



Chicago Auto Show 2013



Wrap Up

Media Preview February 6-7
First Look for Charity February 7

2014
DATES

Public Show February 8-17
www.ChicagoAutoShow.com

Nation's Largest Consumer Show Puts the Buyer in the Driver Seat

Offering 1 million square feet of show floor space and ample access to vehicles, the Chicago Auto Show is widely considered the nation's most consumer-friendly. This year, the show's exciting 10-day run concluded by drawing an impressive crowd on Presidents Day.

"Our one-day shift in dates proved to be all that we hoped it would be and more. Pushing the Media Preview to Thursday and Friday drew a great crowd, returning First Look for Charity to Friday night grew attendance over last year, and our Presidents Day attendance was more than double that of the Friday opening day from a year prior," said Chicago Auto Show General Manager Dave Sloan.

Test tracks and test drives also continue to be a huge consumer hit at the Chicago Auto Show. This year, the show featured three indoor test tracks and six outdoor test drives. Chrysler Group returned with the ever-popular "Camp Jeep" track and also had a multibrand test track with a 0-30 mph acceleration lane.



Toyota offered the Let's Go For A Ride indoor experiential program that raised \$16,662 for a trio of national charities. Inspired by Toyota's new slogan, Let's Go Places, this course provided show goers with personalized rides in several Toyota vehicles – including the Avalon, Avalon Hybrid, Camry, Camry Hybrid, Prius c, Prius v, RAV4 and Venza.

Cadillac, Ford and Subaru were three manufacturers that provided outdoor test drive opportunities for potential buyers. Cadillac's test drive was on a closed course designed to highlight the driving dynamics of new Cadillac models. Overall, the Cadillac drive had more than 3,551 takers with 2,365 being drivers.

Subaru returned with its outdoor Ride & Drive at the Chicago Auto Show. According to Drew Watson, director of the Chicago Zone for Subaru, "We produced over 1,200 total customer on-site test drives at the auto show with the new 2014 Subaru Forester accounting for over 30 percent of them."

"The Ford test drives at the Chicago Auto Show allowed nearly 3,000 people to experience the comfort and fuel-efficiency of several Ford products," said Matt Weber, Business Development Specialist in Ford's Chicago Region. "The consumer feedback was tremendous. In return for their time, test-drive participants were provided a \$10 food voucher for use at the McCormick Place food court."

The Chicago Auto Show also partnered with local media outlets to create special days for attendees. The Chicago Tribune returned as the sponsor of Women's Day, Telemundo was the sponsor of Hispanic Day and Oaklee's Family Guide hosted family-friendly activities on Family Day at the Chicago Auto Show.

#SMP13 Gets the Word Out, #CAS13 Hashtag Trends Nationally on Twitter

Constantly evolving and growing in new direction, social media has become a driving force in news and information delivery. The Chicago Auto Show proved its commitment to providing manufacturers a powerful social media platform to convey news and reach the millennial generation of car buyers during the Media Preview.

This year, the show amplified its Social Media Preview – also dubbed #SMP13 – and added a robust lineup of events including the WOMMA Digital Influencer Awards, Technori Pitch and roundtable discussions with Autoweek, Cars.com, Edmunds and Marketing2Women & Ask Patty. Recognized as one of the more digitally-savvy auto shows, the Chicago Auto Show strives to be a leading indicator of trends for the industry.

According to Forbes, 83 percent of millennials – individuals classified between the ages of 18-33 – have a presence on social media. Showcasing the Chicago Auto Show's significant role in providing opportunities to reach this demographic, the show's hashtag, "CAS13," was the No. 1 national trend on Twitter during the Media Preview. The strong integration of social media into the Chicago Auto Show's Media Preview grants automakers the opportunity to expand their audience and reach this coveted demographic.

In addition to the Chicago Auto Show's robust social media preview, a study conducted by Foresight Research shows that millennial attendance is high at the show. In 2012, the Chicago Auto Show drew millennials at a rate 50 percent higher than their overall presence in the market. Foresight said the show also attracts a significant number of "shouters," people who share their opinions with 16 or more people. 2013 data is currently being generated.

"The tools of social media in the hands of these shouters makes the Chicago Auto Show's marketing power demonstrably more effective," said Chicago Auto Show General Manager Dave Sloan.

Three big names in auto manufacturing – Nissan, Kia and Honda – each weighed in on how their organizations are utilizing social media to target millennial car buyers.

According to Erich Marx, Nissan's director of interactive and social media marketing, "Nissan loves social media and has

embraced social media, and we're here at the Chicago Auto Show activating in a big way on Social Media Day."

In fact, Nissan last year announced its 370Z social media crowdsource initiative at the Chicago Auto Show. The campaign was aimed at using fan responses on Nissan's Facebook page to help build, from the ground up, their all new 370Z.

