



# 2008 Wrap-Up

## 2009 Dates

Media Preview February 11-12  
First Look for Charity February 12  
Public Show February 13-22  
[www.ChicagoAutoShow.com](http://www.ChicagoAutoShow.com)

## After 100 Editions, Still a Hit

"After reports we'd heard from other shows, perhaps we were running a little scared. But in times like this, that's not a bad thing to do," said 2008 Chicago Auto Show Chairman Bob Loquercio. "Word on the street was that both attendance and interest was down at other shows, so we torqued up our game, our approach and our plan, and I'm thrilled to say that the results were positive on all fronts. This was an awesome show for our exhibitors and, most importantly, the consumers who lined up daily to flood the floor of McCormick Place to experience, to compare and to dream about the vehicles our industry offers. It was a magic combination. In what better way could we celebrate this show's 100th edition?"

"The show's 10-day run and two-day media preview proved that there was news to be had and strong interest in what was shown," continued Loquercio. "More than 20 new products were revealed either

to the world or to North America, plus numerous special packages designed to put a new face and appeal on many existing products. The public responded well and will

continue to vote with their wallets at dealerships. In economic times like these, it's events such as the auto show that will help spur customers to showrooms. Those who take advantage of those opportunities will reap the benefits in the short- and long-term.

"Excitement, flash, big lights, big staging, and a gargantuan show is what people want," said Mark Scarpelli, co-chairman of the auto show. "I'm guessing John Philip Sousa never told the band to bang a small bass drum. The public wants and demands to not only be informed, but to be entertained, as well. No other venue in the country can give each of our manufacturers the physical and creative latitude they need to tell their stories with as big a drum as they can get! General Motors

proved that when they dramatically expanded their Chicago Auto Show footprint to the biggest plan they produce anywhere in the world. GM's bigger display was jammed throughout the show, as were our other exhibitors. National economic times may be tough right now, but consumer interest remains high and Chicago's show helped create the buzz.

With the closing of the '08 edition, Scarpelli now becomes the Chairman of the 2009 Chicago Auto Show.

The activities of the media preview are well documented in this Show Wrap-Up, but there was so much going on throughout the week with the show's target consumers

that a compendium of special days, activities and appearances would easily fill up a publication twice this size. We hope that this Wrap-Up will help bring the flavor of the nation's most significant consumer auto show to you, and we invite you to start planning for our next iteration in February 2009. Plans are already underway, obviously, and you'll find the dates and key contacts above and on the back page.

The management of the Chicago Auto Show and the Board of Directors of the nation's oldest and biggest dealer association, the Chicago Automobile Trade Association, wish to thank all of our exhibitors for building this magnificent show in a mere seven days and making it special for the public who attended for the ensuing ten days; they wish to thank the media for their interest and taking the time from their busy schedules to visit the Windy City and telling a great story of a great show; and finally, they wish to thank a public, many of whom travel hundreds of miles to the international destination city of Chicago, for embracing the astounding happening that blooms from the expansive concrete floors of McCormick Place and becomes a spectacle worthy of everyone's praise and admiration.

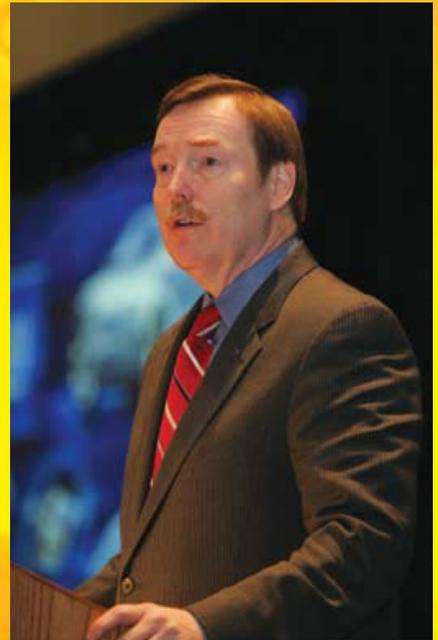
Great job. Thanks. See you next February!



# Clarke Opens Preview at Chicago Auto Show/MAMA Breakfast

Following a period-dress welcome and historical commentary by Midwest Automotive Media Association (MAMA) President Dave Boe, the auto show's two-day media preview's first Wednesday event featured Troy Clarke, president of General Motors North America. Clarke talked about GM's future as a leader of the automotive industry and reflected on the General's role. He spoke about something the Chicago Auto Show holds near and dear as its primary mission, to address the voice of the people, saying it's what interests him most about our business.

"Ask a potential customer about the auto industry," said Clarke, "and they don't talk about who's the global automotive sales leader, or any automaker having a new CEO, or the unique market dynamics of Japan. No, they'll tell you about the cost of gas ... or the cost of ownership. They'll talk about the way a vehicle looks ... or drives ... or how comfortable it is ... or whether it fits the needs of their family. And, it's up to us – the automakers – to find the product and technology solutions that meet their needs. Because, like the political candidates, ultimately, the public has our fate in their hands. They cast their votes every time a new vehicle is purchased. They decide who wins and loses,



and what products are right for the market.

Amid a ballroom packed to capacity, Clarke talked about the pending election, the candidates and a nation at a crossroads. He talked of important issues that must be addressed.

"And, then they'll tell you that they are the right person at the right time in history. Candidates are reaching out to us with their "vision" of a better America ... with their "vision" of a better future," said Clarke.

"Now, don't laugh," continued the GM boss, "but this is exactly how automakers think as well. I am here to tell you that when it comes to personal transportation, and the auto industry, our way of life is at a crossroads. There are important issues that must be addressed. I'm talking about energy security, climate change and the cost of transportation, which contributes to the cost of vehicle- ownership. Let there be no doubt GM wants your vote. Our slate of candidates – Chevrolet, Cadillac, GMC, Pontiac, Buick and Saturn are running on the platform of what we call energy solutions.

"I want to reach out to you with a "vision" for better energy solutions and a better future. You can tell me if you think it means a better America."

Clarke presented GM's vision in three parts. First, the voice of the customer ... the person who votes with his or her wallet. Second, the role of the future ... its promise and risk. And, finally, the role of technology. All three of which are interrelated.



"Our eye is on the future," he concluded. "We're laying out a plan for long-term success. And, our focus on the customer is at the heart of that plan. We'll adjust as we go. We won't get every vote. But, at the end of the day, we'll have more customers who are pleased to have better products, with better technology and more choice than ever before. We're looking forward to showing you some of our newest products and ideas ... our compelling vision ... during the next few hours and within the coming days.



