

# CHICAGO AUTO SHOW

2016 OFFICIAL PRESS KIT



#CAS16

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## WELCOME TO THE 2016 CHICAGO AUTO SHOW

Dear Media Member,

We at the Chicago Automobile Trade Association are excited to welcome you to the 108<sup>th</sup> edition of the Chicago Auto Show. We're proud to be the nation's largest and longest running auto show.

We hope this press kit will be your reference guide to the 2016 Chicago Auto Show. In addition to the information found here, we will also be regularly updating the media section of our website, which can be found at [www.chicagoautoshow.com/media](http://www.chicagoautoshow.com/media).

The 2016 Chicago Auto Show Media Preview is shaping up to be one of the best in years. Mark LaNeve, Ford Vice President, U.S. Marketing, Sales and Service, will be keynoting the Midwest Automotive Media Association (MAMA) Breakfast and Lex Kerssemakers, Senior Vice President, The Americas Region and President and CEO Volvo Cars of North America, be speaking at the Economic Club of Chicago Luncheon. We also have firm commitments for world introductions scheduled from Chevrolet, Ford, Honda, Hyundai, Infiniti, Kia, Mercedes-Benz, Nissan, Ram, Toyota and Volkswagen. Additional highlights include the Driving Engagement Award presented by World of Mouth Media Association (WOMMA), the Concept & Technology Garage and our Social Media Preview.

We have designated a hashtag for the 2016 show, #CAS16, so be sure to use that hashtag when posting on your social media sites about the show. The Media Preview will be held February 11-12, and the public show runs from February 13-21.

The best way to stay connected to the show and get the latest news and updates is to register for media credentials. You can register electronically at <https://www.chicagoautoshow.com/media/media-credentials/>.

This press kit is intended to ensure that you have the most newsworthy material available at your fingertips. The Chicago Auto Show's communications team will also be on hand for assistance in the Chicago Auto Show Media Center, located in room **N426** of McCormick Place, to answer questions that you may have.

On behalf of the entire Chicago Auto Show team, we are very excited to have you in Chicago and thank you for your interest in the 2016 Chicago Auto Show. If you have any questions, please contact one of our members from the communications team, and we will be glad to assist you. Follow all the live updates **@ChiAutoShow** and **Facebook.com/ChicagoAutoShow**.

**Mark Bilek**

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## QUICK REFERENCE GUIDE

<b>Event</b>	The 108 <sup>th</sup> Chicago Auto Show
<b>Producer</b>	The Chicago Automobile Trade Association
<b>Dates</b>	<b>Media Preview:</b> Feb. 11 – Feb. 12   <b>First Look for Charity:</b> Feb. 12   <b>Public Show:</b> Feb. 13 – Feb. 21
<b>Public Show Hours</b>	Saturday, Feb. 13 – Saturday, Feb. 20: 9 a.m. – 10 p.m., Sunday, Feb. 22: 9 a.m. – 8 p.m.
<b>Background</b>	First staged in 1901, the Chicago Auto Show is the largest auto show in North America and has been presented more times than any other auto exposition in the world. The CATA has produced the Chicago Auto Show since 1935.
<b>Location</b>	McCormick Place, 2301 S. Lake Shore Dr., Chicago, IL 60616
<b>Admission</b>	\$12 for adults, \$7 for seniors age 62 and older and children ages 7 – 12, Free for children age 0 – 6. <i>Tickets available at show box office at McCormick Place and on <a href="http://Drivechicago.com">Drivechicago.com</a>. Weekday discount vouchers (\$5 off regular adult admission) available at area new-car dealers. <a href="#">Weekday group &amp; school</a> discounts available.</i>
<b>Exhibits</b>	North America's largest auto show, the 2016 Chicago Auto Show spans more than 1 million square feet of floor space of the McCormick Place complex and displays multiple world and North American introductions and a complete range of domestic and imported passenger cars, trucks, sport-utility vehicles, minivans and concept cars. In all, hundreds of different vehicles will be on display, plus hundreds of interactive, aftermarket, accessories and auto-related exhibits, competition vehicles, antique and collector cars. The Chicago Auto Show also features several indoor test tracks and outdoor ride-and-drive opportunities. More info at <a href="http://www.chicagoautoshow.com">www.chicagoautoshow.com</a> .
<b>Media Preview</b>	Two-Day Media Preview covered by approximately 3,300 registered media and an additional 1,500 invited bloggers, digital influencers and shouters. Nissan-sponsored national and international media travel program for key auto journalists, bloggers and influencers. Social Media Preview featuring structured events including WOMMA "Driving Engagement" Award. Show's hashtag has been the No. 1 trend on Twitter 3 years running. Multiple national and regional television specials including ABC 7 Chicago and Telemundo, among others.
<b>First Look for Charity</b>	First Look for Charity stands as one of Chicago's greatest one-day fundraisers, regularly generating more than \$2 million for 18 area nonprofits. Held at McCormick Place the evening before the Chicago Auto Show opens its public run, the benevolent event is anticipated by socialites and car buffs alike. Guests are treated to champagne, wine, soft drinks, elegant hors d'oeuvres and desserts -- all while being the first to explore this year's edition of the nation's largest auto show. More info at <a href="http://www.firstlookforcharity.org">www.firstlookforcharity.org</a> .



## QUICK REFERENCE GUIDE (CONT.)

Chicago Auto Show Infographic: [http://www.chicagoautoshow.com/assets/1/7/Infographic\\_2016.pdf](http://www.chicagoautoshow.com/assets/1/7/Infographic_2016.pdf)