Nissan is not alone. Matias Cavallin, public relations spokesman for multicultural and social media efforts at Kia, says the manufacturer is also focused on social media. "We just wrapped up a campaign called 'In My Mind,' which is a spinoff of the advertising campaign where we focused on the Kia Soul and a video that was produced by Swedish House Mafia. We encouraged people to take that music video and develop their own version with how the Kia Soul inspired them."

Jessica Fini, Honda's assistant manager of public relations, said social media is incredibly important to Honda's marketing and PR strategy. "Our strategy is a storytelling approach, kind of getting those stories, and using our customers as brand ambassadors; social media is so important for that."



First Look for Charity Raises \$2.2 Million for 18 Local Charities

Eighteen area charities shared in more than \$2 million raised by the 2013 Chicago Auto Show's benevolent event, First Look for Charity, and two attendees left with the keys to new vehicles. The black-tie benefit, which was held the evening before the auto show opened its 10-day public run, raised \$2,216,000, boosting its total to nearly \$37 million over 22 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 Michael Ettleson, 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 attended First Look for Charity were part of a premier viewing of this year's Chicago Auto Show. Tickets to the fundraiser were \$250 each, and purchasers could 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 was replete with a variety of food and beverage stations.

A highlight of the evening was the drawing for the event's grand prizes, a 2013 Buick Encore and a 2013 Hyundai Santa Fe Sport. Julie Becker of Wadsworth won the former and Dacien Barry of Barrington Hills won the latter.

The proceeds of Becker's ticket purchase benefited The Cradle Foundation; Barry's purchase was designated to benefit the 100 Club of Chicago. Other organizations involved in the 2013 First Look for Charity included Boys & Girls Clubs of Chicago; Catholic Charities of the Archdiocese of Chicago; and Catholic Charities, Diocese of Joliet. Also, Clearbrook; Cystic Fibrosis Foundation; Franciscan Community Benefit Services; Franciscan St. James Health; the Ray Graham Association for People with Disabilities; JDRF; the Ann & Robert H. Lurie Children's Hospital of Chicago (formerly Children's Memorial Hospital) and March of Dimes. And, Misericordia; Respiratory Health Association; Special Olympics Illinois; Spina Bifida Association of Illinois; and the Jesse White Tumbling Team.

The Santa Fe Sport was provided compliments of Hyundai Motor America and Chicagoland and Northwest Indiana Hyundai Dealers. The Encore was provided compliments of Buick and Chicagoland Buick-GMC Dealers.



All-New Toyota Tundra Debuts

Toyota unveiled its all-new 2014 Tundra during the 2013 Chicago Auto Show Media Preview. The Tundra is the third vehicle that Toyota has released in the last 10 months and is a full-size pickup truck aimed to appeal to luxury buyers. According to Toyota, the Tundra is built to accommodate all lifestyles, from an urban city to rugged terrain.

“We listened to what the customers were telling us while redesigning the Tundra,” said Bill Fay, group vice president and general manager, Toyota Division. “Full-size pickups are a way of life.”

Toyota expanded the Tundra lineup to include two new premium trim levels, now offering buyers five options. Toyota is hoping these new line additions will target the increasingly expanding range of truck consumers who are seeking upscale features.



Kia Shows Cross GT Concept, Forte 5-Door and Superman Optima

Kia introduced a trio of models at the Chicago Auto Show Media Preview; among the three is concept Cross GT Hybrid. Much like the current Kia Sorento, the Cross GT Concept is a crossover vehicle with a long wheelbase, short overhangs and a wide stance.

“Our customers are looking to the Kia brand to offer relevant vehicles in the premium segments that take value to new levels of sophistication,” said Sprague. “The Cross GT is the next logical step in that evolution. And while only a concept today, it signals one possible design direction we may explore for the future.”

Kia said the Cross GT was “built around desire, has equine strength and deer speed and shows the unlimited potential of Kia design.” While strictly a concept car, the vehicle has a 3.8-liter V6 with an electric hybrid drive system producing 400 horsepower and 500 pound-feet of torque. Kia says the concept could go up to 20 miles on electric power alone.

Kia also unveiled the latest car in the Justice League series, the Superman Optima Hybrid, during the 2013 Chicago Auto Show Media Preview. The first five models in the Justice League series were introduced late last year; eight are planned for the entire series.

The Man of Steel Optima features a blue paint scheme with the iconic “S” on the hood. Kia designed the beveled grille to resemble Superman’s belt and the red headlights “glow with the same intensity of his heat vision.” Moreover, red foil character lines begin at the hood and expand to the trunk to mimic the Man of Steel’s crimson cape.

Also making its world debut was the 2014 Forte 5-Door. The Forte 5-door will come in two trim levels, EX and SX, and will be available with two engine choices. The base EX model offers



standard features and technology with 16-inch alloy wheels, UVO eServices with rear camera display, wireless technology, integrated audio and cruise control buttons tilt and telescoping steering column, power windows, and LED positioning headlights with fog lights. It will be available only with a six-speed automatic transmission. SX models will come with 18-inch alloy wheels, dual exhaust tips and LED taillights.

