



2012 Wrap Up



www.ChicagoAutoShow.com

Chicago's Clout With Buyers Still Rules

It's no secret that auto shows work on a multitude of levels. If they didn't, the idea borne under Sam Miles, the Chicago Auto Show's first promoter, would be an idea long forgotten by the Windy City, not to mention the automotive industry. But what they learned quickly is that engaging potential consumers in a public show is a concept that informs, inspires and motivates people to take action.

Now—111 years after the first show was staged in Chicago's Coliseum—those same reactions remain valid and amplified, not only in the Windy City, but also around the world.

According to findings from the highly regarded Foresight Research:

- More than three times as many 12-month intenders as non 12-month intenders came to the show
- Attendees are twice as likely as general area residents to purchase a new vehicle within three months
- Of total attendees, one quarter came from outside Chicagoland.

"The Foresight findings speak very well of the health and impact of our show," said Dave Sloan, general manager of the Chicago Auto Show. "In just those initial pieces of data we can see that our show has a broad appeal; is a strong motivator for consumers to translate their visit to McCormick Place to a visit to a dealership; and our reach is far more than just the local population. When 25 percent of show-goers come from outside our area, it also speaks volumes about Chicago's appeal as a destination for tourism."

"There's no argument that ours is the preeminent consumer show in the U.S.," Sloan added. "No other show has the undisputed king of convention centers in McCormick Place, and our audience of potential customers is not tied to any particular brand. And from the manufacturer side, we're the 'neutral Geneva' show of the United States, with no

geographic ties to manufacturers.

While the full study will be finalized in the next few months, other initial data of note from Foresight showed that:

- Approximately two-thirds of attendees come every year or every other year
- Visitors spend 2.9 to 3.8 hours at the show (average), depending on ride/drive participation
- Almost three quarters of attendees added a brand to their

consideration list as a result of their auto show visit

- Show attendees are 10 times more likely to influence 16 or more people each year than are general area residents who don't attend.

"Sales numbers for our local dealers were strong before the show," said Steve Foley Jr., chairman of the 2012 Chicago Auto Show. "But the strong bounce we get every year from the show appears to be even stronger this year. From my conversations with other Chicago Automobile Trade Association directors, colleagues and friends in the business, the show performed its function exceedingly well—and they're seeing results in their dealerships. That translates to more sales for the dealer and better deals for the consumer. It's why this show has worked as well as it has for more than a century."



MAMA Breakfast

"I'm smiling for two main reasons," said John Maloney, president of Volvo Cars of North America. "Not only am I here to share some of the many reasons why Volvo is the fastest-growing luxury brand in America, but I personally feel at home here at the Chicago Auto Show because Chicago *is* home. You see, Chicagoans never really leave, they just visit other places on their way back!"

Maloney opened the first day of the media preview for the Chicago Auto Show at the Midwest Automotive Media Association breakfast.

Maloney recalled that even though he grew up nearby, each boyhood trip downtown was special because it was like venturing into a familiar but different world full of tall buildings, busy streets, bustling neighborhoods and, of course, a lot of good food.

"The Chicago Auto Show was an annual tradition for my family and it spurred my love for cars—especially muscle cars," recalled Maloney.

"In fact, while I was in college, I drove a 1973 Plymouth Duster 340. Loaded with torque, it was a four-speed with American Racing wheels. Today, my tastes in power and performance are unchanged—only with Swedish muscle and the S60 R-design that I drive. My heart still jumps when I think about the beautiful growl it made ripping down the highway!"

Maloney pointed that out because it's something we all can relate to. He said we all have an affinity for cars, nearly everyone has a car story to tell, and the Chicago Auto Show is where many of those stories are born for thousands of visitors each year.

Maloney said it's fitting that the nation's largest and longest-running auto show would serve as a platform to communicate that the U.S. auto industry is on very solid footing by showcasing the fun, dynamic, customer-centric products we all see and enjoy here in Chicago.

In the broad picture, the auto industry is positioning for strong days ahead, led by advances in technology; vehicles that address the lives and purchasing decisions of consumers; and an overall vision to adapt more quickly to an ever-changing marketplace.

Volvo grew 25 percent domestically and 20 percent globally, the best percentage improvement of any luxury premium brand.

Consumer confidence—which runs in tandem with employment trends—is up again to levels not seen since April 2011. While it's too soon to tell where we'll eventually land, consumer attitudes bounced back in time for the November 2011 holiday shopping season, after lagging for months.

What does that all mean?

"For the industry, it means we're building momentum,"

Maloney commented.

