

CHICAGO AUTO SHOW | 2015

Media Preview February 12-13

First Look For Charity February 13

Public Show February 14-22

www.ChicagoAutoShow.com



#CAS15

Consumer Vehicles Take Center Stage in Chicago

Set to make their world debut in less than a week, the Acura RDX, Chevrolet Equinox and Honda Pilot give the Chicago Auto Show a decidedly consumer-focused bent. The Chicago Auto Show Media Preview will also see world introductions from Ford, Hyundai, Kia, Nissan, Ram and Toyota. Additionally, Mitsubishi is set to introduce the Mitsubishi GC-PHEV to North America and make a major product announcement.

"Exciting performance cars, limited-edition specialty models are important to help build brand awareness and drum up consumer enthusiasm, but vehicles like the Equinox, Pilot and RDX meet consumers on their level; they are cars the average consumer can afford and one day own," said John Webb, 2015 Chicago Auto Show chairman. "The Chicago Auto Show provides automakers the opportunity to shake hands with hundreds of thousands of their customers on a personal level. With 1 million square feet of exhibit space, no other show can offer the diversity of display that you'll find in Chicago."

The Chicago Auto Show's tradition of providing automakers with a solid social media platform continues as well. BMW, Chevrolet, FCA, Ford, Hyundai, Mazda, Porsche and Volkswagen all will host events on the second day of the Media Preview. These events will feature product introductions and also have a decidedly social angle, perfect for sharing in 15- and 30-second video bites.

Journalists and broadcast outlets looking to go a little deeper won't want to miss the Concept & Technology Garage (more on Page 4). Held the day before the Media Preview, the Concept & Technology Garage will feature displays from more than a dozen automakers highlighting unique concept vehicles, the hottest new production cars and the latest automotive technologies.

Highlighted by the world introductions of some very significant consumer vehicles, the Chicago Auto Show Media Preview is shaping up to be a "can't miss" event for media from all walks.



Batey, Muñoz to Keynote MAMA & ECC



MAMA-Chicago Auto Show Breakfast

Thursday morning's Chicago Auto Show/Midwest Automotive Media Association breakfast will start off the news conference activities for the 2015 Chicago Auto Show. This year, the gathering of media and industry executives will be addressed by Alan Batey, General Motors executive vice president and president, North America. The event starts promptly at 8 a.m. Feb. 12 in the Grand Ballroom of McCormick Place. Breakfast is served starting at 7 a.m.



Economic Club of Chicago Luncheon

José Muñoz, executive vice president, Nissan Motor Co., Ltd. and chairman, Nissan North America, Inc., will be the guest speaker at the Economic Club of Chicago (ECC) Luncheon on Thursday, Feb. 12. The event starts at 12 p.m. CST in the Grand Ballroom of McCormick Place during the show's media preview and is by invitation only. Tickets for the Economic Club of Chicago Luncheon can be obtained at the credential desk in the Chicago Auto Show media center.

Auto Show Fundraiser Aims Big for Charity

How often can a party with an expected guest list of 10,000 people bill itself as an exclusive event? With a 1 million square foot dance floor, First Look for Charity can! Now in its 24th year, First Look for Charity has raised nearly \$40 million for Chicago area nonprofits, and fundraiser officials hope to add \$2.5 million to the tally on Feb. 13.

Benefactors in attendance have the chance to win a 2015 Ford Explorer and a 2015 Fusion, both compliments of Ford Motor Co. & the Chicagoland Ford Dealers Association, and all guests will enjoy various special entertainment across the show floor including the Chicago Six and American Idol finalist Haley Reinhart.

Of each \$250 ticket, \$199 is tax-deductible as a charitable expense, and ticket buyers are empowered to direct the proceeds of their purchase to any or all of the participating charities.

Passed hors d'oeuvres to greet guests at the show entrances include Ahi Tuna Tacos, Seared Beef Carpaccio, and Cinnamon Spiced Poached Pear. Once inside, the array of tastes includes Crab Rangoon, Pickled Scallions, Fresh Spring Rolls, Jumbo Lump Crab Cake, Slow Braised Lamb, Butternut Squash and Goat Cheese Cake, Shrimp and Mussel Cioppino, Wild Mushroom Arrancini,



Prosciutto Di Parma, Garam Masala Spiced Lobster, Tandoori Chicken, and more.