“The combination of a useful hatchback for carrying cargo and the sportiness of the turbocharged SX trim make the all-new Forte 5-door a dual threat in the segment,” said Michael Sprague, executive vice president, marketing and communications at Kia Motors America.



Nissan Unveils Performance Lineup

Nissan introduced a trio of new performance vehicles at the 2013 Chicago Auto Show including the 2013 JUKE NISMO, 2014 Nissan 370Z NISMO and 2014 Nissan GT-R Track Edition. Nissan states that the NISMO cars are the company’s definition of “cutting-edge performance, technology, and aerodynamics.”

The 2013 JUKE NISMO features a 1.6-liter DIG turbo engine with 197 horsepower, NISMO-tuned suspension, bold aerodynamic style and a 37 percent improvement in downforce. The interior features deeply bolstered front seats, red accents and 18-inch aluminum-alloy wheels.

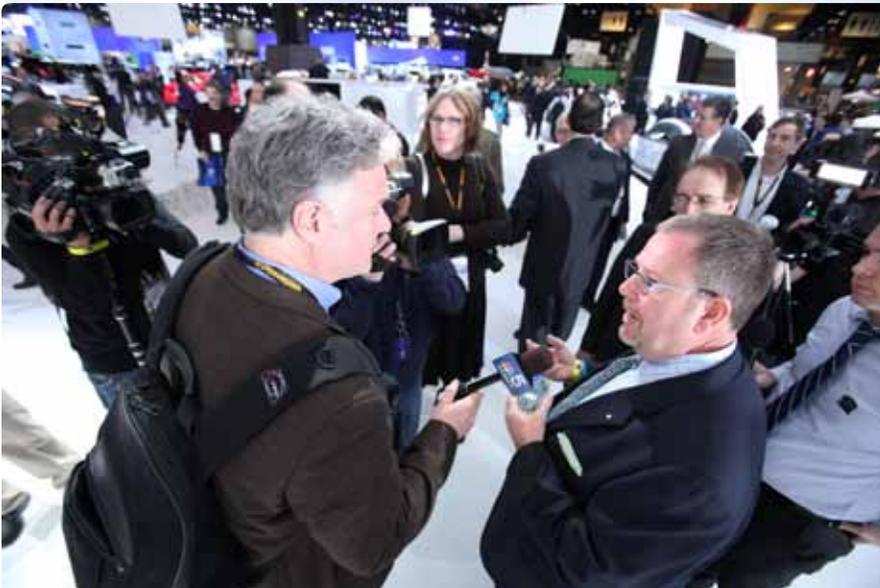
The 2013 370Z NISMO offers both exterior and interior enhancements that align with the global NISMO red-accented design and has an advanced 350-horsepower 3.7-liter DOHC V6 engine. The JUKE NISMO goes on sale in March and the 370Z will be available this summer.

The most exclusive vehicle of Nissan’s performance lineup is the 2014 GT-R Track Edition as only 150 units will be on sale in the U.S. The GT-R features a firm suspension, special brake cooling guides and a front spoiler with carbon air ducts. The GT-R will be available for purchase in May in select Nissan dealerships.

“We’re leveraging our motorsport heritage,” said Simon Sproule, corporate vice president of global marketing communications. “[These new models] follow our philosophy of innovation and excitement for everyone.”



Volkswagen Previews a Dynamic Foursome



Volkswagen brought four new vehicles to the 2013 Chicago Auto Show Media Preview: the 2014 Beetle GSR, 2014 Convertible R-line, 2013 GTI Wolfsburg Edition and 2013 GTI Driver's Edition.

In a salute to the 1970s, Volkswagen revealed the 2014 Beetle GSR, or the "Gelb Schwarzer Renner." Striking in a yellow and black color scheme, the Beetle gets a GSR makeover with a larger rear spoiler, silver-painted brake calipers, 19-inch aluminum alloy wheels, and the letters GSR encrypted on the side skirts. The modern model has a 2.0-liter turbocharged inline four-cylinder TSI engine generating 210 hp giving the GSR a top speed of 130 mph and 0-60 mph in 6.6 seconds. Only 3,500 collector models will be produced worldwide. A badge will be printed on the steering wheel marking the special-edition number (1 through 3,500) to emphasize the uniqueness of the vehicle. The Beetle GSR goes on sale at select local dealerships in the fall of 2013.

Joining the Beetle family is the 2014 Convertible R-Line adding a performance-inspired design. The R-Line will be equipped with 19-inch aluminum alloy wheels on lower-profile all-season tires with sport-tuned suspension to give efficient driving characteristics to the model. Adding to the exterior face is an R-Line badge on the front grille and Bi-Xenon headlights with LED DRLs. Other features included are aluminum sport pedals, leather sport seats and the Fender Premium Audio System.

