



Official Press Kit: The 2014 Chicago Auto Show



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Welcome to the 2014 Chicago Auto Show

Dear Media Member,

We at the Chicago Automobile Trade Association are excited to welcome you to the 106th edition of the Chicago Auto Show. We're proud to be the nation's largest and longest running auto show.

We hope this press kit will be your reference guide to the 2014 Chicago Auto Show. In addition to the information found here, we will also be regularly updating the Media Information section of our website, which can be found at www.chicagoautoshow.com/media.

The 2014 Chicago Auto Show Media Preview is shaping up to be one of the best in years. Toyota's Bob Carter will be keynoting the Midwest Automotive Media Association (MAMA) Breakfast and Ford's Joe Hinrichs will be addressing the Economic Club of Chicago Luncheon. We also have firm commitments for world introductions from Chevrolet, Ford, Kia, Nissan, Ram, Subaru, Toyota, Volkswagen and Volvo. Additional highlights include the Driving Engagement Award presented by World of Mouth Media Association (WOMMA), Connected World Conference, and much more! We have designated a hashtag for the 2014 show, **#FuelCAS**, so be sure to use that hashtag when posting on your social media sites about the show. The Media Preview will be held **February 6-7**, and the public show runs from **February 8-17**.

This press kit is intended to ensure that you have the most newsworthy material available at your fingertips. The Chicago Auto Show's communications team will also be on hand for assistance in the Chicago Auto Show Media Center, located in room **N426** of McCormick Place, to answer questions that you may have.

On behalf of the entire Chicago Auto Show team, we are very excited to have you in Chicago and thank you for your interest in the 2014 Chicago Auto Show. If you have any questions, please contact one of our members from the communications team, and we will be glad to assist you. Follow all the live updates **@ChiAutoShow** and **Facebook.com/ChicagoAutoShow**.

Best Regards,

Mark Bilek
Director of Communications & Technology
P: (630) 424-6082
E: mbilek@drivechicago.com

Quick Reference Guide

EVENT: The 2014 Chicago Auto Show, the 106th edition

PRODUCER: The Chicago Automobile Trade Association (CATA)

WEBSITE: www.chicagoautoshow.com

LOCATION: McCormick Place on Lake Shore Drive at 23rd Street

SHOW HOURS: Saturday, Feb. 8-17: 10 a.m. – 10 p.m.
Monday, Feb. 17: 10 a.m. – 8 p.m.

ADMISSION: General admission to the 2014 Chicago Auto Show is **\$12 for adults** (ages 13 - 61), **\$6 for children** (ages 7 - 12) and **\$6 for senior citizens** (ages 62 and up). Any child 6 years or younger may enter the show free of charge when accompanied by a paying adult. Advanced ticket sales are available online at www.drivechicago.com. Weekday discount tickets, which are \$6 off general adult admission tickets, are available at area new-car dealers, participating Fifth Third bank locations and Shell gas stations. Please contact Donna Young for group rates at dyoung@cata.info.

EXHIBITS: In all, nearly 1,000 different vehicles will be on display plus hundreds of interactive, aftermarket, accessories and auto-related exhibits, competition vehicles, antique and collector cars. The Chicago Auto Show also features several indoor test tracks and outdoor ride-and-drive opportunities. Hundreds of different vehicles will be on display as well as dozens of interactive, aftermarket, accessories and auto-related exhibits, competition vehicles, antique and collector cars. The Chicago Auto Show also features three indoor test tracks and multiple outdoor ride-and-drive opportunities.

HISTORY: First staged in 1901, the Chicago Auto Show is the largest auto show in North America and has been staged more times than any other auto exposition. This year marks the show's 106th edition.

MEDIA PREVIEW:

- Two-day Media Preview featuring approximately 3,000 registered media and an additional 1,500 invited influencers, shouters and followers.
- MAMA Breakfast Keynote: Bob Carter, senior vice president of automotive operations for Toyota Motor Sales, U.S.A.
- Economic Club of Chicago Luncheon Keynote: Joe Hinrichs, executive vice president and president of The Americas for Ford Motor Company
- Nissan-sponsored national and international media travel program for key journalists, bloggers and influencers
- Social Media Preview, branded #SMP14, featuring structured events including WOMMA Driving Engagement social media award
- Multiple national and regional television specials



DATES:

Media Preview	Thursday, Feb. 6 – Friday, Feb. 7
First Look for Charity	Friday, Feb. 7 (7 – 11 p.m.)
Public Show	Saturday, Feb. 8 – Monday, Feb. 17 (Presidents Day)

SPECIAL DAYS:

Women's Day	Tuesday, Feb. 11
Food Drive	Wednesday, Feb. 12 – Friday, Feb. 14
Telemundo Hispanic Day	Friday, Feb. 14
Family Day	Monday, Feb. 17

2014 First Look for Charity Expected to Generate \$2 million for Charity

Over the past 22 years, the Chicago Auto Show's First Look for Charity black-tie gala has raised more than \$36 million for 18 local charities. First Look for Charity is held the evening before the Chicago Auto Show opens its 10-day public run at McCormick Place. This year, the benevolent event will be held on Friday, Feb. 7 from 7 – 11 p.m.

First Look for Charity guests will be treated to first-rate hors d'oeuvres and beverages. Entertainment will be provided across the show floor, including performances by 1980s cover band Sixteen Candles, "American Idol" winner Lee DeWyze, and Chicago 6 featuring Dan Hampton, Steve McMichael and Otis Wilson.



First Look for Charity stands as one of Chicago's greatest one-day fundraisers, raising more than \$2 million to benefit 18 local charities. Ticket purchasers can direct the proceeds from their purchase to benefit any or all of the participating charities. Tickets are \$250 each.

The Hyatt Regency McCormick Place is offering a one-night, special rate for First Look for Charity attendees. Rates begin at the special discounted price of \$115 for this night only. To make a reservation, please visit: <https://resweb.passkey.com/go/FirstLookForCharity>.

"The Chicago Auto Show is uniformly regarded as the finest auto show in the country, but the charitable cause demonstrates that this auto show is about more than just vehicles and accessories: it's also about giving back to charities within our community."

– Kurt Schiele, 2014 Chicago Auto Show Chairman

2014 First Look for Charity (cont.)

Benefactors in attendance also have the chance to win a 2014 Toyota Highlander and a 2014 Toyota Corolla, both compliments of Toyota and your Chicagoland and Northwest Indiana Toyota dealers. Vehicle winners must be present.

The Highlander's new, more stylish interior has a third-row seat design that's easier to access and exit and now accommodates three people, improving the Highlander's maximum seating capacity from 7 to 8 people. The Corolla is redesigned for 2014 and boasts upgraded technology and elevated styling inside and out. And improved aerodynamics and a more efficient engine help the Corolla achieve an estimated 42 mpg/highway, 31 mpg/city.