# Consumers Pick Their Favorite Vehicles and Exhibit At The Chicago Auto Show



Consumer voters proclaimed their auto show favorites in five categories, in the Chicago Auto Show's third annual Best of Show balloting.

Winners in the contest's five categories were:

**Best All-New Production Vehicle:** Dodge Challenger (30% of vote)

**Best Concept Vehicle:** Cadillac CTS Coupe (19% of vote)

**Best Chicago Auto Show World Introduction:** Dodge Challenger (56% of vote)

**Best Exhibit:** Chevrolet (25% of vote)

**Vehicle I'd most like to have in my driveway:** Chevrolet Camaro Bumblebee (8% of vote)

Nine finalists in four categories were selected by a panel of elite automotive journalists. The fifth category, "Vehicle I'd Most Like to Have in My Driveway,"

allowed voters to choose from any vehicle on the show floor and write in their selection.

According to the results, nearly one-third of the voters considered the Dodge Challenger the Best All-New Production Vehicle at the 2008 Chicago Auto Show. It was followed by the Shelby GT500KR with 18 percent of the vote.

In the Best of Show's tightest race, four percentage points separated the top four finishers in "Vehicle I'd most like to have in my driveway." The Chevrolet Camaro Bumblebee gathered 8 percent of the vote, followed closely by the Dodge Challenger, Chevrolet Corvette ZR1, and Nissan GT-R. Proving that star power still counts, the yellow and black Camaro Bumblebee concept car was featured in the live-action-adventure film, "Transformers."



Dodge Challenger easily took Best Chicago Auto Show World Introduction. In second was the GMC Denali XT concept hybrid pickup truck.

Gathering 19 percent of the vote, the angular Cadillac CTS Coupe squeaked out a victory as the Best Concept Car of the 2008 Chicago Auto Show. The sporty Dodge Zeo finished a close second with 16 percent of the vote.

Wrestling the crown of Best Exhibit away from Jeep's two-year stranglehold was Chevrolet. The Bow-Tie brand grabbed 25 percent of the vote versus Jeep's 22 percent. It's interesting to note that the Chevrolet exhibit was part of a massive General Motors display that was the largest the American automaker has ever assembled, anywhere.



## Chicago Uniquely Positioned for the Future

It's no secret that Chicago likes to strut its stuff as the nation's biggest auto show, but some might find that claim a little confusing so let's take a moment to clarify it.

"The 1.3 million sq. ft. of show floor that's used for the Chicago show is the space that's blessed with 40' tall ceilings and, as a bonus, it's all on one floor," said General Manager Jerry Cizek. "The big open space where we're able to conduct special pre-show and public events such as the "Mother Proof Cafe" and staging for the MotorWeek Awards or our First Look for Charity formal program isn't counted in that big number. If people visited the auto show during its public run—where we aim at the public to help the industry—they'd find that big expansive area is for our ticket sales and voting booths for the "Best of Show" awards. Basically, if you look up and don't see room enough for a four-story building,



you're not in the space we count."

Having as much contiguous space on the floor as we have puts Chicago in the unique position of being the only North American show with the capability to expand and make room for other new manufacturers to take their place right next to older, better-established brands and manufacturers.

"There's no reason for any company to be made to sit at the 'kids table' when they come to Chicago," said 2009 Chicago Auto Show Chairman Mark Scarpelli. "And frankly, we have the ability to go far beyond the footprint we currently occupy. With 2.6 million sq. ft. of McCormick Place available, built and online—teamed with a destination international city, replete with the infrastructure, hotels, restaurants, transportation and the nation's most efficient dedicated labor force we enjoy—there's no other city better positioned to take the auto industry into its next, and greatest era."

# Back By Popular Demand: Bridgestone



What do robots with road rage and text-messaging nutcracker dolls have in common? They were the stars of the teen-created winning videos of the 2007 Safety Scholars Video Contest sponsored by Bridgestone Firestone North American Tire, LLC.

The company turned to America's teens for solutions presented in a creative format to help make roads safer for everyone. Bridgestone Firestone featured the 2008 Safety Scholars Video Contest winners in Chicago, a program that includes a chance for young filmmakers to have their auto safety videos broadcast as a public service commercial.



The contest awards three \$5,000 college scholarships for the most compelling and effective videos that drive home life-saving messages on auto and tire safety. The top 10 filmmakers will also receive a new set of Bridgestone tires.

"Because car crashes claim the lives of more 16- to 21-year-olds than any other cause, we feel safety education is a priority," said Christine Karbowski, vice president of public affairs, Bridgestone Americas Holding, Inc. "After challenging young people last year to create their own videos about auto and tire safety, we were blown away by the talent, skill and passion of our nation's youth. We are proud to continue Safety Scholars as a contest for teens created by teens."

The winners presented their videos to media attending a welcoming reception as a part of the show's media preview.

"We so value our relationship with Bridgestone," said Bob Loquercio, show chairman. "Their 'Safety Scholars' program is a perfect example of how corporations can use their talents and influence as a force to better everyone in the community. These kids did a great job, and thanks to Bridgestone for a program equal to their efforts."

# Dodge Challenger Meets the World



The world introduction of the the production Dodge Challenger in Chicago was anticipated for more than a year. No one was disappointed in the SRT8 Big Hemi-powered muscle cars. Everyone was on deck for the reveal, even though a lot of media had speculated that the final design was on the boards from the time the car was first shown as a concept. Bob Nardelli and Jim Press provided the star power behind the reveal, augmented by the appearance of America's favorite bikers, Paul Teutel Sr. and Jr. of Orange County Choppers and the hit TV series, "American Chopper." Rough around the edges? Naaaaaaa... they're really teddy bears. It's the Challenger that's the real bad boy in this scene. They hit the streets as we publish and radar guns across the country are poised for their approach.



# Chevrolet Announces the All-New 2009 Traverse



Sue Wilson, Vehicle Line Director, Crossover Mid - Utilities and family

Chevy chose the Chicago Auto Show for the world intro of the 2009 Chevrolet Traverse, an expressively styled, well-equipped crossover that gives customers people-hauling and cargo-carrying capability typically found in larger SUVs. This new Crossover features bold styling, sophisticated details and Best-in-Class Fuel Economy from a direct-injected 3.6L V-6. With styling cues inspired by the acclaimed '08 Chevy Malibu, the Traverse delivers refined details with strong proportions and the bold front-end appearance found on all new Chevrolets. Traverse will start production in the third quarter of 2008 at GM's Spring Hill, Tenn. manufacturing facility.

