

2010 Update 2



2010
DATES

Media Preview February 10-11
First Look for Charity February 11
Public Show February 12-21
www.ChicagoAutoShow.com

GM's Reuss to Keynote Chicago Auto Show at MAMA Breakfast

Wednesday morning's Chicago Auto Show/Midwest Automotive Media Association (MAMA) breakfast will start off the news conference activities in McCormick Place. This year, the gathering of media and industry executives will be addressed by Mark Reuss, president of GM North America.

"The auto show has a long tradition of topical and meaningful speakers for its keynote address," said John Phelan, 2010 Chicago Auto Show chairman. "Mr. Reuss is deeply involved in the resurgence of one of the world's great companies. To have his perspective and his insight—not to mention his well-known gregarious personality—as the start of our show is a real plus. We're thrilled that he'll be joining us."

In December, Reuss held a Web chat for journalists that offered a terrific look into his mind and philosophy. Excerpted from that chat are some questions and answers.

As president of NA GM, what is going to be your priority?

• *That is a good question.....I plan to have a small team (5 direct reports) that are laser focused on sales, marketing, OnStar, manufacturing, Canada, Mexico—Fritz (Henderson) had a lot more to do which he did well but there are only 24 hrs in a day for the man. Priority? Tell people about our cars and trucks, regain the confidence of the Canadian, American, and Mexican people. Sell and make some money!*

• *Well—dealers are gonna be my first activity—met with some*

Caddy dealers 2 nights ago. The legislation that is happening is a good thing—to bring integrity and the right decisions for the companies and the families of our dealers across the land—it is an opportunity for all of us to make the right decisions and move on. The relationship of dealers and customers is my highest priority. Period.



Are there any key products that you feel need to be accelerated to meet market demand or enter new segments?

• *Ok the Volt is key for us all in North America. It is in fact creating a new segment and leapfrogging traditional hybrids. I have been spending a ton of my time in my old job on it—driving it (in rain—no, I did not receive volts) so I love it and we cant wait to have it here. I launched Cruze in Oz (Australia) and I cannot wait for it here as well—although we did not have the 1.4T we only had 1.8L and diesel—so all three will be really well received. I also like Z28's.*

How do you plan on making the relationship between dealers and customers stronger?

• *Customer by customer, dealer by dealer, visiting folks in both of those worlds and start a grassroots effort to see them, talk to them, and take that knowledge and repair the relationships. I am not a fellow*

that strays much from the fundamentals of good business, great cars and trucks, and trust.

Is there any marketing plan pointed at older (more traditional) drivers?

Reuss cont'd on pg. 2...

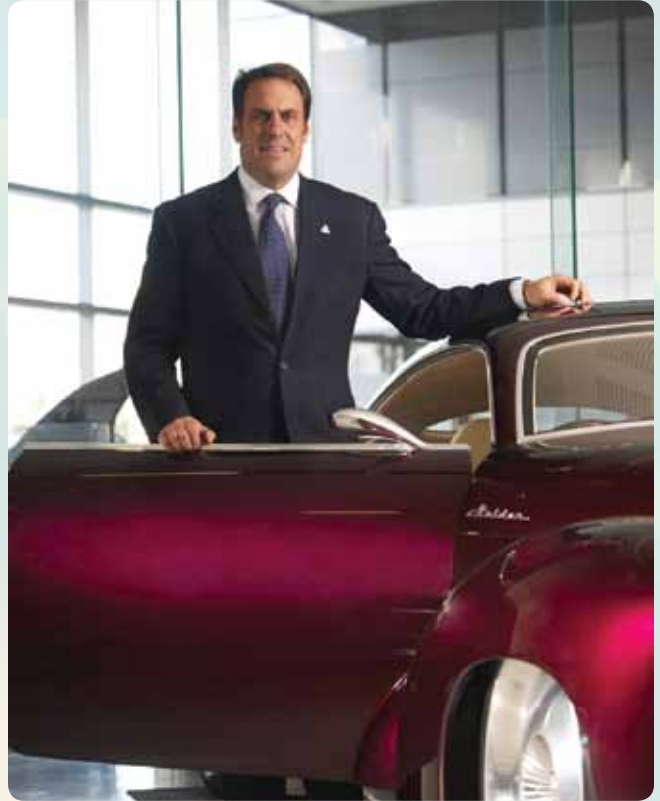
Ruess (...cont'd from pg. 1)

- *Yes there is...we started what I think was a wonderful drive and show our products program in towns and cities across the North American markets before the whole global financial crisis. We could not do it for obvious reasons—so I want to do this again—does not matter what age our customers are—so that will be really, really good to really show folks what we have!*

In June 2001, Reuss was named executive director, architecture engineering and GM Performance Division. He started the new GM Performance Division and launched associated production and racing vehicles including the V-Series Cadillacs and SS Chevrolets. In October 2005, Reuss was appointed executive director of North America vehicle systems and architecture. The following year, he was named executive director of global vehicle integration, safety, and virtual development.

