



2010 Update 3



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

2010
DATES

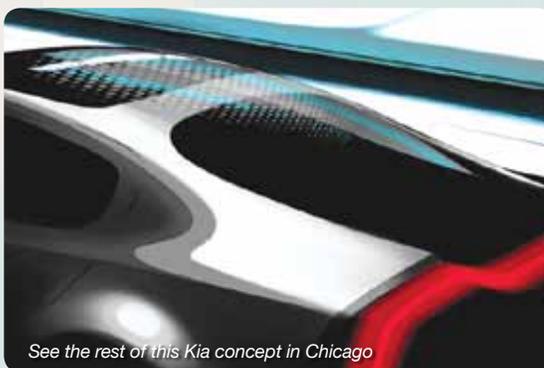
Table is Set for Chicago

You know those cooking shows where they have all the ingredients lined up ready to mix together? Then just a few minutes later they pull a spectacular meal out of the oven? The chefs leave viewers and judges in awe of what's been created out of a multitude of components. The term for all of those elements as they sit at the ready on prep tables is *mis en place*—everything in place.

Auto shows have their version of *mis en place*, too. It's hard to envision all of the elements that come together—some at the last moment—to result in what will be appealing not only to the media and industry, but to the show's primary consumer audience, as well. We think that all of the ingredients are in place for yet another successful edition of the Chicago Auto Show.

We all witnessed an air of optimism at the Los Angeles and Detroit shows, and there's no reason to think that it will be different in Chicago. While our industry is in flux, we're also in a perpetual state of looking forward and bringing new products,

new technology and new vision to consumers who buy new cars and trucks. It's what we've done for more than a century, so let's get on with it and light the fires again.



See the rest of this Kia concept in Chicago

“Whether it's cars, tech or fashion, the public has an ongoing desire to see ‘what's new,’ ” says John Phelan, chairman of the 2010 Chicago Auto Show. “Here, they'll be able to see all three of those elements merged into one. We have to remember, though, that vehicles that were introduced in other places over the past few months may have already been seen by the media, but not the general consumer. For the show-going consumer, everything is new.

“I think there's a tendency to measure a show's success by the number of pieces of fresh sheet metal that are revealed, Phelan continued. “I'd suggest that a show's real success is measured by how it helps to market brands and vehicles to customers, how it motivates them to leave pumped up to visit a dealership, and how it rekindles the American love affair with the car. If we do that, then our show is an unqualified success—and that's precisely what we're aiming to do.”

Table Set cont'd on pg. 2...

Chicago Auto Show New Media Conference: The Rise of Social Media in Journalism

If you attended the '09 media preview, you most likely attended the “Engaging the Blogosphere” conference. It was very well attended and received. The question began popping up over the summer: “What's next?” We asked journalists. We asked bloggers. We asked the industry PR staffs. We asked anyone who'd listen. One of the lucky calls we made was to Cision Global Media Intelligence, which have helped us craft what most likely will be another well-attended, beneficial symposium that affects all of the groups that are entwined in our industry.

From 10:30 a.m. to noon on Thursday, Feb. 11, we'll gather at the Grand Media Concourse Stage to explore those questions, generously assisted by the Cision folks and a panel of new- and traditional-media experts and opinion leaders. You're part of the topic. Where do you go from here? How do you fit? You don't want to be exiled to the Island of Misfit Journalists and PR people (so it's topical to everyone).

Want some examples of the explorations we'll do together? Meet us on page 5 and we'll show you. You're going to like it.

New Media cont'd on pg. 5...

Table Set (...cont'd from pg. 1)

Media Preview

Media visiting the Chicago Auto Show will be welcomed by Bridgestone Americas on Tuesday evening, Feb. 9, at the Sheraton Hotel and Towers ChiBar from 5:30 – 7 p.m. There, credentialed media will not only enjoy the hospitality of a great presenting sponsor, but also meet the winners of Bridgestone's Safety Scholars Program. The remainder of the evening is free for journalists to accept whichever invitations they've received or they're on their own to enjoy one of America's best restaurant cities. Need a suggestion for great eats? Just ask!

Wednesday morning will kick off the on-site portion of media preview with the Bridgestone Media Center opening at 7 a.m. for those who have yet to pick up their credentials. The day will kick off with the Chicago Auto Show/Midwest Automotive Media Association (MAMA) Breakfast with keynote speaker Mark Reuss, president of General Motors North America. The breakfast will be held in the Grand Ballroom of McCormick Place (right next to the fountains when you enter the building off of King Drive) and the doors will open at 7:30 a.m. The program will begin at 8 a.m. Credentialed media and exhibitors who wish to have a pass holder can pick them up in the Bridgestone Media Center (Room N426) and just inside the door of the CAS/MAMA breakfast.