2014 Toyota Highlander



2014 Toyota Corolla



First Look for Charity 2014 Beneficiaries:



**BOYS & GIRLS CLUBS
OF CHICAGO**



march of dimes®
marchofdimes.com/75



**Special
Olympics**
Illinois



CLEARBROOK
Creating Opportunities for People with Disabilities



Media Preview Snapshot

The Media Preview for the 2014 Chicago Auto Show will kick off on **Thursday, Feb. 6** with the **Midwest Automotive Media Association (MAMA) breakfast**, where MAMA President Kirk Bell will present the MAMA **Family Vehicle of the Year Award**, and introduce the keynote speaker **Bob Carter**, senior vice president – Automotive Operations Toyota Motor Sales, U.S.A. Inc.

Carter is responsible for the Toyota division, the Lexus division, sales administration, Toyota Logistics Services, Toyota Motor Sales de Mexico and Toyota de Puerto Rico. Prior to his current position, Carter was vice president and general manager of Toyota division at TMS, where he was responsible for leading all sales, logistics and marketing activities for Toyota and Scion regional sales offices and distributors.

The **Economic Club of Chicago** will return to host a luncheon event also on Thursday, Feb. 6 featuring guest speaker **Joe Hinrichs**, president of The Americas and executive vice president of Ford Motor Company.

Prior to becoming executive vice president, Hinrichs held a number of senior positions within Ford Motor Company including group vice president, and president of Asia Pacific Africa, group vice president, Global Manufacturing and Labor Affairs, vice president, North America Manufacturing, vice President of Vehicle Operations and president and CEO of Ford Motor Company of Canada, Limited.

As in years past, the Media Preview will feature a number of manufacturer-related press events, including firm commitments for world introductions from Chevrolet, Ford, Kia, Nissan, Ram, Subaru, Toyota, Volkswagen and Volvo.



“Over the years, Toyota has enjoyed a great relationship with the Chicago Auto Show, and we have staged a number of our most important product reveals here. We look forward to sharing more exciting product news with media, dealers and customers again this year at the Midwest’s premier auto industry showcase.”

– Bob Carter



“Ford’s Chicago-built products are sold around the world. We truly value and recognize how the state of Illinois and the city of Chicago play a vital role in this global economy. We look forward to showcasing our Ford vehicles at the 2014 Chicago Auto Show.

– Joe Hinrichs

Social Media Preview Overview

The second day of the Media Preview, also known as the Social Media Preview, will be held this year on **Friday, Feb. 7.**

For the past few years, manufacturers, exhibitors and media outlets have taken advantage of the Social Media Preview to host press and marketing events geared directly toward the buying public – particularly those active in the social media space. Manufacturers and exhibitors are encouraged to invite up to 300 of their followers, influencers and advocates to attend their program or event during the Social Media Preview.

Returning Social Media Preview events:

- **“Driving Engagement Awards”** Presented by Word of Mouth Marketing Association (WOMMA) – WOMMA to select one manufacturer with the most high-impact, innovative social media campaign of 2013
- **“Driving Engagement: a Closer Look at the Current Social Media Landscape”** Panel Discussion: Jennifer Wesley, head of industry, Google; Mark Bisard, vice president and senior counsel, American Express; and Tanuja Singeetham, digital champion for North America, Nestle.
- **Manufacturer-driven Events**
Manufacturers to host exclusive events for digital influencers and other members of the media throughout the day (full schedule coming soon)



New Social Media Preview highlights:

- **#CASChallenge Social Media Scavenger Hunt**
Social Media Preview attendees can participate in social media scavenger hunt challenges for the opportunity to win prizes throughout the day and help “fuel” the conversation surrounding the latest news coming out of the Chicago Auto Show. The #CASChallenge will also run throughout the public show; fans can win one of 100 prizes throughout the 10 days.
- **Digital Megaphone’s Vine/Instagram Challenge**
The Chicago Auto Show teamed up with Digital Megaphone, a local organization that connects brands and bloggers through cutting edge social media summits and challenges, to host a 2014 Chicago Auto Show Vine/Instagram Video Challenge from the Social Media Preview.

“Not only is the Chicago Auto Show widely recognized as the nation’s most digitally-savvy show, we’re constantly striving to be a leading indicator of trends for the industry.”

– Dave Sloan, Chicago Auto Show General Manager

Driving Engagement Social Media Award Returns to the 2014 Chicago Auto Show Presented by Word of Mouth Marketing Association (WOMMA)

The Chicago Automobile Trade Association, producer of the Chicago Auto Show, and **Word of Mouth Marketing Association (WOMMA)** have teamed up again to present one automotive manufacturer with the **“Driving Engagement Award”** for the most innovative social media campaign of 2013.

WOMMA, the non-profit trade association dedicated to the word of mouth and social media marketing industry, will kick off the 2014 Chicago Auto Show Social Media Preview with a special Driving Engagement Award ceremony on Friday, Feb. 7 at 8:30 a.m. to announce the winner and the two runners-up.

“It’s no surprise that word of mouth drives purchase decisions, and we’re thrilled to partner with the king of word of mouth – WOMMA – to acknowledge the automotive manufacturers who execute engaging campaigns particularly well.” – Kurt Schiele, 2014 Chicago Auto Show



According to Suzanne Fanning, president of WOMMA, word of mouth has always, and will always, affect the auto industry – whether in person or online.

“Many auto brands are doing incredible work engaging their fans. Our goal is to help increase the use of credible, ethical and effective social media and word of mouth marketing during the Chicago Auto Show Social Media Preview and throughout the public show, to help all auto brands ‘drive engagement’ with their fans.”

– Suzanne Fanning, WOMMA President



American Honda Motor Co., Inc. won the inaugural Driving Engagement Award in 2013 for its YouTube campaign. Honda’s award 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 channels to help share their story.

WOMMA will carefully review all submissions and the Chicago Auto Show will notify the selected winner and the two runners-up before Feb. 1, 2014. The winning automotive manufacturer will be invited to host a short presentation on its campaign strategy and resulting success during the award ceremony.

Getting Social with the Chicago Auto Show

#FuelCAS

It's no surprise social media provides an extremely human element to the marketing world, where consumers can directly connect with brands, and vice versa. The Chicago Auto Show's official hashtag, **#FuelCAS**, was constructed with the following strategy in mind: to unite the automotive industry and fans by streaming all conversation surrounding the show to highlight the latest innovations, identify trends and capture real-time consumer feedback.

#CASChallenge

With a show floor spanning more than 1 million square feet and thousands of the industry's hottest vehicles on display, we bet you're chomping at the bit to share Chicago Auto Show pictures and videos with your social network. But what if we mentioned you could WIN prizes (100 throughout the entirety of the show, to be exact) just for sharing your show experience through social media?

