



2009 Chicago Auto Show Press Kit

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Show Quick Reference

Event:	The 2009 Chicago Auto Show, the 101 st Chicago Auto Show
Producer:	The Chicago Automobile Trade Association
Dates:	Media Preview Wednesday - Thursday, February 11-12 First Look for Charity Thursday, February 12, 6:30-10:30 p.m. Black tie. Tickets \$225 benefiting 18 Chicago area charities Public Show Friday, February 13 - Sunday, February 22
Where:	McCormick Place, Lake Shore Drive at 23 rd Street
Hours:	10 a.m. to 10 p.m. February 13-21; 10 a.m. to 8 p.m. February 22
Web site:	www.ChicagoAutoShow.com
Admission:	\$10 for adults; \$5 for children 7-12, children 6 and under free when they accompany a paying parent; senior citizens age 62 and older, \$5. Advance ticket sales available online at www.DriveChicago.com . Weekday discount tickets (half off the regular adult admission) available at area new-car dealers and from participating banks. Weekday group discounts are available.
Exhibits:	The nation's largest auto show, the 2009 show spans 1.3 million sq. ft. of the McCormick Place complex. Multiple world and North American introductions and a complete range of domestic and imported passenger cars and trucks; sport utility vehicles, experimental and concept cars. In all, nearly 1,000 different vehicles will be on display, plus numerous aftermarket, accessories and auto-related exhibits, competition vehicles, antique and collector cars
Women's Day:	Tuesday, February 17. Half off the full admission price for all women. Manufacturers will present special women-oriented programs on vehicle purchasing, leasing, maintenance, upkeep and sports activities.
Chicago Auto Show Food Drive:	Wednesday, February. 18 - Friday, February. 20. Show patrons who bring three cans of food, donated to the Chicago Christian Industrial League, will receive half off the full admission price.
Hispanic Day	Friday, February 20. Sponsored by Telemundo. For more information, visit http://www.telemundochicago.com/index.html
Appearances:	As scheduled appearances by sports, radio, TV and screen personalities. Please check Web site for daily times and locations.
Background:	First staged in 1901, the Chicago Auto Show is the largest auto show in North America and has been staged more times than any other auto exposition. 2009 marks the show's 101 st edition.
Accessibility:	Easily reached by car or public transportation. Extensive shuttle bus service operates from many area parking lots to-and-from McCormick Place. <u>Weekend only</u> shuttle service operates from the Millennium Park underground garage.

Special Days and events are subject to change. Please check the Web site, www.ChicagoAutoShow.com

Welcome to the 101st Chicago Auto Show

Dear Media Member:

The nation's largest auto show is fast approaching and we want to make sure you have the information you need to cover it properly. Media preview is Wednesday and Thursday, February 11-12. First Look for Charity will be held on Thursday, February 12 from 6:30 – 10: 30 PM. Gates open for the public show at 10:00 AM, Friday, February 13 and close on Sunday, February 22.

This online press kit will be updated regularly and contains Chicago Auto Show information, fast facts, news articles, story ideas, images, and graphics. Updated versions will be available for download in the Media Info section of the Chicago Auto Show Web site (<http://www.chicagoautoshow.com/mediaaccess/index.asp>).

This year we are making it easier than ever to report on the Chicago Auto Show. After each press conference, we'll post an "information capsule" that contains video, still photography, manufacturer press release, CAS press release, and CAS capsule release. Information capsules will reside in the online newsroom, which can be found in the Media Info section of the Chicago Auto Show Web site.

As usual I'll be in the XM Satellite Radio Media Center, which is located in room N426 of McCormick Place to answer any questions you might have or to arrange for executive interviews with auto show chairman Mark Scarpelli, CATA chairman John Phelan or CATA president Jerry Cizek, III.

Thank you for your interest in the 2009 Chicago Auto Show. Please don't hesitate to ask for any additional information.

Best Regards,

Paul Brian
Director of Communications
PaulBrian@drivechicago.com

Chicago Auto Show Tickets Available Online

The Chicago Auto Show was a pioneer in its field when ticket sales were made available to the public online. The response from consumers has been phenomenal. Tickets may be purchased using Visa, Mastercard, or American Express at <http://www.drivechicago.com>.