At 9:15 a.m. the news conferences will begin on the show floor. Head right up the escalator from breakfast and you'll find the rest of the day filled with news from Ford, Toyota, Honda, Chevrolet, Bridgestone, Kia, Suzuki and Mitsubishi. Then a four-pack of awards presentations. More on all of these awards on page 3 of this Update.

Wednesday evening will have a flurry of manufacturer-organized events, so feel free to accept invitations. And because it's Chicago there has to be something blues-y—and we don't disappoint. There's a limited number of tickets (because seriously, the place just ain't that big) for Sweet Home

Chicago v.2 held in the soon-to-be-demolished Buddy Guy's South Loop blues club. Last year was awesome. Drop by the media center and see if you're "ticket worthy."

Thursday morning Subaru will continue with news in the Grand Concourse Media Stage where the company will host breakfast at 9 a.m. followed by news.

Then, as you'll find discussed in detail in this Update (*New Media Conference, p.1*) Cision Global Media Intelligence and the Chicago Auto Show will present an important symposium discussing the future of journalism, bloggers and the Internet. What's next? It's up to you to not only see what others think, but to contribute to the discourse, as well. All year long the topic is hammered from both sides. The 2009 "Engaging the Blogosphere" conference sparked a lot of thought—and a lot of thought and more than a couple arguments. Perhaps there'll be some of the same ignited this year on Thursday morning.

At noon a limited number of credentialed and ticketed media will hear Chrysler Group CEO Sergio Marchionne address the prestigious Economic Club of Chicago. This will be a high-demand event, so media who wish to attend should see the media center staff for tickets.

Thursday evening, all are encouraged to buy tickets to attend the black-tie First Look for Charity. One person in attendance will be the winner of a highly desirable Chevrolet Equinox, donated by the Chicagoland and Northwest Indiana Chevy Dealers. Over the years, tens of millions have been raised for nonprofits at this event.

Then Friday, Feb. 12 through Sunday, Feb. 21, the auto show switches from a media, industry and trade show to its full-on consumer furnace mode, stoking the fires of interest and attracting an excited public to the shores of Lake Michigan where it's always a comfortable 72 degrees—inside!

WGN and MotorWeek Team Up Again

In what has become a true Chicago Auto Show tradition, John Davis and his MotorWeek crew will team up with WGN's Valerie Warner, Pat Tomasulo and Marcus Lashock to bring an hour-long special from the floor of the Chicago Auto Show.

"Chicago's Very Own" WGN and MotorWeek have teamed up to produce this overview of the nation's biggest auto show since 1996, bringing the activities inside McCormick Place into the living rooms of more than 100 million households via WGN America.

Additionally, the show is edited to a half-hour version that is picked up across the country by scores of WGN family member stations.

"The auto show and WGN have a history together that dates back to the early 50's," said show co-chairman Kevin Mize. "Having MotorWeek work in concert with WGN's award winning production team is as natural—and enjoyable—as a sunny day at Wrigley Field."

The original 60-minute broadcast is scheduled for 6 p.m. Saturday, Feb. 13; then repeated at 3 p.m., Sunday, Feb. 14 on CLTV; and then on WGN America at 10 p.m. Sunday, Feb. 14.

WGN 9 THE CW
TELEVISION CHICAGO

Reuss, Marchionne Featured at MAMA & ECC



MAMA-Chicago Auto Show 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.

Economic Club of Chicago

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 and is by invitation only.



Awards to be Presented in Chicago

MotorWeek Drivers Choice Awards

The MotorWeek Drivers' Choice Awards are unique for their consumer focus and represent the definitive list of best automotive picks for a range of lifestyles. More than 150 cars and trucks were evaluated based on performance, fuel efficiency, technology, practicality and dollar value. The winners represent what MotorWeek considers to be the best in each class. These awards have been presented in Chicago for more than a decade.

For more information on MotorWeek and the Drivers' Choice Awards, visit www.motorweek.org.

Internet Car of the Year

Thousands of consumers have spoken with their votes resulting in their three finalists for Consumer Internet Car of the Year and Consumer Truck of the Year. The awards include pickups, SUVs and crossovers. Then, Internet users voiced their opinions to help form the final decision on the Consumer Internet Car and Truck of the Year.

This is the first time Web-savvy consumers have been given the opportunity to select their Car and Truck of the Year in one place on a site not dominated by manufacturer advertising. Consumers voted at the same time as a panel of Internet Automotive Writers—and evidently there was some disagreement! How do "Average Joes and Janes" vote when it comes to selections? You'll find out in Chicago.

The Hermance Award

The annual Hermance Efficiency Award will recognize the new North American motor vehicle that best represents the vision of practical efficiency and risk-taking espoused by the late Dave Hermance. Dave was Toyota's hybrid guru in North America. Internally, he helped create Toyota's vision for hybrid-electric vehicles. He was the U.S. auto industry's most public and vocal proponent of hybrids and other advanced efficiency automotive technologies during the critical early adoption era of hybrid-electric cars.