The Chicago Auto Show is proud to announce the 2014 Social Media Scavenger Hunt, presented by Cars.com. We'll bring you fun challenges to complete such as tweeting a photo of a supercar or capturing a Vine video of your indoor test track experience. Follow the Chicago Auto Show on Facebook and @ChiAutoShow on Twitter for each challenge announcement – 10 will be made each day of the show. For those present at the show, you'll have one hour from the time the challenge is distributed to submit your entry. However, not to worry if you're not the random winner selected for that challenge: each #CASChallenge participant is also automatically entered to win a grand prize, a 7-night Caribbean cruise provided by Celebrity Cruises and \$500 in spending money from Cars.com! Stay tuned on social media as that winner will be announced at the conclusion of the 2014 Chicago Auto Show.

How to enter the #CASChallenge Social Media Scavenger Hunt:

- Follow the **Chicago Auto Show on Facebook & @ChiAutoShow** on Twitter for each challenge
- Once you've completed the challenge, upload it to your social media channels using **hashtag #CASChallenge**
- Photos and videos may be uploaded to Facebook, Twitter, Vine (as long as the video is posted to Twitter), Instagram and Instagram Video
- The winner will be announced within one hour from when the challenge was distributed
- You must be present at the show to claim your prize



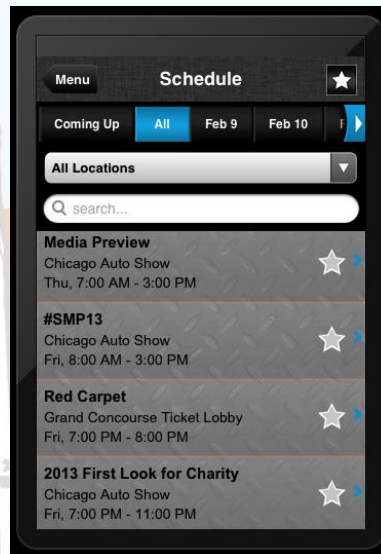
Chicago Auto Show Mobile App Returns in 2014

Last year the Chicago Auto Show launched its first-ever mobile app, designed with the digital consumer in mind. With an easy-to-navigate interface and innovative functions, fans were able to stay connected to the show while on the go. The easy-to-use mobile app is returning this year so fans can take full advantage of heightening their show experience.

The following features will be available within the mobile app:

- On-demand schedule of events
- Detailed map of manufacturer exhibits on the show floor
- Listing of vehicles on display
- Image and video galleries
- Aggregated social media feed updated in real-time

Fans can download the Chicago Auto Show mobile app through the iTunes App Store or Google Play. For more information, please visit ChicagoAutoShow.com.



New ChicagoAutoShow.com Website Features Mobile-Friendly Responsive Design

The Chicago Auto Show launched a completely redesigned website in anticipation of the 106th edition of the nation's largest auto show. Aligned with the Chicago Auto Show's initiative to remain at the forefront of industry innovation and provide fans with the best possible experience, ChicagoAutoShow.com now boasts responsive design that provides an optimal viewing experience across a wide range of devices.

Desktop, tablet or smartphone, the redesigned site dynamically resizes type, images and graphics to provide an unparalleled preview of the show for all online visitors. Fans across the world can now experience the Chicago Auto Show through interactive and engaging elements regardless of the device they are using.

The 2014 Chicago Auto Show website raises the bar with:

- Daily image galleries
- Comprehensive listing of vehicles on display
- Integrated social media content from the Chicago Auto Show's official blog, Facebook, Twitter and YouTube channels

Consumer favorites return from last year including:

- User-controlled webcams with a live-streaming capability
- Unmatched virtual tour experience, provided by 360revo.com

Staple elements also remain such as:

- Show floor maps
- Online ticket purchase
- Detailed directions
- Newsroom for registered media

Key features include:

- About the Show: includes directions, show dates and times, interactive displays, special guest appearances and more
- First Look for Charity: the online home for the show's signature charity fundraiser, visitors can learn more about the event, purchase tickets and even find discounts on tuxedo rentals
- Vehicles on Display: the most comprehensive listing of the new 2014 and 2015 models, concept cars and new-product reveals
- Media, Sponsor and Exhibitor microsites: exclusive content for media members, potential and current sponsors and exhibitors
- Multimedia: the Chicago Auto show comes to life with a virtual tour, photo galleries, more than 160 videos and webcams while providing the latest news via its official blog
- Show History: the Chicago Auto Show has a robust history, and the story is told here with a series of classic photos beginning in 1901



Special Days at the Chicago Auto Show

Not that every day isn't a special day down at the Chicago Auto Show, but show organizers will again add structure to the 10-day run of the show. With hundreds of cars, trucks, sports utility, concepts, and specialty cars on display there is plenty to catch the eye.

Women's Day: Tuesday, February 11

- Women will be admitted for just \$6. Manufacturers will present special women-oriented programs on the purchase and lease of cars and maintenance. It's a day all about the ladies at the Chicago Auto Show.

Telemundo Hispanic Day: Friday, February 14

- On Telemundo Hispanic Day, Chicago Auto Show exhibitors develop and host Hispanic-flavored events. For more information about scheduled events, visit <http://www.telemundochicago.com>.

Family Day at the Chicago Auto Show: Monday, February 17 (Presidents Day)

- The Chicago Auto Show will host family fun again on Presidents Day, Monday, February 17. Again this year, Family Day is expected to be a great end to the nation's premier auto show.

Additional Popular Events:

- **Annual Chicago Auto Show Food Drive** (Wednesday, February 12 – Friday, February 14)
Attendees can exchange three cans of food for a coupon good for a half-price discount off a full price admission.
- **Special Guest & Celebrity Appearances:** keep up to date on all the excitement happening at the Chicago Auto Show at ChicagoAutoShow.com for a full schedule of events and appearances.



NBC 5 Chicago and Telemundo Chicago Net Emmys for Auto Show Specials

NBC 5 Chicago and Telemundo Chicago each received an Emmy for coverage of the 2013 Chicago Auto Show. NBC 5 Chicago netted the prestigious award in the “Outstanding Achievement for Special Event Coverage – Live” category and Telemundo won in the “Outstanding Achievement for Special Event Coverage – Edited (other than news or sports)” category.

The NBC 5 and Telemundo Chicago teams worked closely with the Chicago Automobile Trade Association (CATA), producer of the Chicago Auto Show, the CATA board of directors and 2014 Chicago Auto Show Chairman Kurt Schiele to produce the coverage.

This marks the third consecutive and twelfth overall Emmy for NBC 5 Chicago’s live TV special from the Chicago Auto Show floor.



**“The Chicago Auto Show is made up of so many exciting elements that appeal to a vast audience, and we thank our partners NBC 5 Chicago and Telemundo Chicago for bringing these aspects of the nation’s largest auto show to life.
– Kurt Schiele, 2014 Chicago Auto Show Chairman**

The Chicago Auto Show has again partnered with NBC 5 Chicago and Telemundo Chicago for the show’s 106th edition. This year, the “NBC5 Presents the 2014 Chicago Auto Show” TV special is scheduled to air on Saturday, Feb. 8 – the opening day of the public show. The Telemundo broadcast is also set to air during the show’s opening weekend on Sunday, Feb. 9.

