



2009 Update 1

Media Preview February 11-12
First Look for Charity February 12
Public Show February 13-22
www.ChicagoAutoShow.com

DATES

Auto Show Season Set To Restore Confidence, Excitement

“Challenging times call for innovation and creativity,” said 2009 Chicago Auto Show Chairman Mark Scarpelli. “Our industry has shown time and time again that we have creativity by the truckload, and this year’s schedule of auto shows will help us to turn the corner.”

“This is a year when the auto industry and auto shows need to move in concert with one another to help create a sustained momentum with confidence so that when a customer is motivated to walk into a showroom, he’s going to find the vehicles he wants at prices he can afford—and financing to assist him,” continued Scarpelli. “Our industry needs to ramp up interest starting in Los Angeles and then hold that interest level all the way through the New York show. As the nation’s most influential consumer auto show, we’re prepared to do our part to help provide the spark to ignite sales, not only in Chicago and the Midwest, but nationally, as well. We think that all auto shows should adopt the same attitude.”

Enlisting the aid of an auto show to help improve the state of the overall economy isn’t a new concept to those who remember auto show history. In 1935, President Franklin Delano Roosevelt asked the automotive industry to seek ways to even out the seasonal employment downturn. The industry responded by moving its model year to the fall and the nation’s two largest auto shows moved their dates to correspond with the new model year.

“There’s no reason that all auto shows can’t rise to the occasion for the same purpose,” said show co-Chair John Phelan. “Our exhibiting manufacturers have told us that the Chicago show will be just as bold and appealing to the public as before. We welcome their enthusiasm and pledge to do everything we can to help maximize the effect of their beautiful displays to the public, and to the national and international media.”

“The Chicago Automobile Trade Association is the nation’s oldest and largest metropolitan dealer organization,” continued Phelan. “We owe it not only to our group’s members, but to dealers and manufacturers—across the



country and around the globe—to give our industry its finest platform, its most flexible and accommodating stage, its most effective use of marketing dollars. Chicago is just a piece of the whole pie, but a uniquely significant one. We’re eager to contribute in every way we can.”

What’s next?

Everyone goes to an auto show to see what’s new, but perhaps this year more than ever consumers will be looking to the shows to find out what’s out on the horizon—and discover it’s not far down the road until that next big thing becomes reality. There are multiple questions of which way to go. This year’s show season will address those questions and let everyone see “what’s next.”

For instance, everyone is in favor of energy independence, but in what form will the industry respond to consumer demand? Will the answer be more hybrids? More pure electrics? CNG? Diesel? Hydrogen? Ethanol? Fuel prices



... Confidence, Excitement (continued from page 1)



obviously impact everyone, but how will Washington influence the future? Certainly the questions are plentiful and this year they're being asked by the media, manufacturers and, most importantly, consumers. The vehicles they see on display in Chicago and other shows will give them the answers they seek, and demonstrate the creativity and responsiveness of auto manufacturers.

"The auto show has always been a strong influence on people who are in the market, or intending to enter the market soon," said Chairman Scarpelli. "While we can get a glimpse of what's on the far horizon and available in the 3-5 year range, there are millions who need new vehicles now. We'll show them that elements such as better mileage, safety, comfort and being environmentally responsible isn't far away—and in many cases already in our showrooms ready to be purchased now."

Show's Impact

The 101st staging of the Chicago Auto Show will start with a two-day media preview, Feb. 11-12, then segue into its traditional black-tie event, First Look for Charity, the evening of Feb. 12, and its 10-day public run, Feb. 12-22, in the nation's biggest convention center, McCormick Place.

Show organizers have been asked many times if the public will see a smaller show this year. The answer came from the show's general manager for the past 20 years, Jerry Cizek, who said: "Not perceptibly. We have a few exhibitors that have contracted their spaces a bit, but that's to be expected—and they're still the biggest displays they stage anywhere in the world.

"It's pretty hairy out there, as we all know," continued Cizek. "Not only our biggest, expansive displays, but smaller and specialty manufacturers are affected, too—all of whose mission has changed due to the cost of fuels and their prospective markets. Our pre-show meetings start just months after the previous show closes and we've seen exhibitors who are reacting to market and consumer forces on a highly accelerated schedule. Projects that might have been on the boards for five years from now have been boosted to top-of-mind status, and the action that goes along with it has many in a state of flux."

The good news, though, is that the old adage of "Nature abhors a vacuum" comes into play and other exhibitors with different missions are lining up to fill the void.

"The public will see the fully dressed, extravagant, eye-popping Chicago Auto Show with appeal for every aspect of the family—as they've always seen and expect," said Cizek. "Remember that the second word of auto show is 'show' and this isn't our first time at the rodeo. We will still present not only the nation's biggest automotive exposition, but do so as one of the best values for a family's entertainment dollar."

The board of directors of the Chicago Automobile Trade Association has chosen to keep the ticket costs for 2009 at \$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.

"Our first priority is getting people through the doors," said Cizek.



Benevolence to reign Feb. 12

The Chicago Auto Show's black-tie event, First Look for Charity, marks its 18th edition on Feb. 12. The gala, which benefits 18 local organizations, has raised more than \$2.5 million each of the past four years and more than \$26 million since its 1992 debut.

First Look for Charity is an anticipated event among socialites and car buffs. The affair allows participants to stroll the show floor amid opulence not present during the public portion of the Chicago Auto Show.

"As a Chicagoland new-car dealer," said 2009 show Chairman Mark Scarpelli, "I'm particularly proud of 'First Look' and the money we've been able to raise for very worthwhile groups. Our area dealers have demonstrated a century of community involvement, and this special night speaks volumes about how they care for those who are in need."

