

2008 Update No.3



Media Preview February 6-7
First Look for Charity February 7
Public Show February 8-17
www.ChicagoAutoShow.com

100 Shows and 107 Years Later, Sam Miles Would be Proud

You all know the giants of the industry. Names like Walter P. Chrysler, Henry Ford, Ransom Eli Olds, Virgil Exner, Harley Earle (who is still spinning from those TV spots a few years ago), The Deuce, Lee, Pete Estes, Jim Perkins, Sam Miles, Sloan, Kettering. Wait. Who did you say? Sam who?

Sam Miles. Now that one should leave more than a few of you scratching your head for a minute or two, so in a spirit of not wanting you to lose what's already growing thin over your gray matter, we take a moment to recognize the genius of one Sam Miles, the originating producer of an event that he thought enough of to simply name "The Chicago Auto Show."

Yup. It was Sam's vision that will bring us all together for yet another gathering of the world's automakers in the Windy City to meet a throng of consumers

who now, as then, are enamored, if not mesmerized, with these astounding exercises in engineering, design, manufacturing, marketing and yes, showmanship.

We doubt that Sam ever envisioned his show to grow into the astounding size or impact that it has today, but we think he'd be proud. And why wouldn't he be? This year we'll take the wraps off of new vehicles never-before-seen anywhere and others for the first time on these shores. If Sam were to attend the show's two-day media preview here's what he'd find:

First he'd enjoy the Midwest Automotive Media Association/Chicago Auto Show breakfast where he'd hear President of General Motors North America Troy Clarke keynote the tone of the show and take questions from journalists from around the world about the status of not only GM, but of the entire industry.

Then the throng would follow Clarke's Pied Piper act and find him in the GM display, the biggest the General has ever built in any auto show anywhere, for one of two sessions scheduled for the day to reveal new products, technology and direction of his company to the world.

As soon as that ends, the scribes will perambulate to the Acura display in the South Building for its news for the world.

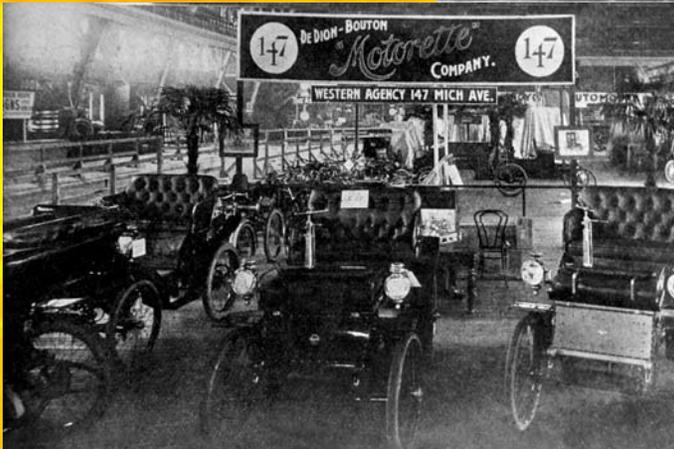
In what might be one of the most-anticipated events of the media preview, Dodge's muscular Challenger will bow in its final production form. With the entire first year's production already sold out—without even seeing the final product—this is a crucial piece of the Chrysler financial puzzle.

Volkswagen's new Canadian-built minivan takes center stage next, proving that the demand for family utility marries well with today's style.

Whetting the appetites for both news and lunch, American Suzuki will present both in its display. The pickup category has a new player in it and everyone will see it first in Chicago.

No stranger to Chicago is Ford Motor Company. Henry Ford admitted that the idea of his highly touted assembly line came from a trip to Chicago's Union Stockyards. Horsepower you'd expect from Ford, but cow power? Come see how the company that bears his name will distinguish itself in both product and technology.

Hyundai's impact in the industry is a force to be dealt with and how it maintains its edge will be shown in Chicago following yet another helping of GM news in the afternoon. BMW has chosen Chicago as the place North Americans will



About your media and corporate credentials...

Ever hear the phrase, "The check's in the mail," which kind of made you wince and think it was time to assume "that" position because you knew what follows wasn't going to be pleasant? Well, on the same day that this paragraph was written, assuming you pre-registered for the show as you were asked multitudes of times, your credentials were being put into envelopes and mailed to you—in plenty of time for you to arrive in Chicago, put it on

(perhaps in the airplane so that they can recognize you as the highly paid, influential member of the media that you are) and stroll the Magnificent Mile in style, with dignity and aplomb.