**“It is exciting to win this honor three years in a row. We value our association with the Chicago Automobile Trade Association and the Chicago Auto Show and look forward to our continued partnership.”
– David Doeblar, NBC 5 Chicago President and General Manager**

**“Working with the CATA and the Chicago Auto Show allows us to use creativity and inspires us to produce top quality programming. Winning an Emmy for the production of the Chicago Auto Show special is a true testament of our commitment to providing in-depth coverage, a unique perspective and quality information to our viewers.”
– Chris McDonnell, Telemundo Chicago President and General Manager**

The Connected Car Era Has Arrived

In a smartphone-centric world, automakers aren't just selling cars anymore; they're playing an integral role in shaping the "connected world" future. Cars themselves are becoming mobile hotspots that link the vehicle to the home and to the outside world. In-car connectivity applications now allow a vehicle to interact with other aspects of an owner's life. Many of today's cars have features that go beyond hands-free calling, as some are able to read text messages aloud and access owner's social media accounts. Moreover, car connectivity is becoming a two-way street as vehicles are now also able to send pertinent information back to their owners via their smartphones.

Recognizing this growing trend, the Chicago Automobile Trade Association – producer of the Chicago Auto Show – has partnered with **Connected World magazine** to present the **Connected World Conference at the 2014 Chicago Auto Show**. An established exposition for the past three years, the Connected World Conference has successfully coupled connected technology providers, app developers and industry experts. Bringing this conference to the Chicago Auto Show adds a public element that hasn't been tapped in previous technology conferences.

The Connected World Conference examines the convergence of the automobile with today's new communications and infotainment technologies. The Connected World Conference will be located within a 20,000-sq.ft. pavilion on the floor of the 2014 Chicago Auto Show.

The Connected World Conference will showcase technologies, products and services developed to enhance the in-car experience. App developers, device makers, software companies, and product and car manufacturers collectively will provide 10 days of programming during the show. **The Connected Car of the Year award winners will be announced Feb. 6 during the show's Media Preview.**

The Connected World Conference will feature multiple exhibits that provide a tour of the technologies coalescing around the connected car. These exhibits include connected energy, connected healthcare/fitness, and a special start-up zone for innovators seeking funding. Advanced programming includes presentations on connecting the car to the house, the car to physicians, the car to other vehicles, and the car to our health and fitness.

"Connected World is a strong voice in this space and we feel that connected technology plays a huge role in the future of transportation. This conference and partnership will foster growth and understanding between automotive consumers and the technology worlds."

– Dave Sloan, Chicago Auto Show General Manager

"The automobiles we drive, the homes we live in, and the devices and apps we engage with are the critical link in our always on, 24/7 lives. The Connected World Conference at the Chicago Auto Show represents one of the most important destinations for anyone seeking to understand the technologies powering our interconnected ecosystem."
– Peggy Smedley, Connected World magazine Editorial Director and President



The Millennial Debate: Interested or Indifferent?

Despite numerous reports arguing that Millennials aren't interested in purchasing cars, the reality is consumers within this age demographic are starting to buy cars again as their economic circumstances begin to improve. People age 18 to 34 accounted for more than 14 percent of the U.S. new car market just five years ago, but that plunged to 10.5 percent in 2011, according to registration data collected by the Polk auto research firm. The figure grew to 12.3 percent in 2012.

Some experts even blame social media for Millennials' lack of interest in cars, as the socially-connected demographic doesn't need the real-life experience when they can live it out virtually. However, automotive executives are speaking out: General Motors' Chief Economist Mustafa Mohatarem doesn't believe Millennials have necessarily lost interest in cars but rather were forced to put off getting their licenses due to the lack of jobs.



**"The younger buyer is broke. This demographic has been the hardest hit, from unemployment, from net worth, from income – all factors that would influence demand for high-priced consumer goods like an automobile."
– Anthony Pratt, Vice President of Americas forecasting for Polk**

If Millennials are in fact interested in purchasing cars, then what features are they most interested in? Automakers are used to hearing that Generation Y consumers are more interested in connectivity in their vehicles than anything else. However, research company GfK found that it isn't just smartphone and internet connectivity that interests younger consumers. They're also very intrigued by a category of what the research firm calls "well-being" features and devices such as systems to keep drivers from falling asleep, vital-sign monitors and massaging seats to prevent muscle fatigue.

Automakers should also start paying attention to Gen Y's younger counterparts: Generation Z. Generation Z, those currently 17 and younger, are most interested in passenger features such as adjustable seats and systems that allow them to connect with their tablet or mobile device.

The Rise of the “She”-conomy

What used to be viewed as overwhelmingly male-dominated, the automotive industry continues to become heavily influenced by women – and manufacturers are taking note. Established data shows the tremendous impact women have on the automotive industry. Today, **women influence 85 percent of all car purchases**, worth more than \$80 billion per year.

What's more, female buyers show the highest growth in the two fastest-growing segments in the market: compact cars and green cars. And studies show women want to invest: 82 percent of women would rather buy a vehicle than lease it.

So, what's driving women's decisions in the car market? According to KBB.com, women's “must-haves” in a vehicle include quality, dependability and safety. Seat comfort and handling also rank high in importance.

The Chicago Auto Show's annual Women's Day event returns this year, held on Tuesday, February 11. This is the perfect chance for automotive manufacturers to host special programs geared towards women and literally shake hands with female customers. Women also receive special ticket pricing – at just \$6 – throughout the day.



“The Chicago Auto Show is the perfect venue for women to peruse the show floor at their leisure. Product specialists are onsite to answer questions as they arise so women can feel comfortable about making an information decision prior to making a purchase.”

– Kurt Schiele, 2014 Chicago Auto Show Chairman

Official Hotel Media Advisory

Luxurious Accommodations

The **Hyatt Regency McCormick Place** is one of the new, official hotel partners for the 2014 Chicago Auto Show! Connected to the McCormick Place Convention Center, attendees have quick and easy access to the show. Take in sweeping views of Lake Michigan and the Chicago skyline from our freshly renovated guest rooms. Savor a variety of delicious cuisines in the hotel's popular restaurants. Relax in our indoor pool and StayFit fitness center. Enjoy easy access to Chicago attractions, museums, shopping, and entertainment.

Highlights:

- As an official Chicago Auto Show hotel, the Hyatt Regency McCormick Place is pleased to offer exclusive rates starting at \$163 for single, double, triple, or quad occupancy.
- Quick access to the show
- Newly-renovated guest rooms

The rooms come with the following features:

- ✓ Premium Internet access
- ✓ Daily Newspaper delivery
- ✓ Complimentary pool & health Club access
- ✓ Internal access to McCormick Place Convention Center

Those seeking a reservation can visit:

<https://resweb.passkey.com/go/ChiAutoTradeShow>

**First Look for Charity ONLY special rates have also been secured. Reservations can be made at:*

<https://resweb.passkey.com/go/FirstLookForCharity>



Hyatt Regency McCormick Place
2233 S. Martin Luther King Dr., Chicago 6061

Official Hotel Media Advisory (cont.)