"For Volvo, it means that innovation will be front and center. We will continue to raise our luxury cache, to raise the performance and efficiency of our vehicles, all while burnishing the exclusive mantle of safety to which only Volvo can lay claim.

"While our safety leadership is unquestionably what underscores everything we do at Volvo, we know that consumers look for

more than safety," he continued. "They look for, well, 'looks.'"

The Volvo Concept You, which was on display in Chicago, is a bold step that gives a nod to the future of Volvo design.

The Concept You combines a sleek, coupe-like exterior with a luxurious, high-tech interior that keeps the driver in command

via intuitive, smart pad technology. Stefan Jacoby, Volvo Car Corporation's president and CEO, has made it clear that the brand will have a gasoline-powered plug-hybrid on the U.S. market in a few years, but he has yet to determine in which model it will debut.

"To summarize," concluded Maloney, "This is an exciting time for the industry, an exciting time for Volvo.

And Chicago is an ideal

venue to highlight where we're collectively headed as automakers.

"Here in Chicago, we can enjoy our connection to this industry, from the people we meet to the cars we get to see and drive, and to share our enthusiasm with others. Yes, we are here—and will continue to be—at the Chicago Auto Show, the biggest consumer show in the nation."



2012 Chicago Auto Show an Indicator of Growing Economy

If the 10-day run of the 2012 Chicago Auto Show is any indication of where the nation's immediate economic future is heading, Americans can look for a uptick led by the auto sector.

"We felt a surge even before we opened the Chicago show's doors," said Dave Sloan, general manager of the annual show held at the mammoth McCormick Place on Chicago's lakefront.

"Our pre-show sales were in excess of 200,000 tickets. That led us to believe we were going to be in for a good year for both our exhibitors and our dealers once the show closed its doors."

"The region was blessed with cooperative weather, too, which helped drive the nation's largest auto show to its most successful finish since 2008," said Sloan. "The first weekend of our show generally leaves our area franchised new-car dealer showrooms a bit light. But by the second weekend, consumers are making decisions on where they're going to spend their money, and showroom traffic and purchases spike."

After the 2011 show, consumers took advantage of the buzz created by the show and subsequently hit dealerships with a fury that took dealers by surprise. Many of them reported triple-digit sales for the closing weekend of the month, with some customers taking advantage of special auto show bonuses that are truly "found money" incentives available during and immediately following the event. 2012 seems to be following the same model.

"There were other factors making the show a success," continued Sloan. "With more than five miles of truss lighting hanging over the show floor it literally shined. Spectacular

exhibits packed with new products left consumers primed for a return to the market. Interactive engagement showed off new technology and taught everyone that the recent recession didn't slow down product research and development."

Aging Fleet, Gas Prices, and Readiness of the Industry

"The age of the nation's fleet is now older than it has ever been—nearly 12 years," said Steve Foley Jr., chairman of the 2012 Chicago Auto Show. "Increasingly, people not only desire new cars, but have a need to replace what's in their garage.

Even rising fuel prices may not slow demand. For consumers who have been

putting off a new-car purchase, this may be the incentive to spur their decision.

"High prices at the pump usually hurt new-vehicle sales," said Foley. "But in an odd twist, the industry may actually be poised to benefit from the situation."

Show-goers and consumers nationally are finding that the auto industry has never offered a broader selection of fuel-efficient internal combustion engines, hybrids, plug-in hybrids and all-electric vehicles.

"Old technology in the driveway and high prices at the corner gas station could send customers running to the showrooms for more fuel-efficient vehicles," said Foley.

"The Chicago show doesn't offer an indicator of the local auto market alone," concluded Foley. "It foretells the return of the entire economy. If you look back at just about any recession our country has experienced since WW II, it was the automotive sector that led it back. Let's hope the trend continues."



VW Fuel-Efficient Beetle TDI®

At the 2012 Chicago Auto Show, VW unveiled the third model in the Beetle lineup: the fuel-efficient TDI Clean Diesel model, which has manufacturer fuel economy estimates of 39 mpg on the highway and 29 mpg in the city.

The latest Beetle iteration is more dramatic, with a stronger design than the New Beetle that was sold between 1998 and 2010. The car breaks free of the design geometry defined by three semicircles—front fender, rear fender, and domed roof above it. The roof profile actually runs distinctly lower and can be considered a development of the Ragster concept car.

The Beetle TDI, the only Clean Diesel offering in the compact coupe category, will go on sale this summer as a 2013 model, as:

- The most fuel-efficient 21st Century Beetle
- The first Beetle TDI Clean Diesel model since 2006
- Available in three well-appointed trim levels
- Choice of six-speed manual or dual-clutch DSG® transmissions



2013 Acadia and Acadia Denali

“With an award-winning combination of space, capability and fuel-efficiency, the Acadia epitomizes GMC’s ‘never say never’ attitude,” said Tony DiSalle, U.S. vice president of GMC marketing. “For 2013, our engineers and designers applied that same attitude to developing the new Acadia.”