"We think the Traverse is the right vehicle at the right time," said

Ed Peper, Chevrolet general



manager. "It has great looks, utility and safety, with a driving experience typically found in smaller vehicles. But it delivers this with three rows of seating – including a third row that fits adults – and class-leading cargo space. The Traverse is following the formula that is bringing Chevy back to a new generation of consumers – great styling, loads of class-leading features and tremendous value."

"Traverse delivers a win-win for customers: It is expected to have the best fuel economy in the segment, along with the most power," said Peper. "With its great looks and excellent driving characteristics, it's a vehicle that customers will love to drive."

The '09 Traverse is offered in LS, LT and LTZ models, in both front-wheel-drive and all-wheel-drive configurations.

## 2009 HUMMER H3T—Style and Capability

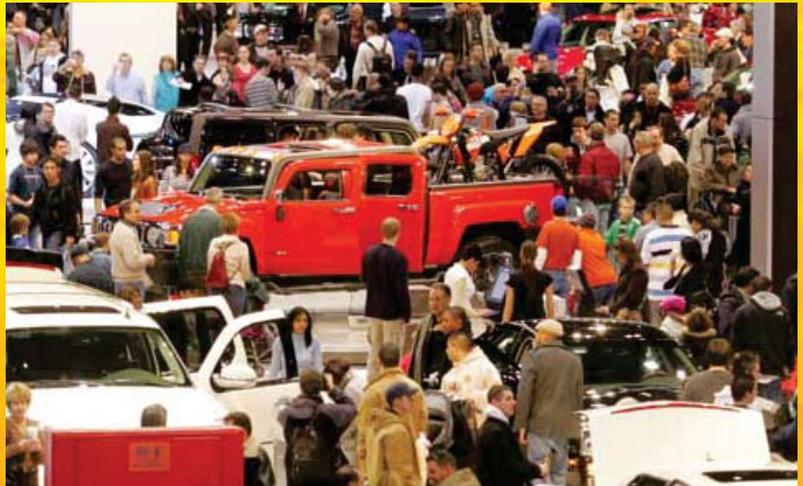
Like all HUMMER models, the H3T has a purposeful design and it was unveiled in Chicago. Its consistent and iconic styling cues include a wide, aggressive stance; a low roofline and high beltline; and large, off-road tires. The wide, seven-slot grille and round headlamps mounted in square housings are signature HUMMER design elements.

"Form following function is at the core of HUMMER's design philosophy, and the H3T's capability reflects that mantra," said Carl Zipfel, HUMMER director of design and former motocross professional. "It has a distinctive look that could be mistaken for nothing except a HUMMER—and it also has the functionality to get the driver to and from the trail in style."

The crew cab body shares H3 styling and components from the B-pillar forward, while the rear section of the cab and the separate bed are unique to the H3T. The five-foot bed is similar in design and function to GM's recently redesigned full-size trucks, including an easily removable tailgate and provisions for a bed-rail accessory system.

The bed is sized to carry a wide range of popular outdoor necessities, from hauling motocross bikes to Baja, a quad to camp, or backcountry gear to the trailhead. One of the industry's largest portfolios of accessories complements the H3T's bed, offering different cargo management options to suit all of those lifestyle interests.

The H3T is bigger than a midsize truck and smaller than a full-size truck, creating its own niche in the market. It also is infused with the attributes expected of a HUMMER, including exceptional off-road capability and a premium interior that is as functional as it is comfortable.



# GMC Denali XT Hybrid Concept

GMC unveiled the Denali XT concept at the 2008 Chicago Auto Show, offering a 50 percent increase in combined fuel economy over comparable small pickup trucks when running on gasoline. And it incorporates a new, muscular form in a performance-styled, hybrid sport-utility truck.

The Denali XT has a unibody architecture and rear-wheel drive, enabling its distinctive design and efficient performance. It builds on the equity of the Denali line and its reputation for advanced engineering and refinement, including the first combination of GM's two-mode hybrid system with an E85 ethanol-capable engine. Denali XT's new, more efficient 4.9L version of GM's small-block V-8 features fuel-saving technologies such as direct-injection technology and Active Fuel Management.

"Like all GMCs, the Denali XT is functional and capable, but it blends those traits with a more efficient, sporty driving experience," said Jim Bunnell, GMC general manager. "It is a vehicle that exemplifies GMC's engineering excellence, as well as GM's commitment to hybrid and advanced technologies."

The Denali XT's proportions are framed around a high cowl and 123.4-inch (3,134 mm) wheelbase. This enhances the vehicle's truck functionality, but packages it in an efficient, unibody architecture.

Design and construction were spearheaded by Holden Design, within the Australian arm of GM's global design and engineering network.

"Denali XT is about working hard, playing hard and enjoying an active lifestyle," said Bunnell. "It is the same philosophy that has helped make the GMC Acadia crossover a huge hit with consumers."



## GMC Sierra Hybrid

GMC announced the 2009 GMC Sierra Hybrid in Chicago, a powerful full-size pickup that achieves 40 percent greater city fuel economy and a 25 percent improvement in overall fuel economy while delivering the capability expected of a full-size truck – including a 6,100-pound (2,767 kg) towing capacity.

Partnering General Motors' patented two-mode hybrid system and a powerful 6.0L gas V-8, the Sierra Hybrid delivers highly efficient performance, including all-electric driving up to 30 mph (48 km/h). That allows fuel savings to be realized even when the truck is fully loaded or towing a trailer.



"The Sierra Hybrid represents GMC's commitment to engineering excellence, delivering a fully functional truck that offers a significant improvement in fuel economy," said Jim Bunnell, GMC general manager. "Sierra Hybrid will deliver fuel economy that is expected to be the best in the full-size pickup segment, exceeding the current mileage leader – the non-hybrid Sierra."

The Sierra Hybrid goes on sale in the fourth quarter of 2008 and is based on the strong and capable Sierra platform that was introduced for the 2007 model year. It will be offered in the Crew Cab body style on both 2WD and 4WD models. Each model is equipped with several standard, popular features, including StabiliTrak electronic stability control system, a locking rear axle and a trailering package. Sierra Hybrid also offers dual-stage frontal

air bags and head curtain side air bags, and it is the only full-size truck with five-star side-impact ratings in federal crash tests.