If you did not pre-register, well, your life will be different. Your life will be making the credential equivalent of what most airline passengers know as, "The Walk of Shame" as you lower your head to not make eye contact with anyone in First Class as you amble, nay, perp walk your way back to (dare I say it?) coach.

But what to do if you didn't, beside seeking professional help to deal with your inferiority issues? We'd suggest you come to the Media Center, Room N426 of McCormick Place, and register on-site. When you come, please bring some sort of state-issued



photo ID, a business card that doesn't look like it was made at home with your "My First Business Card" program you bought on sale at Wal-Mart, and an actual proof that you've written or spoken about the automotive industry at some point or other. No, we won't look up Web sites for you to prove your point. If that's what you have, make a paper copy of a screen shot that has your name on it as a byline.

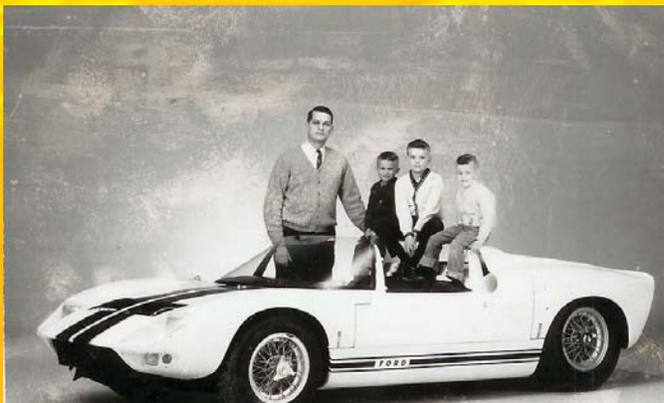
If you do these things properly, we'll get you launched and dispatched quickly and easily. If not, please know that it's

going to take time to verify who you are, what you do and why you should have floor access. As novel a concept as it might be at other venues, we really do try to keep the media preview populated with (shaking my head like Lewis Black) media!

The media center is located in Room N426 of McCormick Place and will be operational at noon, Monday Feb. 4. The phone number there will be 312.791.6606, Fax 312.791.6607.

The media room sponsor, XM Radio, has worked closely with show management to help make the things journalists need to get their jobs accomplished. The Chicago Auto Show wishes to thank XM for their continued support of automotive media.

Win Great Prizes!



Since we have so much of a historic nature going on this year, a photo crossed our desk. Many of you will recognize the vehicle, but are now wondering who the heck is standing next to—and maybe more interestingly inside—the car.

America loves a good contest, so whomever can first come to the media director at the show and identify one of the young gents in the car and why we'd publish it will win something of value. What is it? Hell, that wouldn't be any fun. Value! You know, like maybe a Ginsu knife or Pocket Fisherman!

2008 Chicago Auto Show Media Preview Schedule

Tuesday, Feb. 5

5:30-7 p.m. Bridgestone Americas Welcome Reception—Swissôtel Chicago;
Registered working media only

Wednesday, Feb. 6

8:00 a.m. Chicago Auto Show/MAMA Breakfast
Grand Ballroom, Speaker: Troy Clarke, Pres, GMNA:

9:15 a.m. General Motors—In the GM display

10:00 a.m. Acura—In the Acura display

10:45 a.m. Chrysler LLC—In the Chrysler display

11:30 a.m. Volkswagen—In the VW display

12:15 p.m. American Suzuki—News and lunch in the American Suzuki display

1:00 p.m. Ford—In the Ford Display

1:45 p.m. General Motors—In the GM display

2:30 p.m. Hyundai—In the Hyundai display

3:15 p.m. BMW—In the BMW display

4:00 p.m. Bentley—In the Bentley display

4:30 P.M. MotorWeek Awards—North side of the Grand Concourse

Thursday, Feb. 7

8 a.m. Porsche News Breakfast—In the Grand Ballroom.
Doors open at 7:30 a.m., program at 8:15 a.m.

9:15 a.m. Mitsubishi—In the Mitsubishi display

10 a.m. Volvo—In the Volvo display

10:30 a.m. YES!—in the Yes! display, South Building

11:15 a.m. International—In the International display

12 p.m. Bridgestone Tailgate Party—In the Bridgestone Americas
display in the North Building

1 p.m. Volo Auto Museum

Your Chicago Auto Show Media or Corporate credential will give you access to the show floor starting after the MAMA Breakfast on Wednesday, Feb. 6. That will occur about 9 a.m. The show floor will close to the media at 5:30 p.m. on Feb. 6. The show floor will again be open to credentialed badge holders starting at 9 a.m. on Thursday, Feb. 7. No one, without exception, will be allowed on the show floor after 3 p.m. Thursday, Feb. 7. Your credential is not valid for access to First Look for Charity, nor any other on- or off-site event. It is issued solely for access to the floor of the Chicago Auto Show. Thank you for your cooperation.