“Online ticket purchasers will have the convenience of immediate entry to the show in three convenient locations and not have to wait in ticket lines with their cash or credit cards,” said Chicago Auto Show General Manager Jerry Cizek. “Who knows? Some day we may even transmit bar codes for show admission directly to PDAs.”

Patrons of the annual automotive expo will again be able to purchase and print out their tickets to the show from the comfort of their own computer by simply navigating their way to the DriveChicago.com Web site. Each credit card purchase will generate a unique bar code that attendees can print out at home and present at any entrance at the show.

The DriveChicago.com entrances will be equipped with scanner technology to read the bar codes and admit patrons. The scanner will receive information real-time and deactivate codes once they're used to protect against fraud.

“Part of our mission is to attempt every means possible to make the auto show experience a good one for each of our patrons,” said Cizek. “I think this program fulfills that goal for many.”

The 2009 Chicago Auto Show will open to the public February 13 and run through February 22. Show hours are 10 a.m. to 10 p.m. (February 13-21) and 10 a.m. to 8 p.m. (February 22).

Chicago Automobile Trade Association Quick Facts

- 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 750 franchised new car dealers and allied members, employing 56,000 people in the metropolitan area.
- CATA dealerships contribute to the state, county and city tax base with gross receipts of \$16.5 billion in new car sales alone; \$26 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.
- While the Chicago Auto Show was first staged in 1901, the CATA has produced the world famous Chicago Auto Show since 1935.
- The 2009 Chicago Auto Show will be the 101st edition.
- Manufacturers from around the world consider the Chicago Auto Show as North America's most significant consumer exposition.
- The auto show's annual First Look for Charity black-tie preview raises more than \$2 million annually for 16 area charities, making it one of the city's largest single-day fundraising events.

CATA Officers

The Chicago Auto Show has been produced by the Chicago Automobile Trade Association (CATA) since 1935.

CATA Officers for the 2008-2009 fiscal year include:

- **John Phelan** of Jack Phelan Chevrolet in Lyons, Ill. and Jack Phelan Dodge-Isuzu-Suzuki in Berwyn, Ill., **Chairman**
- **Kevin Mize** of O'Hare Honda and O'Hare Hyundai in Des Plaines, Ill., **Vice Chairman**
- **Steve Foley, Jr.** of Steve Foley Cadillac, Bentley, Rolls-Royce in Northbrook, Ill., **Treasurer**
- **Mike Ettleson** of Ettleson Cadillac-Buick-Pontiac-GMC in Hodgkins, Ill. and Ettleson Hyundai in Countryside, Ill., **Secretary**
- **Mark Scarpelli** of Raymond Chevrolet in Antioch, Ill. and Bristol, Ill. and Raymond Kia in Antioch, Ill., **Chicago Auto Show, Show Chairman**

The CATA is celebrating its 101st year, with more than 750 franchised new car dealers and allied members in the Chicago and northwest Indiana metropolitan area. The organization represents dealerships that employ more than 56,000 people.

Key Contact List

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Jcizek3rd@cata.info

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Fun Facts

Chicago Auto Show by the Numbers

34,666,666	Number of iPod Nanos to cover the floor of McCormick Place
11,681,456	Number of dollars it would take to cover the floor of McCormick Place
10,340,000	Total pounds of freight (est.)
8,340,000	Pounds of freight unloaded & spotted the first night (16 hours)
133,333	Square yards of carpet to cover the floor of the Chicago Auto Show, enough to carpet 571 average American homes
4,775	Square rods (Hey, it's just a goofy unit of measurement)
2,184	Number of semi-trucks to fill McCormick Place
1,700	Dedicated professional carpenters, decorators, teamsters, riggers, electricians, cleaners, porters, crate handlers, stage hands and official contractor personnel
1,300	Hoist motors for the trusses
1,097	Tractor trailers total
866	Number of Starbucks that could fit into McCormick Place
400	Semi Tractor Trucks unloaded in the first 16 hours of the targeted freight move in
158	Total number of forklifts
68	Three-man crews to handle the first nights freight
50	Boom lifts
40	Scissors lifts
25	Sears Towers on the floor! (If you lopped the antennas off the building)
24	Times is McCormick Place the size of Wrigley Field
23	Times is McCormick Place the size of U.S. Cellular Field (for all of you Sox fans)
13	Metropolitan Opera houses would fill McCormick Place
7	Days to set up the entire show
6	Number of exhibits worked around the clock for 3 days to be set for the first day of the show's media preview
4	Hours taken to remove the cars from the show floor when we close
2	Days to completely clear the McCormick Place show floor upon closing
1	Ranking of Chicago as North America's biggest auto show