The Sierra Hybrid's fuel-saving performance is derived from GM's advanced Electrically Variable Transmission (EVT) and 300-volt nickel-metal hydride Energy Storage System (ESS), which work in concert with the standard 6.0L V-8 gasoline engine with Active Fuel Management (AFM) and late intake valve closing (LIVC) technology. GM's hybrid technology system not only enables the Sierra to launch and drive up to 30 mph on electricity alone, it also allows the Vortec 6.0L V-8 engine to operate in its more economical V-4 mode for longer periods.

With the fuel savings of the hybrid system and Sierra's 26-gallon (98-liter) fuel tank, the Sierra Hybrid has a cruising range of more than 500 miles (800 km).

# American Suzuki Equator



To bolster its versatile and dynamic product line, enhance the company's bold and adventurous brand identity and further expand the growing line of products marketed by about 500 Suzuki dealers nationwide, American Suzuki Motor Corp. chose Chicago to debut its all-new 2009 Equator midsize pickup truck. The introduction of the Equator marks Suzuki's first entry into the midsize pickup truck market and expands the company's offering of activity-oriented cars and trucks.

Leveraging Suzuki's credibility as a maker of lifestyle-oriented, fun-to-use products, the Equator offers the perfect blend of style, utility and off-road capability that truck buyers – many of whom are current Suzuki motorcycle, ATV and marine product owners, loyalists and ambassadors – demand and enjoy. Developed as a joint effort with Nissan North America, Inc., and based on the Nissan Frontier, the 2009 Equator will be available in both Extended Cab and Crew Cab body styles and rear-wheel and four-wheel-drive configurations. The all-

new 2009 Suzuki Equator pickup truck is scheduled to go on sale in the United States in the fourth quarter of 2008. Pricing has not yet been announced.

# BMW Concept 1 Tii and M3 ALMS

The BMW Concept 1 Series tii made its North American debut in Chicago, bringing with it an uncompromising character of responsiveness, lightness, and sportiness. Based on the new BMW 1 Series Coupe, this design study represents the natural

evolution of the BMW compact two-door with a clear focus on performance. With its aerodynamically optimized body, a wide range of lightweight features designed to minimize weight and achieve ideal weight distribution, this concept study reflects a high level of driving dynamics.

During their press conference, BMW also revealed a new M3 racing model that will compete in the American LeMans Series. Chicago native, Indy 500, IndyCar series champ and now team owner Bobby Rahal along with co-owner David Letterman are teaming up to bring the fourth-generation M3 to the racing series.

In this M3, BMW manage has managed to squeeze still more power out of their 4.0L V8, from 414 to 485 horse power. The chassis of the M3 has been enhanced for the track, and weight has been reduced to make the fast M3 even faster. As expected, there is no dashboard, no passenger seat, smaller steering wheel.

Rahal didn't seem to mind.



# '09 Mitsu Galant and Concept-RA

Mitsubishi Motors North America debuted its new 2009 Mitsubishi Galant midsize sedan at the Chicago Auto Show, along with exciting new performance models for 2008 and 2009, and the daring Concept-RA sports coupe.

The 2009 Mitsubishi Galant introduces expressive new styling, desirable feature content and a new value standard, spearheaded by the Sport editions. In addition, the updated 2009 Eclipse coupe and Eclipse Spyder models took their bows in Chicago. The 2009 Eclipse models feature revised front and rear styling, with the V-6 GT models gaining a new dual exhaust system, standard Active Stability Control (ASC), HID head lamps and a new, large rear spoiler.

The Concept-RA provides a glimpse into where Mitsubishi can take sport coupe design and performance. Concept-RA is an athletic pure coupe concept combining a passion for driving with a heightened sensitivity for the environment, thanks to high-output clean diesel power.





# First Look

Eighteen area charities shared in more than \$2.8 million raised by the 2008 Chicago Auto Show's benevolent event, First Look for Charity, and three attendees left with the keys to new vehicles.

More than 10,000 people attended First Look, helping to raise \$2,444,810 accounted for the night of the event, but then topped \$2.8 million when all the tickets were gathered and counted.

"First Look is a great instrument for the area's new-car dealers to show the positive impact they have on their community," said Bob Loquercio, chairman of this year's auto show. "All the benefiting charities are involved locally, so the money that's raised in Chicago stays in Chicago."

As the name of the event implies, those who attend First Look for Charity are part of the premier viewing of each year's Chicago Auto Show. Tickets to the fund-raiser are \$225 each, and purchasers can elect to have their proceeds equally benefit all participating charities, or any one charity for which they have an affinity. For the event, the auto show floor is replete with a variety of food and beverage stations.

A highlight of the evening this year was the drawing for three grand prize vehicles: a 2008 Hyundai Veracruz; a 2008 Scion xD; and a 2009 Toyota Corolla. Tom Morton of Gurnee matched his ticket number for the Veracruz, and Chicagoans Christina Pulawski and Howard Jump won the xD and Corolla, respectively.

Morton said a friend invited him to First Look for Charity, but the friend wasn't excited about the prize vehicle drawings. Morton recounted: "He said, 'I never win these things.' I said, 'You have a bad attitude; I'm going to win this thing.'"

Pulawski said that when the event paused for the prize drawings, she went to the show floor's perimeter, to take a picture with the new Dodge Challenger. "When I heard the number, I started running in four-inch heels and an evening gown."





# Book Tops \$2.8 Million

Jump has attended First Look for Charity many times. "Every year, we (in his party) walk to the prize stage area, but we never came within 10,000 numbers of winning." Jump held No. 14909 this year.

"We heard some numbers called, and my friend's ticket was 11,000-something. We knew our numbers should be sequential. Then we realized the ticket he held was for last year's First Look for Charity, and I held this year's winner."

Proceeds of Morton's ticket benefited Children's Memorial Hospital, and Misericordia Heart of Mercy reaped the proceeds from Jump's ticket purchase. Pulawski directed her purchase to benefit all 18 participating charities.

Besides Children's and Misericordia, organizations benefiting from the 2008 First Look for Charity include Advocate Hope Children's Hospital; Autism Speaks; Boys & Girls Clubs of Chicago; Campagna Academy; Cancer Health Alliance of Metropolitan Chicago; and Catholic Charities of the Archdiocese of Chicago.