Hors d'oeuvres for 12,000 please?

Accomplished chef serving up delights for Chicago Auto Show's benevolent event

When asked how it is to prepare high-end food for 10,000 people, Certified Master Chef Michael Russell quoted a friend who was the head of food service for Walt Disney World: "You make mashed potatoes, right? Well, you just have to make a lot of them!"

Russell is the newly appointed Exec Chef for the Chicago Restaurant Partners, which services all the catering activities for the nation's biggest convention center.

"For an event on this scale, the key to success is to be ready when the patrons are," said Russell. No running around at the last minute for this Certified Master Chef, a distinction that only 61 people in the United States have attained. When the time comes, "You have to be as sophisticated as the customers," he said.

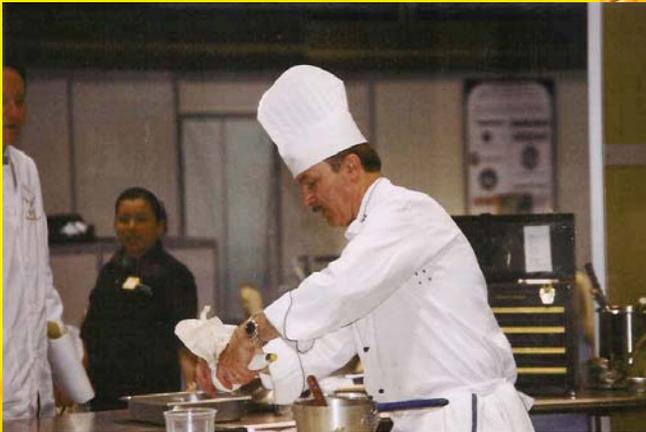
His previous work in Detroit as the Executive Chef for Motor City Casino, running nine operations, somewhat prepared him for his role on the Windy City lakefront.

"McCormick Place, and especially the Chicago Auto Show's First Look for Charity, is much bigger and grand than the events I worked on while in Detroit," said Russell. "The food has to be made, transported, and all the details must be ready by the time the event opens."

The designation "Certified Master Chef" is not to be taken lightly. Each candidate must possess an outstanding résumé and depth of knowledge to just apply for the CMC exam (taken from the American Culinary Federation's Web Site).

Those who have seen documentaries about the grueling battery of exams that are part of the CMC process see similarities to those trying to make it into the Navy Seal program. It's brutal and cuts no slack to anyone in the crucible attempting to gain the distinction. Many have tried multiple times to make the grade, but failed.

The Chicago Auto Show's First Look for Charity is a black-tie benevolent event offering exclusive preliminary admission to the biggest auto show in North America. The event is expected to raise more than \$2.5 million for 18 Chicago-area charities.



Sam Miles Would be Proud (cont'd)

first view their unveiling, to be followed by executive availabilities and some of their always-exquisite Bavarian hospitality. No, that doesn't always mean a brat and a beer. When's the last time you were in Germany, dude? Gheesh.

Bentley means business and Chicago's place on their pecking order is right near the top. There's a great biz story there, so don't miss out on how the company feels about one of its huge markets.

The MotorWeek Driver's Choice Awards will be presented on the stage located in the North Hall lobby. Great news and swag at last year's event, so don't be AWOL.

Wednesday evening is open for manufacturers to entertain whomever they wish, however they wish. So it's up to you to hook up with whomever you like.... and to make dinner plans, as well. Hey, we're full service, but you're on your own for this night.

XM, our gracious media center host, will also provide the headliner music for the Cars, Stars and Bars party. It is by invitation only so see the media director for your ducklet, if there are any left. It's a high-demand ticket. The party is co-sponsored by a wide span of manufacturers, and the auto show thanks them all profusely for helping to make this night possible.

Porsche leads the head-clearing and back-to-work breakfast

in the Grand Ballroom of McCormick Place Thursday morning at 8 a.m., so catch the shuttle and don't miss out on an exciting —not to mention waaaay quick—new vehicle.

Mitsubishi will be the first stop on the show's main floor

Thursday with two new '09 products to peruse.

Known worldwide as innovators of safety and care for your family, Volvo is next up, followed by the North American introduction of a brand known as Yes! (Obviously not named after your first girlfriend), and then on to what is most likely the biggest news of the show from Chicago-based International. What have those guys been up to behind closed doors? Not sure, but they wanted it safe. So safe that they're positioned on the show floor right next to the U.S. Army. Maybe they're in cahoots?

