

CHICAGO AUTO SHOW

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#CAS16

MEDIA PREVIEW FEB. 11 & 12 • FIRST LOOK FOR CHARITY FEB. 12 • PUBLIC SHOW FEB. 13-21



108th Edition of the Nation's Largest Auto Show Set to Impress



Lighting is being installed, freight is moving in and all is expected to be ready for the Media Preview on Feb. 11 and 12, First Look for Charity the evening of Feb. 12, and the public show opening at 9 a.m. Saturday, Feb. 13.

“After a successful beginning to the auto show season, we’re very excited to open our doors here in Chicago,” said Colin Wickstrom, Chicago Auto Show chairman. “We know from the buzz generated on social media that our attendees cannot wait for Feb. 13.” The same can be said for the show’s Media Preview and First Look for Charity event.



We are just a week away from the 2016 Chicago Auto Show Media Preview, which will begin Thursday, Feb. 11 and run through Friday, Feb. 12. The Midwest Automotive Media Association (MAMA) breakfast opens the day with keynote speaker Mark LaNeve, vice president, U.S. marketing, sales and service, Ford Motor Co.

Following the MAMA Breakfast will be a full day of manufacturer news conferences, with scheduled introductions from Chevrolet, Hyundai, Infiniti, Kia, Mercedes-Benz Vans, Nissan, Ram and Toyota. In addition, there will be important news announcements from Rand McNally and MotorWeek.



Splitting the day will be the Economic Club of Chicago Luncheon, featuring Lex Kerssemakers, senior vice president, The Americas Region and CEO Volvo Car USA. (See a complete schedule of Day 1 events on Page 3.)

Day two of the Media Preview, dedicated to social media interaction, will feature presentations from various manufacturers throughout the show floor as well as the WOMMA Digital Influencer Award and the Digital Megaphone Vine & Instagram Video Challenge. (See a complete schedule of Day 2 events on Page 3.)



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What do Trucks, Design and Futurists all have in Common? Media Preview, Day 2

U.S. car sales hit a record in 2015 with more than 17 million vehicles sold. Overall, Americans spent about \$570 billion on new rides – fueling an industry revival, according to the Wall Street Journal. Looking beyond this great comeback, auto show interest and attendance is also at a high. The Chicago Auto Show is at the peak, outperforming every other major auto show in every measurable category including awareness, attendance and – not surprisingly – sales, according to Foresight Research.

The automakers know the Chicago Auto Show is more than just a media preview, it's also about shaking hands with consumers. That's why every mainstream automaker is participating in the Windy City show. The show's Media Preview generates news that creates excitement and helps brands build awareness for new vehicles. Automakers have so many stories to tell and the Chicago Auto Show has found a way to help automakers share that story with the right audience.



Chicago Auto Show organizers work with manufacturers to host events on Feb. 12, the second day of the Media Preview, to target niche audiences and influencers that reach people beyond the traditional automotive press who attend the first media day. For example, media members and social influencers will be able to meet Sheryl Connelly, Ford's "futurist" and head of global consumer trends who will share the reasons the brand is transitioning from an auto company to an auto and mobility company. In addition, guests will get to dive deeper inside Ford's latest technology, including the new SYNC 3 infotainment system and its new design, new features and voice-activation capabilities.

Over at the Acura exhibit, guests will see the Chicago debut of the Precision concept and learn why it's so much more than simply a concept vehicle – it's a design study model that will shape the direction of all future Acura products. Speaking of design, Genesis invites an exclusive group for the Chicago debut of the Vision G coupe concept. Design Manager Andre Hudson will share the design inspiration behind this stunning concept vehicle and the brand's evolution of luxury, performance and style.



GMC – coming off its strongest sales year ever – will cater to truck enthusiasts and show off the all-new 2017 GMC Acadia. Influencers will get the big picture and learn that even though the truck's weight was reduced by 700 pounds, the 2017 Acadia continues to deliver a blend of fuel-efficient capability, distinctive design, advanced connectivity and the latest safety technologies.

Engaging these niche audiences has proven to be an effective tactic to amplify news and identify trends, highlighting all the ways that an auto show can appeal to such a wide demographic.

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2016 Chicago Auto Show Media Preview News Conference Schedule

Please visit ChicagoAutoShow.com/media for updates.