Also, Catholic Charities, Diocese of Joliet; Clearbrook; The Cradle Foundation; Franciscan Community Benefit Services; the Ray Graham Association for People with Disabilities; Ronald McDonald House Charities; and the National Multiple Sclerosis Society.

And, the Respiratory Health Association of Metropolitan Chicago; Spina Bifida Association of Illinois; and St. Coletta's of Illinois Foundation.

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# Ford Transit Connect

Ford's Transit Connect is coming to the States, and Chicago was its debut for the continent. It's designed to bring American small business owners a new vehicle choice that offers improved fuel economy, bigger load capacity and better cargo accessibility than today's commercial vehicle offerings.

"Ford Transit Connect is built on a dedicated, commercial vehicle platform to meet the rigors business use demands. This workhorse is like nothing available today in the American market," said Derrick Kuzak, Ford group vice president of Global Product Development. "The Transit Connect provides another example of Ford's commitment to deliver 100 percent new or upgraded

products that people truly want and value by the end of 2010," he said.

With its standard, 2.0-liter, four-cylinder engine

and automatic transmission, Transit Connect delivers fuel economy estimated at 19 mpg city and 24 mpg highway.

Transit Connect will be a truly white-space product for North America with its closest competitors are cargo vans offered by Chevrolet and Dodge. Transit Connect will provide a significant city fuel economy advantage, while offering more cargo space. Both are increasingly important to small business owners in today's changing marketplace.

"More than ever before, consumers are making the bulk of their purchases from the Internet and smaller, specialty businesses, which is increasing the volume of small package deliveries," said Kuzak. "Transit Connect is ideally suited to meet those delivery needs because of its flexible package, compact size and fuel-efficient powertrain. It will make the delivery process for small business owners easier and more affordable."



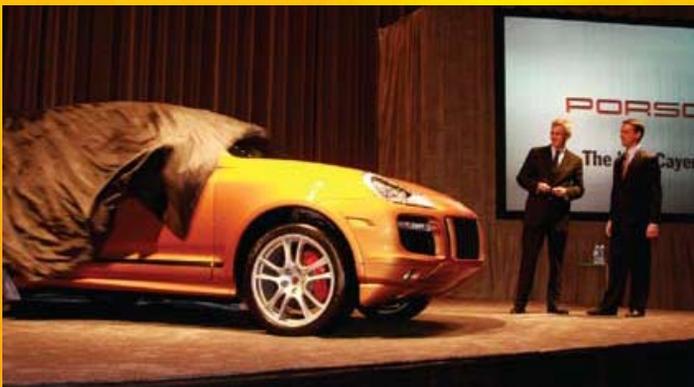
# Porsche Cayenne GTS

Peter Schwarzenbauer, President of Porsche Cars North America unveiled the 2008 Porsche Cayenne GTS in Chicago. Schwarzenbauer demonstrated how an SUV can be fun to drive and earn a high performance rating in addition to its utilitarian configuration. Many of Porsche's latest engineering innovations are incorporated in the new GTS model. He will also answer questions on the state of the sports car market in the U.S.

The Porsche Cayenne has been the best-selling Porsche model since it was introduced in 2003. A hybrid model, still in the design stage, was announced recently to join the model line by 2010. The 2008 Cayenne GTS that was introduced in Chicago features a 405hp 4.8 liter V-8 engine. Based on the same V8 found in the Cayenne S, this more robust powerplant can be coupled either with an automatic Tiptronic S or, for the first time in a Cayenne V8, a six-speed manual transmission for those who want to take full advantage of this new power

and suspension package. The GTS gets its cornering prowess from standard 21-inch alloy rims equipped with 295/35 R21 tires and air suspension that features Porsche Active Suspension Management (PASM).

The Cayenne GTS front end is reminiscent of the Cayenne Turbo while the body has a lower stance and a striking new wheel-arch design that complements the new 21-inch rims. The interior boasts redesigned front and rear seats that offer a sportier look and feel with Alcantara to hold both driver and passenger in place during spirited driving.



# International Lonestar

*An accounting of the International news conference from Bethany Stagen, Auto Show Intern and Showlopnik correspondent:*

February 7, 2008 1:24PM: Yep, I was the lucky intern who was able to attend the International Truck press conference this morning. As interesting as large trucks, semis and tanks are to me, I wasn't quite sure how to even begin the coverage. but, to my surprise, the reveal of the new Lone Star was such a great sight and one of the most memorable times of my experience at the auto show. Keeping my attention the entire time, (a challenge in itself), Tom Baughman (VP) and Dave Allendorph (designer) were two of the speakers that really brought this truck to life. Just as the movie ended, the screen begins to lift up (cue smoke machine) the lights illuminate the floor and... dun dun dun...in DRIVES the semi. Talk about a way to get the crowd excited, it was like Christmas morning for a 5-year-old.

Why is International Truck at the auto show? Well, how do you think all of the hundreds of cars got here? The sets, stages, lighting, displays? Get it? And another fun fact, International Truck was founded by the McCormick family, so they're right at home here. Anyway, International Truck focuses on growth as the cornerstone of their business strategy and uses resources to

combine assets with GM for success in the marketplace. International Truck displayed how they are adapting to the times with this introduction and really gave a different perspective to the auto show, with a very different target market.

Of course I jumped up into the sleeper of the truck. Wouldn't you?! Pretty amazing how the new design allows drivers to feel right at home as it separates "work" from "relaxation time."

You'll find a couch that includes a separate bed, a kitchen station, place to mount a TV and even a fridge. The floor in the "home" is wood, really giving that divided appearance. The Lone Star is all about customization, with 42 different features from which to choose. High style, personality, comfort, high performance on the road and at the pump really set this truck apart from others. An average driver can put about 120K miles on a truck per year; wouldn't you want to be comfy? I must say, never thought I'd put these two words together, but

this beautiful truck really steals the show... I'd drive it.

**Auto show management note:** *Thanks to the PR department of Bradley University for sending us another outstanding crop of interns... all of whom will be seeking employment in the PR field in May. Yes, that's a blatant hint. They were awesome. Way to go, team!*



## 2008 YES! Roadster



An exciting sports car making its first appearance in North America was the YES! Roadster 3.2. Hand built in Germany by Funke & Will AG, the rear-wheel drive vehicle has a high-strength aluminum space frame that is weight-saving and provides passive protection. Tipping the scales at about 2,000 lbs, the YES! provides outstanding performance from the 3.2-liter V-6 engine that generates 255 horses, and pure driving pleasure. Inside the 2-seat cockpit are high-quality chrome and leather materials. The crowd reaction to the YES! cars was over the top, according to company spokesmen. "We knew Chicago would be the proper place for us to debut our cars," said XXXXX "but we never expected such an overwhelming response. We made the right choice."