A look at some of the numbers to satisfy the crowd:

- 400 banquet staff and 140 chefs will work the floor for First Look for Charity
- 160 volunteers will prepare and serve 61,000 morsels of food from 22 different local restaurants and caterers
- In total, guests will enjoy more than 121,000 food samples served by 1,100 local hospitality experts
- 55 beverage stations, with more than 115 beverage lines, will be serving champagne, local craft and domestic beer, four varietals of wine, assorted Coca-Cola products, coffee and espresso drinks, and 8 flavors of hot tea
- 1,462 gallons of beer (650 cases)
- 515 gallons of wine (220 cases)
- 188 gallons of champagne (80 cases)
- There will be 40 food stations serving 75 different menu items

Menu items will be clearly marked as vegetarian, gluten free and peanut free.

Show-goers at the black-tie event also have the chance to win prizes throughout the evening by tagging their social media event photos with #FLFC15. Follow @ChiAutoShow on Twitter for more details.

Seven TV Specials to Originate from Show Floor

The Chicago Auto Show will serve as the backdrop for seven automotive specials in 2015. Highlighting the coverage will be a one-hour broadcast on ABC 7 Chicago. Also producing specials from the floor of the show are CBS 2 Chicago, NBC 5 Chicago, Telemundo Chicago, Univision Chicago and WGN-TV. Additionally, Velocity will produce a nationally televised program from the show floor.

"This is proof that the industry is hitting its stride," said Colin Wickstrom, Chicago Automobile Trade Association chairman and Chicago Auto Show co-chairman. "The auto industry is generating so much buzz in terms of product news and this show draws intense interest from the buying public. Seven TV specials says that whether you are a television programmer, an advertising executive or an interested viewer, the Chicago Auto Show is where it's at."

The ABC 7 Chicago and WGN specials will air live on Saturday, Feb. 13, and then re-air on Sunday, Feb. 14. "We are thrilled to partner with the Chicago Automobile Trade Association to bring the 2015 Chicago Auto Show home to ABC 7," said John Idler, president and general manager of ABC 7.

WGN-TV's one-hour special features John Davis, host of the Motorweek television program. "WGN has a 60-year history with

the Chicago Auto Show, telecasting a show nearly every year since 1952," said Larry Wert, president of Broadcasting Media, Tribune Broadcasting Company. "It is an honor for WGN-TV, Chicago's Very Own, to be a partner of the CATA and home to the Chicago Auto Show."

The CBS 2 Chicago, NBC 5 Chicago, Telemundo Chicago and Univision Chicago specials will all air on Sunday, Feb. 15, with encores in the following days. Specific information on the broadcast times of the specials is available at www.chicagoautoshow.com/news/tv-specials/.

For the second year in a row, the Media Preview news conferences will be streamed live on Yahoo Autos. The Chicago Auto Show started streaming its news conferences in 2011 and the digital audience has been growing every year.



#CAS15 Social Media Roundup

The buzz has already begun as the social media sphere is humming about impending product unveils, concept-car news and future-tech advancements. Media, exhibitors and consumers are flooding social media outlets with news and conjecture using the official hashtag, #CAS15. The Chicago Auto Show social media team is constantly monitoring Facebook, Instagram, Pinterest, Twitter, YouTube and Vine, amplifying manufacturer and traditional-media messaging.

Media Preview (Feb. 12-13)

Two years ago, the show's hashtag was the number one trend on Twitter during the Social Media Preview. Last year, the Chicago Auto Show trended ahead of the Sochi Olympics' Opening Ceremony on Facebook.

During the Social Media Preview, media and digital influencers can participate in the second annual "Digital Megaphone" Vine and Instagram Video Challenge where they'll can share their #CAS15 perspective via Vine or Instagram in just 7 or 15 seconds, respectively. Participate and/or follow along with #CASVideo.

New this year to the Social Media Preview, Word of Mouth Marketing Association (WOMMA) will identify one exhibitor with the most interactive exhibit space from a digital and social media perspective. This is in addition to the "Driving Engagement" Awards where WOMMA will highlight one automaker that executed the most innovative social media campaign of the year.

Public Show (Feb. 14-22)

While the media preview is likely to top the social media charts again this year, perhaps the biggest opportunity lies with the public show.

"It's widely recognized by the manufacturers that the Chicago Auto Show public days are unmatched when it comes to consumer attendance, enthusiasm and engagement – and this is when the social media floodgates really open," says John Webb, 2015 Chicago Auto Show chairman. "With more than 95 percent market awareness and a public show that kick starts early spring sales that outpace the national average by nearly 10 percent, the Chicago Auto Show's public days provide a perfect storm for social media interaction."

The social media team at the Chicago Auto Show encourages manufacturers and exhibitors to think outside the box when

it comes to leveraging the Chicago Auto Show's massive consumer audience. "There's a lot of value in having social media managers stay through opening weekend or even the following week to capture real consumer feedback," says Jennifer Morand, CATA director of PR and social media. "Break through the clutter and consider an announcement or stunt during the public show to create additional buzz and get fans talking and sharing the news. That's the beauty of the Chicago Auto Show's public days – there are hundreds of thousands of auto enthusiasts just waiting to directly engage with exhibitors, whether in person or via social media."