Volkswagen finishes off with an exclusive collection of the GTI models: the 2013 GTI Wolfsburg Edition and 2013 GTI Driver's Edition. Limited quantities of the sixth-generation hot-hatch will be available, and offered in only three colors including candy white, carbon steel gray and deep black. The Wolfsburg Edition enters the market early in the first quarter of 2013, equipped with a retro-themed golf ball shifter, 18-inch "Laguna" wheels and GTI's standard trim. Later in the second quarter, the GTI Driver's Edition will be available in dealerships featuring an elusive sunroof and an advanced navigation system. Every GTI Driver's Edition owner will receive a Certificate of Authenticity.

Chevrolet Introduces 2014 Cruze Clean Turbo Diesel

Chevrolet introduced its first domestic diesel car in nearly 30 years during the Chicago Auto Show Media Preview: the all-new 2014 Cruze Clean Turbo Diesel. The 2014 model hits showrooms this summer, and, according to General Motors, will be the cleanest diesel passenger car GM has ever produced. Preliminary numbers indicate that Cruze Diesel will obtain an estimated 42 mpg highway EPA rating.

“The Cruze is the cleanest diesel car we’ve ever built and offers an over boost feature that allows 10 seconds of additional boost for better acceleration,” said Cristi Landy, marketing director, Chevrolet small cars. “This gives it the small-car look with the fast-car speed.”

Landy compared the Cruze Turbo Diesel to the Volkswagen Jetta, but stated that “it is a well-contented vehicle, and we feel that it is competitive and a value versus the Jetta.” Moreover, General Motors’ decision to bring the Cruze Diesel to the U.S. will create more choices for consumers searching for diesel vehicles that don’t come at a premium price.

The Cruze Diesel sports a 2.0-liter turbocharged four-cylinder engine that’s rated at an estimated 148 horsepower and should provide a 0 to 60 mph time of about 6.8 seconds. The engine uses an onboard urea injection system and a particulate filter to keep emissions clean. One urea tank will last about 10,000 miles, so owners don’t have to sweat too much about running out.

With an estimated base price of \$25,696, including an \$810 destination charge, the Cruze Diesel comes with a 6-speed automatic transmission, four-wheel disc brakes, 17-inch alloy wheels, rear spoiler and leather-appointed seats.



2014 Ram ProMaster Revealed

Chrysler Group debuted the all-new 2014 Ram Commercial ProMaster, a full-size van targeted at the North American market, during the Media Preview of the 2013 Chicago Auto Show. Additionally, Ram and Fiat will join forces to expand the market internationally and offer the Ram Commercial ProMaster to businesses across the globe.

“As Ram takes a larger presence in the commercial truck market, the 2014 Ram ProMaster is a great addition, contributing to a one-stop shop of commercial-duty Ram trucks and vans,” said Fred Diaz, president and CEO Ram Truck Brand. “We are ready to put America to work in a Ram full-size van with best-in-class features, quality, durability, capability and low total cost of ownership.”

Inspired by the Fiat Ducato, the Ram ProMaster





offers the North American segment the first six-speed automated manual transmission controlled by high-tech software that responds to road conditions. The 2014 Ram ProMaster's powertrain features a 3.6-liter Pentastar V6 rated at 280 horsepower, or a 3-liter 4-cylinder EcoDiesel engine rated at 174 horsepower. Impressively, the EcoDiesel has an 18,500 oil-change interval.

Thirteen chassis configurations will be offered including the 1,500-series short-wheelbase, low-roof cargo van and 3,500-series chassis-cab cutaway. Ram's new full-size van will include more than 35 safety features including a ParkView backup camera and ParkSense. An advanced technology system, Uconnect, will offer drivers a hands-free text-reply feature and a global positioning satellite to provide time-saving routes.

Ford Launches '14 Fiesta ST Race Car

Ford Motor Co. introduced the 2014 Fiesta ST Race Car during the 2013 Chicago Auto Show Media Preview. Designed as the racing companion to the Fiesta ST production car, the ST Race Car will compete in the Global RallyCross Championship.

As Ford's Blue Oval certified officials like to say about the Fiesta ST, "it's a race car built for the street." Ford teamed up with OlsbergsMSE to produce the 2014 Fiesta Global RallyCross Championship Race Car. The RallyCross competitor gets an upgrade from the street machine with a 2.0-liter twin-cam Duratech four, Magnaflow exhaust and a deluxe Garrett turbo offering 550-plus hp. Ford claims it will reach 0-60 mph in 2.0 seconds.

"With great drivers and teams, and now a formal manufacturer partnership with OlsbergsMSE, Ford Racing's commitment to Global RallyCross is quickly growing," said Jamie Allison, director, Ford Racing. "We're excited about the debut of the Fiesta ST GRC car, and it will be fantastic to see Ford's global performance car compete in four countries around the world this season."