GMC unveiled the new 2013 Acadia and Acadia Denali at the Chicago Auto Show, highlighting new exterior and safety features including the industry’s first front center air bag. Among the updates in design, Acadia buyers will find new exterior design highlighted by signature LED lighting; a refined interior with soft-touch materials; accent stitching and ambient lighting; rear vision camera standard; and industry-exclusive front center air bag available

The sharp looking Acadia retains the interior functionality popular with families, including the SmartSlide seating system, which allows easy access to the third row for both seven- and eight-passenger seating configurations. Likewise, both the second and third rows still fold flat for class-leading maximum cargo space, including the ability to carry 48-inch-wide sheet goods, such as drywall and plywood.

Acadia Denali

Acadia’s popular, top-of-the-line Denali trim represents 30 percent of sales, so a high priority was placed on adding

premium amenities and refining Denali’s signature design cues. New or redesigned exterior additions include:

- New, three-dimensional polished grille
- Redesigned lower front and rear fascias
 - Body-color lower cladding and rocker moldings and fascia
 - Unique body-side moldings with chrome accents and Denali badges
 - Dual flow-through chrome exhaust outlets integrated into the rear fascia
 - 20-inch machined wheels

Inside, Denali adds standard comfort and safety features, including:

- Perforated leather seating and Denali-specific



Cocoa Dune upholstery color

- Leather-wrapped steering wheel with wood inserts and power tilt/telescope
- Aluminum trim accents
- Accent lighting in footwells and lighted sill plates with Denali logo
- Dual SkyScape sunroof system, with sliding front sunroof and fixed rear section

“When designing the new Acadia, we considered the contemporary shapes and materials GMC buyers expect from many products they buy,” said Dave Lyon, executive director of design. “The Denali’s attention to detail is the ultimate demonstration of this approach.”

Nissan NV 200

“There is an increasing need for a ‘right-sized’ van that optimizes cargo space while offering the best possible fuel economy and an affordable price—the exact sweet spots of the innovative new Nissan NV200,” said Joe Castelli, vice president, Nissan Commercial Vehicles and Fleet. “Businesses today, both large and small, are also looking for vehicles that represent their brands in the best light—smart, innovative, and professional. NV200 does that and much more.”

The all-new Nissan NV200 Compact Cargo Van, made its North American debut in Chicago and is set to join the growing lineup of Nissan Commercial Vehicles in early 2013.

The vehicle received the international van of the year award in Europe and is sold in 40 different countries. The NV 200’s characteristics are car-like maneuver, easy to use, a low floor for easy accessible loading, and center console for storage. Along with these features, the price is substantially less than its competitors which Nissan hopes to set it apart from them.

The Nissan NV200 provides a new entry point for current cargo van and small pickup buyers looking for a compact, efficient alternative to their larger, less fuel-efficient vehicles.



Hyundai Elantra Coupe and GT

Hyundai President John Krafcik introduced a new sport coupe variant to its industry-leading Elantra lineup in Chicago. “This two-door coupe model of the Elantra sedan, available this spring, will attract even more buyers to the Elantra range, further expanding its appeal to savvy consumers,” said Krafcik. “It offers many of the same attributes that made the sedan version a sales success, while broadening its market reach to youthful, sporty buyers willing to forgo four-door versatility for coupe design appeal.”



He shared just how well sales are progressing for Hyundai.

“By the end of 2011,” said Krafcik, “total Hyundai sales were up by 20 percent for the model year. In January of 2012, there was a 15 percent increase in sales, and a 19 percent retail increase. Much of this advancement can be attributed to the North American Car of the Year, the 2012 Hyundai Elantra.”

The Elantra Coupe marks the continuing evolution of Hyundai’s “Fluidic Sculpture” design theme with sporty design language, while assuming a compact coupe segment leadership position with an eco-efficient powertrain, generous convenience features, exceptional roominess and abundant safety features.

Elantra Coupe is the latest vehicle in Hyundai’s 7/11 product initiative (seven new models in the next eleven months), following the Azera and Genesis Coupe.

Elantra GT

Additionally Hyundai staged the North American debut of the all-new 2013 Elantra GT in Chicago.

“Elantra GT is a fun-to-drive, functional, five-door compact hatchback,” said Mike O’Brien, vice president, product and corporate planning, Hyundai Motor America. “It’s the latest example of how Hyundai is redefining the compact car and setting new standards in automotive design, efficiency and functionality.”