### Social Media

Official Hashtag: #CAS16

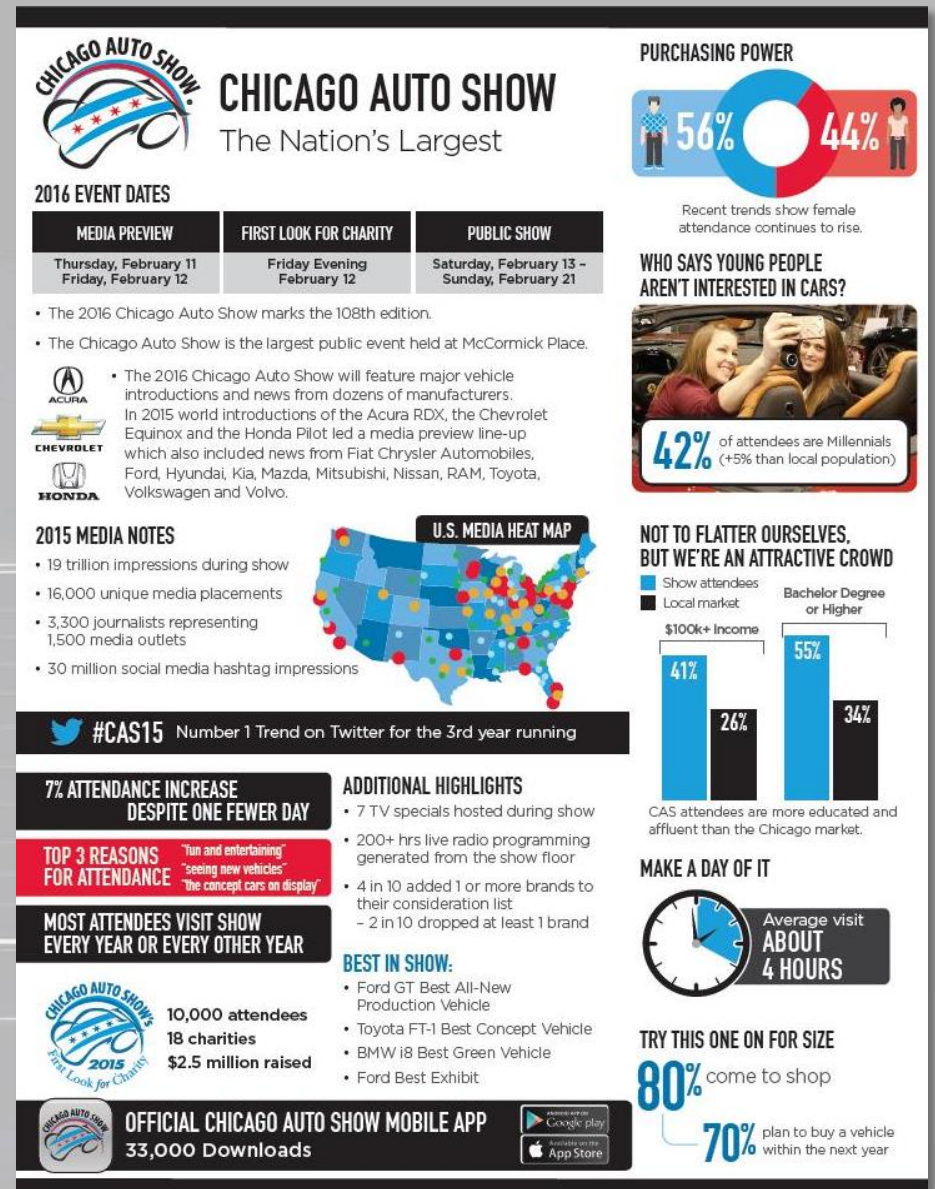
Facebook: [www.facebook.com/chicagoautoshow](http://www.facebook.com/chicagoautoshow)

Twitter: [www.twitter.com/chiautoshow](http://www.twitter.com/chiautoshow)

Instagram: <http://instagram.com/thechicagoautoshow>

YouTube: [www.youtube.com/chicagoautoshow](http://www.youtube.com/chicagoautoshow)

Pinterest: <http://www.pinterest.com/chiautoshow>



## 2016 FIRST LOOK FOR CHARITY EXPECTED TO GENERATE \$2.5 MILLION TO CHARITY

Over the past 24 years, the Chicago Auto Show's First Look for Charity black-tie gala has raised more than \$42 million for 18 local charities. First Look for Charity is held the evening before the Chicago Auto Show opens its 9-day public run at McCormick Place. This year, the benevolent event will be held on Friday, Feb. 12 from 7 – 11 p.m.

First Look for Charity guests will be among the first to see nearly 1,000 new cars and trucks — some of them on display for the first time anywhere — and enjoy world class hors d'oeuvres and beverages that reflect cuisine around the world.

First Look for Charity stands as one of Chicago's greatest one-day fundraisers, raising more than \$2 million annually to benefit 18 local charities. Ticket purchasers can direct the proceeds from their purchase to benefit any or all of the participating charities. Tickets are \$250 each.

The Hyatt Regency McCormick Place is offering a one-night, special rate for First Look for Charity attendees. Rates begin at the special discounted price of \$117 for this night only. Reserve online by Jan. 23 at <https://resweb.passkey.com/go/FirstLookforCharity2016>.





## 2016 FIRST LOOK FOR CHAIRTY: VEHICLE GIVEAWAYS



**2016 Lincoln MKX Black Label**



**2016 Jeep Renegade**

Benefactors in attendance also have the chance to win a 2016 Lincoln MKX Black Label and a 2016 Jeep Renegade. The MKX is compliments of the Lincoln motor company and Chicagoland Lincoln dealers. Renegade compliments of Chrysler jeep dodge and ram and Chicagoland jeep dealers.

The all-new Lincoln MKX introduces Quiet Luxury by providing an effortless ride, a warm, tailored experience and a thoughtful and elegant design. The midsize crossover reflects the brand's focus to deliver engaging and refined luxury vehicles with innovative technologies that allow clients to seamlessly personalize their experience.

The Jeep Renegade delivers a unique combination of best-in-class off-road capability, open-air freedom and convenience, a segment-first nine-speed automatic transmission that contributes to outstanding on-road and off-road driving dynamics, two fuel-efficient engines, world-class refinement, and a host of innovative safety and advanced technology offerings.

## FIRST LOOK FOR CHARITY BENEFICIARIES



For a detailed listing of the charities participating in the 2016 First Look for Charity, please visit: <http://www.chicagoautoshow.com/first-look-for-charity/benefiting-charities/>.



## 2016 MEDIA PREVIEW OVERVIEW

The Media Preview for the 2016 Chicago Auto Show will kick off on **Thursday, Feb. 11** with the **Midwest Automotive Media Association (MAMA) breakfast**, where MAMA President Patrick Olsen will present the MAMA Family Vehicle of the Year award and introduce keynote Mark LaNeve, Ford Vice President, U.S. Marketing, Sales and Service.

Recently appointed to his role, LaNeve is responsible for all marketing, sales, service and customer care and dealer relations for the Ford and Lincoln brands. Prior to his current position, LaNeve led Ford's marketing and advertising agency, Global Team Ford, as the chief operating officer. LaNeve is no stranger to the automotive industry; he began his career at Cadillac in 1981 after graduating from the University of West Virginia with a Business Communications and Marketing degree. This set the stage for his automotive track where he's held leadership roles at General Motors and Volvo Cars of North America.

The **Economic Club of Chicago** will return to host a luncheon event also on Thursday, Feb. 11 featuring guest Lex Kerssemakers, Senior Vice President, The Americas Region and President and CEO Volvo Cars of North America.

Prior to his current position at Volvo, Kerssemakers held other management positions within the company such as Senior VP of Productive Strategy and Vehicle Line Management; President of Volvo Car Overseas Corporations; Senior VP of Brand, Business & Product Strategy – among several other roles. His extensive experience in product strategy, purchasing, sales and marketing is demonstrated through the many leadership positions held at Volvo Cars.

As in years past, the Media Preview will feature a number of manufacturer-related press events, including firm commitments for world introductions from Chevrolet, Ford, Honda, Hyundai, Infiniti, Kia, Mercedes-Benz, Nissan, Ram, Toyota and Volkswagen.



Mark LaNeve



Lex Kerssemakers

## #CAS16 CONTINUES TO CULTIVATE INFLUENCERS

During the 2015 Chicago Auto Show, the official #CAS15 hashtag garnered nearly 200 million impressions and a direct reach of 30 million people throughout the show period. These results soared above 2014, where the official hashtag reached 89 million impressions. The show's #CAS15 was also the No. 1 trend on Twitter for the third year running. With a robust presence across nine different platforms including Facebook, Twitter, Instagram, YouTube, Pinterest, Vine, Google+, Snapchat and Periscope, Chicago Auto Show organizers can engage with fans on their social network of choice.

