



# 2012 Update 3



**Media Preview February 8-9**  
**First Look for Charity February 9**  
**Public Show February 10-19**  
[www.ChicagoAutoShow.com](http://www.ChicagoAutoShow.com)

**2012**  
**DATES**

## The Industry's Most Important Jury

In the wake of—and congratulations for—both Hyundai and Land Rover on the Elantra and Evoque being named winners in the Car of the Year competitions, the entire industry now turns its attention to the jury that is most important: the public who vote with hard-earned dollars as they pick what will next occupy space in their garages. Nowhere is that group better represented or more effectively marketed to than the Chicago Auto Show. While the Chicago show is without doubt the biggest, it also takes on the significance of being the most influential on the buying public.

Chicago's 2012 show opens Feb. 10-19 to the public with a two-day media preview on tap to share new products, new ideas and the expansion of a very successful first run at a social media day at the 2011 edition. Icing the pre-show cake will be the 21st First Look for Charity, benefitting 18 local charities and sending two attendees home with new Cadillacs.

"The car business has many awards that are deserved and well-received," said 2012 Chicago Auto Show Chairman Steve Foley Jr. "But it's also an industry that is incredibly forward-looking, which means they're anxious to put all of their wares out for the public and motivate them to buy. It's not a tough concept to grasp and Chicago is their biggest stage. Awards make those who compete work harder to win. So while there is celebration—and a little envy—there's also high competition on every level at every show.

"We do everything possible to help manufacturers make that special connection," continued Foley. "From the infinite flexibility of the nation's best convention center to the relative ease with which it gets built; from the media who cover the pre-show to the TV shows that highlight it to millions of viewers, Chicago is a very special show."



### Media Preview

The formal portion of the show's media preview will commence at Wednesday (Feb. 8) morning's Midwest Automotive Media Association (MAMA)/Chicago Auto Show breakfast, where Volvo Cars U.S. President John Maloney will make a trip "back home to Chicago" where he grew up (See MAMA on Page 5)

Following breakfast, the news moves to the show floor for presentations of new products from GMC, Hyundai, Kia, Ford, and Nissan.

The Economic Club of Chicago luncheon—this year in the Grand Ballroom of McCormick Place—will feature yet another speaker with ties to Chicago. Yoshimi Inaba is President & COO of Toyota Motor North America, Inc.; Chairman & CEO Toyota Motor Sales, U.S.A., Inc.; and Director of Toyota Motor Corporation. Mr. Inaba

who studied for his post-graduate degrees at Northwestern University will address one of the nation's premier business groups. A limited number of tickets are available for this event and are available for registered media in the show's media center, Room N426. Business attire is required.

Following the Economic Club, Nissan and others will continue with news events, as well as awards presentations from the popular MotorWeek show and others. MotorWeek has presented its Drivers Choice Awards in Chicago for the past 18 years.

Wednesday evening is open, giving media the opportunity to accept whichever invitations they may receive. From 8 p.m. to midnight, though, the show invites registered media to join them for this year's Sweet Home Chicago party at Joe's Bar on Weed Street. Tickets for this event will be available in the media center, Room N426 of McCormick Place.

*cont'd on pg 2*

## Bright Lights for the Big City

As the date grows close and excitement builds, more and more will turn to the Internet to interact with the nation's largest auto show. At ChicagoAutoShow.com, those website visitors can buy tickets, check out appearances, get a preview of nearly every vehicle on the show floor, go inside the show with six webcams and drive deep into the illustrious history of the nation's longest-running auto show.

"The Chicago Auto Show's website is a window," said Steve Foley Jr., show chairman, "that lets visitors explore and discover all the show has to offer. From our fantastic daily photo galleries to our interactive blog to our user-controlled webcams, it's a site that brings the auto show experience into people's homes."

Mobile users aren't neglected either. Smartphone users are automatically redirected to ChicagoAutoShow.com/mobile. It's a light version of the full-featured site that's specifically designed to interact with attendees. Those who don't want to wait in line can buy tickets on their phone in about a minute. Don't know what's going on? Check the daily schedule for appearances. Want help shopping for a new car? Check out the "Vehicles on Display" section.



