



CHICAGO AUTO SHOW

The Nation's Largest

2016 EVENT DATES

MEDIA PREVIEW	FIRST LOOK FOR CHARITY	PUBLIC SHOW
Thursday, February 11 Friday, February 12	Friday Evening February 12	Saturday, February 13 – Sunday, February 21

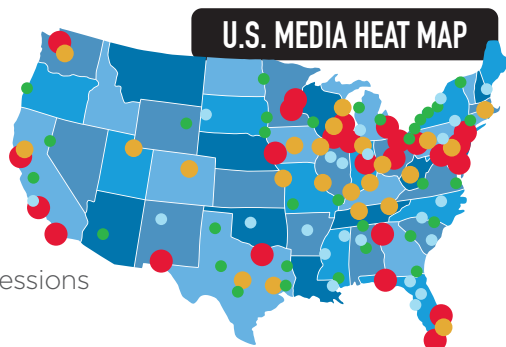
- The 2016 Chicago Auto Show marks the 108th edition.
- The Chicago Auto Show is the largest public event held at McCormick Place.



- The 2016 Chicago Auto Show will feature major vehicle introductions and news from dozens of manufacturers. In 2015 world introductions of the Acura RDX, the Chevrolet Equinox and the Honda Pilot led a media preview line-up which also included news from Fiat Chrysler Automobiles, Ford, Hyundai, Kia, Mazda, Mitsubishi, Nissan, RAM, Toyota, Volkswagen and Volvo.

2015 MEDIA NOTES

- 19 trillion impressions during show
- 16,000 unique media placements
- 3,300 journalists representing 1,500 media outlets
- 30 million social media hashtag impressions



#CAS15 Number 1 Trend on Twitter for the 3rd year running

**7% ATTENDANCE INCREASE
DESPITE ONE FEWER DAY**

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**



10,000 attendees
18 charities
\$2.5 million raised

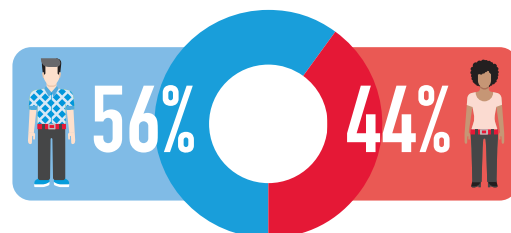
ADDITIONAL HIGHLIGHTS

- 7 TV specials hosted during show
- 200+ hrs live radio programming generated from the show floor
- 4 in 10 added 1 or more brands to their consideration list
– 2 in 10 dropped at least 1 brand

BEST IN SHOW:

- Ford GT Best All-New Production Vehicle
- Toyota FT-1 Best Concept Vehicle
- BMW i8 Best Green Vehicle
- Ford Best Exhibit

PURCHASING POWER

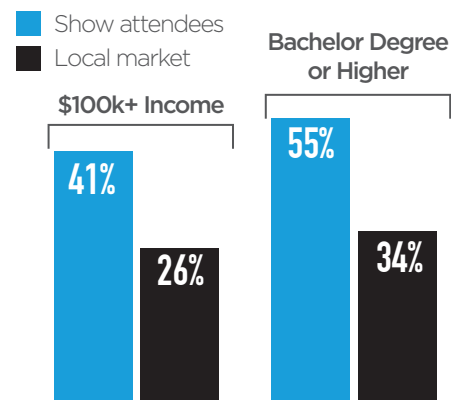


Recent trends show female attendance continues to rise.

WHO SAYS YOUNG PEOPLE AREN'T INTERESTED IN CARS?



NOT TO FLATTER OURSELVES, BUT WE'RE AN ATTRACTIVE CROWD



CAS attendees are more educated and affluent than the Chicago market.

MAKE A DAY OF IT



Average visit
**ABOUT
4 HOURS**

TRY THIS ONE ON FOR SIZE

80%

come to shop

70%

plan to buy a vehicle within the next year



OFFICIAL CHICAGO AUTO SHOW MOBILE APP
33,000 Downloads