## Bark Buckle Up and Volvo

To a dog owner, nothing is more important than protecting "man's best friend." Owners will do everything from doggy-proofing their homes to installing electric fences around their yards to keep little Fluffy from chasing cars down the street. However, Christina Selter, founder of BarkBuckleUP, saw a hole in all of these safety precautions. How do owners protect their trusted companions when they bring them along on road trips or daily errands? The BarkBuckleUP Tru-Fit Smart Harness made sense to her, and to Volvo, where safety is king. Selter, who has gained exposure for the harness thanks in part to the support of Volvo, used a few furry friends in addition to a police canine to show off the new seat belts at the Volvo press conference. Selter brought up a few significant points regarding her creation of the device. Not only will the harness keep you and your pet safe, but it will also keep Fido from interfering with paramedics in case of an accident.

The BarkBuckleUP mission is clear: seat belts save lives, so Fluffy, Fido and Jack: Buckle up!



# 2009 Hyundai Sonata, Elantra Touring and i-Blue

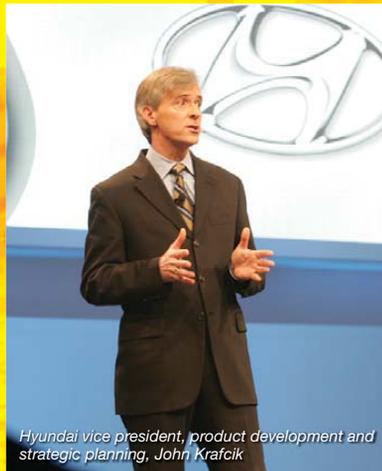
As gas prices and competition in the mid-size sedan segment surge, Hyundai introduced its refreshed Sonata in Chicago. The 2009 Sonata features an all-new interior, enhanced suspensions and revised powertrains boasting both improved fuel economy and horsepower. The 2009 Sonata will be available at Hyundai dealers later this month. The Sonata combines refined design, proven dependability, spirited performance and an extensive list of standard features to increase its appeal to a broader range of customers. For 2009, Sonata raises the bar for value and standard safety technology in the mid-size segment. Hyundai's sales leader boasts new features ranging from standard USB/iPod auxiliary inputs to available navigation and sport-tuned suspension.

Hyundai Motor America also took the wraps off its Elantra Touring five-door compact in the Windy City. Making its United States debut, the all-new 2009 Elantra Touring is a sportier, more functional variant of Hyundai's popular Elantra sedan, and is slated to hit dealerships by the end of the year. Elantra Touring is based on the i30 CW model that was designed for the European market. "The all-new Elantra Touring is a fun-to-drive, functional five-door," said John Krafcik, vice president, product development and strategic planning, Hyundai Motor America. "Elantra Touring provides buyers a



unique offering in the compact segment, raising the bar as Hyundai likes to do in value, safety and quality."

Hyundai's new hydrogen-powered, zero-emission concept, the i-Blue Fuel Cell Electric Vehicle (FCEV), debuted in North America at the 100th edition of the Chicago show. Developed at Hyundai's Design and Technical Center in Chiba, Japan, the i-Blue concept illustrates the design direction for a



Hyundai vice president, product development and strategic planning, John Krafcik

future FCEV production model. The all-new i-Blue platform features Hyundai's third-generation fuel cell technology, currently being developed at Hyundai's Eco-Technology Research Institute in Mabuk, Korea.

i-Blue demonstrates a significant step towards commercialization of Hyundai fuel cell vehicles. Unlike its predecessors which were built on production SUV platforms, the i-Blue features a new, purpose-built 2+2 crossover architecture. The smaller vehicle platform requires even greater engineering sophistication to package the fuel cell.

"The i-Blue is Hyundai's first-ever model designed from the ground up to incorporate fuel cell technology, marking a tremendous leap forward for our R&D program," said Dr. Hyun-Soon Lee, president of research and development. "Our engineering team has successfully designed a more compact fuel cell vehicle, while still realizing the safety, comfort, convenience and driving range of a traditional internal combustion engine vehicle."

Hyundai is working toward mass production of hydrogen-powered fuel cell vehicles in the next decade



concept illustrates the design direction for a





*Illinois Secretary of State Jesse White with 2009 Auto Show Chairman Bob Loquercio and Auto Show General Manager Jerry Cizek*



*NBC5's Ginger Zee talks with a product specialist about the BumbleBee Camaro*



*Chicago Mayor Richard M. Daley in the U.S. Army display with the first Blackhawk helo to ever land at McCormick Place*



*Professional soccer star Cuahtémoc Blanco (in red, of course!) of the Chicago Fire lit up the crowd on Telemundo's El Día de los Hispanos*



*SuperStation WGN's Pat Tomasulo talks trucks during their national HD Chicago Auto Show special produced with MotorWeek*



*Retired NFL star Eddie George welcomed media to a "Tallgate Party" in the Bridgestone display to close out the show's media preview*

# Motorweek Awards

Delivering the perfect mix of fun, fuel efficiency and usefulness, the Scion xB eclipsed the competition to capture MotorWeek's coveted Best of the Year 2008 Drivers' Choice Award. The honor was announced, as always, at the Chicago Auto Show. Without abandoning its roots as a funky, compact urban utility vehicle, the xB offers more versatility, more power, unique customization options, a thrifty sticker price and frugality at the pump. MotorWeek's Drivers' Choice Awards have been presented since 1983 and are among the auto industry's most prestigious honors.

"Our Scion owners asked for a bigger and better box, and we responded with the 2008 xB," said Jack Hollis, Scion vice president. "We're flattered MotorWeek finds the xB just as appealing as our Scion enthusiasts and has named the xB Best of the Year."

"Scion has made an interesting first concept into a great second generation car," said John Davis, MotorWeek host and executive producer. "With the xB, Scion has broadened its appeal to every intelligent consumer out there. It's amazingly roomy, stylish, fuel efficient and entertaining to drive. A compact this versatile should be in everyone's garage. The Scion xB is a smart choice, a great value and a fun one, too. It appeals to the young, and the young at heart."



