globe.
- Post a group photo with family or friends.

#CASLOVE

The Chicago Auto Show is truly a winter tradition for many families and couples in Chicago. It just so happens that the 2015 Chicago Auto Show opens on Valentine’s Day. Show organizers are giving women and men the chance to surprise their loved ones with a date night to the Chicago Auto Show on Valentine’s Day. To further sweeten the deal, restaurant gift cards and overnight hotel stays will be provided to winners. This contest runs Jan. 30 – Feb. 13.

For more information about how to work with us on these promotions, connect with the Chicago Auto Show via its channels below, or tweet with #CAS15. We would be more than willing to create custom graphics or tailor a campaign for your media outlet.

- Facebook.com/ChicagoAutoShow
- Twitter.com/ChiAutoShow
- YouTube.com/ChicagoAutoShow
- Instagram.com/thechicagoautoshow
- Pinterest.com/ChiAutoShow
- Vine – Chicago Auto Show

WOMMA “Driving Engagement Award” Returns, Ups the Ante



In its third year, the Chicago Auto Show and Word of Mouth Marketing Association (WOMMA) will host the “Driving Engagement Award” ceremony during the 2015 Social Media Preview on Feb. 13. This event is the culmination of a month-long review and judging process where a select panel of WOMMA judges sift through each automaker’s submission to determine which brand executed the most innovative social media campaign of 2014. Additionally, WOMMA will attend each automaker press conference during the Social Media Preview and highlight the manufacturer with the most socially-engaging exhibit.

“The Chicago Auto Show’s position is to always help amplify news and campaigns executed by the auto manufacturers, so we feel personally tied to each initiative,” said 2015 Chicago Auto Show Chairman John Webb. “We’re thrilled to continue our partnership with WOMMA, as the organization provides a well-respected – yet neutral voice – in the industry to applaud automakers that did an outstanding job leveraging their audience to implement a viral social media marketing campaign”

To up the ante for campaign submissions, WOMMA will invite the winning auto manufacturer to present at its 2015 WOMMA Summit, WOMMA’s annual conference held Nov. 2-4 at the Fountainebleu in Miami, Fla., where social media marketing professionals engage in development opportunities and knowledge-sharing with top industry marketers. The winning automaker will have the opportunity to share insights and best practices from its “Driving Engagement Award” campaign and will be awarded free admission to the conference.

Whether in person or online, word of mouth has always – and will always – directly impact the auto industry, according to WOMMA President Suzanne 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,” said Fanning.

Honda 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. In 2014, Hyundai took home the award for its Walking Dead Chop Show campaign where its purpose was to expand the conversation around Hyundai vehicles with young and passionate audiences.



WOMMA “Driving Engagement Award” submissions are due Jan. 26. WOMMA will carefully review all submissions and the Chicago Auto Show will notify the selected winner and the two runners-up in early February. The winning automotive manufacturer will be invited to host a short presentation on its campaign strategy and resulting success during the award ceremony.

For more information on the 2015 “Driving Engagement” Award, please visit <http://www.chicagoautoshow.com/media/2015-womma-award/>.



Media Preview to Feature Concept & Technology Garage

With advancements in technology, additional safety equipment and ever increasing fuel economy requirements, today's automobiles are becoming increasingly complex. The Concept & Technology Garage will give automotive media a great opportunity to take a deep dive into the latest concept cars, safety technologies and automotive telematics.

"A natural outgrowth of our traditional concept car drive, the Concept & Technology Garage will give local and national media an opportunity to dig deeper into today's automotive tech," said Dave Sloan, Chicago Auto Show general manager. "It's easy to report on fuel economy improvements or new safety features,



but to actually understand how manufacturers implement new systems, that takes time. This event will give journalists the opportunity to really get a handle on all this new technology."

The Concept & Technology Garage will be held on Wednesday, Feb. 11 from 1 to 4 p.m. at McCormick Place. Print, broadcast and electronic media are welcome to attend. Additional details will be sent to registered media. The event will be held in a climate-controls exhibit hall. Vehicles and technology displays can be transported directly into the hall and offloaded.



Chicago Auto Show App to Utilize Beacon Technology

For the third consecutive year, the Chicago Auto Show will provide an official app for fans and attendees. The app was developed by American Eagle, the same company that hosts ChicagoAutoShow.com, and new partner Mobile App Messaging.

This year, the app will take advantage of new beacon technology to better engage attendees and to provide show organizers and exhibitors detailed tracking information about show goers. The beacons will be installed on the show floor and interact both passively and actively with the app to provide the ultimate show experience.

"The addition of Kontakt Beacons at this year's Chicago Auto Show are designed to be personal. They provide messaging to meet and greet attendees and offer information throughout the event, making this year's show a more interactive consumer experience," said Mobile App Messaging President Dave Rozek.

Additional features of the app include show details, event schedule, show floor map,



Beacon Technology (con't)



sponsor listing, show news and vehicle lineup by make and type. The app also interfaces nicely with all of the Chicago Auto Show social media channels including Facebook, Google+, Twitter, YouTube, Instagram, Vine and Pinterest.

The app provides access to the latest information from the Chicago Auto Show website including the news feed, blog, videos and live streams. Attendees who use the app will also receive push notifications designed to keep them abreast

of late breaking events and appearances.

“The app is intended to provide attendees with a richer and more informational experience. In addition, the implementation of beacon technology will provide an unparalleled show experience and provide our exhibitors with important tracking information,” said Chicago Auto Show General Manager Dave Sloan.

The 2015 Chicago Auto Show app will be available starting mid-January for both Android and iOS devices. Each can be found in the official app stores.

Media Matters . . .

Media and exhibitor credential applications are now available and may be completed online at www.ChicagoAutoShow.com. Upon completion of the online form, applicants will be given a tracking number to follow the approval process. Requests made and approved after Jan. 23 will be available for pickup in the Chicago Auto Show Media Center.

Media credentials are valid for the media preview (Feb. 12-13) and throughout the public show (Feb. 14-22). Media credentials are not valid for the First Look for Charity event. Although you may request credentials at the Chicago Auto Show Media Center, we strongly suggest requesting credentials beforehand.

The Chicago Auto Show is pleased to announce its partnerships with the Hyatt Regency McCormick Place and the Waldorf Astoria Chicago. The Hyatt Regency is connected to McCormick Place and the Waldorf Astoria is located in the heart of downtown adjacent to the Magnificent Mile. Rates start as low at \$155. For more information or to reserve a room at one of our official hotels, please visit our Official Hotels page, www.chicagoautoshow.com/about-the-show/official-hotels.

The Chicago Auto Show Press Kit is available online on our Media Quick Links page here: www.chicagoautoshow.com/media/media-quick-links. On this page you will also find links to our previous show updates, Quick Reference Guide, Showfloor Map and, when they become available, our Media Preview Schedule and Media Information Sheet.



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