The Chicago Auto Show also leads the way when it comes to social websites. The show's Facebook page currently enjoys an ever-expanding legion of more than 12,000 fans and is constantly conducting contests, ticket giveaways and interacting with them—and with each other. The show also utilizes Twitter (@chiautoshow & #CAS2012) to connect with followers and attendees.

According to Dave Sloan, show general manager, "In today's fast-paced, mile-a-minute world, it's important to connect with fans, attendees and followers on a number of levels so everyone stays engaged before, during and after the show. That's key to our experience and important to our exhibitors."

If you've registered for media credentials for our show, you received a detailed set of links to specific pages on the site, the webcams, our high resolution showfloor map and much, much more. Please free to use them in any way you wish in your discussions about the Chicago Auto Show. As always, if you have any questions or suggestions, we're always listening. Feel free to shoot a note to CATA Internet Director Mark Bilek at mbilek@drivechicago.com.

## Most Important Jury cont'd from pg 1

### Social Media Thursday

Last year's Chicago Auto Show took a bold leap forward by being the first to dedicate part of its media preview to the ever-expanding group of social media. Chrysler Corp. will host breakfast, show new vehicles and make executives available for interview in the biggest display they build anywhere.

Throughout the morning, manufacturers will hold events that—while open to traditional media—will be crafted to accommodate bloggers, influencers, Facebook fans, club members and others upon which many turn to for their opinions.

"Think of your friends and there's always someone who is the 'expert' on cars," said show co-chairman Michael Ettleson. "While we have sought them out, the interesting part of our social media group is that it is comprised of people the manufacturers themselves find valuable. Each car maker will be able to invite those they think will benefit from being there.



Those invited aren't limited to where they go, and programs will be posted and running throughout the day."

"We said in 2011 that we were trying an experiment and seeing what happens, not knowing how it would play out," said the show's general manager, Dave Sloan. "It was very warmly received by all who participated—both from the manufacturer and social media sides—and the participation in the program this year has expanded nicely. We view this as a big plus in keeping the auto show's messages in front of the public for the entire ten-day run of the show, not just the preview."

### How the show fits in the "Big Puzzle"

"Our mission is to produce an outstanding show for our public," continued Sloan. "But we are also dedicated to our manufacturers, dealer members of the Chicago Automobile Trade Association, sponsors and supporters to have a show that's attractive, affordable, exciting and motivating. It's what we do best, and I can't wait to get back to McCormick Place."

## Socially Acceptable

Although the Chicago Auto Show only comes around once a year, that doesn't mean new and exciting things happen only during its media preview or public run. The skyrocketing social media phenomenon is a fast and effective way to get the word out about what new vehicles are coming out, new technology in cars, appearances, and up-to-the-minute information via Facebook, Twitter and blog posts.

Also this year, we are again inviting bloggers to our media preview. The show wants to utilize social media to the best of its advantage by helping manufacturers communicate with their "fans." We believe that getting the word out via any social media avenue can only advantage the Chicago Auto Show and the manufacturers.

The social media portion of the two-day preview will emulate the same format as a typical preview day with the exception of manufacturers that will conduct different programs geared toward a different—yet equally important—audience. In that manner they can garner the most coverage for the type of

audience they are targeting.

The show will also provide ongoing Digital Media Releases (DMRs). These are quick-paced video news and activity releases designed to keep show interest at peak level with both media and show fans alike. Some DMRs will contain hard news content featuring manufacturer explanations of their newest vehicle in depth, while others will highlight executive interviews and perspectives.

Daily "webisodes" will be comprised of short videos showcasing many of the exciting events happening at show, such

as celebrity signings, test tracks and outdoor test drives. Our mission is to keep the show and its activities pinging blogs, Facebook, Twitter feeds and Smartphones throughout the full run of the show.

The Chicago Auto Show is already quite active at keeping our Facebook, Twitter, and Blog up to date on whatever may be happening in the automotive world. As soon as we know, you'll know!