*Motorweek host and Executive Producer John Davis presents the Best of the Year Drivers' Choice Award to Scion Vice President Jack Hollis*

GM's Tahoe and Yukon won Best Large Utility, but also proved bigger can be better - and greener - by also taking top honors as Best Eco-Friendly for their new hybrid models. "It's the first time in MotorWeek history that a large utility has won in both categories. GM should be commended for putting hybrid systems where they belong, in the biggest vehicles that use the most fuel," said Davis.

GM also swept the Best Crossover Utility category with newcomer Buick Enclave and repeat winners GMC Acadia and Saturn Outlook, demonstrating that domestic automakers still dominate the large vehicle market.

Import brands maintained their supremacy in the family and luxury car segments with first place honors going to the Honda Accord as Best Family Sedan, the Nissan Rogue as Best Small Utility, and the Scion xB as Best Small Car. Mercedes-Benz's redesigned C-Class did not disappoint, taking the Best Luxury Sedan category. A trio of rare import brands won as Best Dream Machine, Audi R8, Bentley Continental GT Speed and Lexus LS 600h L.

Capturing the essence of the Drivers' Choice Awards, the Chrysler Town and Country and Dodge Caravan shared top honors as Best Minivan. "With a new seating system, more entertainment options and more space, they've got everything a minivan should have, plus a couple of things that are unexpected. That's what we were looking for with these awards," said Davis.

The annual MotorWeek Drivers' Choice Awards are unique for their consumer focus and represent the best automotive picks for a range of lifestyles. The writers, producers and staff of MotorWeek evaluated 150 vehicles, looking at performance, technology, practicality and dollar value. The winners represent what MotorWeek considers to be the best in each class.

## Drivers' Choice Awards Individual Categories:

- |                                   |  |
|-----------------------------------|--|
| 1. <b>Best Small Car</b>          | Scion xB   |
| 2. <b>Best Family Sedan</b>       | Honda Accord   |
| 3. <b>Best Minivan</b>            | Dodge Grand Caravan/Chrysler Town & Country          |
| 4. <b>Best Convertible</b>        | Chrysler Sebring Convertible                         |
| 5. <b>Best Luxury Sedan</b>       | Mercedes-Benz C-Class                                |
| 6. <b>Best Sport Sedan</b>        | Cadillac CTS   |
| 7. <b>Best Sport Coupe</b>        | Infiniti G37   |
| 8. <b>Best Performance Car</b>    | Volkswagen R32                                       |
| 9. <b>Best Small Utility</b>      | Nissan Rogue   |
| 10. <b>Best Large Utility</b>     | Chevrolet Tahoe/GMC Yukon                            |
| 11. <b>Best Crossover Utility</b> | Buick Enclave/GMC Acadia/Saturn Outlook              |
| 12. <b>Best Pickup Truck</b>      | Ford F-Series Super Duty                             |
| 13. <b>Best Eco-Friendly</b>      | Chevrolet Tahoe Hybrid/GMC Yukon Hybrid              |
| 14. <b>Best Dream Machine</b>     | Audi R8/Bentley Continental GT Speed/Lexus LS 600h L |

# 100<sup>th</sup> Showcase

With celebrating the Chicago Auto Show's 100th edition, attendees who found their way to the north end of the show were greeted with a large, unexpected treat: The 100th Showcase Display. Their walk was rewarded with an astounding array of rolling automotive history—and it was one of the major hits of the show.



The Chicago Auto Show—and all American auto shows—were suspended during the World War II years, as the country had redeployed its manufacturing efforts into building tanks and trucks, rather than passenger cars. It was Chicago's show that first returned to the national scene in 1950.



"The first Chicago Auto Show in 1901 was trying to spread the word that the automobile was going to be the future of transportation," said Show Chairman Bob Loquercio. "They constructed a test track inside the (now razed) Chicago Coliseum so that potential customers could experience what it was like to ride in a horseless carriage. The exhibits reflect the spirit of that first show."

**General Motors supplied three cars:** a 1902 Cadillac; the earliest known prototype of the brand and one of only three Caddys built in that year; a 1903 Oldsmobile, the famous "curved dash" model; and a 1905 Buick, the earliest known Buick in any collection. The first collaborative efforts of William Durant and inventor David Buick.

**The Gilmore Car Museum has provided eight cars:** a 1900



Locomotive, a steam car, same as those pictured in the 1902 auto show stationary driving photos on [www.ChicagoAutoShow.com](http://www.ChicagoAutoShow.com); a 1903 Columbia Electric. It was a Columbia in which President Teddy Roosevelt rode to become the first American president to ride in an automobile. Only three examples remain; a 1903 Ford, the first year for the legendary manufacturer; a



1903 Stevens-Duryea; 1904 Autocar; 1905 Franklin, with air-cooled engine; 1906 Waltham Buckboard; and a 1909 Holsman, a Chicago-made vehicle. Other notable "Highwheelers" built in Chicago include International Harvester, Ideal, and the Sears family.

In addition to the "hardware" in the display, the Chicago



Automobile Trade Association's deep photographic archives were tapped to tug on the memories of those who remember—or weren't around to see—what it was like in the old times.

Photography of celebrities appearing at the show include former President Ronald Reagan in a 1954 Cadillac; Sammy Davis, Jr. in a 1959 Amphicar; and "Hi-De-Ho" entertainer of the 20th century Cab Calloway behind the wheel of a snappy Thunderbird. Additionally, colorful enlargements of previous Chicago Auto Show program covers capture the industry's mood and direction in the years they were published.

Auto Show General Manager Jerry Cizek said, "Yes, this is just like the first show—and I should know!"

**BRIDGESTONE**



**TOYOTA**



**CHRYSLER**



**JAGUAR**



What a blast.  
The night was a blur topping off a full day of mediaactivities. Stars, Cars & Bars featured music from Smashmouth, generously arranged by our media room sponsor, XM Radio. The entire night was an intermural gathering of participants whose



names surround this page. Thanks so much to each of them for helping to make a chilly night in Chicago a night to remember. If you weren't there, you were talked about. Hell, even if you were there you were talked about. Isn't that what parties are for?!