Reuss received a bachelor of engineering degree in mechanical engineering from Vanderbilt University in 1986 and a master's degree in business administration from Duke University in 1990. He is a certified industry pool test driver on the North Course of the famed Nürburgring motorsport race track in Nürburg, Germany, and has earned his license for Grand American Road Racing.

So buckle up, everyone. He's fast and should make for an excellent green flag for the opening of the "Big Lap" around the nation's biggest auto show.



Sloan to Succeed Cizek at Chicago Dealer Association

The Board of Directors of the Chicago Automobile Trade Association (CATA) has named David Sloan to succeed Jerry Cizek as president of the dealer group following Cizek's retirement from the position he has held since 1988. The change takes place January 1, 2010.

"We were extremely fortunate to have such a strong candidate in Dave to follow in what are clearly big footprints," said Kevin Mize, chairman of the organization representing the franchised new-car dealers in greater Chicagoland and producer of the annual Chicago Auto Show at McCormick Place. "While Jerry has been an integral part of this group for the past 36 years, previous boards of directors planned well for our future by grooming Dave for the position in his role as Executive Vice President for the past 16 years. I can't imagine that we could have had a more positive and productive scenario for a change of command."

Sloan, 45, was recruited to the CATA from Golin Harris Communications in 1993. Previous to Golin Harris, he spent six years on the public relations staff of General Motors Corp. A graduate of Michigan State University, Sloan and his wife, Melissa, have three children and live in Wilmette, Ill.

"Dave brings 16 years of CATA industry knowledge and leadership at a critical time in our volatile industry which is at a crossroads of dramatic change," said Chairman Mize. "His experience and creative energy will help lead our dealers to become an even stronger association in the future."

Cizek joined the CATA in 1973 after graduation from the business school of Bradley University and working at his grandfather's automobile dealership. He started with the CATA as a field representative and ultimately became its president with the group setting the standard for automotive associations nationwide. He was instrumental in the formation of the Illinois Attorney General's Advertising Regulations for dealers, the Secretary of State's Advisory Board and forging a strong partnership between the dealer group and the Better Business Bureau. Cizek also served as chairman of the Civic Federation of Chicago and is a recipient of the BBB's highest honor, the Torch Bearer Award.

"Jerry Cizek will continue to be held in the highest esteem and will serve as co-general manager of the Chicago Auto Show along with Dave for the upcoming show. We are very pleased that Jerry will stay on through June of 2010 to lend his wealth of experience and assurance for a smooth transition."

The Meat in an Olympic-Sized Sandwich!

**NBC5 and Telemundo Chicago Present:
The 2010 Chicago Auto Show Specials
Saturday, February 14**



While many will be riveted to their TVs for the 2010 Winter Olympics, they'll be able to take a break from the breakneck speeds of the Giant Slalom to those who are taking a similar slalom through the aisles of McCormick Place during the auto show. This year's NBC5 Chicago Auto Show special will enjoy a huge lead-in audience of those watching the games from Calgary with even more Olympic coverage on the back end of the special.

"The Olympic Games positioning on NBC5 is terrific for us and those who love cars," said Show Chairman John Phelan. "And it's a great way to give everyone a heads up about what's going on for the full public run of the show. We're all about bringing people into McCormick Place to view what our industry has built and is

selling. What better way to tempt them than to give them a High Definition view of one of the city's great events?"

Jerry Cizek, co-general manager of the auto show, along with Phelan and co-general manager Dave Sloan have joined with NBC5 President Larry Wert in lobbying Olympic officials to allow them to compete in the 4-man Bobsled on a specially constructed hill outside McCormick Place.

"They've been fighting us all along," said Cizek. "But then they found out that the high-speed runoff area for our hill empties directly into Lake Michigan—and they somehow have now agreed. I know it'll make for great TV—and it's the least they could do after we got geeked on the 2016 games!"

NBC 5's Brant Miller, LeeAnn Trotter, Ginger Zee, Paula Faris, Matt Rodewald and Charlie Wojciechowski will cover the show wall-to-wall in "gold medal" fashion.

On NBC5:

Saturday, February 13, 6:00-7:00PM
Encore, Sunday, February 14 at Noon

On Telemundo Chicago:

Saturday, February 14, 10:30-11:30PM
Sunday, February, 15, 5:00-6:00PM
(February 10, 2009, Chicago)

Look for the NBC5 team to cover the hottest car exhibits, family fun at the auto show, hybrids and car buying tips. Throughout the special, the multiple Emmy-award winning team will follow new car buyers as they cruise the floor of the nation's biggest auto show. Again this year, viewers at home will have a chance to win prizes as they watch the live show on NBC5! The Chicago Auto Show special will also be streamed live on www.nbcchicago.com

The hour-long special, live from McCormick Place and in HD, will air Saturday, Feb.13 at 6 p.m. with an encore telecast at noon on Sunday, Feb.14.

