



Chicago Auto Show

at a glance

2014 EVENT DATES

MEDIA PREVIEW Thursday, Feb 6 Friday, Feb 7	SOCIAL MEDIA PREVIEW Friday, Feb 7	FIRST LOOK FOR CHARITY Friday Evening Feb 7	PUBLIC SHOW Saturday, Feb 8 – Monday, Feb 17
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- Chicago Auto Show is the Nation's Largest and best attended auto show.
- The 2014 Chicago Auto Show marks the 106th edition.
- The Chicago Auto Show is the largest public event held at McCormick Place.
- The 2014 Chicago Auto Show will feature major vehicle introductions from a growing list of manufacturers including: **Toyota, Kia, Maserati, Chevrolet, Nissan, Subaru, Volkswagen, Ram and Volvo.**

2/3 of attendees intend to buy a vehicle within the next year

Top 3 reasons for attendance

seeing new vehicles
entertainment
researching vehicles

Most return every year or every other year



#CAS

26 million impressions overall

#1 Trend nationwide during media preview

2013 MEDIA NOTES

- > 47 million impressions during the show
- 11,000 unique placements in Q1 2013
- 2,900 journalists representing 1,247 media outlets
- 14 million social media impressions



9,000+ attendees
18 charities
\$2.2 million

2013 HIGHLIGHTS

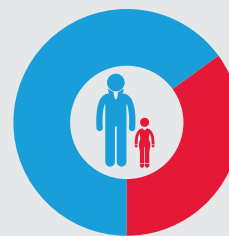
- Honda wins WOMMA Driving Engagement Award for
- President's Day brings big holiday crowd
- NBC, WGN, Telemundo TV specials, Today Show feature
- 200+ hrs live radio programming
- **BEST IN SHOW:** Chevrolet Stingray voted Best All-New Production Vehicle
- Jeep voted Best Exhibit



OFFICIAL CHICAGO AUTO SHOW MOBILE APP

Debuts in iPhone & Google Play stores
16,000+ downloads, 45,000 sessions

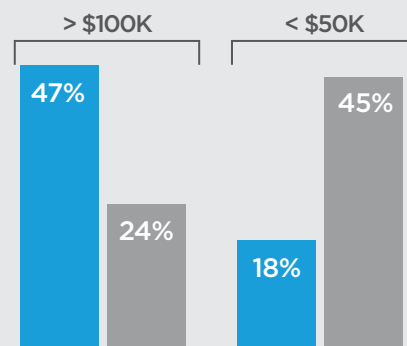
GENDER BREAKDOWN



Historically, 60–65% of attendees are male, 35–40% are female.

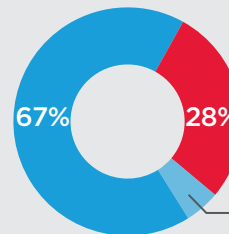
INCOME

Show attendees Local market



Attendees nearly twice as likely to have incomes over \$100K, and less than half as likely to have incomes under \$50K.

EDUCATION



Bachelors or Higher
Some College/Associates
High School or Less

AVERAGE VISIT



**3 hours
45 min**

A LOCAL CROWD

About 80% are from the Chicagoland area