Scarpelli, a Chevrolet and Kia retailer, has arranged for a 2010 Camaro and a 2009 Borrego to be awarded to two benefactors at the event.

Sales of the Camaro begin in the first quarter of 2009, so it'll be new to most of the 12,000 people expected to attend. The all-new, seven-passenger Borrego delivers a midsize SUV class-leading towing of 7,500 pounds on the strength of a best-in-class 337 horsepower.



The Camaro is compliments of Chevrolet Motor Division and the Chicagoland & Northwest Indiana Chevy dealers. The Borrego is compliments of your Chicagoland and Northwest Indiana Kia retailers.



www.ChicagoAutoShow.com (v.2009)

In keeping with traditional fall new-model introductions—a tradition that has its roots in the Windy City—the Chicago Auto Trade Association has launched www.ChicagoAutoShow.com. (*Don't you just love Compu-speak?*) The "longer, lower, wider, safer, faster, true-to-its DNA" new site features a clean and simple look with links right on top for media, exhibitors and sponsors. It also features direct access to the areas most used by the general public, such as show times, ticket sales, directions and events. (*All kidding aside, it's a very cool site*)

As we get closer to the show, the CATA's Internet Grand Poobah, Mark Bilek, will add additional features such as Webcams, an interactive show-floor map and this year's auto show blog. The blog will be shepherded into the new year by the auto show's newest addition, recently drafted from the University of Iowa's School of Communications. (We didn't even let the ink dry on her diploma before getting her on board!)

One of the most popular areas of ChicagoAutoShow.com is the "Vehicles on Display" section that hosts images and descriptive text of every vehicle that will be seen on the show floor.

ChicagoAutoShow.com vividly recounts the storied past of the Windy City show in a detailed historic section. This section of the freshened site features more-than-century-old archives, including year-by-year highlights of the production and concept cars that have wowed generations of Chicagoans, Midwesterners and visitors from around the world.



Preview Schedule Coming Together

Curiosity is a natural trait in virtually any aspect of life as deeply buried in some strange chromosome. The “what’s next” genes need to be addressed. It’s natural and an expected element for any journalist at any media preview of any auto global auto show. But in our manufacturer planning conversations for the '09 Chicago Auto Show, we’ve discovered a few new and interesting wrinkles we don’t normally see. For some, the exceptional times in which we’re living have taken traditional planning cycles and pretty much thrown them out on their ears.

Manufacturers generally have their plans for what’s going to be rolled out where, when and by whom set far in advance, but this year’s season of auto shows appears (so far) be somewhat different for everyone. Having said that, it’s not that the next four auto shows will have less news than before—and may in the end actually have more—but we think it’ll firm up later than usual for everyone.

“We already have strong commitments for world introductions of new vehicles for our preview,” said Jerry Cizek, the show’s general manager. “Media will want to be in Chicago to make sure that the ‘what’s next’ itch gets scratched.”



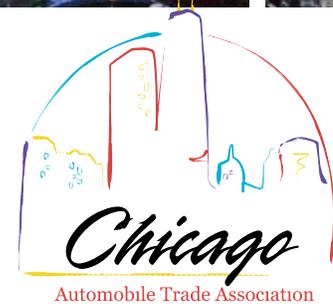
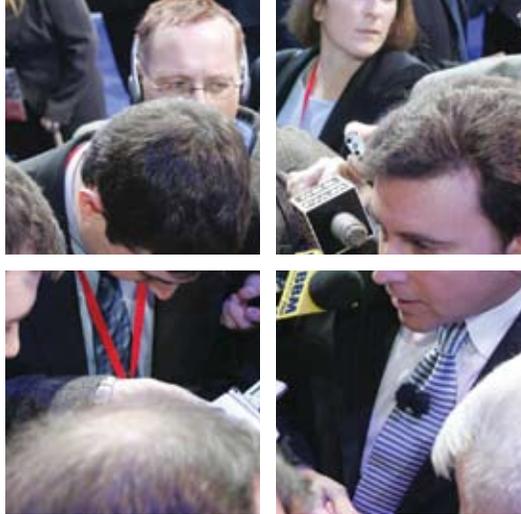
Did you know that Chicago has a concept car drive?

True! One of the really nice things about having a facility like McCormick Place is that there’s enough room in other parts of the complex to allow manufacturers to have the concepts (that are drivers, obviously) be turned over to mainly electronic media who’d like to have rolling shots and their reporters working the gizmonics on board.

This year’s concept car drive will be Monday, Feb. 10 from 9 a.m. to 11 a.m. We don’t know of another show where this is available. If there is, we’re also sure to hear from their organizers—and that that they invented it first. (Where have we heard that before?) That’s OK. It’s good for everyone’s business, isn’t it?

“We’ve had this for about a decade and our TV media especially love it,” said Dave Sloan, executive vice president of the CATA. “This year we’ll again use a section of McCormick Place that’s fully enclosed, yet big enough to get enough motion for good video.”

Only approved, registered, pre-credentialed media are allowed at the drive.



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Please note that Registration for the 2009 Chicago Auto Show will open November 1.

Further note that receipt of this electronic version of our show update and this e-mail **DOES NOT MEAN** that you are registered.

It simply means we think you'd like information about the show and will want to register—which you may do starting November 1.

To recap our dates:

Media Preview: Feb. 11-12
First Look for Charity: Feb. 12
Public Show: Feb. 12-22

Our Web site, www.ChicagoAutoShow.com is a pretty darn good place for you to keep up with what you need to know for the show. Last year, the site enjoyed more than 5 million unique visitors with more than 15 million page views. Please get your own Visine and coffee.

If you have questions, please contact the most likely person in "Key Contacts" on Page 4 of this note.