Another addition to the Ford Racing team is the 2013 Focus TrackSTer. Ken Block, Fifteen52 and the Ford design team built the Focus ST for the everyday driver. New features in the TrackSTer include a short-throw shifter, performance exhaust, front brakes with St-R four-piston calipers, racing steering wheel and aluminum pedals. Altering the exterior model is an all-new front fascia, rear fascia diffuser, vented hood, rear spoiler and rally-style wheels. The Focus ST is the first model in the tripod series.



Continental Unveils Technology Test Bed



Continental Automotive unveiled the Driver Focus vehicle at the 2013 Chicago Auto Show as an effort to raise awareness and address the distracted driving epidemic. The Driver Focus concept vehicle offers integrated Advanced Driver Assistance active safety technology with a future interior monitoring system and visual Human-Machine Interface (HMI) technology. These innovative features provide the driver with a “virtual safety-focused companion” that scans the external and internal landscape.

Mitigating technology has been thought to be the best way to eliminate distracted driving; however, Continental’s message during the Chicago Auto Show is that technology can help prevent distracted driving.

“At Continental, we continue to invest in research and development for next generation technologies that will drive us toward a safer future,” announced Jeff Klei, president of Continental, NAFTA at the Chicago Auto Show. “This Driver Focus vehicle highlights how the continual integration of new technology, focused on the right issues, can help to further reduce accidents, injuries and fatalities. As a company, Continental’s strategy is clearly focused on making this type of future technology a reality so that distracted driving, and vehicular accidents as a whole, become a thing of the past.”

The Driver Focus Vehicle features blind spot detection, lane departure warning, adaptive cruise control, driver analyzer camera, halo warning and emergency break control, which will all help refocus the driver. The 360 degree LED strip in the vehicle uses flashes techniques to alert the driver when he/she is not paying attention. The LED strip will flash in a different pattern or color depending on the situation.



Henrik Fisker Addresses Economic Club of Chicago

Fisker Automotive Executive Chairman, Co-founder and Chief Designer Henrik Fisker delivered the keynote speech during the Economic Club of Chicago’s luncheon at the Chicago Auto Show Media Preview. Fisker emphasized the three keys to success: creativity, brand positioning and understanding the customer.

The power of creativity and the desire to connect emotionally with the consumer lead to Fisker’s decision to add solar



roofs, reclaimed wood, EV Powertrain, 22-inch Alloy wheels and diamond dust paint to the Karma – a luxury plug-in hybrid sedan.

“I am delighted to have the chance to talk about the unique story of Fisker Automotive to such an influential group,” said Fisker. “The dream I had of bringing an environmentally conscious luxury sedan from a concept to reality has been fulfilled by the Fisker Karma.”

Fisker shared his long-term vision of establishing Fisker Automotive as the environmentally friendly luxury brand. “In the future, we can still have exciting, sexy, beautiful cars,” said Fisker. “And I’m really excited about that.”



MAMA Selects Ford Fusion as Family Vehicle of the Year, Jaguar President and CEO Andy Goss Delivers Keynote Speech



The 2013 Chicago Auto Show Media Preview kicked off with the Midwest Automotive Media Association and Auto Alliance breakfast, where MAMA announced the Ford Fusion as the 2013 Family Vehicle of the Year. Additionally, Andy Goss, president and CEO of Jaguar Land Rover North America, delivered a keynote speech.

David Sloan, president of the Chicago Automobile Trade Association and Chicago Auto Show general manager, opened the breakfast by addressing the Chicago Auto Show’s impact on the millennial generation: the Chicago Auto Show draws the greatest number of millennials. “Generation Y is very apathetic towards new models,” said Sloan. “So the fact that they are coming to the Auto Show proves that the show engages people of all different ages.”

Following the opening remarks, Andy Goss

addressed the crowd to highlight the 2013 Jaguar F-Type and the fourth generation Range Rover.

“We are determined to make Jaguar a much more significant player in the market,” said Goss. “Our brand is always about promise; always was and always will be. I can tell you the F-type is the real deal.”

The new 2013 model year sedans include the 3.0 liter Jaguar XJ and XF, equipped with a V6 engine and RWD/AWD as well as the 2.0 liter Jaguar XF with a V6 engine and RWD for \$50,000. All three F-Type sedans are exclusive high performance vehicles.

The fourth generation Range Rover is 700 pounds lighter than other models, making it more efficient than ever. The new 2013 F-Type and fourth generation Range Rover are just two examples of what Jaguar Land Rover is working on today and a hint of where the company is headed in the future.



Safe Driving Technologies Shine



Cutting-edge technology tied to safe driving is one of the chief trends that surfaced at the 2013 Chicago Auto Show, the nation's largest. Manufacturers are hard at work developing new innovations that comply with road safety regulations.