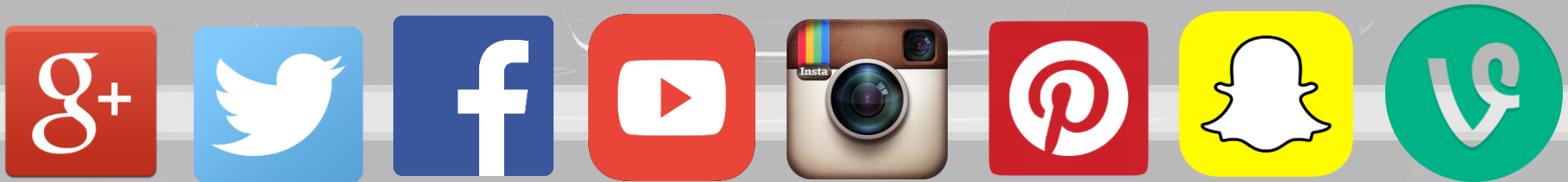
The Chicago Auto Show will once again help amplify manufacturer and exhibitor announcements during the Media Preview on Friday, Feb. 12. The Chicago Auto Show was the first to create a “Social Media Day” where industry personnel came together to discuss the advent of social media and speculations about its future. Since then, the event has evolved and today provides as a platform for automotive manufacturers to reach a broad demographic outside of the automotive space.

Manufacturers, exhibitors and media outlets can again take advantage of the second day of the Media Preview to host press and marketing events geared directly toward the buying public – in particular, those who have an active presence on social media.

Manufacturers and premier partners will again be encouraged to invite bloggers, digital advocates and influencers to engage them in an exclusive program during the event.

In addition to the manufacturer-driven events, the Chicago Auto Show will host the following:

- Social Media Viral Video Challenge – Through a partnership with Digital Megaphone, media and other digital influencers will participate in a social media driven #ViralVideoChallenge throughout the day. Awards will be presented to both influencers and industry personnel, selected by Digital Megaphone and a panel of judges.
- Driving Engagement Award Ceremony – In its fourth year, the Chicago Auto Show has teamed up with Word of Mouth Marketing Association (WOMMA) to present its 2016 “Driving Engagement” Award to the auto brand that executed the most innovative social media campaign of 2015. This event is the culmination of a month-long review and judging process where a select panel of WOMMA judges identifies and highlights the winning campaign. New this year, the Chicago Auto Show will ask consumers to weigh in as well.



## MEDIA PREVIEW TO FEATURE CONCEPT & TECHNOLOGY GARAGE

**Concept & Technology Garage\* date:** Wednesday, Feb. 10 (1:30 – 4 p.m.)

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 once again give automotive media a great opportunity to take a deep dive into the latest concept cars, safety technologies and automotive telematics.

"The Concept & Technology Garage event provides national and local media the opportunity to take a deeper dive into the technology advancements within the latest vehicles through speaking directly with designers and product specialists and, in some cases, test-driving the vehicle," said Dave Sloan, Chicago Auto Show general manager. "In addition, automakers bring their latest concepts so that media can shoot all the footage needed for a TV special, for example, and pre-load their content with interviews about various technologies. It's like a speed dating event for automakers to explain the latest advancements and hottest tech to top-tier media and influencers in a controlled, relaxed environment."

The Concept & Technology Garage will be held on Wednesday, Feb. 10 from 1:30 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.

*\*Credentialed Media only*





## NEW WEBSITE AND SMARTPHONE APP BUILD EXCITEMENT FOR THE CHICAGO AUTO SHOW

The Chicago Auto Show has an all-new website and smartphone app that are designed to enhance the attendee experience and bring the nation's largest auto show to life across the globe. The 2016 version of ChicagoAutoShow.com features seamless social media integration, historical videos and bigger, bolder image galleries.

Highlighting its extremely active social media channels, the show's website features Facebook and Twitter conversations on nearly every page. In addition, the site now hosts a social media wall that's constantly updated with the latest conversations across all social media channels including Facebook, Twitter, YouTube, Instagram, Vine and Pinterest.

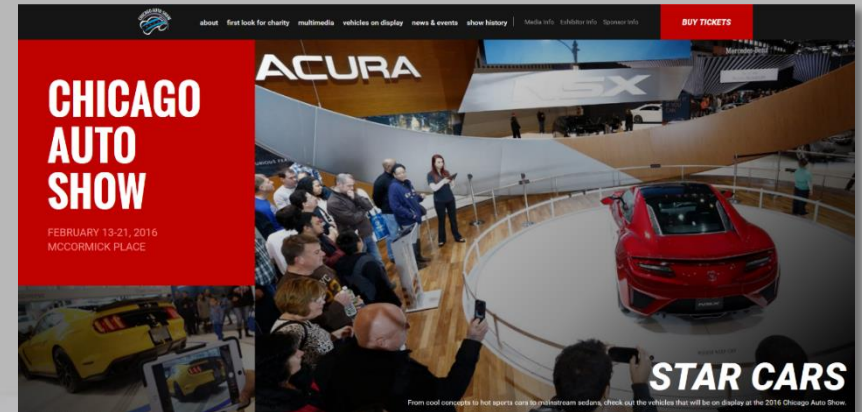
The show's listing of vehicles on display, photo galleries and videos are designed to take advantage of today's large, touch-screen monitors while still being responsive enough to remain fully functional on compact mobile devices.

"We want our attendees to connect to the show on every level," said 2016 Chicago Auto Show Chairman Colin Wickstrom. "We will be providing free high-speed WiFi at the show to allow showgoers to share their experience through social media, our website, which, believe it or not, *features* automobiles, and our official Chicago Auto Show app."

To help build excitement for the show, the website features historical videos that have been integrated into its best-in-class "Show History" section. These videos give site visitors a chance to see and experience famous vehicles and concepts as they were first presented on the show floor. Returning features include user-controlled webcams with a live-streaming capability, daily event schedules, show floor maps, online ticket purchases, detailed directions and a newsroom for registered media. Together these elements form a winning combination that engages visitors year-round.

The website's "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 more than 40,000 new cars directly on ChicagoAutoShow.com as they are browsing their favorite vehicles. The show's updated app is designed to be a digital companion for the attendee, allowing them to request more information on vehicles they see at the show, get instant updates on the daily schedule and connect through beacon technology with exhibitors.

Web development company AmericanEagle.com continues to be a valuable partner in the success of ChicagoAutoShow.com and the show's official show smartphone app. "For the 10th consecutive year, we're proud to call the Chicago Auto Show website one of our signature sites. Our goal is to continually produce a dynamic online experience for the fans and attendees of this world-class event," said Michael Svanascini, president of Americaneagle.com. "We could not do this without the incredible collaboration between both teams."



## CHICAGO AUTO SHOW BEACON PROGRAM CONNECTS CONSUMERS WITH EXHIBITORS

According to leading auto show marketing agency eshots, auto shows nationwide can better connect attendees with exhibitors. In fact, eshots estimates that as many as 100,000 leads are lost at a major show like Chicago because consumers are unwilling or afraid to interact with exhibitors. The Chicago Auto Show wants to rectify this situation.