The Chicago Auto Show is also awarding fans at random for sharing their show experience – not a hard task when there are nearly 1,000 of the industry's hottest vehicles on display, three indoor test tracks, six outdoor ride and drive experiences, celebrity appearances and specially-themed days. There are plenty of memories for consumers to make and photos to share. All of the buzz is aggregated through #CAS15.

Additional Hashtags to Track

#CASLive – This hashtag was created in an effort to aggregate all of the live "as-it-happens" elements of the Chicago Auto Show.



#CASVideo – Use this hashtag along with #CAS15 when participating in the Vine and Instagram Video Challenge during the Social Media Preview.

#CASOverheard – The Chicago Auto Show has a "street team" in place and equipped with iPads and smartphones to poll consumers on the show floor and broadcast uncensored feedback real-time. The Chicago Auto Show will identify key trends from this data.

#ChooseCAS – The Chicago Auto Show teamed up with the local tourism bureau Choose Chicago to identify Chicago-based photographers with a massive Instagram following to help share the show in a variety of perspectives, including: historical, structural, design, technology, fashion trends, people, food and via time lapse.

Let's make a coordinated effort to get #CAS15 trending once again!

Chicago Auto Show Premier Partners Provide Exclusive Fan Offers and Engaging Exhibits

The Chicago Auto Show is thrilled to welcome premier partners Fifth Third Bank, Shell and State Farm back to the show. In addition to their primary exhibit spaces, the premier partners are planning a variety of interactive, educational and engaging activities for Chicago Auto Show-goers.



Fifth Third Bank

Fifth Third Bank (Exclusive Bank) is driving excitement for the Chicago Auto Show's opening weekend. The first 5,300 fans to present their Fifth Third bank card or special coupon – sourced from local Fifth Third banking centers – at the redemption center in the show's main ticket lobby will receive \$4 off the full-priced adult admission. In the exhibit space, fans can take a spin at the Fifth Third Bank "Prizemobile" for the chance to visit popular local attractions and win one of the 10 iPads up for grabs.



State Farm

State Farm (Exclusive Insurance Industry Sponsor) will bring back its Chicago Auto Show Better State Help Center in the Grand Concourse, where representatives will be on hand throughout the public show to assist guests with questions, maps or just help point them in the right direction. The popular State Farm Garage will return to the South Hall featuring an all new "Ride of your Life" experience where attendees can instantly print photos from the show using #StateFarmGarage. In addition, a 70" smartphone helps consumers decide which vehicle is the ride of their life and State Farm agents are available to consult about insuring a new vehicle.



Shell

Shell (Exclusive Petroleum Products Company) will help fuel excitement for the show by offering weekday discount coupons at more than 300 Chicagoland locations. On the show floor, attendees will be able to sign up for the Fuel Rewards Network and can win up to 25 cents per gallon off their next gas purchase by testing their luck at the Shell themed spin-the-wheel game.



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Notable Media Events, Credentials & More . . .

Three "can't-miss" media events don't appear on the official news conference schedule, but they are detailed here. Media Credentials are required for entry at each event.

CONCEPT & TECHNOLOGY GARAGE | Wed., Feb. 11 | 1 – 4 p.m. F1 Hall, McCormick Place

The Concept & Technology Garage is your chance to get a sneak peek at the concepts, vehicles and technologies that will be introduced during the Chicago Auto Show Media Preview.

NISSAN WELCOME RECEPTION | Wed., Feb. 11 | 6 – 8 p.m. Venue One, 1034 West Randolph St.

You are invited to attend the Nissan North America Welcome Reception Wednesday evening. Shuttles will pick up and deliver you from the Hyatt Regency to the venue starting at 5:30 p.m. Shuttles will also run from the Nissan reception to the various manufacturer dinners.

SWEET HOME CHICAGO | Thur., Feb. 12 | 8 p.m. – Midnight Reggies Chicago, 2105 S. State St.

Please join us for a Chicago Auto Show tradition, Sweet Home Chicago. The "all-play" party is supported by nearly every automaker and will feature, food, drinks, and JC Brooks and the Uptown Sound. Shuttles will be provided from the various manufacturer dinners and the Hyatt McCormick. Get tickets in the Media Center in Room N426 of McCormick Place.

MEDIA CREDENTIALS

It's not too late to get your credentials for the 2015 Chicago Auto Show Media Preview. Simply visit, www.ChicagoAutoShow.com/media and click on the credential registration link. Once you've registered, you can pick up your credentials in the Chicago Auto Show Media Center in Room N426 of McCormick Place.