



Chicago Auto Show

at a glance

2015 EVENT DATES

MEDIA PREVIEW Thursday, Feb 12 Friday, Feb 13	SOCIAL MEDIA PREVIEW Friday, Feb 13	FIRST LOOK FOR CHARITY Friday Evening Feb 13	PUBLIC SHOW Saturday, Feb 14 - Sunday, Feb 22
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- Chicago Auto Show is the Nation's Largest and best attended auto show.
- The 2015 Chicago Auto Show marks the 107th edition.
- The Chicago Auto Show is the largest public event held at McCormick Place.
- The 2015 Chicago Auto Show will feature major vehicle introductions and news from numerous manufacturers. **BMW, Chevrolet, Honda, Kia, Lincoln, Maserati, Nissan, Subaru, Toyota, Volkswagen and Volvo** lead a line-up of more than 15 world introductions at the 2014 show.

more than half of attendees intend to purchase a vehicle within the next year

Top 3 reasons for attendance "fun and entertaining" "seeing new vehicles" "the concept cars on display"

Most attendees visit show every year or every other year

#FuelCAS

Trended over Sochi Olympics from Media Preview through Opening Day

2014 MEDIA NOTES

- > 89 million impressions during the show
- 13,500 unique placements
- 3,300 journalists representing 1,347 media outlets
- 21.5 million social media impressions

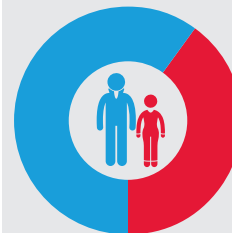


9,000+ attendees
18 charities
\$2.3 million

2014 HIGHLIGHTS

- Hyundai wins WOMMA Driving Engagement Award
- NBC, WGN, Telemundo, Univision live television specials
- 200+ hrs live radio programming
- 100 prizes given away through #CASChallenge social media scavenger hunt
- **BEST IN SHOW:** Ford Mustang voted Best All-New Production Vehicle
- Chevrolet voted Best Exhibit

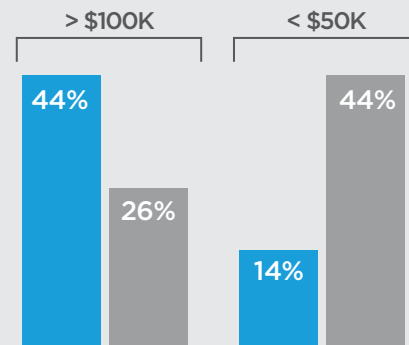
GENDER BREAKDOWN



Historically, about 60% of attendees are male, 40% are female. Recent trends show even larger representation of female attendees.

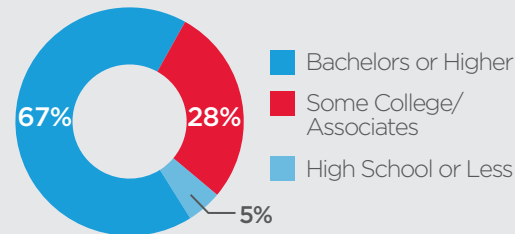
INCOME

Show attendees Local market



Attendees much more likely to have incomes over \$100k and much less likely to have incomes under \$50k

EDUCATION



AVERAGE VISIT



About 4 hours

A LOCAL CROWD

About 80% are from the Chicagoland area



OFFICIAL CHICAGO AUTO SHOW MOBILE APP

Available in iPhone & Google Play stores
15,000 downloads, 40,000 sessions