The GT brings five-door functionality and European driving dynamics to the expanding Elantra lineup and is slated to hit dealerships this summer. The lineup now includes Elantra Coupe, the popular Elantra sedan—the 2012 North American Car of the Year—and Elantra GT, based on the new-generation i30 model designed for the European market.

KIA Track’ster

“The idea was to make the Track’ster tough-looking, like a bulldog,” said Tom Kearns, chief designer for KMA. “But the car had to be approachable as well. We wanted to base the car in reality so people instantly knew it was a Soul, but with a lot of attitude. It had to be a bold interpretation that would change people’s conceptions of what a sporty Kia could be.”

Then, amid the driving rhythm of heavy-metal music, smoke and blinding lights, Kia Motors America took the wraps off a performance-oriented three-door Soul coupe concept that hints at what could be the future of Kia’s successful Soul.

In a replication of its Super Bowl, er, “Big Game” TV spot, Kia sprinkled “dream dust” over its news conference at the Chicago Auto Show and depicted a man wearing footie pajamas waking to an alarm clock.



And what happens when a dream becomes reality? In the case of the Kia Track’ster concept unveiled in Chicago, the answer—according to media and show-goers alike—was “a very cool car!” The bold attitude to which Kearns referred starts with the eye-catching whiteout and Inferno Orange paint scheme. While the white portrays complex layers and shades that contributed to dramatic depth, the orange seemed perfectly suited for racing. Kia’s signature grille featured an air intake slit trimmed in lightweight carbon fiber. Smoothly integrated headlights sweep back suggestively over the sculpted front-wheel arches. The deeply recessed lenses echo the trapezoid themes found throughout the Track’ster and are accented with compelling LEDs.

Ford Shelby GT 500 Mustang



As executive director of Ford's SVT vehicles, Hau Thai-Tang introduced Ford's newest Mustang addition: the Shelby GT 500 Mustang convertible. Beginning April 1, Hau becomes a corporate officer and Ford's vice president of engineering and global product development. Hau was joined on stage by Tom Jones, Ford's SVT chief program engineer, who said: "With the new GT500, SVT engineers have developed a high-performance

Mustang that has not only won the blessing of Carroll Shelby himself, but one that lives up to the best of what the GT500 badge represents to enthusiasts. The Shelby GT500 delivers on all the key ingredients expected of an SVT Mustang: big power, great handling, awesome brakes, and of course, a distinct look."

The convertible is the newest drop-top model and commemorative-lighted SVT door sill plate to celebrate the SVT's 20-year anniversary. There are two driving modes, a high performance driving mode and a daily driving mode, which the operator can choose with the switch of a button.

The 2013 Shelby Convertible has a supercharged V-8 engine which can reach a top track speed of more than 200 mph. Ford did not reveal any more performance estimates, only promising that it will be the fastest production Mustang convertible offered by the company.

Ford has continued to improve the performance of their vehicles for the past 20 years. From the 1993 SVT Mustang Cobra to the brand new 2013 Shelby GT 500 Mustang, the SVT series has produced more than 210,000 cars and trucks during its impressive 20-year history.

Nissan 2013 370Z



"I'm excited to give consumers the opportunity to have a voice in how they would design their dream Nissan Z," said Erich Marx, Nissan's director of interactive marketing and social media as he announced Project 370Z. "After 60 years of designing and manufacturing their own vehicles, Nissan is relying on the input of their loyal customers to help design the Nissan Z."

"Car companies build project vehicles all the time, but we thought it'd be more interesting to harness the power of social media to reach out to Z@ enthusiasts—the people who are doing this to their own cars every day," added Jon Brancheau, vice president, Nissan Marketing, NNA. "Together we'll create a vehicle that expands on the already outstanding performance and style of the Nissan 370Z with a balance of street and track ready modifications."

The Nissan Performance Facebook page was actively launched concurrent with the Chicago show and will be the home to polls and comments about the new Z design for the ensuing 10 weeks.

"We're excited to see how this group-sourced Z@ will come out and how it will perform on both the street and track," said Brancheau. "Social media has become a powerful communications tool and a great way for us to stay connected with our tremendous fan base. Immediacy, like social media itself, is another benefit of Project 370Z—which will be built from start to finish in less than four months."

MAMA Family Vehicle Award

The Midwest Automotive Media Association (MAMA) announced the 2012 Volkswagen Passat as winner of its second annual Family Vehicle of the Year award. MAMA developed the award to help consumers make a wise buy when it's time to shop for a family vehicle.

