



2008 Update No.2

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

GM Display Expands In Chicago

The list of manufacturers who choose Chicago to stage the largest displays they produce anywhere in the world has grown again.

General Motors has increased its Chicago footprint by an additional 22,000 sq. ft., totaling approximately 186,000 sq. ft. starting at the 2008 edition in the nation's premier exposition center, McCormick Place. The Chicago Auto Show currently utilizes 1.3 million sq. ft. of "Class A" space with full 40' tall ceilings—and all on the same floor. The new GM display will bring all of the General's brands together in the North Hall of McCormick Place.

"We're thrilled to have GM express its confidence in Chicago's importance," said Bob Loquercio, chairman of the 2008 Chicago Auto Show. "We also want to acknowledge the cooperation of a large group of manufacturers who have relocated to new homes to accommodate this major shift of in our floor plan."

Steve Hill, General Motors North Central Regional Manager said, "We're excited to have all of our brands grouped together for our customers. We'll be able to showcase and feature our industry leading design and technology, as well as our vision for alternative fuels.

"While we're celebrating our past 100 years, Chicago will help us to better tell the story of our future," said Hill.

Auto Show General Manager Jerry Cizek said, "People keep asking us how we're able to take care of requests for more space. Actually, Chicago is the only major show in the United States with room to grow. If someone wanted more space our response would be to 'Bring it on!' Not only will the increase in size of the GM display (featuring its Centennial Anniversary celebration display) provide a dramatic new look to the North Hall, but will bring new consumer views to the entire show. It's

always good to jumble up the deck a bit and with this move we'll do exactly that. We think the public will love it."

"There's no spot on our show floor that doesn't maximize an exhibitor's ability to reach the public," continued Cizek. "The size of the show coupled with its multiple entrance access points result in an ideal situation for all of our exhibitors. The brilliant design of McCormick Place makes production of the biggest automotive exposition in North America a much easier and cost-effective proposition."

Chrysler Corporation's 192,000 sq. ft. display, replete with a half-mile long indoor test track, will again provide a formidable platform to stage its world premier of the production Dodge Challenger. They're going to need elbow room for what will surely be a sea of consumers, all craning their necks to see the next object of their automotive fantasies.

The Chrysler, GM and Ford displays alone total more than a half million square feet. That's bigger than most shows in the United States.

"It's really not a space race for the biggest display," said Loquercio. "What's important is that exhibitors from all over the world all know that Chicago has the capability to accommodate virtually any request made of us in Class A space right on the main floor.

"Additionally, we have the best infrastructure to stage the nation's biggest

auto show. We're blessed with a burgeoning first class hotel population—including two of the top five-rated properties in the world—that offers 69,000 hotel rooms within a 15-minute drive of McCormick Place; a city that's central for air travel from anywhere in the world; unparalleled restaurants and a dedicated labor force that constructs this gigantic show in a mere seven days.

"Why wouldn't we be proud? We have what everyone else wants."



MAMA and the CATA Welcome GM's Troy Clarke as Keynote Speaker

The two-day media preview of the Chicago Auto show will find General Motors North American President Troy Clarke at the mike as leadoff hitter.

"The cooperative efforts of the Chicago Auto Show and the Midwest Automotive Media Association (MAMA) has resulted in a great opening event for the auto show since the first year our group was formed," said Dave Boe, president of MAMA. "The list of speakers we've enjoyed over the years reads like a 'Who's Who' of the automotive industry. We're so pleased that Troy Clarke has accepted our invitation to join us,"

Clarke will address those attending the Chicago Auto Show/MAMA breakfast held in Room S101 of McCormick Place, Wednesday, Feb. 6 at 8 a.m., but veterans of the event know that the doors open and breakfast is served starting at 7:30 a.m.

Troy A. Clarke has been president of GM North America and GM group vice president since July 1, 2006. He had served as president of GM Asia Pacific and GM group vice president from June 2004. Earlier, he was GM group vice president of manufacturing and labor relations beginning in June 2002. During that time, he was responsible for North America vehicle manufacturing, vehicle operations, the Metal Fabricating Division, and labor relations. He served as GM's chief negotiator for the 2003 United Auto Workers labor negotiations in North America.