In an effort to keep Illinois roads safe, 75 municipalities throughout the state, including Chicago, have banned the use of cell phones while driving. Automakers have long been the leaders in developing hands-free interfaces allowing vehicle occupants to remain connected to their mobile device.

"Hands-free operation and smartphone interconnectivity applications are just some of the new technologies on display here at the 2013 Chicago Auto Show," said Chicago Auto Show Chairman Mike Ettleson.

Infotainment, described as information-based media content that includes entertainment, is on display in every exhibit and becoming mainstream in today's cars. Specifically, center console display screens have become increasingly popular in recent years. Although initially offering only general information like outside temperature, radio station and vehicle status, screen features have now expanded to include rearview cameras and apps similar to those found on smartphones. Some manufacturers, such as General Motors, offer technology that can read a driver's text message aloud without ever needing to reach for their phone.

"Since 2007, we've got a ton of smartphones just piling into people's pockets, so a lot of that technology and a lot of those trends we're seeing move into the vehicles," said David Szczepanski, lead connected customer specialist at General Motors. "With the [Chevy] Spark, the brain is really the phone . . . all of the data lives on your phone, the processing happens on the phone, but the screen is how you interact with it."

Szczepanski says that playing around with the new technology is a lot of fun, but that it will also help keep you safe. "If you ask [the technology] a question that it needs you to look at the phone, it will say 'Sorry. For your safety, I can't do that.'" Kia Motors is also moving driver safety to the fore in its infotainment offerings. Kia Motors' Executive Vice President of Marketing and Communications Michael Sprague says that Kia's UVO eServices, an in-vehicle communications and infotainment system, allows drivers to keep their hands on the steering wheel and their eyes on the road. Sprague adds, "But [drivers can] still access their BlackBerry, iPhone, or any other PDA that they bring into the vehicle so you can phone your friends, you can listen to your music, you can schedule service if your vehicle needs it; there's a whole slew of products that this vehicle can help you communicate with."

Infotainment and tech amenities have even made their way into trucks, a line of vehicles historically noted for their workhorse capability and towing and load capacities. Doug Scott, Ford's truck group marketing manager, said the feature content in a number of Ford trucks rivals that of any vehicle on the road. However, Scott points out that Ford's concept trucks have even more to offer.

"Next gen LED lighting, toggle switches, a 10-inch screen in the center console . . . again, stretching the envelope. That's what you try to do with a design concept is give the customer an idea of what the future might look like and really stretch your boundaries," said Scott.



Mobile App Big Hit Among Attendees



For the first time the Chicago Auto Show offered consumers an official mobile app. Available on both Android and iOS platforms, the new mobile app experienced more than 16,000 downloads with users logging more than 45,000 sessions overall. The app was designed to be a digital companion for attendees and included a complete listing of vehicles on the show floor, interactive map and comprehensive listing of events and appearances.

“The launch of the Chicago Auto Show mobile app marks a new milestone in the way the Chicago Auto Show connects with consumers,” said Michael Ettleson, 2013 Chicago Auto Show chairman. “Even beyond our fans’ experience, we’re constantly looking to provide value to our automakers and sponsors, and there’s plenty of room for consumer-brand engagement within the app.”



Chicago Auto Show Teams With 360° REVO to Offer Interactive Tour

The interactive media company 360° Revo, in conjunction with the Chicago Automobile Trade Association, have produced an interactive tour of the 2013 Chicago Auto Show for car enthusiasts worldwide to experience. Visitors to the Chicago Auto Show website can virtually tour the automotive exhibits and be able to go inside specific vehicles that are featured at this year’s show. An added bonus, 360° Revo created spinning exteriors of certain vehicles with their patent-pending technology.

Dave Sloan, CATA president and Chicago Auto Show general manager, believes this relationship is one that benefits auto show attendees and exhibitors. “The Chicago Auto Show has long felt that it’s important to extend the value of the show to our exhibitors beyond the show dates, and this relationship with 360° Revo makes that possible,” said Sloan. “It also brings the show into the homes of online visitors all across the globe.”

The virtual experience uses 360° Revo’s technology, allowing online users to navigate and explore the auto show floor and visit individual exhibits. In addition to providing fluid navigation, 360° Revo enhances the user experience by taking them in and out of vehicles on the exhibit floor, giving users an up-close look from the comfort of their own homes.

“I am excited to be a part of this year’s Chicago Auto Show,” said Steve Clarke, CEO of 360° Revo. “We spin vehicles for a lot of dealers in the Chicago area, and to be able to shoot the auto show is a great experience for my team and me. We spin the dealers’ inventory with our patent-pending technology and we all have a passion for cars and marketing. This year we will be making the tour on a mobile platform as well, and you can view it from the Chicago Auto Show’s mobile website,” said Clarke.