"Choosing a vehicle for your family is an important decision," said award coordinator Kirk Bell. "It should be reliable, efficient, versatile, and reasonably priced. The MAMA membership pooled its collective knowledge and experience to pick the best family vehicle from a strong group of recent releases, and the Volkswagen Passat came out on top,"

Voting took place at the MAMA Spring and Fall Rallies, creating a list of 11 contenders: the 2011 Chevrolet Volt, 2011 Dodge Durango, 2011 Dodge Journey, 2012 Ford Edge, 2012 Ford Focus, 2011 Ford Explorer, 2012 Honda Pilot, 2012 Mazda Mazda5, 2012 Subaru Impreza, 2012 Toyota Camry, and 2012 Volkswagen Passat.

Economic Club Luncheon

“Over my 40-plus year career, I’ve never lost my passion for the auto business,” said Yoshi Inaba, president and COO, Toyota Motor North America. “And I must tell you, I am more excited about the industry today than ever. And you might ask why. I would answer: ‘Because after several incredibly tough years, the auto industry is making a strong comeback. That’s positive news for everyone here because the auto industry is the largest manufacturing sector in the nation.’”

Inaba spoke to nearly 1,000 members of the Economic Club of Chicago and invited media during the Chicago Auto Show’s media preview.

He cited data from the Center for Automotive Research showing the auto industry responsible for 8 million American jobs and expecting to add 150,000 new jobs over the next four years.

“As auto sales improve and jobs expand, our industry will act as a powerful engine that tugs the U.S. economy forward,” said Inaba. “And if you still need convincing, take note of this: The auto industry’s current \$500 billion payroll ranks ONLY below the Defense Department and Social Security. So we make a tremendous positive impact on this country. Collectively, the industry will help lead America to better days ahead.”

Inaba talked about the launch of 19 new or updated products this year under the Toyota, Scion and Lexus brands, including the Lexus GS and Scion FR-S on display in Chicago. Nearly half will be hybrids or electric vehicles.

He saved hard news for his address, as well, stating: “I am happy to announce that Toyota will now build our Highlander SUV hybrid in the United States at our plant in Princeton, Ind. To do that, we will invest \$400 million to expand the plant so it can build an additional 50,000 Highlanders, including hybrids. As a result of moving Highlander hybrid production to Princeton from Japan and expanding capacity for the gas model, we will create



400 more American jobs and many more at our U.S. suppliers. That’s great news for this region, for our American customers, and for the U.S. economy because every auto job creates three-and-a-half “spin off” jobs that support those workers.

“I can’t promise you flying cars or Star Trek remotes that beam you up,” he said with a smile. “But I can promise you that Toyota and the rest of the auto industry will be eagerly developing cars that look great, are fun to drive, easy on fuel and the environment, and will help us reach our dreams in the future.”

He peppered his remarks with his engaging, charming personality, which overwhelmingly won over the room. He reflected on his years as a student at the Kellogg School of Business at Northwestern University, where he earned his MBA.

“The time I spent in the Chicago area—and my studies at Kellogg—had a great deal to do with the direction of my life,” said Inaba. “In fact, one of the greatest lessons I ever learned, I learned here. And I’d like to share that lesson with you today: Chicago’s deep dish pizza is the best!”

All New Acura 2013 RDX and ILX

“We are excited to be launching these two new luxury models as the gateway of Acura’s revitalized product lineup,” said Jeff Conrad, vice president and general manager of Acura. “As we embark on our second 25 years as a premium luxury-performance automobile brand, we are excited about the role these two vehicles will play in welcoming a new generation of luxury car buyers to the Acura brand.”

Following its previous appearances as concept cars, Acura unveiled the production versions of two new vehicles at the Chicago Auto Show. A completely redesigned 2013 Acura RDX crossover sport utility vehicle and the all-new 2013 Acura ILX luxury compact sedan were shown. Both new Acura models are scheduled for launch in the spring.

2013 Acura ILX

The 2013 Acura ILX compact sedan is an all-new model that is positioned as the gateway into the Acura brand. The primary target customers for the new ILX are Generation Y— successful 20- and 30-somethings moving into the luxury car ranks but looking for high-value propositions in their purchases.

“First-time luxury buyers tend to place a high value on exterior styling, affordability and environmental issues, and that’s what we have created with the new Acura ILX,” said Jon Ikeda, head of the Acura Design Studio. “The strategy behind this new model is to position ILX as the first opportunity for many young buyers to enter the luxury market.”

2013 Acura RDX

The 2013 Acura RDX, the second generation of Acura’s five-passenger crossover SUV, will up the ante with a new approach to achieving both advanced performance and fuel efficiency via a new engine, transmission and all-wheel-drive system. The new RDX will be available in front-wheel-drive and all-wheel-drive variants.