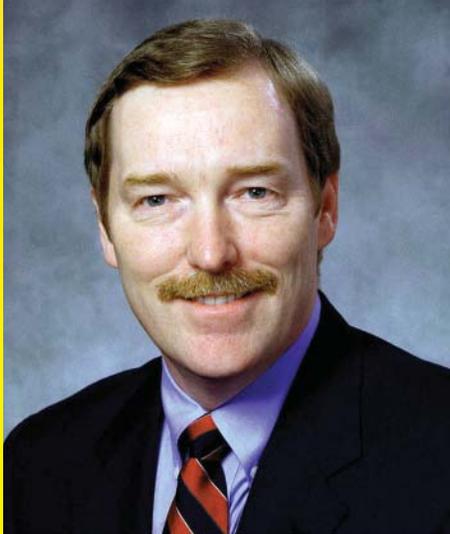
Clarke had been vice president of labor relations since January 2001. Before taking the labor relations post, Clarke

was president and managing director of GM de Mexico and a GM corporate vice president since January 1998. He had been director of manufacturing for GM de Mexico since June 1997.

Clarke joined GM as a co-op student at Pontiac Motor Division in Pontiac, Michigan, in 1973. He remained at Pontiac for ten years, holding a series of engineering and manufacturing assignments of increasing responsibility.

He received a bachelor's degree in engineering from the General Motors Institute in 1978 and a master's degree in business administration from the University of Michigan in 1982.

Clarke is a member of the board of directors of the Alliance of Automobile Manufacturers and a member of the University of Michigan Business School Visiting Council. He serves on the board of directors of the GM-Toyota NUMMI manufacturing joint venture in California.



Shuttles will operate continually from two of the show's official hotels, the Fairmont Chicago and Swissôtel Chicago, starting at 7 a.m. Those wishing to check their coats before the event may do so in the coat check off the main lobby of McCormick Place. A hosted coat check will be available at the top of the escalator on your way to the media center. We'll have plenty of signs, so just read them, follow the arrows and (as they say in Britain) Bob's Your Uncle.

No pre-registration is needed for this event, but it is limited to credentialed media and industry executives.

If you're wondering who actually steers the ship



Please allow us to introduce the officers of the Chicago Automobile Trade Association (CATA):

Seated: Mark Scarpelli of Raymond Chevrolet, Antioch, and Ray Suzuki, Fox Lake, Ill., vice chairman and co-chairman of the 2008 Chicago Auto Show and chairman of the CATA; Bob Loquercio of Elgin Toyota and Elgin Hyundai, Elgin, Ill., Chicago Northside Toyota-Scion, Chicago; and Honda City, Chicago, Ill., chairman of the 2008 Chicago Auto Show.

Standing: Kevin Mize of O'Hare Honda and O'Hare Hyundai, Des Plaines, Ill., treasurer; John Phelan of Jack Phelan Chevrolet, Lyons, Ill. and Jack Phelan Dodge-Isuzu-Suzuki, Berwyn, Ill., vice chairman; Steve Foley Jr. of Steve Foley Cadillac-Bentley and Rolls-Royce, treasurer; and Jerry Cizek III, CATA president and auto show general manager.

Founded in 1904, the CATA is the nation's largest metropolitan dealer group with over 550 franchised new-car dealer and allied members in Chicago, its suburbs and Northwest Indiana. CATA dealerships employ more than 56,000 people.

So who's that winged guy? He's everywhere!

For some it's a prancing horse. For another it's a blue oval. For still others it might be a forward-leaning numeral 3 that pays homage to a revered NASCAR driver. And for the past decade or so, the nation's largest auto show has utilized a logo that (with full props to the Nike folks for terminology only) we've internally called the "Swooshie." You know that logo. It's the one that has said, "Chicago Auto Show" as loudly as any long-established logo says for any company or product.



Remember this one (just to the left) from last year? Yeah, yeah, yeah, I know you know now. It's the logo that keeps its identity from year to year, albeit with certain modifications to its color palate and the whims of the show chairman and staff.

But for 2008 you've probably

noticed the appearance of a new face and now wonder, "Now who the heck is that guy with the wings? And why is he now the new face of the Chicago show?" He's the centerpiece image we've chosen as our homage to the earliest days of producing auto shows in Chicago, dating back to 1901.

Over this 107 year period, the show has adopted many different promotional looks, but we thought that with this being the 100th edition of the show, a little visual throwback was probably a pretty good thing.



The image you see on the left first appeared in 1908 literature, but didn't make it to the pin until 1909. The photo is of an original lapel badge used by show exhibitors and executives, much the same as they are now.

He's the mythic demi-god Mercury, who evidently in '09 realized that even though he had his own means of making his daily cloud-to-cloud commute,

perhaps the automobile might be a better solution. These days, of course, you only find winged demi-gods at the wheels or wings of Goodyear tires and FTD Flowers. Now you can add a big honkin' auto show to the list.