Plans are also underway for Telemundo Chicago's Auto Show special and presentation of the 4th annual Telemundo Hispanic Day! The special will air and encore opening weekend of this year's show and will be followed by Hispanic Day planned for Friday, February 19. The WSNS production team just recently received a Midwest Regional Emmy for their 2009 Chicago Auto Special. Look for the return of hosts Oscar Guzman and Nelly Carreño to again take Spanish language viewers to all that is new at the 2010 Chicago Auto Show as well as to again promote Telemundo Hispanic Day. The entire Telemundo Chicago team is looking forward to the 2010 Chicago Auto Show!



NBC5's Ginger Zee

2010 First Look for Charity



The word “big” comes to mind when you think about the Chicago Auto Show. It is the nation’s largest auto show. Ditto when you think about First Look for Charity, the auto show’s benevolent black-tie event. It is among Chicago’s biggest single-day charity events.

And at the next First Look for Charity, held the evening before the Chicago Auto Show opens to the public, one lucky attendee will win big: a 2010 Chevrolet Equinox.

The all-new 2010 Equinox blends distinctive design with outstanding efficiency. This great-looking compact crossover delivers a best-in-segment EPA-estimated highway fuel economy of 32 mpg—a 33-percent improvement over the previous model.

But most important, your support of First Look for Charity helps 18 significant Chicago area charities in a big way. From an event that raises more than \$2 million annually, your donation will benefit any or all of them.

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

Enjoy abundant hors d’oeuvres, champagne, wine, soft drinks and dessert while strolling a show floor that boasts more than 1,000 new vehicles—some on display for the first time anywhere.

This year’s gala features five “Drive-thru Gourmet” tasting stations and three “Destination Dining” multi-course dining areas. Presented as a themed tour of the auto industry’s top

national markets, this dining experience paves the way to an international love affair with food and culture.

Tickets for the 2010 First Look for Charity are available online via our secure ordering form.

Equinox compliments of Chicagoland & Northwest Indiana Chevy dealers. Vehicle winner must be present.

Black-tie attire required!

Benefiting Charities

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
Catholic Charities, Diocese of Joliet
Children’s Memorial Hospital
Clearbrook
Evans Scholars Foundation
Franciscan Community Benefit Services
Ray Graham Association for People with Disabilities
Misericordia Heart of Mercy
Respiratory Health Association of Metropolitan Chicago
Spina Bifida Association of Illinois
St. Coletta’s of Illinois Foundation
St. James Hospital & Health Centers
Jesse White Tumbling Team



Chrysler's Marchionne to Address Economic Club at Chicago Auto Show

Sergio Marchionne, CEO of Chrysler Group LLC, will address the Economic Club of Chicago (ECC) at the group's annual Chicago Auto Show luncheon meeting on Feb. 11, 2010. The event will be held at 12 p.m. CST in the Vista Ballroom of McCormick Place during the show's media preview.

"We are pleased and grateful that Mr. Marchionne has accepted our invitation," said Grace Barry, president of the ECC. "The auto show luncheon meeting has become one of our organization's most popular events, set with the backdrop of the nation's biggest auto show. We look forward to adding Mr. Marchionne's name to the list of prestigious guest speakers we've enjoyed over the years."

"Chicago's is the biggest display Chrysler builds for any show anywhere in the world," said OICA-sanctioned Chicago Auto Show Chairman John Phelan. "The attention Sergio Marchionne and his Chrysler team generated at the recent Business Plan meetings in Auburn Hills demonstrates the intense interest in the direction of this company. Like the rest of the business world, we're eager to hear more about the exciting turnaround of Chrysler and his vision for the future."

Marchionne was named chief executive of Chrysler Group LLC in June 2009 and remains Chief Executive Officer of Fiat S.p.A. and of Fiat Group Automobiles, responsibilities he assumed in June 2004 and February 2005, respectively. Marchionne is a barrister, solicitor and chartered accountant. He obtained a Bachelor of Laws from Osgood Hall Law School at York University in Toronto, Canada. He also holds a Master of Business Administration from the University of Windsor, Canada. He was born in Chieti, Italy, and has dual Canadian and Italian citizenships.

Founded in 1927, the ECC is one of the nation's most influential forums for the dissemination of economic, business, political and social views, through its regular membership meetings. Invited speakers include industry leaders, heads of state and policy makers.