For 2016, the show is offering a comprehensive beacon messaging program that will allow showgoers to seamlessly interact with exhibitors in an innovative and exciting way. Taking advantage of its popular official smartphone app, the Chicago Auto Show will allow exhibitors to message attendees as they consume the show, in particular, when they spend time inside and around key vehicles. For example, BMW can place a beacon inside its new 7-Series that will send an electronic message to attendees, asking them if they would like more information or want to register for a test drive at a local BMW dealer.

“The Chicago Auto Show is the only major show in the nation that offers free WiFi and a compelling smartphone app to its attendees,” said 2016 Chicago Show Chairman Colin Wickstrom. “It’s only logical that we use these two technologies to enhance the experience for people at the show and to add value for our exhibitors.”



After a successful pilot program last year, the Chicago Auto Show is rolling out this attendee beacon and messaging platform to all exhibitors. Partnering with American Eagle, Chicago Auto Show app developer, and Footmarks, a mobile proximity marketing solution, the show will place Bluetooth Low-Energy beacons across the show floor. The beacons will collect footfall traffic information (including anonymous proximity data, dwell time, return rate and path information) and message attendees.



## CAS ENLISTS CONSUMER OPINION FOR THE 2016 “DRIVING ENGAGEMENT” AWARD



The Chicago Auto Show and Word of Mouth Marketing Association (WOMMA) will host the fourth annual “Driving Engagement Award” ceremony during the 2016 Social Media Preview on Feb. 12. For the first time, show organizers and WOMMA will enlist the public for their opinion on which auto brand executed the most innovative and creative social media campaign of 2015. The award ceremony will be the culmination for the review and voting process, which will take place on the Chicago Auto Show’s Facebook page in the weeks leading up to the event.

“The ‘Driving Engagement’ Award ceremony is an industry first that, not surprisingly, originated from the nation’s most social savvy and consumer-driven auto show, the Chicago Auto Show,” said Colin Wickstrom, 2016 Chicago Auto Show Chairman. “Our partnership with WOMMA combined with the Chicago Auto Show’s Social Media Preview provides a powerful platform to recognize auto manufacturers that executed particularly engaging social media initiatives to reach consumers. This year, we want to engage the public to learn which campaign they deem most worthy of the award.”

“Whether offline or online, word of mouth has always directly impacted the auto industry – and research proves that’s more true today than ever,” said WOMMA President Suzanne Fanning. “According to our Return on WOM research study, with higher consideration categories like automobiles, a word of mouth impression can be up to 200 times more effective than a paid media impression.”

“Our goal is to help showcase 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 and to help auto brands ‘drive engagement’ with their fans all year long,” said Fanning.

Honda won the inaugural award in 2013 for its “Monsters Calling Home” YouTube campaign. 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 a young and passionate audience. Last year, Honda was on top again for its campaign titled “April Fools’ Fit Kit” which poked fun at the maker community on April Fools’ Day with the first DIY vehicle people can build at home.

Voting for the 2016 “Driving Engagement: Consumers Choice” Award will kick off on Feb. 1 and conclude on Feb. 11. The winning manufacturer will be invited to host a short presentation on its campaign strategy and resulting success during the award ceremony.

Award submissions are now being accepted via this link: <http://www.chicagoautoshow.com/media/2016-womma-award/>.





## CHICAGO AUTO SHOW MEDIA PREVIEW TO FEATURE #CASVIRALVIDEO CHALLENGE

The Chicago Auto Show and Digital Megaphone are teaming up to conduct a Chicago Auto Show #CASViralVideo challenge during the Social Media Preview on Friday, Feb. 12. Digital Megaphone, a Chicago-based organization that creates educational and interactive events for marketers and bloggers, will invite key social media influencers to attend the Chicago Auto Show's exclusive Social Media Preview on Friday, Feb. 12 to be among the first to see the latest vehicle introductions and cutting-edge technology. These influencers will be engaged to create a #CASViralVideo using select social media channels that will be judged for a chance to win an appealing prize that will be up for grabs.

"For the third year running, the Chicago Auto Show's official hashtag has trended nationally on Twitter during the Media Preview, and we expect this trend to continue," said 2016 Chicago Auto Show Chairman Colin Wickstrom. "The Chicago Auto Show is such a visual place and a prime venue to create compelling content, so we will continue to work with organizations such as Digital Megaphone to invite top influencers from across the country as well as local bloggers to partake in engaging activations such as the #CASViralVideo challenge."

Participants will partake in the Media Preview's festivities which include exclusive, manufacturer-hosted press and marketing events geared towards social media savvy consumers. The goal of the challenge is to engage digital influencers to put their creative spin on the news and trends coming out of the nation's largest auto show and automotive industry overall, whether they are interested in the latest cars, cutting-edge technology, innovative safety features, ride and drives, test tracks or interactive displays.

"The 2016 Chicago Auto Show video challenge will once again give social media influencers and media the opportunity to explore the show floor during the Media Preview to capture and share their perspective of the latest industry trends while boosting the automakers announcements via social media," said Digital Megaphone Founder and President Hope Bertram.

In addition to influencers, the Chicago Auto Show and Digital Megaphone will open a new category for industry personnel to partake in the challenge, including the automakers, exhibitors and automotive media. All will use the same #CASViralVideo hashtag, but there will be two separate categories and recognition of the most creative videos (extra points if the video actually goes viral!) – each from a different point of view.

"We look forward to expanding the reach of the competition this year," said Bertram.



## LIGHTS, CAMERA, ACTION - 4 TV SPECIALS FROM SHOW FLOOR



The Chicago Auto Show provides the perfect setting for exciting and engaging television and the Chicago market is strong enough to support multiple live television specials. This year four stations are looking produce auto show special programming: ABC, CBS, Telemundo and WGN.

Official show broadcast partner ABC will return with a live broadcast originating from the show floor from 6-7 p.m. on Saturday, Feb. 13. The hour-long special will focus on Chicago Auto Show introductions, new technologies and interactive and engaging activities at the show.

"As the most watched station in Chicago, it's important for ABC 7 to forge strategic partnerships with organizations that share our values. That's why it's such a privilege to be the official television partner of the Chicago Automobile Trade Association -- to be aligned with a group of local business owners, who like us, understand that giving back to the community is not only rewarding but is the foundation of our success," said John Idler, president and general manager of ABC7 Chicago. "We look forward to continuing this tremendous partnership in 2016 by bringing

the largest auto show in the nation to Chicago area viewers during ABC 7's live, hour-long Auto Show special."

WGN also returns with its Motorweek-backed show featuring automotive expert John Davis. The WGN special will also air Saturday, Feb. 13.

"WGN-TV's Chicago Auto Show special is a viewer favorite each year. We are fortunate to have Motorweek's John Davis elevate the show with his expertise and trusted automotive knowledge," said Larry Wert, President/Tribune Broadcasting. "WGN-TV has been producing and airing Chicago Auto show specials almost every year for the last 65 years. We value this partnership and look forward to 65 more."