## Economic Club of Chicago Luncheon

### Grand Ballroom, McCormick Place at noon, Feb. 8

Bringing his years of Toyota and industry expertise to one of our country's most prestigious business organizations will be Mr. Yoshimi Inaba, President & COO of Toyota Motor North America, Inc.; Chairman & CEO, Toyota Motor Sales, U.S.A., Inc.; and Executive Advisor to Toyota Motor Corporation.

Mr. Inaba is also president and COO of Toyota Motor North America, Inc. (TMA), the holding company for Toyota's North American sales, engineering and manufacturing operating units. He is responsible for Toyota's U.S. sales, marketing, distribution and customer service arm in Torrance, Calif. He also serves as an executive advisor of Toyota Motor Corporation (TMC), Toyota's parent company in Japan.

Inaba joined TMC in 1968, immediately after graduating from Japan's Kyoto University. His first overseas assignment was in 1985 at Toyota's German sales company, where he worked for three years. After returning to TMC in Japan, he spent five

years at the Europe Division, then moved to TMS in 1993, becoming senior vice president in 1996, responsible for sales and marketing for the Toyota and Lexus divisions.

Mr. Inaba returned to Japan in 1997 and was named to TMC's Board of Directors (with managing director status) where he oversaw European and African operations. In 1999, he moved back to the States to become president of TMS, and in June 2003, was made a senior managing director at TMC. In June 2005, he became an executive vice president, focusing on Toyota's Chinese operations.

In June 2007, he was appointed president and chief executive officer of Central Japan International Airport Co., Ltd., and a senior advisor to the board of TMC. In June 2009, Mr. Inaba returned to TMC in his current capacity.

Inaba was graduated from Kyoto University with a degree in economics. He also earned a master's degree in business administration from Northwestern University's Kellogg School of Business in June 1976.



# First Look for Charity: Grandeur, Cadillacs, Blues Traveler

Plans and arrangements for the show's black-tie First Look for Charity have already commenced. This year, ticket buyers will find a flurry of high-line Chicago restaurants augmenting an already outstanding array of offerings from the Savor Food Group at McCormick Place. Extensive hors d'oeuvres, sweet and savory items, plus custom potables from almost 20 restaurants and "adult beverage" crafters will make this year's First Look an even more memorable night.

Eighteen Chicago area charities will benefit from more than \$2 million expected to be raised at the black-tie gala. Now in its 21st year, First Look for Charity is held the evening before the auto show opens to the public.

Benefactors also have the chance to win one 2012 Cadillac Escalade and one 2012 Cadillac SRX. Both prizes are compliments of the Chicagoland and Northwest Indiana Cadillac Dealers.

Following the prize-vehicle drawings, rock quintet Blues Traveler will perform, bringing the spontaneous spirit of the band's legendary live shows. Blues Traveler's best-known single, "Run-Around," is the longest-charting radio single in the history of Billboard magazine. Along the way, the band has played more than 2,000 live shows in front of more than 3 million people.

"First Look for Charity has become one of the special events on the winter schedules of Chicago socialites and car buffs," said Steve Foley Jr, the show chairman. "But this astounding display of giving every year demonstrates that this show is about a lot more than just vehicles and accessories. It's also about giving something back to the charities of our community."

The 18 organizations participating in this year's First Look for Charity are predominantly children-oriented. Some operate on a global level; others, locally. The charities receive 90 percent of the proceeds from the event, and all those proceeds are used in their efforts in the Chicago area, Foley said.