You'll also notice that more than just Chicagoans apparently liked the driving Mercury, too, as he appears in several examples of subsequent show badges from other cities. In that era there were two "National Auto Shows," staged in Chicago and New York. In its early years, the New



York show had a multitude of fits and starts with different promoters and no central organization running the exposition. In the early Chicago years—roughly from its inception through 1935—the Chicago show was produced initially by Samuel Miles and quickly joined by the Chicago Automobile Trade Association when it was founded in 1904. In 1935, management of

the Chicago show was taken over exclusively by the CATA, which has produced the show in its entirety since then. Chicago was the first show to return to production following WWII. With that show came the start of a long period of use for what became known as the "Wheel pins."

Some of them are quite collectable, such as the 1967 edition, which is significant in that the original McCormick Place building burned to the ground just two weeks before the auto show was



to open.

Other events have prompted other pin designs, such as in 1997 when the show expanded into the new South Building. The pin featured the tall, soaring architecture of the nation's biggest exposition center.

So to answer the questions of those who have

wondered what this year's logo meant, we hope you now have a better understanding. Next year you might find a return to our globalesque Chicago "swooshie" logo.

No other auto show—anywhere—can boast as many editions as we've produced in Chicago. We're proud to have such a rich history and hope you enjoy celebrating it with us.

For more historic information about the Chicago Auto Show, feel free to click into www.ChicagoAutoShow.com and go to the historic section. You'll find a ton of great photos documenting our past, complete with some surprise vehicles and spokesfolks who have appeared over the years. It's great fun and as the winter nights get colder and longer, the section provides a warm glow of how things used to be.



Countdown to Challenger Continues with Sneaky Pics and Pricing



Show organizers have been waiting for this for well over a year—and customers for a lot longer than that. In December 2006, well before the 2007 Chicago Auto Show was staged, the call was made from Auburn Hills to the CATA offices in Chicago with news that the production version of the Dodge Challenger would make its world debut at the 2008 Chicago Auto Show.

Chrysler officials then revealed that on their Web site, a “Countdown Clock” was already ticking down the seconds to when the wraps would be taken off of this incredibly significant vehicle.

“I wasn’t even the show chairman at that point,” laughs Bob Loquercio, 2008 auto show chairman. “But I knew that this was going to take place on my watch—and I couldn’t have been more excited or pleased. What fun this is going to be!”

Proof that demand for this American muscle coupe was evidenced Dec. 3 when Dodge started to accept orders for the 2008 Challenger SRT8®. Each is packed with modern technology and innovation and each with its own special numbered dash plaque. Complete, broader Challenger lineup details and pricing are still to come, but we know that the 2008 Dodge Challenger SRT8 models will all feature the 6.1-liter HEMI® V-8 and will be available in Black, Silver or HEMI Orange only. All will feature dual “carbon-fiber” hood stripes, harkening back to the original Dodge Challenger.

Dodge announced pricing for the Challenger SRT8® (MSRP) at \$37,995 (which includes \$675 destination) and delivery will begin in the spring.

“The 2008 Dodge Challenger SRT8 offers pure American pony-car muscle,” said Jim Press, vice chairman & president – Chrysler LLC. “With styling that stays true to Challenger’s original heritage, an abundance of modern amenities and cutting-edge technology, the Challenger SRT8 will deliver the SRT credo of benchmark performance at a tremendous value.

“The Challenger SRT8 is only the beginning of the story, as we’ll soon follow with a complete lineup of Challenger models that will offer a wide array of features and deliver outstanding value for our customers,” Press added.

The all-new 2008 Dodge Challenger SRT8 will be built at the Chrysler Canada Assembly Plant in Brampton, Ontario, on the same assembly line with the Dodge Charger, Charger SRT8, Magnum, Magnum SRT8, Chrysler 300 and Chrysler 300 SRT8 vehicles.

The all-new 2008 Dodge Challenger SRT8 showcases the renowned, five key aspects of every SRT vehicle: exterior styling that resonates with the brand image; race-inspired interiors; world-class ride and handling characteristics across a broad range; benchmark braking; and standout powertrain. It will unquestionably deliver in all five areas, according to Dodge.

The excitement starts again in Chicago and the clock is ticking.
Will you be there to witness the moment?



Lots More News – Stay Tuned!

World, North American Intros and News also on the way from:



YES!





If you've registered for media or corporate credentials, you know that ChicagoAutoShow.com is one cool site. If not, get there and check it out. It's your one-stop-shop for the latest show and media preview information.