CBS2 Chicago and Telemundo Chicago will to produce dedicated Chicago Auto Show programming this year. Telemundo will air Feb. 13. The CBS auto show specials will air Sunday, Feb. 14. All of the specials are scheduled to re-air multiple times throughout the public days of the Chicago Auto Show.



## SPONSORS LINE UP TO REACH CONSUMERS

Based on sheer size and attendance, there's little doubt that Chicago is the nation's consumer auto show. In fact, every mainstream automaker will be on display this coming February at McCormick Place. Because of that, consumer-facing sponsors are lining up to participate in the Chicago Auto Show. The roster of sponsors includes State Farm, Fifth Third Bank, Shell, Cars.com, Chicago Tribune and new sponsors, Rand McNally and Comcast Xfinity.

"More important than their financial impact on the show's bottom line is the activation each sponsor brings to the show and the fact that the sponsors improve the experience for show attendees," said Tim McBride, director of sponsorship and marketing for the Chicago Auto Show. The show's three premier partners lead the way with both on-site and in-market show-focused campaigns. Longtime sponsor State Farm returns with its attendee-favorite Garage experience, Better State help center and adds to the lineup a customer lounge for 2016.

"Fifth Third Bank will again enjoy sponsorship and activation at the 2016 Chicago Auto Show," said Robert A. Sullivan, CEO & regional president, Fifth Third Bank (Chicago). "Our partnership with the Chicago Auto Show has provided us with an exceptional way to promote both our brand and our commitment to serving Chicagoland consumers and communities, as well as enjoy new, significant consumer and auto dealer business acquisition." Fifth Third Bank enjoys status as exclusive bank of the show, along with lead sponsorship position as a Grand Benefactor of the opening night, First Look for Charity, and an interactive exhibit space where bankers and promotional team members enjoy connection with show guests. Fifth Third Bank helps drive excitement for the show with special opening weekend discount campaigns and an interactive exhibit, while also serving as a Grand Benefactor of the First Look for Charity preview night.

Shell continues as the retail partner of the popular market-wide Weekday Discount Coupons program and engages attendees at the show where consumers can win prizes and earn discounts at Shell Fuel Rewards Network-themed displays. Over the last several years State Farm has had enormous success at the Chicago Auto Show and we have increased our consumer engagement activities within our space as a result. We try to create an environment that compliments all of the show's experiences so that consumers see State Farm as the solution for all their insurance needs," said Tamara Harvell, State Farm Sponsorship senior project lead.

New sponsor Rand McNally, fittingly, becomes presenting partner of the official Chicago Auto Show map, will make news with a special product announcement during the Media Preview and offer attendees the opportunity to test out its line of navigation products on the show floor.

Comcast Xfinity steps up this year to offer a unique way for consumers to check out some of the most popular attractions on the floor through the Future of Awesome Concept Cars Mobile App Guided Tour and Social Media Challenge. Comcast will also provide show goers the opportunity to take a much needed break and learn more about its offerings in a Xfinity-themed lounge.

Finally, Cars.com will make sure attendees can stay connected by sponsoring dedicated show WiFi that will cover the entire showfloor. "Attendees are more connected than ever, and providing free WiFi to guests will no doubt enhance the Chicago Auto Show experience for all," said Mark Bilek, director of communications and technology for the Chicago Auto Show. "The Cars.com sponsorship of the WiFi gives Chicago a leg up on other major shows as the only one to offer attendees free high-speed connectivity throughout the show floor."





## SPECIAL DAYS AT THE CHICAGO AUTO SHOW

Not that every day isn't a special day down at the Chicago Auto Show, but show organizers will again add structure to the 9-day run of the show. With hundreds of cars, trucks, sports utility, concepts, and specialty cars on display there is plenty to catch the eye.

### Family Day at the Chicago Auto Show

**Monday, Feb. 15**  
**(Presidents Day)**



The Chicago Auto Show will host family fun again on Presidents Day, Monday, Feb. 15. Manufacturers will host programs tailored to families, including kid-oriented activities and safety events.

### Women's Day

**Tuesday, Feb. 16**



Women will be admitted for just \$7. Manufacturers will present special women-oriented programs on the purchase and lease of cars and maintenance. It's a day all about the ladies at the Chicago Auto Show.

### Hispanic Day

**Friday, Feb. 19**



During Hispanic Day, Chicago Auto Show exhibitors develop and host Hispanic celebration events. Detailed event schedule coming soon.

### Additional Highlights:

- **Annual Chicago Auto Show Food Drive (Wednesday, Feb. 17 – Friday, Feb. 19)**

Attendees can exchange three cans of food for a coupon good for a half-price discount off a full price admission.

- **Special Guest & Celebrity Appearances (Ongoing)**

Keep current on all the excitement at the Chicago Auto Show at [ChicagoAutoShow.com](http://ChicagoAutoShow.com) for a full schedule of events & appearances.

## NRSF TEEN VIDEO CHALLENGE

The National Road Safety Foundation will host a Drive Safe Chicago video contest at the Chicago Auto Show that asks teens to submit ideas for a 30-second public service announcement that helps spread the word about the dangers of distractive driving. The winner will receive a \$2,000 award and will have the chance to work with an Emmy Award-winning TV producer to turn the script into a finished spot that will air nationwide. It will debut at the Chicago Auto Show and will be shown on the show's social media video wall throughout the show.

"Distracted driving is a serious risk that needs to be addressed at all levels," said Colin Wickstrom, 2016 Chicago Auto Show chairman. "Today's cars are safer than ever, with many innovations that help avoid crashes and protect occupants in the event of one. But driver inattention - distraction - continues to be a major factor in crashes. We hope the Drive Safe Chicago campaign engages teens to be messengers both to their peers and to all drivers that distracted driving is dangerous driving."

The National Highway Traffic Safety Administration estimates more than 3,300 people are killed every year due to distracted driving, and tens of thousands more are injured. The most talked-about causes of distraction are texting and cell phone use, but drivers also can be distracted by use of other mobile devices like GPS, as well as adjusting sound system controls, talking with passengers or even eating.

"Anything that takes the driver's eyes off the road and mind off the task at hand is a distraction that can have serious consequences," said Michelle Anderson, Director of Operations at The National Road Safety Foundation. "Driving requires full attention. It's not something that can be done safely while multi-tasking."

Teens who live in Illinois, Wisconsin, Indiana and Iowa are invited to enter by sending a script or storyboards for a TV PSA that reminds people not to drive distracted. Entries deadline is Dec. 14, 2016 and the winner will be announced at the Chicago Auto Show. A runner-up will receive a \$1,000 award. All entrants will receive two free tickets to the Chicago Auto Show. To enter, visit: [www.nrsf.org/teenlane/content/drive-safe-chicago](http://www.nrsf.org/teenlane/content/drive-safe-chicago). For more information, visit [www.chicagoautoshow.com](http://www.chicagoautoshow.com).