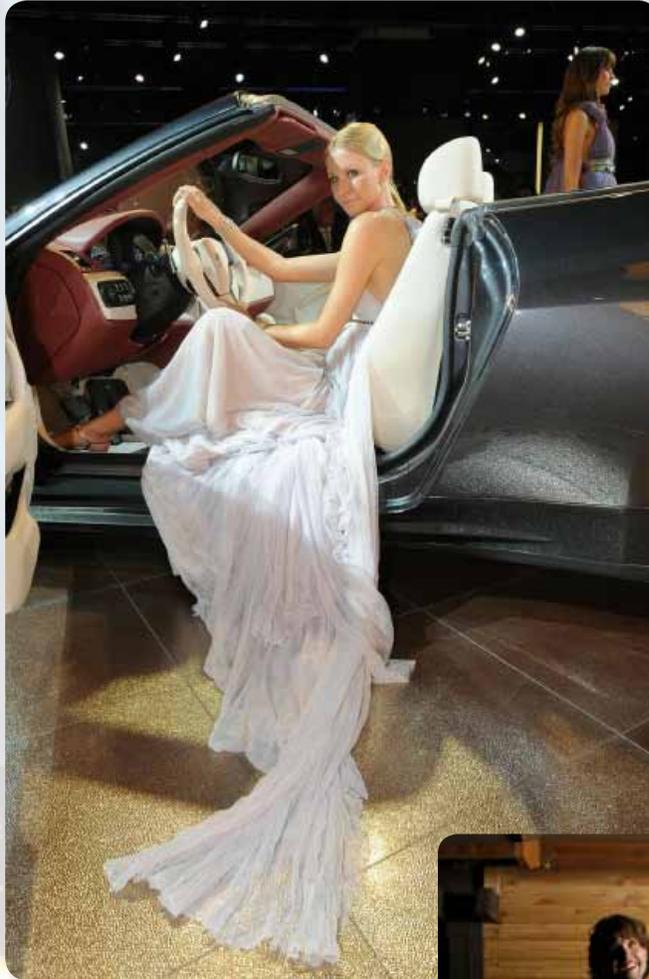
Tickets to the event are \$250 each and can be ordered by calling 630-495-2282. Benefactors are allowed to indicate which charity or charities they wish their donation to benefit—or be split equally among all participants. Of each ticket, \$207 is tax-deductible as a charitable expense.

Charities involved in the 21st annual First Look for Charity are the 100 Club of Chicago; Boys & Girls Clubs of Chicago; Catholic Charities of the Archdiocese of Chicago; Catholic Charities, Diocese of Joliet; and Children's Memorial Hospital.

Also, Clearbrook; The Cradle Foundation; Cystic Fibrosis Foundation; Franciscan Community Benefit Services; Franciscan St. James Health; and the Ray Graham Association for People with Disabilities.

And, Juvenile Diabetes Research Foundation; March of Dimes; Misericordia Heart of Mercy; Respiratory Health Association of Metropolitan Chicago; Special Olympics Illinois; Spina Bifida Association of Illinois; and the Jesse White Tumbling Team.

Care for a virtual taste? Keep an eye on some of Chicago's best-known food blogs and Facebook postings for reviews, as a caravan of foodies completed a warmup lap and test drive of the menu and the reviews have been awesome!



# Chicago Auto Show Grabs Two Top 10s

*Why "Spreading the News" is more than a lyric from a Sinatra song.*

David Letterman isn't the only one who compiles Top 10 lists. And apparently the message is that when you have news to reveal, the Windy City is a pretty darn good place to do it.

Autoblog.com, one of the most influential and respected automotive enthusiast websites, put out a year-end compilation of the site's Top 10 most popular posts of 2011. Wouldn't you know it? Seems the Chicago Auto Show grabbed not one, but two of the most popular stories of 2011. Additionally, Chicago was the only auto show mentioned in any of the Top 10 posts—and it did that twice.

Stories about the 2012 Dodge Charger SRT8 and the 2012 Chevrolet Camaro ZL1 were #9 and #6 on the list. Both posts had legs because the Charger SRT8 and Camaro ZL1 made their debut at Chicago in 2011--though having a combined 1045 horsepower didn't hurt either. You've got to wonder what vehicles will debut this year in Chicago, but only time will tell.

You can find a listing of Autoblog's Top 10 here: <http://www.autoblog.com/2011/12/30/autoblogs-most-popular-posts-of-2011/>.

Be sure to join us in Chicago in just a few weeks to see lots more introductions of 2012 and 2013 car models. If you didn't pre-register, don't stay home. Just come to the show's media center--room N426-- and we'll take care of you. Promise. Or visit [www.ChicagoAutoShow.com](http://www.ChicagoAutoShow.com) --and don't forget to like us on Facebook and follow us on Twitter, too!