Toyota 100 Cars for Good



Toyota's vice president of philanthropy and community affairs, Michael Rouse, announced at the Chicago Auto Show that 100 Cars for Good would be back again this year.

Toyota will begin accepting applications for the second year of 100 Cars for Good in mid-March for two weeks or until they reach 5,000 applications. This year they will give away Siennas, Camrys, Tundras, Highlanders and Priuses. As an added bonus, each vehicle will include a six-year, 100,000 mile service agreement. The 400 finalists who are not chosen as vehicle recipients will still receive something from Toyota: a \$1,000 check.

In 2011, this program enabled nonprofit charities to apply through Facebook to be one of 100 recipients to receive a new Toyota vehicle. After narrowing it down to 400 from a pool of 3,000 applicants, 100 cars were given away in 100 days to

charities nationwide. Over the selection period, more than a half million votes were cast.

In its first edition, six Chicagoland organizations were chosen to receive new Toyotas from this program.

Leading Edge of the Social Curve



A longtime trendsetter with social-media interaction, the Chicago Auto Show stepped up its game for the 2012 show. In addition to again hosting the industry's only social media preview day, producers of the Chicago Auto Show worked with local PR/marketing firm Vivid Ascent to reach out to social-media influencers in an effort to raise awareness of the show for its exhibitors.

"Nearly than 1,500 influencers joined traditional journalists for social media day and spread the word about the show virally through blogs, Facebook, Twitter and YouTube," said show chairman Steve Foley, Jr. When you reach critical mass with an event like the Chicago Auto Show, it's fun to watch social outlets like Twitter and Facebook explode with content from your event."

Vivid Accent also created 10 daily Webisodes designed to entice and inform attendees. In all, the Webisodes garnered nearly 15,000 views on YouTube.

Dave Sloan, general manager of the Chicago Auto Show said, "Utilizing a platform like YouTube for the Daily Webisodes, we were able to connect not only with people planning to come to the show, but people around the world who are interested in automobiles. That's a benefit to showgoers no doubt, but also a benefit to our exhibitors."

Continental

While helping the Chicago Auto Show to better serve the needs of journalists in attendance, Continental sponsored the media center and on the show floor showcased in-vehicle simulations and touch-screen technologies from the Chassis & Safety and the Interior and Powertrain divisions that are based in suburban Chicago.

Technologies highlighted included the Emergency Steer Assist simulator; Simplify Your Drive, allowing the driver to personalize the driving experience; and the Double Clutch Transmission high-performance powertrain.

Also highlighted was the Continental "One Touch" system that simplifies driver controls. The control unit helps provide excellent environment capability while delivering a sporty and comfortable driving experience.



Mopar 75th Anniversary

“Customization is king,” said Pietro Gorlier, president and CEO of Mopar, Chrysler Group LLC’s service, parts and customer-care brand. “These head-turning ‘Moparized’ vehicles show how we can go to the next level of personalization. With our best-in-class offerings of parts and accessories, we give our customers every opportunity to further enhance the appearance and performance of their vehicles.”

Mopar unveiled four custom vehicles in Chicago, including the Mopar ’12 300, Fiat 500 “Stinger,” Mopar Jeep® Compass “True North” and Dodge Dart “GTS 210 Tribute.” Mopar ’12 will be available this summer straight from the factory, while Fiat 500, Jeep Compass and Dodge Dart custom configurations will be available in the fall as stage kits or à la carte from the Mopar catalog.

Mopar ’12

Building on the success of Mopar versions of the 2010 Dodge Challenger and 2011 Dodge Charger, the new Mopar ’12 transforms the Chrysler 300 flagship sedan into a performance tribute to celebrate Mopar’s 75th anniversary.



2013 Dodge Dart ‘GTS 210 Tribute’

For the all-new 2013 Dodge Dart, Mopar will offer more than 150 accessories, the most in the compact-car segment.

Mopar wasted no time giving the 2013 Dodge Dart even more sporting pretensions both inside and out—and they trotted them out in Chicago. The Alfa Romeo-based—and built in Belvidere, Ill.—Dodge Dart already has sporty driving dynamics baked into its DNA, and Team Mopar has added even more distinction to reinforce the car’s fun-to-drive nature.

2012 Fiat 500 ‘Stinger’

Building on the Fiat 500’s “Hottest Sports Compact Car” award by the Specialty Equipment Market Association (SEMA) this past November, the new Fiat 500 “Stinger” integrates two Mopar stage kits that deliver bold styling appointments and select high-

performance parts from the Mopar catalog.