The **Waldorf Astoria Chicago** is proud to be an official hotel partner for the 2014 Chicago Auto Show. Located in the heart of the chic Gold Coast neighborhood, near the most exclusive shops, dining and nightlife in the city, the 188-room hotel creates a new experience in luxury – energetic and fashion forward; warm and welcoming; and fresh and engaging. In addition to a spacious 14,000-square foot spa and health club, the property features Balsan, a casual European bistro, as well as 4,500 square feet of private event space.

Highlights:

- An exclusive rate of \$235 for a Classic King Deluxe guest room or \$295 for an upgraded Waldorf Suite
- Located in the chic Gold Coast neighborhood
- Extensive shopping, dining and nightlife are just a block away from the hotel

The rooms come with the following features:

- ✓ Complimentary, high-speed wireless Internet
- ✓ Complimentary local and national phone calls
- ✓ Complimentary access to the Waldorf Astoria Spa & Health Club
- ✓ Complimentary local paper

Formerly the Elysian, the hotel was recently honored by Conde Naste Traveler Magazine as one of America's Best Hotels.

Those seeking reservations can contact the Waldorf Astoria Chicago at **888-370-1938**.



Waldorf Astoria Chicago

11 East Walton Street, Chicago IL 60611

CATA Quick Facts

Information about the Chicago Automobile Trade Association

- ❖ Founded in 1904, the Chicago Automobile Trade Association (CATA) is the nation's oldest and largest metropolitan dealer organization.
- ❖ The CATA is comprised of more than 400 franchised new-car dealers plus an additional 150 allied members. The group's dealer members employ approximately 19,000 people in the metropolitan area.
- ❖ CATA dealerships contribute to the state, county and city tax base with gross receipts of approximately \$5.6 billion in new car sales alone; \$9.6 billion in new, used, parts and service. The extended impact of tax base contribution through CATA dealership employees make this group one of the largest tax constituencies in the city and state.
- ❖ The CATA's mission is to promote and maintain honesty and dependability; employ truth and accuracy in dealer advertising; strive to constantly improve business methods and ethics; and maintain fair competition to serve both dealer and customer.
- ❖ The CATA has produced the world famous Chicago Auto Show since 1935.
- ❖ The 2014 Chicago Auto Show marks the 106th edition.
- ❖ Manufacturers from around the world consider the Chicago Auto Show as North America's most significant consumer exposition.
- ❖ Hosted by the CATA, the annual First Look for Charity black-tie preview raises about \$2 million annually for 18 area charities, making it one of the city's largest single-day fundraising events.



CATA Officers

The 2013-2014 Chicago Automobile Trade Association Board of Directors

Kurt Schiele

2014 Chicago Auto Show Chairman



*Elmhurst BMW, Elmhurst Jaguar &
Elmhurst Toyota-Scion*

John Webb

CATA Chairman and 2014 Chicago
Auto Show Co-chairman



Packey Webb Ford

Colin Wickstrom

CATA Vice Chairman



*Wickstrom Chrysler-Dodge-Jeep,
Wickstrom Ford-Lincoln*

Mike McGrath Jr.
CATA Treasurer



*McGrath Lexus, McGrath Acura
McGrath Honda &
McGrath Hyundai*

John Hennessy
CATA Secretary



River View Ford

CATA Staff Directory

Dave Sloan

*CATA President and Auto Show
General Manager*



(630) 424 - 6055

dsloan@drivechicago.com

Chris Konecki

*Executive Vice President and
Director of Auto Show Operations*



(630) 424 - 6075

ckonecki@cata.info

Mark Bilek

*Director of
Communications and
Technology*



(630) 424 - 6082

mbilek@drivechicago.com

Erik Higgins

*First Look for Charity Manager
and Director of Dealer Affairs*



(630) 424 - 6008

ehiggins@cata.info

Sandi Potempa

*Director of Special Events and
Exhibitor Relations*



(630) 424 - 6065

spotempa@cata.info

Tim McBride

Director of Marketing



(630) 424 - 6085

tmcbride@drivechicago.com

Jennifer Morand

*Senior Public Relations and
Social Media Manager*

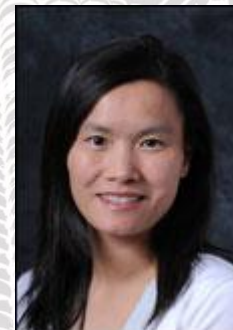


(630) 424 - 6084

jmorand@drivechicago.com

Donna Young

Administrative Assistant



(630) 424 - 6045

dyoung@cata.info

CATA Staff Directory (cont.)

Julie Piatek

Communications Specialist



(630) 424 - 6016

jpiatek@drivechicago.com

Pam Grace

Meetings Coordinator and Receptionist



(630) 424 - 6035

pgrace@cata.info

Mary Beth Davis

Bookkeeper



(630) 424 - 6007

mbdavis@cata.info

Transportation

Car:

FROM INDIANA Via the SKYWAY:

Take the Indiana Tollway, I-90 West, to the Chicago Skyway, to the local traffic lanes of the Dan Ryan Expressway, I-94 West to the Stevenson Expressway, I-55, North to Lake Shore Drive South, and follow the signs to McCormick Place.

FROM INDIANA Via I-80/I-94:

Exit I-80/I-94 on the Bishop Ford Expressway and proceed to the Dan Ryan Expressway, I-94 West to the Stevenson Expressway, I-55, North to Lake Shore Drive South, and follow the signs to McCormick Place.

FROM the NORTH, NORTHWEST or O'HARE AIRPORT:

Take the Edens Expressway, I-94, East to the Kennedy Expressway, I-90, East to the Dan Ryan Expressway, I-94 East. Continue east on the Dan Ryan, keeping to the right, exit North on the Stevenson Expressway, I-55, to Lake Shore Drive South and follow the signs to McCormick Place.

FROM the NORTHWEST or O'HARE AIRPORT:

Take the Northwest Tollway, I-90, East to the Kennedy/Dan Ryan, I-94, East to the Stevenson Expressway, North, I-55, to Lake Shore Drive South and follow the signs to McCormick Place.

FROM the WEST:

Take the Eisenhower Expressway, I-290, East to the Dan Ryan, I-94, East. Keep to the right and exit on the Stevenson Expressway, I-55 North. Proceed to Lake Shore Drive South and follow the signs to McCormick Place.

FROM the SOUTH:

Take the local traffic lanes on I-94 West, the Bishop Ford Expressway, to the Dan Ryan, I-94, West to the Stevenson Expressway, I-55 North to Lake Shore Drive South and follow signs to McCormick Place.

FROM the SOUTHWEST or MIDWAY AIRPORT:

Take the Stevenson, I-55, North to Lake Shore Drive South and follow the signs to McCormick Place.