*On the right you'll find a couple of screen shots from Autoblog.com whose readers thought Chicago's show had some pretty special new pieces to see. Thanks, Autoblog folks!*

6: Chicago 2011: 2012 Chevrolet Camaro ZL1 is the fastest, most powerful ever



9: Chicago 2011: 2012 Dodge Charger SRT8 is a 465-horsepower family sedan



## Midwest Automotive Media Association/ Chicago Auto Show Breakfast

Kicking off the formal portion of the Chicago media preview at the MAMA/CAS Breakfast will be John Maloney, the newly appointed the new President of Volvo Cars, U.S.

Mr. Maloney brings nearly 30 years of automotive experience with him, most recently coming from a position as Vice President, Marketing and Product Planning at Volvo Cars North America.

"The U.S. market is vital for the ambitious growth targets we have set for the company. Therefore, I am very happy that John has accepted to lead our U.S. business," said Stefan Jacoby, President and CEO of Volvo Car Corporation.

John Maloney joined Volvo Cars of North America in 2000, arriving from Ford Motor Co. He became Vice President Marketing Communications in 2002 and in 2008 Product Planning was

added to his responsibilities. He has been acting president of Volvo Cars of North America since May 2011 and replaced Doug Speck, who was appointed Senior Vice President of Marketing, Sales and Customer Service at Volvo Car Corporation.

"The future for Volvo in the U.S. is very bright and I'm honored to lead the brand during this very exciting time," said Maloney. "My priority is to build upon the 2011 success and remain focused on delivering sustainable growth driven through our core volume products: the Volvo S60, XC60 and XC90."

The United States is Volvo Car Corporation's biggest market with more than 60,000 sold cars in 2011 via its 315 dealerships throughout the country. 2011 sales were up 27 percent versus 2010, mainly driven by the successful Volvo S60, XC60 and XC90 models.





## Official Hotels

Thanks to great feedback from previous years, we are happy to announce that the Sheraton Chicago Hotel and Towers will again be an official hotel of the 2012 Chicago Auto Show. The Sheraton Chicago is offering show media, exhibitors, and attendees an exclusive rate of \$115 a night, and a peaceful home-away-from-home in the heart of a vibrant Chicago.

Guests registering with the 2012 Chicago Auto Show will be treated to more than a luxurious stay. Conveniently located on the north side of the Chicago River at Columbus Drive, the Sheraton Chicago offers easy access to Lake Shore Drive, the "Magnificent Mile" on Michigan Avenue, and Navy Pier. After all, nothing shows off the city like the great food and entertainment of Streeterville, River North, and the Loop.

Along with a great location, guests registering with the 2012 Chicago Auto Show will also be treated to a number of the Sheraton Chicago perks not usually included with standard room rates. For example, guests with the show

will also receive complimentary in-room internet access, health club and pool access, local newspaper and USA Today, use of the McCormick Place Shuttle\*, and Double Starwood Preferred Guest points.

To make a reservation at the special Auto Show rate, please visit <http://www.starwoodmeeting.com/book/>

[chicagoautoshow](http://chicagoautoshow.com) or call 800-325-3535 and mention booking code AUTO.

The Chicago Auto Show is pleased to introduce its newest hotel, the 5-star Elysian Hotel Chicago. The Elysian was recently honored by Conde Naste Traveler Magazine as America's Top Hotel. (<http://www.wisam.com/Article.asp?id=2314114&spid=>)

The Elysian will offer show media, exhibitors and attendees an exclusive rate of \$225 for a classic king in the heart of the chic Gold Coast neighborhood.

Exclusive shopping, dining and nightlife in Chicago are readily available because of the Elysian Hotel Chicago's prime location.

This remarkable experience comes complete with spacious guest rooms which average 890 feet, advanced in-room technology; LCD high-definition televisions, touch screen Voice-Over-IP telephone with complimentary national calling and wireless Internet, international channeling and integrated Bowers & Wilkins speaker system. If that's not enough, concierge and guest ambassadors, laundry and dry cleaning services and

complimentary access to the Elysian Spa & Health Club are also included.

To make reservations at the special Auto Show rate, please call 312-646-1300 and mention booking code 2840. If you have any further questions please contact the hotel at [communicationcenter@elysianhotels.com](mailto:communicationcenter@elysianhotels.com).



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