First Look for Charity Overview

Eighteen Chicago area charities will benefit from more than \$2 million expected to be raised by a black-tie gala held in conjunction with the 2009 Chicago Auto Show. Now in its 18th year, First Look for Charity is held the evening before the auto show opens to the public.

The coming "First Look" event, on Feb. 12, gives benefactors the chance to see nearly 1,000 new vehicles on display amid an elegance not present when the multitude converge on McCormick Place during the auto show's 10-day consumer run, Feb. 13-22.

Benefactors in attendance also have the chance to win a 2010 Chevrolet Camaro or a 2009 Kia Borrego.

About 10,000 attendees at the charity gala will be treated to hors d'oeuvres; champagne, wine, beer and soft drinks; and special entertainment presented by the automakers in their displays. First Look for Charity has become one of the special events on the winter schedules of Chicago socialites and car buffs.



Chicago Auto Show's First Look for Charity

"The Chicago Auto Show is uniformly regarded as the finest auto show in the country, but the charitable cause demonstrates that this auto show is about more than just vehicles and accessories," said Mark Scarpelli, chairman of the 2009 show. "It's also about giving something to the charities of our community."

The 18 organizations participating in this year's First Look for Charity predominantly are children-oriented. Some operate on a global level; others, locally. The charities receive all the proceeds from the event, and all those proceeds are used in their efforts in the Chicago area, Scarpelli said.

Benefiting charities involved in this year's First Look for Charity are: Advocate Hope Children's Hospital; Autism Speaks; Boys & Girls Clubs of Chicago; Campagna Academy; Cancer Health Alliance of Metropolitan Chicago; Catholic Charities of the Archdiocese of Chicago; Catholic Charities, Diocese of Joliet; Children's Memorial Hospital; Clearbrook; and The Cradle Foundation.

Also, the Evans Scholars Foundation; Franciscan Community Benefit Services; the Ray Graham Association for People with Disabilities; Misericordia Heart of Mercy; National Multiple Sclerosis Society; the Respiratory Health Association of Metropolitan Chicago; Spina Bifida Association of Illinois; and St. Coletta's Foundation of Illinois.

Tickets to the event are \$225 each and can be ordered by telephone at 708-237-6444 or online at www.chicagoautoshow.com. Benefactors should indicate which charity or charities they want their donation to benefit. Of each ticket, \$183 is tax-deductible as a charitable expense.

Official Hotels

Currently, the official hotels of the 2009 Chicago Auto Show are The Fairmont Hotel Chicago, Swissôtel Chicago, and Trump International Hotel and Tower Chicago. All hotels are offering discounted rates to accredited media and manufacturer personnel. Please be sure to mention the special Chicago Auto Show Rate Package when calling for reservations.

The rates are subject to availability and are as follows:

Hotel	Room Type	Rate
Fairmont Chicago	Standard	\$130
Swissôtel Chicago	Standard	\$135
Trump International Hotel and Tower Chicago	Deluxe King Guestroom	\$250

Rates are based on availability; book by January 28, 2009 to secure the preferred rates. All hotels are conveniently located for easy access to McCormick Place and the busy Michigan Avenue "Magnificent Mile" area. Shuttles will operate from the Swissôtel and the Fairmont to McCormick Place on the media days. No shuttle service is provided from the Trump International Hotel.