2012 Mopar Jeep Compass ‘True North’

Like all Trail Rated® Jeep models, the Jeep Compass is a capable off-road machine. With the Mopar Jeep Compass ‘True North’ model, Mopar further improves its off-road form and function.

Toyota Hybrid MONOPOLY

Toyota and Hasbro teamed up to bring the Toyota Hybrid MONOPOLY Ride Experience to the Chicago Auto Show. The program allowed attendees to experience the capabilities and advantages of the third-generation Prius, all-new Prius v, Camry Hybrid and Highlander Hybrid models.

“We expected to ‘touch’ around 20,000 show patrons with this program,” said Toyota spokesman Curt McAllister, who appeared on the Drive Chicago radio show on WLS AM890. “But Chicago far exceeded our expectations. We finished the show with approximately 32,000 potential customers in this experiential display.”

Teams of professional drivers and trained product specialists took guests on a fun and informative demonstration



ride through an eco-friendly course patterned after the iconic Monopoly game board. Participants learned about the features of Toyota hybrid vehicles along the way, including regenerative braking, multiple drive modes and best-in-class fuel efficiency. Those completing the ride and a brief survey received a complimentary gift from Toyota.

“By incorporating design elements from the game into the Toyota Hybrid MONOPOLY Ride Experience, we were able to present the Toyota Hybrid Synergy Drive experience in a fun and unexpected way,” said Keith Dahl, Toyota’s national engagement marketing manager. “This exhibit really gave fans of the game an innovative way to interact with our hybrid models.”

Visiting the Show



Chicago Mayor Rahm Emanuel (sweater) toured the show with directors of the Chicago Automobile Trade Association and show General Manager Dave Sloan (right).



Illinois Gov. Pat Quinn spoke at the 2012 Chicago Auto Show's opening ceremony, which also was attended by Illinois Secretary of State Jesse White (right).



Cook County Board President Toni Preckwinkle and other county officials held a news conference at the show to launch the "Commit to Cook" campaign, which encourages residents to support county businesses and engages the business community to spur economic development.



Mayor Fred Brereton (center) joined fellow residents of Belvidere, Ill., at the show to celebrate the new 2013 Dodge Dart, which begins production this spring at Chrysler's Belvidere assembly plant.

Food Drive

A Safe Haven was again the beneficiary of a food drive sponsored by the Chicago Auto Show, Humana, Chrysler, Be! Products, Alan Josephsen Co. Inc. and the Chicago Sun-Times. Setting a new collection benchmark, more than 10 tons of canned goods were collected by the organizations in exchange for a discount ticket to the show.

"We are grateful to our sponsors for the opportunity to put on our food drive for the homeless," said Neli Vazquez-Rowland, named Chicagoan of the Year last year by Chicago Magazine. "Chicagoans are able to see the world's most innovative car models by donating to America's most innovative community development model, based right here in Chicago.

"This is an exciting privilege to participate in A Safe Haven's Food Drive at the Chicago Auto Show, which I've been attending since I was a little boy," said A Safe Haven resident Wilson Dawes, who volunteered at the booth last year. "A Safe Haven has been like a miracle in my life. Thanks to the Chicago Auto Show, so many people will learn about A Safe Haven's wonderful work."

"Over the past 16 years the Chicago Auto Show has collected over 300,000 pounds of food for A Safe Haven, and we believe that the food drive is an important element of the work we do each year in putting on the Auto Show in this great community," said Steve Foley Jr., chairman of the 2012 Chicago Auto Show.



First Look Tops \$2 Million Mark

Eighteen area charities tonight shared in more than \$2 million raised by the 2012 Chicago Auto Show's benevolent event, First Look for Charity, and two attendees left with the keys to new Cadillacs.



The black-tie benefit, which is held the evening before the auto show opens its 10-day public run, raised \$2,128,601, boosting its total to more than \$34 million over 21 years.

"First Look for Charity is a great instrument for the area's new-car dealers to show the positive impact they have on their community," said Steve Foley Jr., 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 \$250 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 was the drawing for the event's grand prizes, a 2012 Cadillac Escalade valued at \$64,377, and a \$42,383 2012 Cadillac SRX. Wheeling's Jill Nelson won the former and Richard Onik of Homer Glen won the latter.



For Onik, winning the gala prize came on his 60th birthday. "My kids know I'm interested in cars and they wanted to do something special for me. Even before I won, it was a special night."

One day after winning, Nelson's excitement remained. "I'm on Cloud Nine!" she exclaimed. "I've been Facebooking all day, all night. I'm sure the cleaning crew had a field day wiping my drool off" the prize Escalade.