Bicycle:

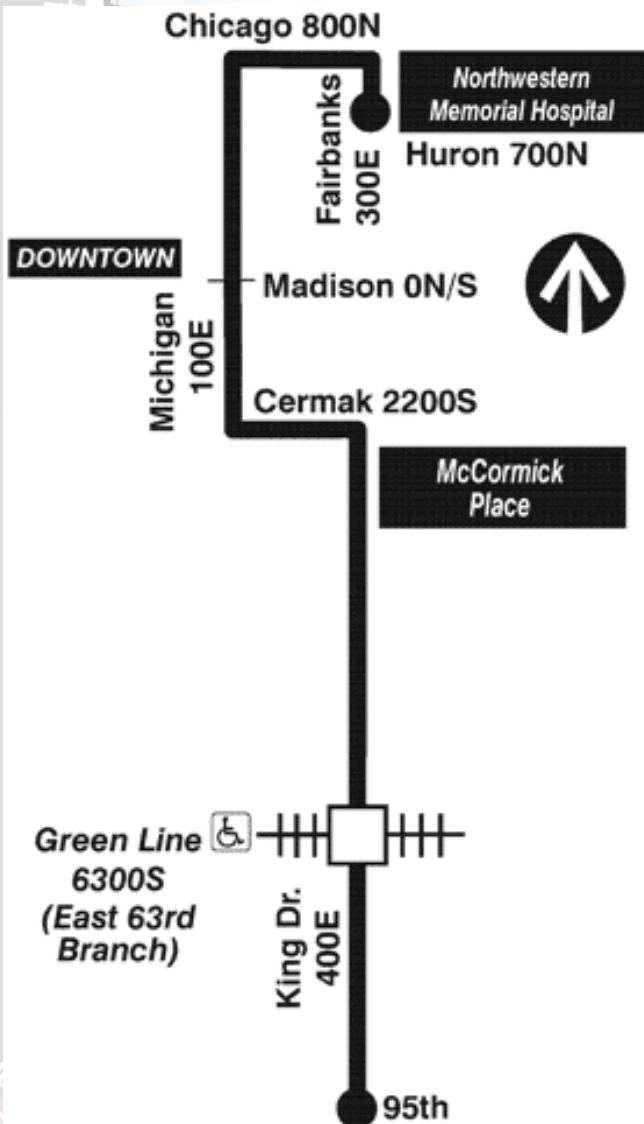
McCormick place has direct access to the Lakefront Trail. Bike parking is available along the Lakefront Trail. For more information on Bicycle access and the Lakefront trail, please visit <http://www.chicagobikes.org>.

Transportation (cont.)

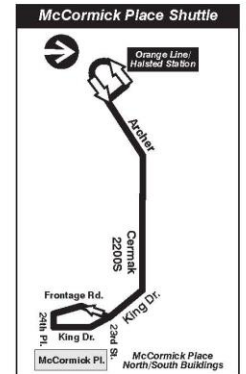
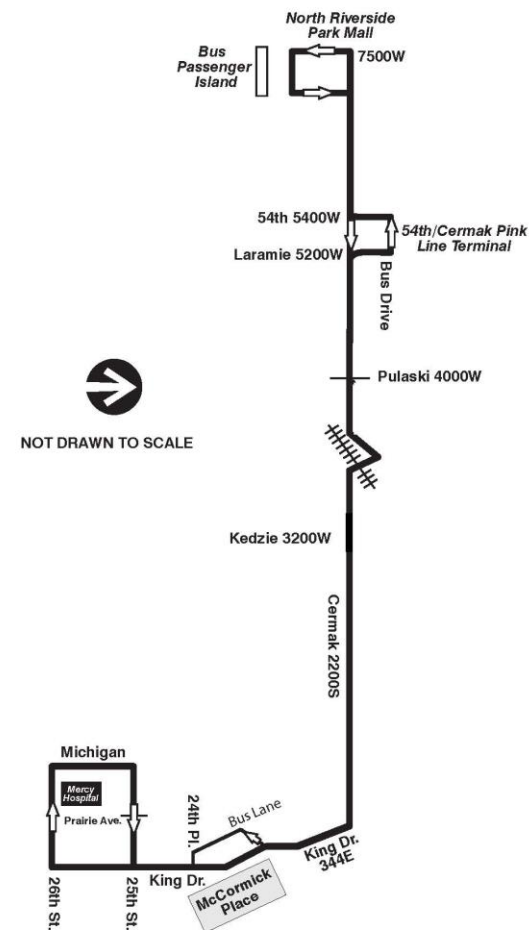
CTA Bus

The CTA will be offering two buses that will drop off at McCormick place (#3 King Drive and #21 Cermack). More may be added closer to the show, so be sure to check back.

#3 King Drive routing map:



21 Cermak



Transportation (cont.)

The CTA is providing extra bus service to accommodate Chicago Auto Show attendees:

- **#3:** Supplement service will operate between Fairbanks/Ontario and McCormick Place, operating every 20 minutes from 5-11 p.m. on weekdays (5-10 p.m. on the last Monday, Feb. 17), and from 9 a.m. – 11 p.m. on weekends.
- **#21:** Supplement service will operate between Halsted Orange Line Station and McCormick Place, operating every 20 minutes from 9 a.m. – 11 p.m. on weekends.
- **#Auto Show:** Service will operate between Ogilvie/Union Stations and McCormick Place from 9 a.m. – 11 p.m. every 12 to 20 minutes on weekdays (9 a.m. – 10 p.m. on the last Monday, Feb. 17), and 9 a.m. – 11 p.m. every 10 to 20 minutes on weekends.

CTA Fares

The fare for bus customers paying cash for a single-ride is \$2.25. Transfers are not available for customers paying fares in cash. CTA provides a reduced rate for students, between the ages of 7-20, with a valid CTA Student Riding Permit: first ride is .75 cents and transfer is .15 cents between 5:30 a.m. – 8:30 p.m.

For more information about fares and Ventra Cards please visit <http://www.transitchicago.com/fares/>

METRA Train

Metra Electric Line service from the Loop and southern suburbs and South Shore service from northeast Indiana, stops on the lower level of McCormick Place. Parking at Metra and South Shore stations is best in the evenings and on weekends. Metra offers a \$7.00 round-trip pass on weekends, except for the South Shore line.

For ticket prices visit: <http://metrarail.com/metra/en/home/tickets.html>.

To get the Metra Train map and schedule please visit:
http://metrarail.com/content/metra/en/home/maps_schedules/metra_system_map.html

Accessibility

McCormick Place is easily reached by car or public transportation. There is a shuttle bus service from all area parking lots to and from McCormick Place. Note that this is weekend-only shuttle service from the Millennium Park and East Monroe underground garages. Shuttles stop in **10-15 minute intervals** near Columbus/Upper and Lower Randolph and at **Gate 3** at McCormick Place.

Scooter and Wheelchair rentals are available by contacting Scootaround toll-free at 1-888-441-7575. You can also book online at www.scootaround.com/rentals/c/chicagoautoshow.