The Fairmont Hotel Chicago

200 N. Columbus Drive
Chicago, IL 60601
800-526-2008
312-565-8000
312-856-1032 Fax

<http://resweb.passkey.com/go/chicagoauto>



Swissôtel Chicago

323 East Wacker Drive
Chicago, IL 60601
312-565-0565
312-565-0540 Fax

http://dev.tigglobal.com/eblast/Swissotel_Chicago/eblast_meeting_AutoShow.html



Trump International Hotel and Tower Chicago

401 North Wabash Avenue
Chicago, IL 60611
1-877-45-TRUMP toll free
1-312-588-8001

<http://www.trumpchicagohotel.com/>



Getting to the Show

Whether visitors choose to arrive by bus, train or car, all roads lead to the Chicago Auto Show.

By 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.

CTA Bus - Chicago Transit Authority bus routes will provide service to the 2009 Chicago Auto Show at McCormick Place from Friday, February 13 through Sunday, February 22 during all open show hours.

Two existing CTA bus routes - #3 King Drive and #21 Cermak - provide direct service to McCormick Place daily. #3 buses serve North Michigan Avenue and the South Side every seven to 15 minutes. #21 buses serve the West Side from North Riverside Park Mall every 10 to 15 minutes, and 20 minutes later evenings. Red Line customers can transfer to #21 buses at the Cermak-Chinatown station.

For bus customers who use CTA fare media, fares are \$2.25. Transfers are not available for customers paying fares in cash. For customers who use CTA's Chicago Card or Chicago Card Plus, the bus fare is \$2.00 and the rail fare is \$2.25. For CTA Chicago Card/Chicago Card Plus customers, the first transfer is an additional 25 cents and the second transfer is free. The fare for bus customers who use a magnetic strip transit card is \$2.00. The fare for rail customers with a transit card is \$2.25. Customers paying with cash must have exact fare.

Dollar bills may be used and larger bills (such as \$5 or \$10) may be used when paying for more than one person but operators do not make change. CTA fares are separate from Metra. For further information

about CTA service, call 1-888-YOUR-CTA or visit the CTA web site at <http://www.transitchicago.com>.

METRA Train - Metra service from the north, west and southwest suburbs connects to McCormick Place via CTA bus (see above).

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 \$5.00 round-trip pass on weekends.

For all schedule and fare information call RTA Travel Information at 836-7000 (all local area codes) or visit <http://www.rtachicago.com/>.

PACE Bus - Pace will provide service to the 2009 Chicago Auto Show at McCormick Place from Friday, February 13 through Sunday, February 22 during all open show hours.

For Pace customers, fares are \$1.75 for adults and free for children of seven years and younger. Seniors of age 65 and older also receive free fares with an RTA card. Transfers are an additional 25 cents. For all schedule and fare information call Pace Travel Information at 847-364-7223 or visit <http://www.rtachicago.com/>.

Floorplan



Floorplans are available for download in the 2009 Chicago Auto Show image gallery:

<http://www.chicagoautoshow.com/media/onlinenewsroom/index.asp>

Photography

Images are intended for editorial use only and are copyright of the Chicago Automobile Trade Association. Please contact Paul Brian at paulbrian@drivechicago.com for permission and rights. Visit: <http://www.chicagoautoshow.com/media/onlinenewsroom/index.asp> to download images.

2009 Chicago Auto Show Artwork:

The following images are located in the “Logos, Personalities & McCormick Place.”



2009 Chicago Auto Show Logo



2009 Chicago Auto Show Logo



Chicago Automobile Trade Association Logo



DriveChicago Logo



Mark Scarpelli, 2009 Chicago Auto Show Chairman



John Phelan, CATA Board Chairman



Jerry H. Cizek III, Show General Manager, and Mark Scarpelli, Show Chairman



McCormick Place (©Chicago Convention & Tourism Bureau)



McCormick Place (©Chicago Convention & Tourism Bureau)



McCormick Place (©Chicago Convention & Tourism Bureau)



McCormick Place (©Chicago Convention & Tourism Bureau)



McCormick Place (©Chicago Convention & Tourism Bureau)



McCormick Place (©Chicago Convention & Tourism Bureau)



Show Floor - Infiniti



Show Floor - Lexus



Show Floor



Show Floor



Show Floor - Mitsubishi



Show Floor - Dodge



Show Floor - Ford

The following images are located in "First Look for Charity – Media."