## OFFICIAL HOTELS – HYATT REGENCY MCCORMICK PLACE & WALDORF ASTORIA CHICAGO

The **Hyatt Regency McCormick Place** is one of the official hotel partners of the 2016 Chicago Auto Show – this will be the Hyatt's second year of a three year partnership with the Chicago Auto Show. Connected to the McCormick Place Convention Center, attendees have quick and easy access to the show. Offering spectacular city views, the 1,258-room Hyatt Regency McCormick Place is conveniently located adjacent to McCormick Place with easy access to many of Chicago's famed sights, such as the Magnificent Mile, Navy Pier, Millennium Park, the world-renowned museums, prominent theatres and more of the things that have made Chicago a global destination for business and leisure travelers alike.

### Highlights:

- As an official Chicago Auto Show hotel, the Hyatt Regency McCormick Place is pleased to offer exclusive rates starting at \$159 for double occupancy.
- Quick access to the show
- Newly-renovated guest rooms

The rooms come with the following features:

- Premium Internet access
- Daily Newspaper delivery
- Complimentary pool & health Club access
- Internal access to McCormick Place Convention Center

To make a reservation at the Auto Show rate, click here: <https://resweb.passkey.com/go/ChicagoAutoShow2016>.

**Attending First Look for Charity on Friday, Feb. 12?** Special rates, beginning at \$117\*, have been secured. To make a reservation for this night only, please book using this link: <https://resweb.passkey.com/go/FirstLookforCharity2016>.

You can also dial (888) 421-1442 with any questions or concerns regarding your reservations.



### Hyatt Regency McCormick Place

2233 S. Martin Luther King Dr., Chicago, 60616

[www.McCormickPlace.Hyatt.com](http://www.McCormickPlace.Hyatt.com)



## OFFICIAL HOTELS (CONT.)

The **Waldorf Astoria Chicago** is another official hotel partner of the 2016 Chicago Auto Show. Located in the heart of the chic Gold Coast neighborhood, near the most exclusive shops, dining and nightlife in the city, the 189-room hotel creates a new experience in luxury -- energetic and fashion forward; warm and welcoming; and fresh and engaging. In addition to a spacious 14,000-square foot spa and health club, the property features Balsan, a casual European bistro, as well as 4,500 square feet of private event space.

### Highlights:

- An exclusive rate of \$240 for a Classic King Deluxe guest room or \$295 for an upgraded Waldorf Suite
- Located in the chic Gold Coast neighborhood
- Extensive shopping, dining and nightlife are just a block away from the hotel

### The rooms come with the following features:

- 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, please use the following link:

<http://waldorfastoria.hilton.com/en/wa/groups/personalized/C/CHIWAWE-ASE-20160208/index.jhtml>. For group information, please kindly contact Emily Rozanski, Senior Conference Services Manager: (312) 646-1418 or <mailto:emily.rozanski@waldorfastoria.com>.



11 East Walton Street, Chicago, 60611

[waldorfastoriachicagohotel.com](http://waldorfastoriachicagohotel.com)

## CATA QUICK FACTS

### Information about the Chicago Automobile Trade Association

- Founded in 1904, the Chicago Automobile Trade Association (CATA) is the nation's oldest and largest metropolitan dealer organization.
- The CATA is comprised of more than 400 franchised new-car dealers plus an additional 150 allied members. The group's dealer members employ approximately 19,000 people in the metropolitan area.
- CATA dealerships contribute to the state, county and city tax base with gross receipts of approximately \$5.6 billion in new car sales alone; \$9.6 billion in new, used, parts and service. The extended impact of tax base contribution through CATA dealership employees make this group one of the largest tax constituencies in the city and state.
- The CATA's mission is to promote and maintain honesty and dependability; employ truth and accuracy in dealer advertising; strive to constantly improve business methods and ethics; and maintain fair competition to serve both dealer and customer.
- The CATA has produced the world famous Chicago Auto Show since 1935.
- The 2016 Chicago Auto Show marks the 108<sup>th</sup> edition.
- Manufacturers from around the world consider the Chicago Auto Show as North America's most significant consumer exposition.
- Hosted by the CATA, the annual First Look for Charity black-tie preview raises about \$2.5 million annually for 18 area charities, making it one of the city's largest single-day fundraising events.



## CATA OFFICERS

### The 2015-2016 Chicago Automobile Trade Association Board of Directors

#### **Colin Wickstrom**

CATA Chairman and 2016 Chicago Auto Show Co-chairman



*Wickstrom Chrysler-Dodge-Jeep,  
Wickstrom Ford-Lincoln*

#### **Ray Scarpelli Jr.**

CATA Treasurer



*Raymond Chevrolet,  
Raymond Kia, Ray Chevrolet*

#### **Mike McGrath Jr.**

CATA Chairman and 2016 Chicago Auto Show Co-chairman



*McGrath Lexus, Acura, Honda,  
Hyundai*

#### **Tony Guido**

CATA Secretary



*Arlington Heights Ford*

#### **John Hennessy**

CATA Vice Chairman



*River View Ford*



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### Erik Higgins

First Look for Charity Manager and Director of Dealer Affairs

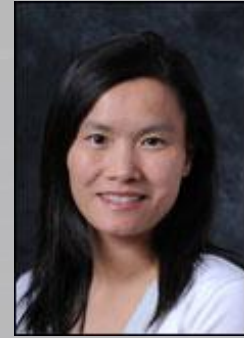


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**Mary Beth Davis**

Bookkeeper



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[mbdavis@cata.info](mailto:mbdavis@cata.info)

## TRANSPORTATION TO MCCORMICK PLACE

### Car:

*FROM INDIANA Via the SKYWAY:*

Take the Indiana Tollway, I-90 West, to the Chicago Skyway, to the local traffic lanes of the Dan Ryan Expressway, I-94 West to the Stevenson Expressway, I-55, North to Lake Shore Drive South, and follow the signs to McCormick Place.

*FROM INDIANA Via I-80/I-94:*

Exit I-80/I-94 on the Bishop Ford Expressway and proceed to the Dan Ryan Expressway, I-94 West to the Stevenson Expressway, I-55, North to Lake Shore Drive South, and follow the signs to McCormick Place.

*FROM the NORTH, NORTHWEST or O'HARE AIRPORT:*

Take the Edens Expressway, I-94, East to the Kennedy Expressway, I-90, East to the Dan Ryan Expressway, I-94 East. Continue east on the Dan Ryan, keeping to the right, exit North on the Stevenson Expressway, I-55, to Lake Shore Drive South and follow the signs to McCormick Place.

*FROM the NORTHWEST or O'HARE AIRPORT:*

Take the Northwest Tollway, I-90, East to the Kennedy/Dan Ryan, I-94, East to the Stevenson Expressway, North, I-55, to Lake Shore Drive South and follow the signs to McCormick Place.

*FROM the WEST:*

Take the Eisenhower Expressway, I-290, East to the Dan Ryan, I-94, East. Keep to the right and exit on the Stevenson Expressway, I-55 North. Proceed to Lake Shore Drive South and follow the signs to McCormick Place.

*FROM the SOUTH:*

Take the local traffic lanes on I-94 West, the Bishop Ford Expressway, to the Dan Ryan, I-94, West to the Stevenson Expressway, I-55 North to Lake Shore Drive South and follow signs to McCormick Place.

*FROM the SOUTHWEST or MIDWAY AIRPORT:*

Take the Stevenson, I-55, North to Lake Shore Drive South and follow the signs to McCormick Place.