Bridgestone Holdings America knows that there's nothing like a good tailgate party, so they'll stage exactly that, but their guest host is probably going to be Hall of F.... whoops. Too much information. Stay tuned, ok?

Since we're all about history, what better way to put a bow on the preview than with a presentation of historic show cars exhibited by the Volo Car Museum. They're awesome!

So Sam, we hope we've done you proud, buddy. Thanks for the great start 107 years ago. Please just watch down on us and see what you can do about holding off the snow, ok?



Media Survival Tips

Even though we know that this is most likely not your first time at the rodeo, a few reminders of where things are and how they work is always a good idea.

Pick up a credential lanyard for it in the Media Center, Room N426 of McCormick Place. Just ask one of our staff when you arrive and we'll be happy to take care of you. You'll also find a box of them at the entrance to the Tuesday evening Bridgestone Americas Media Welcome Reception in the Swissôtel or at the entrance to the Midwest Automotive Media Association (MAMA)/Chicago Auto Show breakfast in the McCormick Place Grand Ballroom Wednesday morning.

A few basics for newcomers or a reprise for seasoned vets:

- The Media Center will again be located in Room N426 of McCormick Place and be open Monday and Tuesday, Feb. 4-5 from 9 a.m. to 6 p.m.

- If you're new to covering Chicago, simply follow the signs (they're big) to get there—or just get in the draft of a certified bagel-sniffing colleague. They always seem to know the way.

- Wednesday hours: 7 a.m.—6 p.m.
- Thursday hours: 7 a.m.—7 p.m.
- Shuttles will operate continually from the Fairmont and Swissôtel from 7 a.m.-6 p.m. on Wednesday, Feb. 6 and from 7 a.m.—10:30 p.m. Thursday, Feb. 7.

- Doors for the Chicago Auto Show/MAMA Breakfast (Wed.) and Porsche Breakfast (Thurs.) will open at 7:30 a.m.

- We will have ample hard wire connections and multiple secure high-capacity wireless routers in the media center. Wireless encryption code (sounds like "24" huh?) signs will be posted. The entire McCormick Place building will have active wireless.

- All positions will have ample AC power for your equipment. As long as you're not arc-welding we'll have plenty for you to use.

- You will need a photo ID that matches your credential. Think of it as being just like at the airport, but without the good food they have.

- Several events are listed as "Grand Concourse Lobby Stage." You will find it just off the Grand Concourse in the North Building.

- PARKING: While we control the show, we don't control the parking. We suggest you park in either the King Drive Lot A or the Hyatt Hotel lot. Unfortunately, it is not complimentary. You can find detailed maps for the area on the Web site.

- All other things? Ask anyone in the media center or look online at www.ChicagoAutoShow.com

Official Hotels

See, here's one of the beauties of working and producing a show like this in Chicago. With more than 69,000 hotel rooms available within a half hour drive of McCormick Place, finding first-rate accommodations for visiting journalists and manufacturer representatives isn't hard at all in Chicago. That's still true, even though we're just days away from opening.

Our 2007 expansion to three Official Headquarters Hotels was well received. The elegant Fairmont Hotel and stately European-style Swissôtel offer a very attractive rate of \$126 for industry personnel and visiting media. The Four Seasons Hotel, one of three five-star hotel properties in Chicago, offers Deluxe King rooms for \$250. (USD)

The locations of these hotels are ideal for visitors who wish to attend media preview news conferences and still have easy access to Chicago's legendary restaurants, clubs and nightlife.

Early booking was highly recommended, but this is the city that says, "I can" on a daily basis. So if you still need a great place to flop while you're here, we've got you covered. As you might find in other cities, there is no price gouging and no minimum night stay required. Please be sure to mention you are registering for the special Chicago Auto Show rate package.

Continuous shuttle service from the Fairmont Hotel and the Swissôtel to McCormick Place will make getting to and from the show's media preview easy.



The Fairmont Hotel
200 N. Columbus Dr
Chicago, IL 60601
312.565.8000
312.861.3656 (fax)



The Swissôtel
323 E. Wacker Dr
Chicago, IL 60601
312.565.0565
312.268.8022 (fax)



The Four Seasons Hotel
120 E. Delaware Place
Chicago, IL 60611
312.280.8800
312.280.9184 (fax)

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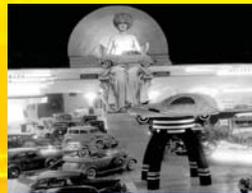
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