Scooter rentals are **\$50.00** a day and wheelchair rentals are **\$20.00** a day. Scootaround accepts all major credit cards. Scootaround is located at **Gate 4** of McCormick Place (west end of the Grand Concourse). While Scootaround will make every effort to accommodate all needs, you are encouraged to reserve in advance.

Handicapped Accessibility:



McCormick Place offers many services to Chicago Auto Show visitors with disabilities, allowing them to enjoy the excitement of the show.

Services Available:

- Handicapped parking available in all McCormick Place parking garages
- McCormick Place Lot A offers an adjacent surface with extra handicapped spaces
- Valet parking available at the Hyatt Hotel lot adjacent to McCormick Place
- All outdoor entrances to the show have “push-to-open” button doors and ramps for show patrons with wheelchairs
- Accessible elevators to help navigate inside the show
- Scooter and wheelchair rentals offered by Scootaround, located at Gate 4 (west end of the Grand Concourse)
 - Submit rental inquiries at www.scootaround.com, or call 1-888-441-7575
- Trolley shuttles to the parking lot by American Sightseeing Chicago
 - Call 800-621-4153 to secure a shuttle with chairlift capacity

2014 Parking Information

Overview

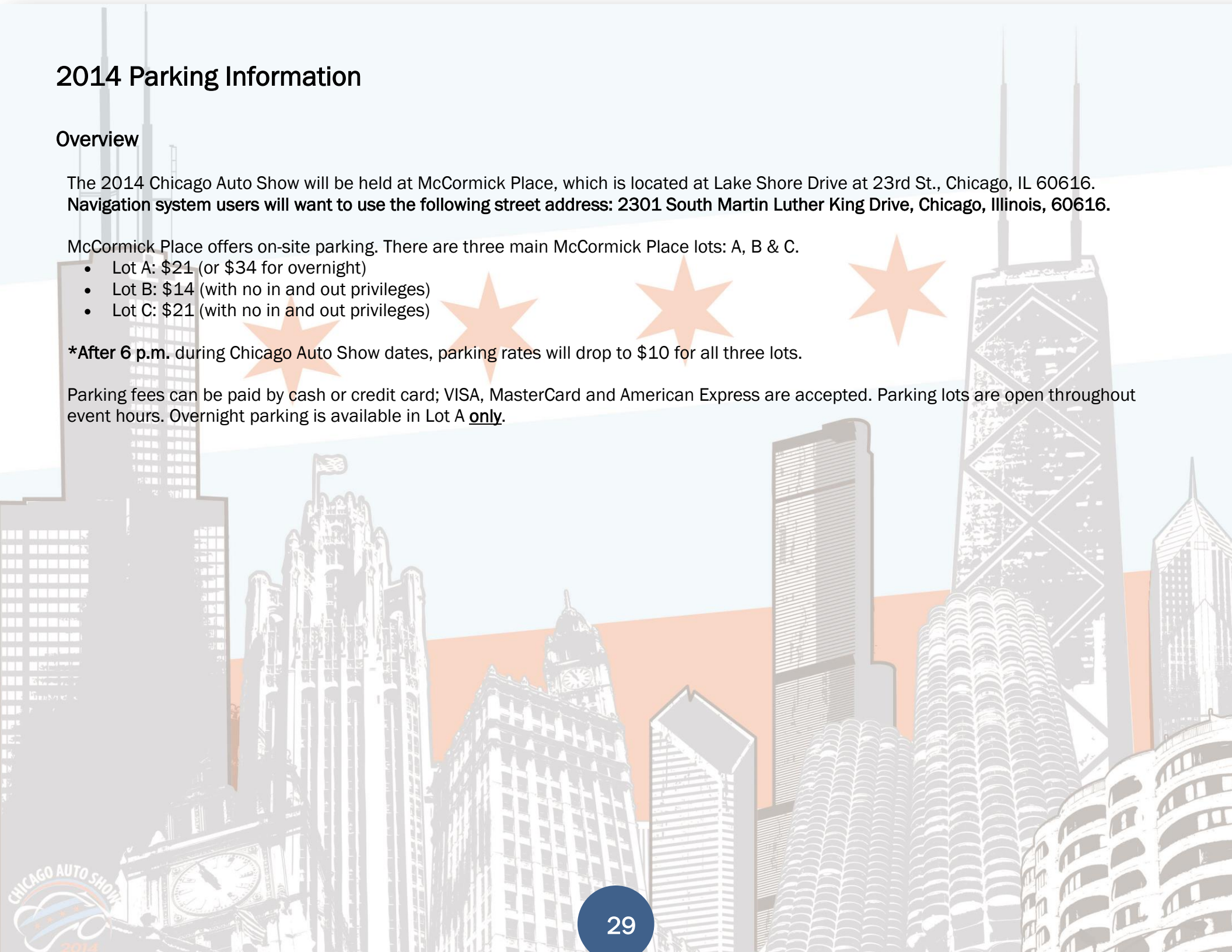
The 2014 Chicago Auto Show will be held at McCormick Place, which is located at Lake Shore Drive at 23rd St., Chicago, IL 60616. Navigation system users will want to use the following street address: 2301 South Martin Luther King Drive, Chicago, Illinois, 60616.

McCormick Place offers on-site parking. There are three main McCormick Place lots: A, B & C.

- Lot A: \$21 (or \$34 for overnight)
- Lot B: \$14 (with no in and out privileges)
- Lot C: \$21 (with no in and out privileges)

***After 6 p.m.** during Chicago Auto Show dates, parking rates will drop to \$10 for all three lots.

Parking fees can be paid by cash or credit card; VISA, MasterCard and American Express are accepted. Parking lots are open throughout event hours. Overnight parking is available in Lot A only.



Frequently Asked Questions

What are 2014 Chicago Auto Show's dates and hours?

The 2014 Chicago Auto Show is open to the public from February 8-17, 2014.

Show hours:

February 8-16: 10 a.m. to 10 p.m.

February 17: 10 a.m. to 8 p.m.

When is First Look for Charity?

Friday, February 7, 7-11p.m. at McCormick Place

What are the 2014 Media Preview dates?

Thursday, February 6

Friday, February 7

Is photography/videography permitted on the show floor?

Photography and videography is not only permitted, it is encouraged!

What is the 2014 Chicago Auto Show ticket price?

- \$12 for adults
- \$6 for seniors ages 62 and older
- \$6 for children ages 7-12
- Free admission for children 6 and younger when they accompany a paying adult (family members only)
- Weekday discount coupons are available at various area new-car dealers.

How do I purchase tickets for admission to the Chicago Auto Show?

To avoid lines, you can purchase tickets in advance at <http://www.chicagoautoshow.com/>. You can also purchase tickets on-site at the box offices located at the entrances to the show (cash and credit cards will be accepted).

If I purchase a ticket online is my credit card information secure?

Yes, all credit card information is protected through VeriSign, an e-commerce leader for processing payments securely. VeriSign uses SSL encryption to transmit data safely.

Do I need a physical ticket to get into the show?