After his untimely death in 2006, the Los Angeles Times called Dave "an engineering wizard with an environmentalist's heart—an executive who championed hybrid gasoline-electric cars years before global warming entered the popular conversation."

IntelliChoice BOVY Awards

The IntelliChoice Best Overall Values for 2010 identifies the vehicles with the best total costs to own and operate a vehicle for the first five years of ownership. The Best Overall Value of the Year awards recognize the best car values by class. IntelliChoice's BOVY awards reflect the only data-driven automotive analysis focused solely on recognizing vehicles that will cost significantly less to own than other vehicles in its class.

Their insightful value rating factors the accumulated ownership costs of depreciation, maintenance, repairs, fuel, fees, financing, and insurance to identify the true standout models in each class.

Text2Drive chosen to power Mobile Marketing Campaign for the 2010 Chicago Auto Show

SMS Texting has quickly become the most powerful and effective communication tool in use today. There are more text messages sent each month than phone calls placed. With more than 270 million mobile phones in the United States and 100 billion texts sent each month, text messaging has become the preferred form of communication for millions of consumers.

Recognizing this shift in consumer behavior, and capitalizing on last year's pioneering efforts of using SMS Texting with the auto show, the Chicago Automobile Trade Association (CATA) has partnered with Text2Drive to harness the power of this communication channel. The show will incorporate the Text2Drive Mobile Marketing platform to collect opt-in mobile numbers through campaigns that will be incorporated in the show's promotional advertising campaigns leading up to the event. The innovative Text2Drive Platform will be used to drive show attendance and increase attendee's participation by raising awareness and creating a buzz around special events, featured vehicles and show promotions.

"The best part about Text2Drive is that it provides multiple benefits to our attendees and exhibitors," said Dave Sloan,



president of the CATA. "Not only can we leverage this technology to help us promote the show and use it throughout the show for marketing, our exhibitors can use it to uniquely promote their brands. Imagine someone at the show looking at the new Chevy Camaro and wanting more information. Using Text2Drive, they can immediately receive pictures and all the important information about the vehicle right to their phone."

Text2Drive offers car shoppers a very quick, easy and hassle-free method of obtaining vehicle information without the need of the Internet on their phones. According to Nielsen, only 30-40 percent of consumers have Internet connectivity on their phones.

"Text2Drive allows car shoppers to search inventory, receive vehicle information including photos and special incentives, and communicate instantly with sellers via text messaging from their cell phones," said Gregg Owen, CEO & Co-Founder of Text2Drive. "Text2Drive offers many compelling reasons for consumers to opt-in, resulting in our clients being able to create large mobile networks. Once the network is created we afford our clients the ability to easily collect, track, and organize this data so they can continue to remarket their products and services to interested consumers."

Media Preview Schedule

Subject to change, please watch website for details

Tuesday, 9 Feb

5:30-7 p.m. Bridgestone Media Reception, Sheraton Hotel Chicago ChiBar
Registered media only. Credential required.

Wednesday, 10 Feb

* denotes Grand Concourse Media Stage

8 a.m. Midwest Automotive Media Association/ Chicago Auto Show Breakfast
Keynote address: Mark Reuss, President General Motors North America
Grand Ballroom, McCormick Place
(doors open at 7:30 a.m.)

9:15 a.m. Ford

10 a.m. Toyota

10:45 a.m. Honda

11:30 a.m. Chevrolet

12:15 p.m. Bridgestone Americas News*
followed by lunch in their display

1:30 p.m. Kia

2:15 p.m. Suzuki*

3 p.m. Hermance Award*

3:30 p.m. MotorWeek Drivers' Choice Awards*

4 p.m. Internet Car of the Year Awards*

4:30 p.m. IntelliChoice Awards*

5 p.m. Pet Safety Vehicles of the Year Awards*

6:30 p.m. Media Center closes

Thursday, 11 Feb

* denotes Grand Concourse Media Stage

9 a.m. Subaru Breakfast and News*

9:45 a.m. Mitsubishi*

10:30 a.m. Chicago Auto Show New Media Conference*
The Rise of Social Media in Journalism

12 p.m. Economic Club of Chicago Luncheon
Speaker: Sergio Marchionne, CEO Chrysler Group LLC
Ticket required.
Vista Ballroom, McCormick Place

3 p.m. Show floor is closed in preparation for First Look for Charity

New Media (...cont'd from pg. 1)

Defining the new journalist: The future of the media through the social web

Social media advertising firm Ad.ly recently called Twitter users “publishers.” If we are calling Twitter users publishers because they are producing content for an audience and are influencers, can we take that one step further and call Twitter users journalists? Many might find that notion ridiculous – and no doubt many traditional journalists would not like to equate their craft to Ashton Kutcher’s last status update. However, it was not so long ago that the majority guffawed at the thought of bloggers being defined as journalists. Today, you’d be hard-pressed to win the argument that bloggers are not journalists.