First Look for Charity



First Look for Charity



First Look for Charity



First Look for Charity



First Look for Charity



First Look for Charity



First Look for Charity



First Look for Charity



First Look for Charity



First Look for Charity



First Look for Charity

The following images are located under "Historic Images."



1901 Chicago Auto Show



1901 Chicago Auto Show



1903 Chicago Auto Show



1938 Chicago Auto Show



1941 Chicago Auto Show



1953 Chicago Auto Show



1971 Chicago Auto Show



2007 Chicago Auto Show

Professional Photography Advice

Interview with Mark Elias, Photojournalist / Writer, Mark Elias Media Services

Mark Elias began his career as a photographer for The Associated Press from 1983-1994. In 1994, Elias moved to Florida where he freelanced in the auto business. His work has been published in *AutoWeek*, *Car and Driver*, *Road & Track*, *Palm Beach Post* and *Bloomberg News*, among others. Self-described as “a photographer who writes,” Elias is currently the lead new car editor for LeftLaneNews.com.

Put on Auto White Balance. When taking photos with a digital camera, turn on the auto white balance to eliminate funky color shifts.

Use the Flash. If you have a flash on your camera, use it. If you have an advanced camera, use the balanced fill flash (or, “drag the shutter”), which will provide ambient light for more visible displays in the background.

Capture Interesting Details. Look for interesting details on cars (i.e. logos, certain touches, headlights) to capture the essence of the vehicle.

Put Yourself in Your Friends’ Shoes. When you show your friends pictures from the show, you want them to be a collage of unique attractions—not repetitious photos. For instance, the collage should encompass all aspects of a car including the wheels, logos, headlights, etc. as well as the entire body of the car. Try to capture the fundamental nature of the entire car. Remember: nobody likes to look at someone’s summer vacation photos because they all look the same. Get creative.



Use a Monopod. Leave your tripod at home; it will just get in everyone’s way. Instead, bring a monopod if you have one. The monopod will help steady the shot.

Seek out Vibrant Colors. White or silver cars will reflect any object that sits beside it. Try to capture cars with vibrant colors.



Use the Polarizing Filter. To cut down on reflections, adjust your camera to the polarizing filter. You may need to increase your ISO from 400 to 800 or 1600 to compensate for darkness.

Think Outside the Realm of Cars. Capture other interesting attractions at the show besides just cars. When people view the photos, they’ll then grasp the essence of the show. If the guy from the ShamWow commercial is at the show, be sure to capture him on film—he’s hilarious!

Interview with Brenda Priddy, Photographer / Company Owner, Brenda Priddy & Company

Brenda Priddy has earned a reputation as one of the world's top automotive "spy" photographers. Her undercover exclusives are a regular feature of LeftLaneNews.com, Auto123.com and other popular Web

sites. Her client list also includes publications such as *AutoWeek*, *Car and Driver*, *Road & Track*, *USA Today* and *The New York Times*. Priddy's business has been highlighted in *Newsweek*, *Motor Trend*, *Sports Car International*, along with various domestic and international newspapers, and her pictures have appeared in various books -- from automotive interests to textbooks and even encyclopedias.

Nix the Flash. Unless shooting the interior of the car, don't use the camera's electronic flash.

Increase the Film Speed. Set the camera's ISO to about 800 to compensate for the indoor lighting. At a higher setting, grain and "noise" may be noticeable.

Use a Tripod. The tripod will help to steady the shot when shooting long or time exposures. Try adjusting the camera to a slow shutter speed; this will create a stationary car with people in motion. If you don't have a tripod, you can still use the slow shutter speed effect; use a shutter speed of 1/30 or 1/60 of a second.