### Bicycle:

McCormick place has direct access to the Lakefront Trail. Bike parking is available along the Lakefront Trail. For more information on Bicycle access and the Lakefront trail, please visit <http://www.chicagobikes.org>.



## TRANSPORTATION (CONT.)

### CTA

Getting to the Chicago Auto Show by train is now even more convenient with the Cermak- McCormick Place Green Line station, which is approximately three blocks west of the venue. Customers traveling on the Red, Brown, Orange and Blue lines can make free transfers to the Green Line at the following locations:

- **Red and Orange Lines:** make a free transfer at Roosevelt and board a 63rd-bound Green Line train to Cermak-McCormick Place.
- **Blue Line:** make a free transfer at Clark/Lake (farecard required) and board a 63rd-bound Green Line train from the Loop Elevated platform.
- **Brown and Pink Lines:** free transfers to 63rd-bound Green Line trains can be made at the Clark/Lake, State/Lake and Adams/Wabash Loop Elevated stations.

[Chicago Metra Train and CTA Bus Map](#) | [McCormick Place Transportation Gates](#)

**#3 King Drive** - Additional buses will operate between Michigan/Chicago and the McCormick Place approximately every 20 minutes beginning at 5 p.m. until 10:30 p.m. on weekdays. On weekends, this additional service will be provided beginning at 8 a.m. until 10:30 p.m. (Note: 8 a.m. until 8:30 p.m. on the last Sunday).

**#21 Cermak** - Supplemental service will operate between Halsted Orange Line Station and McCormick Place, running every 20 minutes from 8:30 a.m. to 11 p.m. on weekends (8:30 a.m. to 9 p.m. on the last Sunday).

**Special “Auto Show” Buses** - Special Auto Show buses will operate between the Ogilvie Transportation Center/Union Station and McCormick Place approximately every 12 to 30 minutes on weekdays and every 10 to 30 minutes on weekends beginning at 8 a.m. until 10:30 p.m. On the last Sunday of the event, bus service will be provided beginning 8 a.m. until 8:30 p.m.

*Auto Show buses start their trips from Ogilvie Transportation Center on Clinton at Madison, making stops south on Clinton and east on Jackson to Wabash. Customers boarding from Union Station can board at the corner of Clinton and Quincy. A stop also will be made on Columbus at 11th Street to serve the Museum Campus. From Columbus and 11th Street, the buses will run express to McCormick Place.*

### CTA Fares

The fare for bus customers paying cash for a single-ride is \$2.25. Transfers are not available for customers paying fares in cash. CTA provides a reduced rate for students, between the ages of 7-20, with a valid CTA Student Riding Permit: first ride is .75 cents and transfer is .15 cents between 5:30 a.m. – 8:30 p.m.

For more information about fares and Ventra Cards please visit <http://www.transitchicago.com/fares/>

### METRA Train

Metra Electric Line service from the Loop and southern suburbs and South Shore service from northeast Indiana, stops on the lower level of McCormick Place. Parking at Metra and South Shore stations is best in the evenings and on weekends. Metra offers a \$7.00 round-trip pass on weekends, except for the South Shore line.

For ticket prices visit: <http://metrarail.com/metra/en/home/tickets.html>.

To get the Metra Train map and schedule please visit: [http://metrarail.com/content/metra/en/home/maps\\_schedules/metra\\_system\\_map.html](http://metrarail.com/content/metra/en/home/maps_schedules/metra_system_map.html)

### SOUTH SHORE

The South Shore provides train service to McCormick Place on weekends. Check the weekend schedule [here](#). In addition, the South Shore will stop select weekday trains at the McCormick Place station, [click here](#) for the Chicago Auto Show Weekday Service Bulletin.

## HANDICAPPED ACCESSIBILITY

McCormick Place offers many services to Chicago Auto Show visitors with disabilities, allowing them to enjoy the excitement of the show.

### Services Available:

- Handicapped parking available in all McCormick Place parking garages
- McCormick Place Lot A offers an adjacent surface with extra handicapped spaces
- Valet parking available at the Hyatt Hotel lot adjacent to McCormick Place
- All outdoor entrances to the show have “push-to-open” button doors and ramps for show patrons with wheelchairs
- Accessible elevators to help navigate inside the show
- Trolley shuttles to the parking lot by American Sightseeing Chicago
- Call 800-621-4153 to secure a shuttle with chairlift capacity

Scooter and Wheelchair rentals are available by contacting Scootaround toll-free at 1-888-441-7575. You can also book online at [www.scootaround.com/rentals/c/chicagoautoshow](http://www.scootaround.com/rentals/c/chicagoautoshow).

Scooter rentals are **\$50.00** a day and wheelchair rentals are **\$20.00** a day. Scootaround accepts all major credit cards. Scootaround is located at **Gate 4** of McCormick Place (west end of the Grand Concourse). While Scootaround will make every effort to accommodate all needs, you are encouraged to reserve in advance.



## PARKING INFORMATION

The 2016 Chicago Auto Show will be held at McCormick Place, which is located at Lake Shore Drive at 23rd St., Chicago, IL 60616.

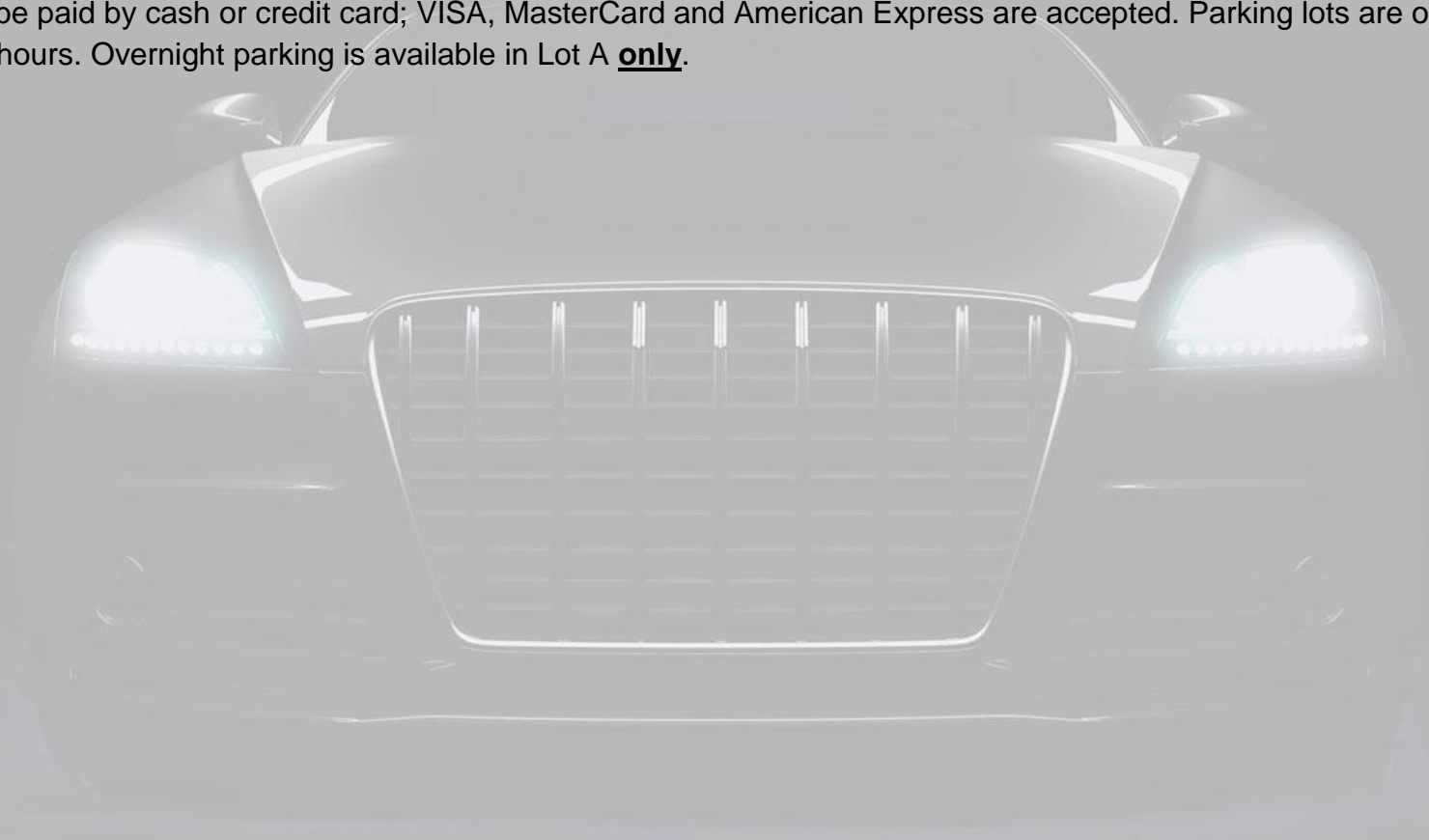
**Navigation system users will want to use the following street address: 2301 South Martin Luther King Drive, Chicago, Illinois, 60616.**

