

2008 Update No.1



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

100 Shows Spanning 107 Years

"If I've told you once, I've told you a hundred times!"

How many times did we hear that when we were growing up? Maybe a hundred? Most likely more, but 2008 brings to Chicago a distinction: We're the first auto show anywhere that can say "We've told you this is awesome" for a hundred times—over 107 years.

Since the first official Chicago Auto Show was staged in 1901, a reasonable person would count back from 2008 and deduce, "Wow, 107 Chicago Auto Shows!" which is quite an accomplishment. But the

vagaries of geopolitical strife—tempered with a healthy dose of history—get in the way of simple math and tell us that during the WWII years and beyond there simply were no auto shows being staged in the United States as our country was far too busy producing tanks and trucks to worry about family transportation. So the American auto show clock was put into suspended animation until 1950 when the Windy City put the genre back on track for the world to witness. It hasn't stopped since in timing, content and importance to the industry and public.

"We understand that there might be a bit of confusion," said 2008 Chicago Auto Show Chairman Bob Loquercio. "But simply put: there's no other auto show on earth that has produced 100 editions. We're darn proud of that, not only for its longevity and staying power with a car-hungry public, but also for the industry that has for decades used this show as a barometer of how well their products resonate in real-world application."

In celebration of the storied past of the Chicago Auto Show,

a special display featuring many vehicles from the exposition's earliest years will be a hit with everyone.

"We've done a great deal of research on our early years," said Mark Scarpelli, co-chairman of the '08 show. "That, teamed up with some very cooperative manufacturers and private collections, should provide a wonderful look back at some of our industry's milestone vehicles. Our www.ChicagoAutoShow.com Web site's historic section always gets huge play, but this year we expect it to be off-the-chart busy." (see more about that on Page 2)

The nation's biggest auto show will stage its customary two-day media preview Feb. 6-7, with most visiting media arriving Tuesday, Feb. 5 in order to make sure they've got their Rockport Walkers on the ground and ready to roam at dawn's early light for

the MAMA/Chicago Auto Show Wednesday morning breakfast. Following that will be a whirlwind 36 hours of news conferences featuring world and North American previews, executive availabilities, general industry action (and some fun and games for good measure) all woven into the fabric

of one of the world's great destination cities. Chicago's legendary restaurants, hotels and museums—all complimenting the best convention center anywhere on earth—contribute to the incredible experience enjoyed by media and manufacturers alike. If you haven't seen the Chicago show, you don't know how good it can be.

Visiting media and industry folks can again avail themselves of special arrangements at The Fairmont, Swissôtel and Four Seasons Hotel Chicago. There's more on pricing and contact information on the back page of this Update.



First Look Readies to Help Local Organizations

Hyundai, Scion and Toyota to provide special incentives to attend

The public gets its first glimpse of each year's Chicago Auto Show at First Look for Charity, the black-tie benevolent event held the evening before the doors officially open. The event benefits 18 area charities and routinely raises more than \$2.5 million, making it among Chicago's most successful single-day fund-raisers. That's no little feat in a city where black-tie benefits are going on weekly throughout the year.

At the coming First Look, three lucky attendees will be handed the keys to 2008 vehicles: a Hyundai Veracruz, Toyota Corolla and Scion xD.

Benefactors can direct their ticket purchases to benefit all of the participating charities equally, or, if they have an affinity for a particular organization or more, to those charities specifically. Tickets are \$225 each and can be purchased at www.ChicagoAutoShow.com or 708-237-6444.



The meat is on the table, car is on the wall

Participating charities, in alphabetical order, 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; and Catholic Charities, Diocese of Joliet.

Also, Children's Memorial Hospital;

Clearbrook; The Cradle Foundation; Franciscan Community Benefit Services; Ray Graham Association for People with Disabilities; Ronald McDonald House Charities; Misericordia Heart of Mercy; National

Multiple Sclerosis Society; Respiratory Health Association of Metropolitan Chicago; Spina Bifida Association of Illinois; and St. Coletta's Foundation of Illinois.

Web site Features New Look for '08

Nothing happens these days without a Web site to back up the activities, and the Chicago Auto Show is no exception. What is exceptional, though, is the site's incredible content and ease of use.

"With this being our 100th edition, we know that our site is going to get 'slammed' by people looking for information about our history," said Jerry Cizek, general manager of the show. "Our team has put together an online presence that will keep history buffs up way past their normal bed times. It's an incredible collection of photos and information. The CATA has 'owned' this show since 1935 and our collection of photography over the years matches anything in the industry. We invite everyone to share in our place in the overall history of this show and what it's meant locally, nationally and internationally.

"Sure, you always show up and see everything shining and

inplace for the media preview, but have you ever seen how it goes together?"

Former German Chancellor Bismarck is generally credited

with the quote that, "Politics and sausage are two things you don't want to see being made." Perhaps Bismarck (also rumored to be the European inspiration for the guy at Dunkin Donuts) might add to his list the way 1.3 million sq. ft. of auto show goes together in just seven short days.

But you, as an avowed fan of wanting to know everything about everything, might be interested in seeing a video that lives on www.ChicagoAutoShow.com highlighting the construction of this gargantuan show. It was even tougher pulling

it off last year, as temps during the move-in were cold, even by Chicago standards.

Check it out! You're going to be on the Web site anyway when you register, so take a few moments, back up to a hot coffee and enjoy.