Consumers Pick Their Favorite Vehicles and Exhibit

For the eighth 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: 2014 Chevrolet Corvette Stingray (36 percent of vote)
- Best Concept Vehicle: Chevrolet "Turbo" Camaro (27 percent of vote)
- Best Green Vehicle: Fisker Karma (24 percent of vote)
- Best Exhibit: Jeep (27 percent of vote)
- Vehicle I'd most like to have in my driveway: 2014 Chevrolet Corvette Stingray

"Best of Show voting has become a benchmark measure, and winning in any category is quite meaningful for our manufacturers and exhibitors," said 2013 Chicago Auto Show Chairman Michael Ettleson. "In a year where the show featured three indoor test tracks and six outdoor test drives, consumers had a better chance than ever to evaluate 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 1,000 vehicles on the show floor. According to the results, voters considered the 2014 Chevrolet Corvette Stingray the Best All-New Production Vehicle. Though the Stingray took a commanding victory, the SRT Viper and Jaguar F-Type also garnered a considerable number of votes, finishing second and third, respectively.

The Fisker Karma took honors for Best Green Vehicle. It topped runner-up Jeep Grand Cherokee Diesel and third-place finisher Cadillac ELR. The Karma is a strikingly styled luxury sedan with an extended-range electric powertrain. Best Concept honors went to the defiant Chevrolet Turbo Camaro. Unlike most other concepts, the Turbo Camaro gets a Broadway debut this July in a DreamWorks Animation movie, "Turbo." Runner-up for Best Concept was the elegant Mercedes-Benz Concept Style Coupe.

Retaining its top spot as Best Exhibit for the third year in a row was the Jeep brand. Jeep's exhibit featured a ride-and-drive experience with an 18-foot drop, rock-climbing wall and mini Jeep course for kids. Posting a close second was the rejuvenated Chevrolet display that featured the new Corvette Stingray and the 2014 Chevrolet Silverado.

Every year 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 Chevrolet Corvette Stingray and Lamborghini Aventador battled neck and neck to the last day. Chevy fans mashed the gas on the final day to put the new Corvette on top.

In all, nearly 8,500 consumers voted for best of show, which was sponsored by the Chicago Tribune. Each consumer who voted was entered for a chance to win one of five Apple iPads. The awards for Best of Show will be presented to the winning manufacturers at the annual Midwest Automotive Media Association Spring Rally.

Chicagoland Dealers Care Donates \$16,000 to 19 Local Charities



In December 2012, the Chicagoland Dealers Care program hosted a public-facing Facebook contest. The monthlong contest enlisted the public's vote for the charitable organization, brought forth for consideration by local dealerships, they deemed most worthy of financial support. While three of the 19 charities were eligible for the grand prize donations – consisting of \$3,500, \$2,500 and \$2,000 – 16 charitable organizations weren't granted the extra financial aid. In an effort to provide support and awareness to those remaining charities, the CATA elected to donate \$500 to each with an official presentation held at the 2013 Chicago Auto Show.

The 2013 Chicago Auto Show served as a backdrop for a Chicagoland Dealers Care check presentation held on the last day of the public show, Feb. 18. The Chicago Automobile Trade Association donated \$8,000 to 16 local charitable organizations, nominated by Chicagoland dealerships, as a part of the Chicagoland Dealers Care program.

"The 2013 Chicago Auto Show was a perfect location for the Chicagoland Dealers Care check presentation to 16 local charitable organizations," said Chicago Automobile Trade Association director Ray Scarpelli. "Chicagoland new-car dealers are an integral part of our community and deeply involved in charitable causes, and the presentation at the Chicago Auto Show allowed us to recognize and applaud their efforts on a grander scale."

The Chicagoland Dealers Care program was designed to provide year-round support to local nonprofit organizations and amplify the efforts already put forth by Chicagoland dealers. For more information on Chicagoland Dealers Care, please visit www.chicagolanddealerscare.com. For more information about the Chicago Auto Show, visit www.chicagoautoshow.com.



Chicago Auto Show Selects Digital Influencer Winner

After diligently monitoring and carefully reviewing all of the social media activity and online buzz throughout the 10-day run of the public show, the Chicago Auto Show announced its 2013 Digital Influencer: Beth Rosen, local host of ChicagonistaLIVE – an interactive monthly talk show.

For the first time, the Chicago Auto Show embarked on a new endeavor to recognize some of the best social media campaigns and identify the most influential digital advocates in the industry, both in the auto manufacturer realm and the Chicago Auto Show's own digital advocate.

"This was such an unexpected honor and I'm thrilled," said Rosen, "I'm going to continue doing as much as possible to create some good content for the online audience."

Rosen also helped coordinate events for the Chicago Auto Show's annual Women's Day, sponsored by the Chicago Tribune, which garnered a significant amount of social media activity tied to the show's #CAS13 hashtag, during ChicagonistaLIVE's live broadcast from the show.