The Economic Club of Chicago luncheon event is by invitation only. Media who wish to attend the event should visit <http://www.chicagoautoshow.com/mediaaccess/index.asp> to register for the show's two-day preview. The password to register for media credentials is Media2010.

Official Hotel at a Great Price: \$115

It's not over the river and through the woods, but it is just across the river from where we've been staying in the past. We're pleased to announce our 2010 Chicago Auto Show Official Hotel will be the Chicago Sheraton Hotel and Towers at the Chicago River (North side of the river so I guess they're Cub fans there).

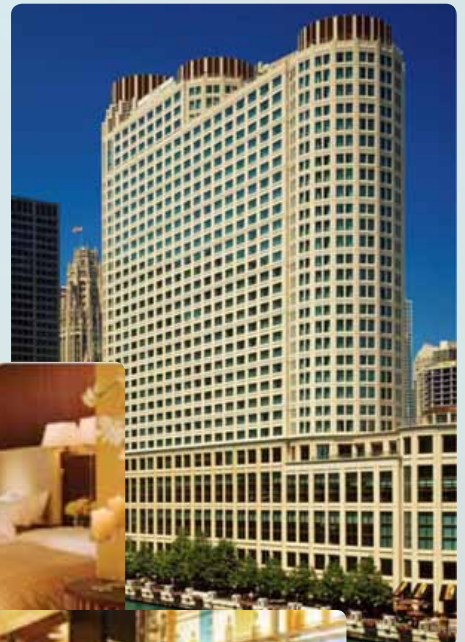
The Sheraton Chicago is conveniently located for easy access to McCormick Place, the Grand Ave./Illinois St. corridor, and the busy Michigan Ave. "Magnificent Mile". The recently renovated Sheraton Chicago is offering Chicago Auto Show media, exhibitors, and attendees a fabulous rate and wonderful add-ons.

For \$115 you receive a traditional room, complimentary In-room internet access, complimentary health club and pool access, complimentary local paper, use of the complimentary McCormick Place Shuttle and Double Starwood Preferred Guest points. Room rates are subject to availability, shuttle service is based on pre-set schedule.

For more information, visit: <http://www.sheratonchicago.com/downloads/factsheet.pdf>

Sheraton Chicago Hotel and Towers
301 East North Water St.
Chicago, IL 60611
312-464-1000

To make a reservation or to find out more information on the hotel go visit the link below.
<http://www.starwoodmeeting.com/Book/chicagoautoshow2010>
or call 800-233-4100 and mention booking code AUTO.



Facebook-Show Blog—Social Media

Are you blogging your auto show experiences? You don't have any? Oddly enough, we do! Our communications specialist, Alex Navrotski, is keeping all the social nets populated but we need your help. You can always pop in with stuff you like about shows and stuff you don't like, too. By the time you get here we'll have it all ironed out so that all you have to do is write and we'll have a minimum of whining. Nice! Why not stop in and see whassup for the upcoming season and share a few stories, photos, whatever. After all, that's what blogs are about. Besides, you simply can't write any more about

cars, can you? Perhaps you'd care to opine about anything from cars to the best auto show hot dogs. We'll have to find that picture from two years ago with the world most eager media center hot dog eaters. Wow. Kobiashi stand back. These guys are coming for you!



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Want to blog with us?

Tune into <http://www.chicagoautoshow.com/multimedia/blog/index.asp> for our 2010 Chicago Auto Show Blog. What's best about a good blog is the ability for someone chime in and say, "Hey, you're all wet! Don't you know that they read my publication on Pluto?! More Plutonians read my blog than anyone from Uranus—and I mean it!" (just heresay, of course, but darn good reading, we think.)

Did you register yet?

C'mon, it's really easy, but we're not. So if you're the real deal you won't have any problems getting into the show. If you're bogus, we're going to find out and you'll suffer the rages and lunacies of a diabolic retribution, replete with talking behind your back and the heartbreak of Psoriasis. So follow these simple rules:

If you are MEDIA go to <http://www.chicagoautoshow.com/mediaaccess/index.asp> and enter the password "Media2010" in the password box (not in the Tracking Number box).

If you are anyone else, including CORPORATE EXECUTIVES, EXHIBITORS, and PUBLIC RELATIONS PERSONNEL, go to <https://www.chicagoautoshow.com/exhibitoraccess/login.asp> and enter the password "Exhibitor2010" in the password box (not in the Tracking Number box).

In either case, you can easily register yourself or your whole group. We will begin the notification process for approvals directly after the first of the year, so enjoy the holiday and keep your head down, ok?

Need a Quick Overview?

Go to this link for the show in a nutshell. You might even want to download this page to your PDA or cell phone or shoe—whatever you use—and keep it handy: http://www.chicagoautoshow.com/news/article.asp?ARTICLE_ID=132&