Be Patient. Patience is essential when taking photos at a large event. People may walk in front of your camera numerous times, ruining what could've been the perfect picture -- so wait it out. Your patience will pay off once you see the final product.

Reduce Glare. Reducing glare also takes patience. You may look through the camera's viewfinder and see unwanted glare and disturbing reflections caused by spotlights illuminating the cars. If you see glare or hot spots while looking through your camera, simply move a few inches and recompose your shot. You'll be glad you did!

Get Low. Instead of shooting a car from eye-level, get lower (or higher) than the car for a different perspective.

Change it up. The traditional (and always successful) way to take a photo is by taking "3/4" views: capturing the front (or back) of the car, along with the side, all in the same photo. While these will turn out to be great photos, try tilting the camera slightly sideways for a different and distinctive angle.

Capture the Essence. While cars are the obvious main focus of the show, try taking photos of McCormick Place, interesting banners, unique lighting (while getting the car in the background), or even unique signs at exhibits. Capture the essence of the show and make a collage of the unique photos.

Digital "Film" is Cheap: Don't worry about taking too many pictures. Many times it's the very last one that's the best.

Don't Forget Yourself. Make sure to get into your favorite car and have someone else take the picture!



Parking

The 2009 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.

Extensive shuttle bus service from all area parking lots to and from McCormick Place. Weekend-only shuttle service from the Millennium Park underground lot. Shuttles stop in 10-15 minute intervals near Columbus/Lower Randolph and at Gate 3 at McCormick Place.

We highly encourage use of the shuttles from our headquarter hotels, but media who choose to drive to the show will find the 31st St. parking lot their best bet. You may also park west of McCormick Place in the Martin Luther King Drive Lot. Consult the map in the Online Newsroom for assistance. Parking is not complimentary, as the lots are not operated by the auto show management.

Parking Lot Shuttle

Extensive shuttle bus service is offered from all area parking lots to and from McCormick Place. Weekend-only shuttle service is offered from the Millennium Park underground lot. Shuttles stop in 10-15 minute intervals. Note: Service runs until 9 p.m. on Sunday, Feb. 22.

Millennium Park Lot:

- Shuttles on weekends only (Feb. 14 & 15, 21 & 22)
- 10 a.m. – 11 p.m.
- Point of origin: Front entrance of Millennium Park Lot, Lower Randolph/Express Lane
- Destination/Pick up: New South Hall, McCormick Place, Gate #2

Soldier Field Lot:

- Shuttles available Feb. 13-22
- 10 a.m. – 11 p.m.
- Point of origin: Soldier Field, Center Aisle, 18th St.
- Destination/Pick up: Gate #27, Grand Concourse, Lower Level

31st St. Lot:

- Shuttles available Feb. 13-22
- 10 a.m. – 10:30 p.m.
- Destination/Pick up: Gate # 26 (Lower Grand Concourse)

Media Service for First Look for Charity:

- Shuttles available Feb. 11-12
- 7 a.m. – 7 p.m. on Feb. 11
- 7 a.m. – midnight on Feb. 12
- Point of origin: Swissotel (Wacker entrance) and Fairmont (Lower Lake St.)
- Destination/Pick up: New South Hall, McCormick Place, Gate #3

Media Service for Sweet Home Chicago:

- Shuttles available Feb. 11
- 7:15 p.m. – 1:00 a.m.
- Point of origin: Swissotel (Wacker entrance) and Fairmont (Lower Lake St.)
- Destination/Pick up: TBD

Handicapped Accessibility

McCormick Place offers many services to Chicago Auto Show visitors with disabilities.

Handicapped parking is available in all McCormick Place parking garages and lots. McCormick Place Lot A is a parking garage with an adjacent surface lot that offers many handicapped spaces.

In addition to handicap parking spaces, Valet parking is available at the Hyatt Hotel lot adjacent to McCormick Place.

All outside entrances to the Chicago Auto Show have push-button doors and ramps for show patrons with wheelchairs. Once inside McCormick Place, the entire show floor is accessible by elevators.