**Audi**



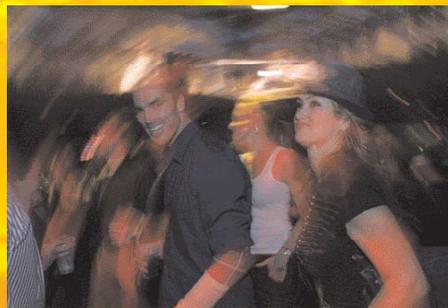
**SUZUKI**



**SUBARU**



Mercedes-Benz



**mama**

**VOLVO**

**G. Schmitz & associates**

**esi** event solutions international

# Chicago Auto Show Teams With Mother Proof for Women's Day



Luke McGuire of Volvo accepting a MotherProof.com award from Chief Mom Kristin Varella (center) and reviewer Emily Hansen

With women purchasing more than half of all vehicles, it's wasn't surprising that Tuesday, Feb. 12, was designated Women's Day at the Chicago Auto Show. Assistance and guidance for women in a multitude of automotive topics was offered.

"This has become a great tradition for our show," said Auto Show Chairman Bob Loquercio. "Many of our exhibitors will offer special Women's Day seminars to help female customers be better equipped to make their transportation decisions. From the Chicago Auto Show side of the day, we'll open our doors to all women for half off the regular \$10 admission fee for a ticket."

"We're also thrilled," said Loquercio, "to partner with Mother Proof, which will present not only its first-ever awards, but also a series of seminars for women it has crafted to run throughout the day. Whether the topic is safety, maintenance, car care or negotiation, the day's seminars and programs will

help inform women and make them feel more comfortable about the process."

The "Mama Said Café" event schedule included programs developed with the Chicago Auto Show:

Motherproof.com 2008 Awards Presentation - Including the following: Minivan: Chrysler Town & Country; SUV or Crossover (three rows): Hyundai Veracruz, Second place: Mazda CX-9; SUV or Crossover (two rows): First place Mazda CX-7, Second place Mercedes-Benz M-Class; Wagon/Hatch: First place Volvo XC70, Second place Honda Fit; Sedan: First place Chevrolet Malibu; Just for Fun: First place Volvo C30; Overall Value: First place Dodge Grand Caravan; Best Latch Connectors: Mini Cooper; Best Hybrid for Families: Toyota Highlander Hybrid.

Appearing throughout the day were Teresa Spafford, Lead Designer, Color and Materials, Mazda North America - "Designing Cars with Women in Mind;" Janette Fennell, Kids and Cars - "Protecting Your Kids from Non-Traffic Motor Vehicle Tragedies;" Joni Stuker, Her Car Matters - "Car-buying Negotiation Tips for Women;" Suzanne Johnson, OnStar - "The Must-have Car Security and Safety Feature That Can Save Your Life;" Steve Tepper and Jeff Payne, Driver's Edge - "Raising Your Teen-ager To Be a Responsible Driver;" Dan Irvin, Kids Safety First - "Simple Safety Tips to Keep Children of All Ages Secure on the Road"

Other events were staged throughout the show floor my many exhibitors, with programs ranging from information to simple pampering—and what girl doesn't love that!



## WAAI 2008 Awards Luncheon



WAAI President Kathy Gilbert (left) and award recipient Sandra Gillespie of Mitsubishi Motors

The Chicago Chapter of the Women's Automotive Association International (WAAI) gathered to present its 2008 Professional Achievement Award at the Chicago Auto Show.

The group, headed by President Kathy Gilbert, presented the prestigious honor to Sandra Gillespie, senior vice president, Mitsubishi Motors.

"As our group grows, the word that the automotive industry is very much an 'open shop' for women gets stronger and stronger," said Gilbert. "We deeply appreciate the cooperative association we enjoy with the Board of Directors of the

Chicago Automobile Trade Association, its 500 new-car dealer and allied members, and the Chicago Auto Show. We look forward to not only next year's show and presentation, but also a year filled with more successes for women in our various professions in the automotive world."



# Food Drive

Chrysler teamed up with the 2008 Chicago Auto Show to help the expo's food drive benefitting the Chicago Christian Industrial League (CCIL) by collecting canned goods and non-perishable items to help feed homeless families.

Auto show goers can receive half price admission to the show by donating three cans of food to the CCIL. More than 25,000 pounds of food was collected for those in need. Thanks to Chrysler for becoming a part of a great Chicago Auto Show tradition.



Founded in 1909, CCIL is one of the largest non-profit organizations empowering homeless individuals and families in rebuilding their lives by providing the highest quality employment, housing, counseling and health services.



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# Valentine Wedding Journey

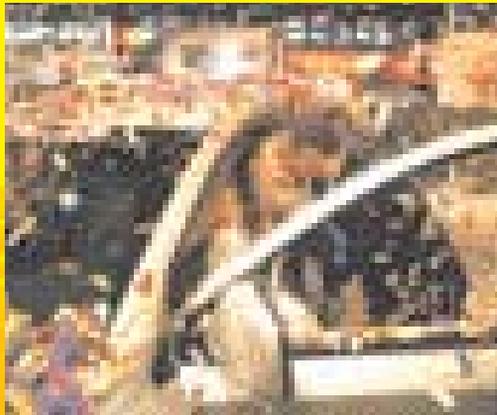
Winners of the Dodge "Journey of a Lifetime" contest, Blake Humphrey and Jackie Rohner from Rock Island, Ill., are now husband and wife. The couple was married in a Valentine's Day ceremony right on the floor of the 100th Chicago Auto Show.

By marrying wedding vows with motor oil, Dodge helped the couple bypass traditional wedding planning as they put the pedal to the metal to bring the couple's dream wedding to life. With the nuptials behind them, they can begin their journey together behind the wheel of an all-new 2009 Dodge Journey.

"Crossing over from single to married life is a big step for many couples, so Dodge is happy to give Blake and Jackie an all-new 2009 Dodge Journey, a vehicle that blends the practicality of a minivan, the capability of an SUV and the overall efficiency of a passenger car," said Mike Accavitti, Director - Dodge Brand Marketing. "Dodge is thrilled to offer this one-of-a-kind wedding and 'right-sized' crossover for such a bold, fun-loving couple who live the 'Grab Life' motto."

Dodge threw the newlyweds—Mr. and Mrs. Humphrey—an all-expenses paid wedding with all the bells and whistles. The winter wedding was complete with a ceremony in front of 100 of their closest family and friends, the bride's dream wedding dress, floral bouquets, wedding cake and more. A live Journey cover band rocked the reception, crooning to tunes like "Open Arms" and the couple's favorite, "Don't Stop Believin'."

A good time was had by all.



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**Looking for the '09 dates?**

**Clue: They're on the front page, upper right-hand corner. Can't wait to see you again!**