The proceeds of Nelson's ticket purchase benefited The 100 Club of Chicago; Onik's purchase was designated to benefit all the 18 nonprofits. Other organizations involved in the 2012 First Look for Charity included Boys & Girls Clubs of Chicago; Catholic Charities of the Archdiocese of Chicago; and Catholic Charities, Diocese of Joliet.

Also, Children's Memorial Hospital; Clearbrook; The Cradle Foundation; Cystic Fibrosis Foundation; Franciscan Community Benefit Services; Franciscan St. James Health; the Ray Graham Association for People with Disabilities; and Juvenile Diabetes Research Foundation.

And, 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.

The SRX and Escalade were provided compliments of Your Chicagoland and Northwest Indiana Cadillac Dealers.

Best In Show

For the seventh straight year, consumer voters proclaimed their favorites in five categories in the Chicago Auto Show's "Best of Show" balloting. In voting conducted over the 10-day public run of the nation's biggest auto show, winners in the contest's five categories were:

- Best All-New Production Vehicle: Ford Shelby GT500 (23 percent of vote)
- Best Concept Vehicle: Lexus LF-LC (30 percent of vote)
- Best Green Vehicle: Chevrolet Volt (24 percent of vote)
- Best Exhibit: Jeep (29 percent of vote)
- Vehicle I'd most like to have in my driveway: Ford Shelby GT500

"Best of Show voting has become a benchmark measure, and winning in any category is quite meaningful for our manufacturers and exhibitors," said show chairman Steve Foley, Jr. "In a year where attendance increased yet again and we boasted four indoor test tracks and five outdoor test drives, consumers had a better chance than ever to weigh the competitors and let their voice be heard."

Each of the first four winners beat out seven other vehicles. The eight finalists in Best All-New Production Vehicle, Best Concept Vehicle, Best Green Vehicle and Best Exhibit were selected by a jury of automotive experts. In the fifth category, "Vehicle I'd most like to have in my driveway," voters could choose from any of the nearly 1000 vehicles on the show floor.

According to the results, voters considered the Ford Shelby GT500 convertible, a 2012 Chicago Auto Show world introduction, the Best All-New Production Vehicle. Interestingly, Ford also garnered runner-up status with the all-new Fusion. Posting a strong third-place finish was the locally-built Dodge Dart.

For the third year in row, the extended-range-electric Chevrolet Volt was selected as Best Green Vehicle. No doubt the Volt result was bolstered by outdoor test drive and spacious indoor Volt-themed display area. Placing second was the all-electric Ford Focus.

Best Concept honors went to the stunning Lexus LF-LC. The striking 2+2 hybrid sport coupe concept captivated show goers and posted a clear victory. The equally alluring Cadillac Ciel placed second.



Returning to the top spot for a second year in a row as Best Exhibit was the Jeep brand. Jeep upped the ante this year with its reconfigured test track experience that featured an 18-foot drop, rock-climbing wall and mini-Jeep course for kids. Posting a close second was the rejuvenated and highly interactive Ford display that featured the Shelby Mustang GT500 on a Dynamometer and a rock-and-rolling Ford Focus ST simulator.

Every year of the competition, the tightest race of all is the pick for "Vehicle I'd most like to have in my driveway." This year was no different as the Shelby GT500 and Jeep Grand Cherokee battled neck and neck to the last day. Ford fans mashed the gas on the final day to put the electric blue Shelby GT500 on top.

Thousands voted in the competition, which was sponsored by the Chicago Tribune and Cars.com. Each consumer that voted was entered for a chance to win prizes.

The awards for Best of Show will be presented to the winning manufacturers at the annual Midwest Automotive Media Association Spring Rally.



Chicago Auto Show
Chicago Automobile Trade Assn
18W200 Butterfield Road
Oakbrook Terrace, IL 60181 USA
P: 630.495.2282 (CATA)
F: 630.495.2260
www.ChicagoAutoShow.com

Key Contacts

CATA President & Auto Show General Manager
Dave Sloan
630.424.6055 direct
dsloan@DriveChicago.com

Executive Vice President and Director of Auto Show Operations
Chris Konecki
630.424.6075 direct
ckonecki@cata.info

Director of Communications
Paul Brian
630.424.6069 direct
paulbrian@DriveChicago.com

First Look for Charity Manager & Director of Dealer Affairs
Erik Higgins
630.424.6008 direct
ehiggins@cata.info

Director of Special Events & Exhibitor Relations
Sandi Potempa
630.424.6065 direct
spotempa@cata.info

Internet Director
Mark Bilek
630.424.6082 direct
mbilek@DriveChicago.com