If you purchased your ticket online, please print and bring that ticket for entry. You can also download your tickets on our mobile app.

Are wheelchairs and motorized scooters available for rent at the Chicago Auto Show?

Wheelchairs and motorized scooters are available for rent at the McCormick Place. To make a reservation, please contact Scootaround's toll-free hotline at 1-888-441-7575. Motorized scooters are \$50 a day; wheelchairs are \$20. For more details, visit scootaround.com. Scootaround is located at Gate 4 of McCormick Place (on the west end of the Grand Concourse).

Is there handicapped parking available in the lots adjacent to McCormick Place?

Yes, all McCormick Place parking lots include a number of stalls reserved for handicapped parkers.

Are you offering themed days this year?

Yes, our themed days are as follows:

Women's Day: Tuesday, Feb. 11

Telemundo Hispanic Day: Friday, Feb. 14

Family Day: Monday, Feb. 17

CAS Food Drive: Wednesday, Feb. 12 – Friday, Feb. 14

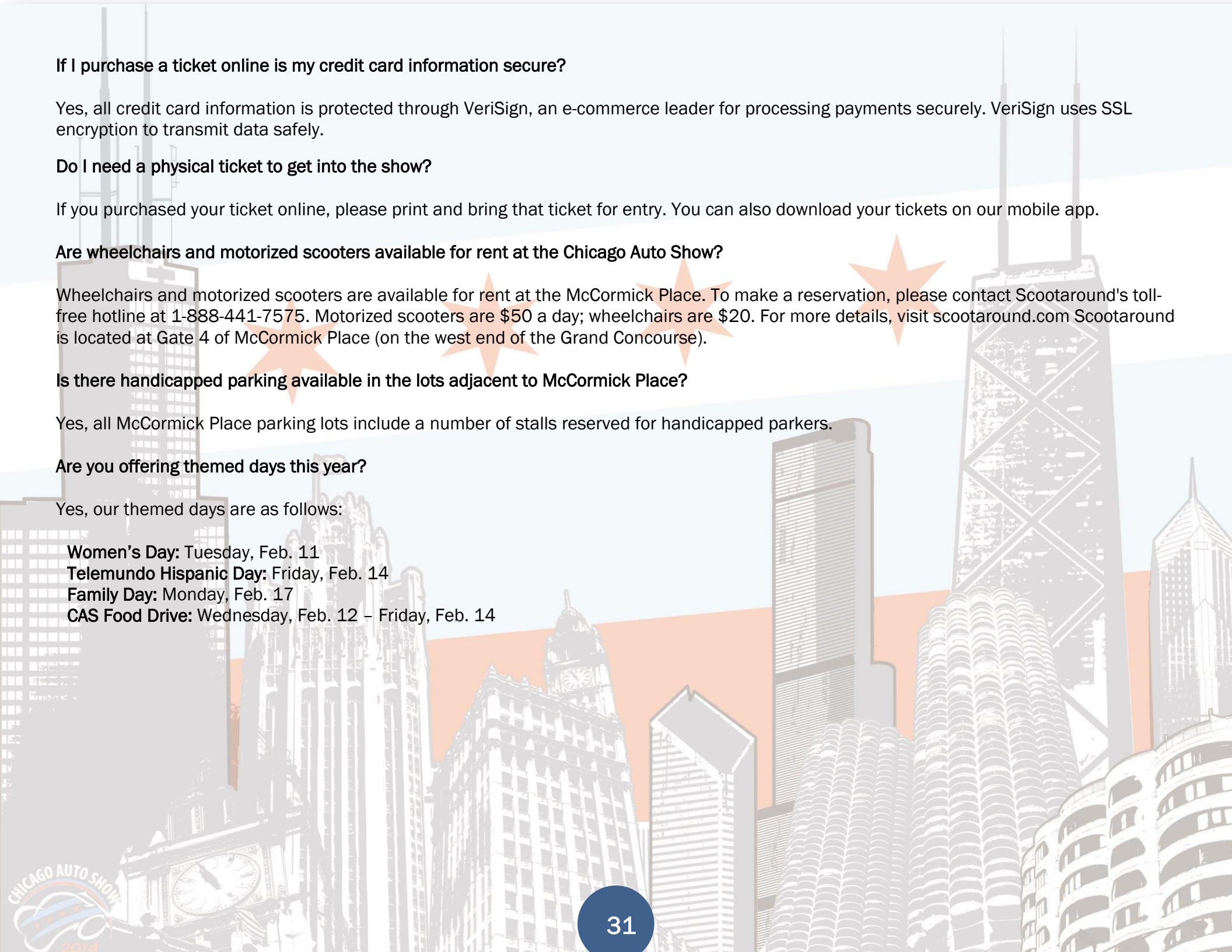


Image Gallery: <http://www.chicagoautoshow.com/media/online-newsroom-gallery/>

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2014 Chicago Auto Show
Logo



Chicago Automobile Trade
Association Logo



2014 First Look for Charity
Logo



2014 Chicago Auto
Chairman, Kurt Schiele



2014 Chicago Auto Show Co-
chairman, John Webb



Chicago Auto Show
General Manager, Dave
Sloan



McCormick Place Complex



McCormick Place Complex



McCormick Place Complex



McCormick Place Complex



Image Gallery (cont.)

The 2013 Show: <http://www.chicagoautoshow.com/media/online-newsroom-gallery/>

The 2013 Chicago Auto Show



The 2013 Chicago Auto Show



The 2013 Chicago Auto Show



The 2013 Chicago Auto Show



The 2013 Chicago Auto Show



The 2013 Chicago Auto Show



The 2013 Chicago Auto Show



The 2013 Chicago Auto Show



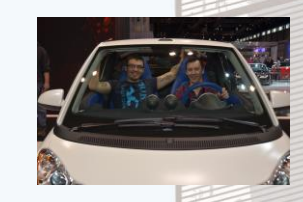
The 2013 Chicago Auto Show



The 2013 Chicago Auto Show



The 2013 Chicago Auto Show



The 2013 Chicago Auto Show



The 2013 Chicago Auto Show



The 2013 Chicago Auto Show



The 2013 Chicago Auto Show



The 2013 Chicago Auto Show



Image Gallery Cont'd

First Look for Charity: <http://www.chicagoautoshow.com/2013-first-look-for-charity/>

2013 First Look for Charity



2013 First Look for Charity



2013 First Look for Charity



2013 First Look for Charity



2013 First Look for Charity



2013 First Look for Charity



2013 First Look for Charity



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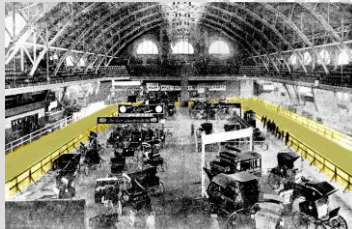


2013 First Look for Charity



Historical Images: <http://www.chicagoautoshow.com/historic-images/>

1901: Chicago Auto Show Floor



1953 Chevrolet Corvette



1941 Plymouth



1979 Buick Rivera