WAAI Chapter Announces Women's Day Luncheon

The Chicago Chapter of the Women's Automotive Association International (WAAI) will award its first Professional Achievement Award to a local professional woman during Women's Day of the 2008 Chicago Auto Show. The award is bestowed in recognition of the winner's commitment, professionalism and success in the automotive industry.

The group will host a luncheon entitled "Celebrating Women in the Automotive Industry," 11 a.m.- 2 p.m. Tuesday, Feb. 12, in Room N427 of McCormick Place. Members and prospective members will have the opportunity to network with local women professionals, then witness the award presentation and a panel discussion of expert women leaders from the automotive industry.

WAAI Chicago Chapter is dedicated to the development and recognition of women leaders in the automotive industry. The national organization was established in 1995 when Lorraine Schultz, the group's founder, established an organization dedicated to the development and advancement of women as automotive industry leaders. Today, the WAAI continues to thrive throughout the United States and Canada as the leading women's global organization dedicated to this purpose. The group has multiple goals:

- recognize the achievements of women in the industry;
- provide educational e-news to automotive career-focused individuals;
- build relationships through networking and other interactive forums; and
- encourage growth through mentoring, educational endeavors, and scholarships.

Those wishing more information about the event or joining the WAAI can contact Kathy Gilbert, Director of Sales & Business Development, ADP Dealer Services at 847-485-4390 or via Email, Kathy_Gilbert@adp.com

PR Newswire Named Official News Service Provider

Agreement Continues Pairing of North America's Largest Auto Show with a Global Leader in News Distribution

The Chicago Automobile Trade Association (CATA), producer of the Chicago Auto Show since 1935, is proud to announce PR Newswire as the show's official news service provider.

The 2008 Chicago Auto Show will mark the show's 100th edition of the prestigious industry event, the largest auto show in North America. As its official news service, PR Newswire will manage the dissemination of all news releases issued by the Chicago Auto Show as well as provide text and multimedia production and distribution services to the exhibitors at the event.

Bob Loquercio, auto show chairman, remarked, "We are proud to again welcome PR Newswire as our Official Wire Service Provider. The nation's most influential consumer auto show staged in its largest convention center deserves to be teamed with the most prestigious and effective news dissemination organization."

All exhibitors that distribute releases via PR

Newswire's premium newswire, US1, will receive search engine optimization at no additional charge. This service optimizes news releases for greater search engine exposure, ensuring that the announcement will appear at the top of search queries related to the company and the automotive industry.

Exhibitors will also benefit from services provided by PR Newswire's broadcast and multimedia subsidiary, MultiVu. MultiVu will offer a full suite of services, including SMTs, VNRs, ANRs and Multimedia News Releases (MNRs), a comprehensive communications tool delivered via the Internet that

combines text, graphics, logos, hyperlinks and streaming video. A special Auto Show Assistance Desk is available to expedite these requests.

Journalists can register to receive news releases from Chicago Auto Show exhibitors pushed via email by registering with PR Newswire for Journalists.



Media and Corporate Credentials

Media and manufacturer corporate credential applications are available and may be completed online at: www.ChicagoAutoShow.com

Please note that these credentials are for working media actually covering the show — what a refreshing concept, huh? Erztat media trying to weasel their way into the building to bogart the vast arrays of hospitality will not stand the test of the Registration Inquisition and will be denied. (Discovering them and denying the application is the most fun the media director has all year, to be honest.)

Corporate credentials are for manufacturer execs and PR folks, not construction crews building the show. All media preview credentials become invalid for the public days of the show. It's not that we like to make you do the dance twice. It's just

an easy way to cut back on the dumpster divers after the preview who realize that, "Gee, I can be (some guy named) Al Vinikour, as an example. We know, though, that no sane person would actually claim to be Al, so that's the first tip. We just want to make it more authentic and hold back on phonies. Everyone seems to like that we do, so why not continue?"

Upon completion of the online form, applicants will be given a tracking number to follow the approval process and mailing of credentials in January 2008.

If you have any questions regarding credentials, please contact Paul Brian, Chicago Auto Show Director of Communications (630.424.6069) or Dave Hall, Chicago Auto Show Communications Intern (630.424.6016)

Official Hotels

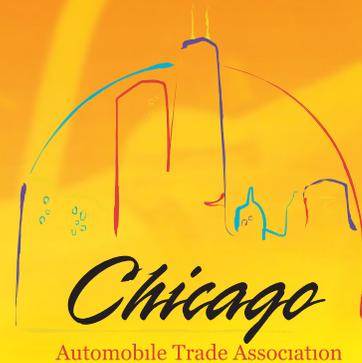
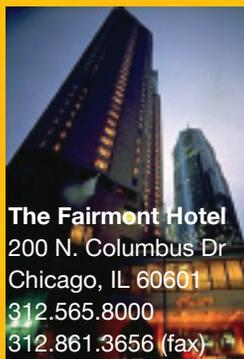
With more than 69,000 hotel rooms available within a half hour drive of McCormick Place, finding first-rate accommodations for visiting journalists and manufacturer representatives isn't hard at all in Chicago.

Our 2007 expansion to three Official Headquarters Hotels was well received. The elegant Fairmont Hotel and stately European-style Swissôtel will be offering 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, is offering 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 is highly recommended. 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.



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