In addition to the individual 2013 Digital Influencer Award, the Chicago Auto Show teamed up with Word of Mouth Marketing Association to present the Best Social Media Campaign to American Honda Motor Co., Inc. Honda's Driving Engagement Awards submission featured a music video from startup band Monsters Calling Home where the band members recorded a music video from inside of their Honda. As part of Honda's larger campaign Honda Loves You Back, Honda surprised the band by booking them as the musical guest for Jimmy Kimmel Live! and utilized Honda's full range of social media presences to help share their story.

"We recognize the power of digital influence and wanted to honor those who spark social media conversations and engagement within the industry," said 2013 Chicago Auto Show Chairman Michael Ettleson.

Reel Dreamz Productions Winner of Inaugural Collegiate Video Contest

On the final public day of the show, Chicago Auto Show General Manager Dave Sloan presented a plaque to Reel Dreamz Productions as the winner of the 2013 Video Achievement Awards. A Loyola University Chicago student group, Reel Dreamz' video titled "Love at the Auto Show" presented a classic hide-and-seek love story set amongst the backdrop of nation's largest auto show.

This year marks the Chicago Auto Show's inaugural Video Achievement Awards a program started to provide local college students with real-world production experience. The students gained hands-on experience in creating, editing and producing a promotional video.

As part of the Video Achievement Awards, Reel Dreamz, along with other local collegiate student video production groups, submitted videos to the Chicago Auto Show. Videos were judged on clear, effective communication, visually-appealing production and promotion.

"We originally created the Chicago Auto Show Video Achievement Awards to provide an opportunity to local college students, but the students are also providing us great value in regards to promotion," said Michael Ettleson, 2013 Chicago Auto Show chairman. "One student group took an innovative approach and even pitched their video to local media outlets, continuing to spread the message that the 2013 Chicago Auto Show is underway."



Beyond having their film showcased to attendees during the Chicago Auto Show on the last day of the show - February 18, Presidents Day - Reel Dreamz received an official plaque for Loyola University, complimentary Chicago Auto Show tickets and a \$100 gift card.

"Our hope with this program was to provide local students with a vehicle to success with real-world production experience, and we felt we achieved that. We look forward to continuing to offer this program in future years," said Ettleson.

To watch the winning video, please visit www.youtube.com/chicagoautoshow.

Show Attendees Are Treated to More than 40 Eco-Friendly Vehicles

The 2013 Chicago Auto Show featured 45 electric, hybrid and diesel vehicles that could save Illinois drivers thousands in fuel costs over the life of the vehicles and make buyers eligible for federal and state tax credits.

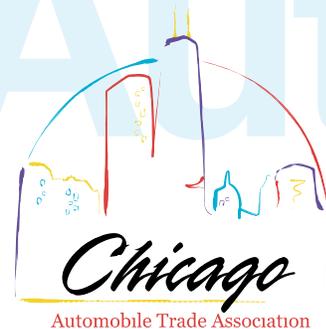
“Since 2010, we have seen an increase in the purchases of eco-friendly vehicles in Illinois,” said Dave Sloan, president of the Chicago Automobile Trade Association and Chicago Auto Show general manager. “This year, the Chicago Auto Show had more than 40 hybrid and EV models on the show floor, which is the most we’ve seen from the manufacturers over the last few years. This gives Illinois residents a variety of options that would allow them to qualify for both state and federal tax rebates and incentives.”



At the 2013 Chicago Auto Show, many automakers were eager to discuss how their EV, hybrid and clean-diesel vehicles are the future of eco-friendly technology.

Gary Altman, chief engineer of General Motors, small cars sector, says it is all about timing for General Motors. “We feel it is right in the marketplace right now, to offer a vehicle that would give you technology, performance and efficiency.” Altman went on to discuss GM’s newest eco-friendly model, the Chevy Cruze Turbo Clean Diesel. “Cruze is known for its efficiency. With this application, with the 2-liter turbo clean-diesel, we’ll be able to give you the performance alongside that.”

The Ford Fusion Energi plug-in is another example of an EV vehicle featured at the 2013 Chicago Auto Show. “It gets 21 miles in all electric mode, and then in gas plus electric it gets 620 miles, which is a best in class range for a sedan right now,” says Sean Lightner, program manager of electrified vehicles for Ford.



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
Chris Konecki
630-424-6075 direct
ckonecki@cata.info

First Look for Charity Manager
Erik Higgins
630-424-6008 direct
ehiggins@cata.info

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

Director of Marketing
Tim McBride
630.424.6085 direct
tmcbride@drivechicago.com

Director of Communications &
Technology
Mark Bilek
630.424.6084 direct
mbilek@drivechicago.com

Senior Public Relations and Social
Media Manager
Jennifer Morand
630-424-6084 direct
jmorand@drivechicago.com