From the dramatic homepage to the subtle details, www.ChicagoAutoShow.com is geared up to celebrate our 100th edition. This year, we knew people would be hungry to bite into our history section, so we created a striking photo and caption compilation of historical images and concept cars in our Show History section. Be careful though, a trip down memory lane at ChicagoAutoShow.com could easily last an hour or longer.

Later this month we'll be rolling out a trimmed down Flash version that media and Web outlets can put on their Internet sites. Called the 100th Edition Snapshot, it will detail our shows illustrious history through compelling artwork and authoritative copy.

As always we offer secure access for those who wish to buy tickets to the public show or our First Look for Charity. So, stay tuned to ChicagoAutoShow.com as we get closer to opening day. You never know what surprises we have in store.

"Journey of a Lifetime" to begin at McCormick Place

A car-loving couple will win an all-expense paid wedding ceremony and an all-new 2009 Dodge Journey this February at the show. Consumers who are interested in celebrating Valentine's Day as husband and wife, and with a new ride, can register online at www.DodgeJourneyOfALifetime.com

With this Journey, one loving couple will wed. In honor of the 100th anniversary of the Chicago Auto Show and the launch of the all-new '09 Journey, Dodge is proposing (get it?) that couples register for a chance to tie the knot on the auto show floor and start their "Journey" of a lifetime as husband and wife. As part of the contest, one car-loving couple to win an all-expense paid wedding ceremony to take place on Valentine's Day and an all-new 2009 Dodge Journey.

According to a study conducted by the Condé Nast Bridal Group, approximately 20 percent of couples get engaged during the holidays—and an auto show is an official holiday, isn't it? Dodge will help one of these couples speed up the start of their "Journey" together by throwing a Dodge-themed winter wedding at the Chicago Auto Show. The wedding couple will be the center of attention as 100 of their closest family members and friends will be invited to celebrate their marriage, as well as the 100th edition of the Chicago Auto Show.

While some couples may prefer a quiet ceremony, the couple who wins the wedding will be a bold, adventurous duo. The ceremony will bring all of the wedding essentials to life, including the dream wedding dress, walk down the aisle, wedding reception – complete with a Journey cover band – wedding cake, floral bouquets and more.

How to Say "I Do"

Couples can register online at www.DodgeJourneyOfALifetime.com for a chance to be married at the Chicago Auto Show. Residents from Illinois, Missouri, Iowa, Wisconsin, Indiana, Michigan, Ohio and Kentucky can register online until Tuesday, Jan. 22, 2008 at 5 p.m. (ET). To enter, potential contestants will be asked to answer the question, "Why should Dodge select you to start your 'Journey' of a lifetime together at the Chicago Auto Show on Valentine's Day, February 14, 2008?" and submit a photo of themselves as a couple. All participants must be 18 years or older and hold a valid driver's license at the time of entry.

The finalist couples will be announced during the week of Jan. 21. The winning couple will be selected that week and married on Thursday, Feb. 14.

Media and Corporate Credentials

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

We're not kidding. You really need to do this. Now. It will save you time and hassle later. And who wants another Pepto Bismol moment in their life? Not doing this ahead of time is like waiting in a line at the deli with number 88 in your hand and the next customer they call is 12. It has to make you wonder if you really want to wait that long for a half pound of corned beef. It's just mo' betta.

Heck, go for the pre-registration. That way you won't miss out on other Email and printed material from the show and manufacturers who will pelt you with pre-show material to make your jobs easier. Isn't that what it's all about?

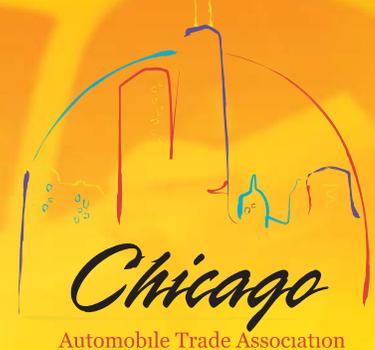
Simply fill out the material online, wait

a few days while the application goes through the approval process (yes, we actually look at them and try to weed out the poseurs, hangers-on and general neerdowells who always think they can BS their way into your seat at the news conference and subsequently steal the press kit for sale on Ebay. Who needs that?

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 Communications Assistant Dave Hall (630.424.6016).

Enjoy the holiday and know that there's a shrimp with your name on it in Chicago.



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



The Swissôtel
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The Four Seasons Hotel
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312.280.8800
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