This schedule is subject to change, valid as of Feb. 3, 2016.

Thursday, Feb. 11 Media Preview Schedule – Show Floor Open 8 a.m. – 5 p.m.

Media Credential and government-issued photo ID required for show floor access. Proper business attire required.
Ticket required for ECC Luncheon, available in Media Center.

Time	News Conference	Location
8:00 a.m.	MAMA / CATA Breakfast – Mark LaNeve, vice president, U.S. marketing, sales and service, Ford Motor Co.	Grand Ballroom, S100
9:15 a.m.	Kia	Kia, North Hall
10:00 a.m.	Ram	Ram, South Hall
10:30 a.m.	Nissan Coffee	Nissan, North Hall
11:00 a.m.	Hyundai	Hyundai, North Hall
11:30 a.m.	Infiniti	Infiniti, South Hall
12:00 noon	Economic Club of Chicago Luncheon – Lex Kerssemakers, senior vice president, The Americas Region and CEO Volvo Car USA	Grand Ballroom, S100
1:30 p.m.	Toyota	Toyota, South Hall
2:00 p.m.	Mercedes-Benz Vans	Mercedes-Benz Vans, South Hall
2:30 p.m.	Chrysler Snack	Chrysler, South Hall
3:00 p.m.	Rand McNally	Grand Concourse Media Stage
3:30 p.m.	MotorWeek - 2015 Drivers Choice Awards	Grand Concourse Media Stage
4:00 p.m.	Chevrolet	Chevrolet, North Hall

Friday, Feb. 12 Social Media Preview Schedule – Show Floor Open 8 a.m. – 2 p.m.

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

Time	News Conference	Location
8:30 a.m.	WOMMA Award Ceremony & Breakfast / Digital Megaphone Viral Video Challenge announcement	Grand Concourse Media Stage
9:00 a.m.	NRSF “Drive Safe Chicago” Awards	Grand Concourse Media Stage
9:20 a.m.	Ford	Ford, South Hall
9:40 a.m.	Fiat Chrysler Automobiles	FCA, South Hall
10:00 a.m.	GMC	GMC, South Hall
10:20 a.m.	Acura	Acura, South Hall
10:40 a.m.	Nissan	Nissan, North Hall
11:00 a.m.	Mazda	Mazda, North Hall
11:20 a.m.	Kia	Kia, North Hall
11:40 a.m.	Genesis	Genesis, North Hall
12:00 noon	Volkswagen Lunch	Volkswagen, North Hall
1:00 p.m.	Fifth Third Bank “Celebrity Texting Challenge”	Fifth Third Bank, South Hall

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Show Floor Shakeup Aims to Help Shoppers

According to a Foresight Research study, 68 percent of Chicago Auto Show attendees are in the automotive-shopping funnel. So, it makes sense for show organizers to make it as easy as possible for show goers to compare like models. With more than 1 million square feet of show floor space, there is ample room in Chicago to make that happen.

Compared to last year, only three manufactures are in the same location – Ford, Toyota and FCA. Premium brands are now grouped together on the west end of the South Hall. Most consumer brands now have a home in the North Hall and the test tracks are grouped together on the east side of the South Hall.

“Exhibitors who weren’t already near competitors wanted to be closer to their competition,” said Dave Sloan, Chicago Auto Show general manager. “This gave us the opportunity to group our three extremely popular test tracks together and make it easier for our attendees to cross-shop vehicles.”

Most sponsors are grouped together in the South Hall and the North Hall boasts an automotive accessories and aftermarket marketplace. In addition, the show gets a fresh look with an all-new graphics package, updated signature Grand Concourse globe and entrance units with high-definition video screens.



Notable Media Events . . .

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

Wednesday, Feb. 10 | 1:30 – 4 p.m. | F2 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 & PRODUCT REVEAL

Wednesday, Feb. 10 | 6 – 8 p.m. | Revel Fulton Market, 1215 W. Fulton

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 5:15 p.m. Shuttles will also run from the Nissan reception to the various manufacturer dinners.

SWEET HOME CHICAGO

Thursday, Feb. 11 | 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 and drinks and entertainment from the Chicago Blues All-Stars and Nikki Hill. 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.



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