McCormick Place offers on-site parking. There are three main McCormick Place lots: A, B & C.

- Lot A: \$23 for up to 16 hours (or \$36 for overnight)
- Lot B: \$15 (with no in and out privileges) \*overnight not available
- Lot C: \$23 (with no in and out privileges) \*overnight not available

**\*After 6 p.m.** during Chicago Auto Show public show dates (Feb. 13-21), parking rates will drop to \$10 for all three lots.

Parking fees can be paid by cash or credit card; VISA, MasterCard and American Express are accepted. Parking lots are open throughout event hours. Overnight parking is available in Lot A **only**.





## FREQUENTLY ASKED QUESTIONS

### What are 2016 Chicago Auto Show's dates and hours?

The 2016 Chicago Auto Show is open to the public from Feb. 13-21, 2016.

#### **Show hours:**

**February 13-20:** 9 a.m. - 10 p.m.

**February 21:** 9 a.m. - 8 p.m.

### When is First Look for Charity?

The First Look for Charity black-tie gala will be held on Friday, Feb. 12 from 7-11 p.m. at McCormick Place.

### What are the 2016 Media Preview dates?

Thursday, Feb. 11 – Friday, Feb. 12, 2016

### Is photography/videography permitted on the show floor?

Photography and videography is not only permitted, it is encouraged!

### What is the 2016 Chicago Auto Show ticket price?

- \$12 for adults
- \$7 for seniors ages 62 and older
- \$7 for children ages 7-12
- Free admission for children 6 and younger when they accompany a paying adult (family members only)
- Weekday discount coupons are available at various area new-car dealers.

## FREQUENTLY ASKED QUESTIONS (CONT.)

### How do I purchase tickets for admission to the Chicago Auto Show?

To avoid lines, you can purchase tickets in advance at <http://www.chicagoautoshow.com/>. You can also purchase tickets on-site at the box offices located at the entrances to the show (cash and credit cards will be accepted.)

### Do I need a physical ticket to get into the show?

If you purchased your ticket online, please print and bring that ticket for entry. You can also download your tickets on our mobile app.

### Are wheelchairs and motorized scooters available for rent at the Chicago Auto Show?

Wheelchairs and motorized scooters are available for rent at the McCormick Place. To make a reservation, please contact Scootaround's toll-free hotline at 1-888-441-7575. Motorized scooters are \$50 a day; wheelchairs are \$20. For more details, visit [scootaround.com](http://scootaround.com) Scootaround is located at Gate 4 of McCormick Place (on the west end of the Grand Concourse).

### Is there handicapped parking available in the lots adjacent to McCormick Place?

Yes, all McCormick Place parking lots include a number of stalls reserved for handicapped parkers.

### Are you offering themed days this year?

Yes, our themed days are as follows:

- **Family Day:** Monday, Feb. 15 (Presidents Day)
- **Women's Day:** Tuesday, Feb. 16
- **Hispanic Day:** Friday, Feb. 19
- **CAS Food Drive:** Wednesday, Feb. 17 - Friday, Feb. 19



**IMAGE GALLERY:** <http://www.chicagoautoshow.com/media/online-newsroom-gallery/>

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2016 Chicago Auto Show Logo



Chicago Automobile Trade Association Logo



2016 First Look for Charity Logo



2016 Chicago Auto Chairman, Colin Wickstrom



2016 Chicago Auto Show Co-chairman, Mike McGrath



Chicago Auto Show General Manager, Dave Sloan



McCormick Place Complex



McCormick Place Complex



McCormick Place Complex



McCormick Place Complex





## IMAGE GALLERY (CONT.): THE 2015 CHICAGO AUTO SHOW:

[HTTP://WWW.CHICAGOAUTOSHOW.COM/MEDIA/ONLINE-NEWSROOM-GALLERY/](http://www.chicagoautoshow.com/media/online-newsroom-gallery/)





IMAGE GALLERY (CONT.): 2015 FIRST LOOK FOR CHARITY:

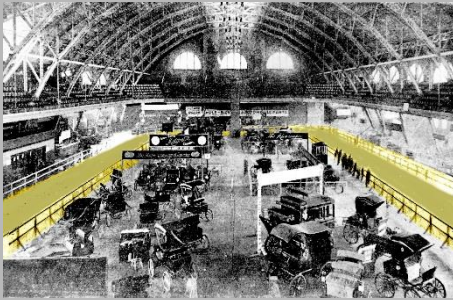
[HTTP://WWW.CHICAGOAUTOSHOW.COM/FIRST-LOOK-FOR-CHARITY--2014-FUELCAS/](http://www.chicagoautoshow.com/first-look-for-charity--2014-fuelcas/)





**IMAGE GALLERY (CONT.): HISTORICAL IMAGES: [HTTP://WWW.CHICAGOAUTOSHOW.COM/HISTORIC-IMAGES/](http://www.chicagoautoshow.com/historic-images/)**

1901: Chicago Auto Show Floor



1953 Chevrolet Corvette



1941 Plymouth



1979 Buick Riviera



1950: President Mural



1998: Nissan



1962: Dodge Dart



1932: Hupmobile



1986: Infiniti



1959: Safety Awards RJ Dale