Scooter and wheelchair rentals are available by contacting Scootaround's toll-free hotline at 1-888-441 7575. Visitors may also submit a rental inquiry online via www.scootaround.com or by fax at (204) 478-1172. Scooter rentals are \$40.00 a day and wheelchair rentals are \$15.00 a day. Scootaround is happy to accept VISA or MasterCard.

Scootaround is located at Gate 4 of McCormick Place (west end of the Grand Concourse). While Scootaround will make every effort to accommodate visitors' needs, advanced reservation is encouraged.

TV Special from Show Floor

This year on February 14, local media outlets including NBC 5 Chicago, WGN-TV and Telemundo Chicago will continue to host their annual Chicago Auto Show special programs with exclusive coverage from the show floor. The television specials will highlight concept cars and the best of the show while providing full show coverage.

NBC 5 Chicago will air the 2009 Chicago Auto Show special in HD live at 6 p.m. on Saturday, Feb. 14. The fast paced hour-long show will take viewers on a visit to the show floor. This annual broadcast will include NBC 5 personalities Brant Miller, Ginger Zee, LeeAnn Trotter, Paula Faris, Charlie Wojciechowski, Art Norman and Matt Rodewald. The show will also be streamed live on NBCCHICAGO.COM. An encore will air on NBC 5 on Sunday, Feb. 15 at 11:05 p.m. This year marks the 11th consecutive year that NBC 5 is live from the Chicago Auto Show. The station's coverage has been honored with nine local Emmy awards.

WGN-TV, in cooperation with John Davis and the *MotorWeek* team, will begin their hour-long special at 6 p.m. on Saturday, Feb. 14. The program will feature its annual concept car report as well as full coverage of the show. The program's talent includes John Davis from *MotorWeek*, teamed up with Marcella Raymond and Valerie Warner. The TV special is in HD and an encore presentation is also scheduled.

Telemundo Chicago will host an up-close-and-personal tour of the Chicago Auto Show in a special half-hour show "Road to the Auto Show" scheduled to air on Saturday, Feb. 14 at 10:30 p.m. with an encore presentation airing on Sunday, Feb. 15 at 5 p.m. Hosts Oscar Guzman and Nelly Carreño will highlight the family-friendly offerings, great automobile deals and information on environmentally-friendly vehicles.

Frequently Asked Questions

What are the hours of the Chicago Auto Show?

The Chicago Auto Show runs 10 days, Feb. 13-22. Show hours are 10 a.m.-10 p.m. Feb. 13-21, and 10 a.m.-8 p.m. on the final day, Feb. 22.

How do I purchase tickets?

Tickets can be purchased at the box-office of McCormick Place or online at <http://www.DriveChicago.com>.

If I purchase tickets online, is my credit card information secure?

Yes, all credit card information is secured by VeriSign. After submitting your credit card information on the Web page, it will no longer be accessible by another individual or computer.

How do I print my tickets?

Each printed ticket will possess a unique bar code to be scanned upon entering the show. Before purchasing your tickets on-line, make sure that you have full access to a working printer. Once your transaction is complete, the tickets must be printed from the current screen. You cannot save the "ticket" page for printing later.

Will I need to bring these tickets to the show?

Yes, you will need to bring your printed tickets to the show. If you forget to bring your tickets, you must go to the Chicago Auto Show office in S401. Once a replacement ticket is issued, the original ticket is no longer valid for entry.

What entrance will accept these tickets?

All entrances will accept tickets. Those entrances are:

- Level 1, West Lobby South Building (adjacent to Gate 2)
- Level 3, Grand Concourse
- Level 2, North Building

How do I purchase group packages?

Group packages can be purchased at the box office or online, under Group Tickets or using the online form available at <http://www.chicagoautoshow.com/school/groupsales.asp>. Ticket orders can also be placed through Donna Young, at 630-495-CATA.

Are group tickets good for any day admission?

Group tickets can be purchased for weekday admission only.

Can I get tickets from my local auto dealer?

No, tickets for the auto show can not be purchased from your local dealer. All ticket purchases should be made at the box office or on-line. However, you might want to check with your local dealer for complimentary or weekday discount tickets.