Bloggging has clearly become a news medium. However, there are over 1.4 million Google results for “Are bloggers journalists?” Influencers on any social platform are clearly becoming a hot commodity for communications professionals. The success of word-of-mouth campaigns, when targeted towards users with a lot of social capital, has grown exponentially with the explosion of social media.

So—who is the new journalist? Are we all? Do you think that Twitter users can be considered journalists? What does this mean for traditional journalists? Does that pool of traditional journalists now include bloggers themselves? As the lines between journalists and end-users blur, how can we know whom to trust? This session will explore these questions and offer practical tips on weeding through the social web to find the journalistic gems hiding amongst the chatter and attempt to define “the new journalist.”

If you're not already bringing your social media experts to the Chicago Auto Show, you should.

The new rolodex: Finding sources through the social web

Cision’s recent study with George Washington University found that 89 percent of journalists now use some form of social media for research, story ideas and sources. Journalism and reporting are different beasts than they were 10 or even five years ago. While reporters previously built relationships with sources by having coffee with locals in a café or sharing a beer at a bar, they’re now relying on Twitter followers to bulk up their virtual rolodexes. Is this lazy or just resourceful? It’s a cliché, but today’s news cycle moves at lightning speed. Reporters have adapted and kept pace by using social media such as Facebook and Twitter to build go-to sources in a time crunch. Of course, longer-form features deserve more in-depth research than a quick tweet. But for short stories, Twitter seems like an ideal place to start. Journalism is now inherently interactive—a direct result of the spasm of social media platforms that have emerged in the past few years. In the past,

news content was directed by the editorial staff’s discretion. If an editor wanted a question asked, the reporter would ask it. Now, reporters are asking readers, not editors, what they want to read about. Is this a bad thing?

This session will explore how to use the social web effectively for newsgathering, sourcing and generating ideas. We’ll also question the legitimacy of these practices compared with traditional newsgathering methods.

This is one that they’ll want to be a part of—and you’ll want them to be in the center of the discussion.

Move over Avatar. We’ve got tricks, too.

While audiences around the world are spending billions to witness the magic of James Cameron’s Avatar in 3D, the Chicago Auto Show is making it available simply by logging on to www.ChicagoAutoShow.com. And you don’t even have to buy \$16 popcorn to watch it!

The interactive media company NeuStep will provide a web-based, interactive walk-through tour of the Chicago Auto Show for car enthusiasts from any computer in the world.

“I am excited with our involvement in this year’s Chicago Auto Show,” said Raphael Bennett, CEO of NeuStep.

“We have a variety of new features that allow us to embed any type of media into the experience, keeping web users truly engaged.”

The virtual experience uses NeuStep’s patent-pending

WebWalk technology, allows online users to navigate and explore the auto show floor and visit individual exhibits. In addition to providing fluid navigation, WebWalk enhances user experience by integrating clickable icons or “hotspots” to provide further

product information through video, audio, high resolution images, links and other embedded media.

“The stars of any auto show are the vehicles and exhibits, and by utilizing new technologies like WebWalk, we can reach a larger audience bringing more value to our exhibitors,” said John Phelan, 2010 Chicago auto show chairman. “We’re very proud to be pioneering this technology and excited

to be presenting a virtual walk-through of our show at www.ChicagoAutoShow.com.”



Official Hotel at a Great Price: \$115

The Chicago Auto Show is pleased to welcome the Chicago Sheraton Hotel and Towers at the Chicago River as our official headquarters hotel.

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 your reservation or for more information about the hotel please visit the following link:

<http://www.starwoodmeeting.com/Book/chicagoautoshow2010>
or call 800-233-4100 and mention booking code AUTO.

Rooms at this rate are only guaranteed for reservations made prior to Feb. 1, 2010, so there's still time. Book early!



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Blogging, Facebook and Twitter

Tune into <http://www.chicagoautoshow.com/multimedia/blog/index.asp> for our 2010 Chicago Auto Show Blog.

Also, make sure you sign up for the Chicago Auto Show Fan Page on Facebook. You'll be able to post your thoughts instantaneously (some might think too instantaneously, but that's another story) and enter contests, get up-to-date information, make fun of friends, enemies, post up photos, enter photo caption contests for great prizes and lovely parting gifts—and in short, share the experience.

If you thought our Facebook page was information overload, hang on to your hat because we're on Twitter, too. Simply follow @ChiAutoShow and use the hashtag #CAS10 in your show-related Tweets for second-by-second coverage from us and everybody else in the Twittersphere. Keep an eye out for Twitter-only giveaways and promos, too!