

# CHICAGO AUTO SHOW



# 2014



Media Preview Feb. 6-7 · First Look For Charity Feb. 7



Public Show Feb. 8-17 · [www.ChicagoAutoShow.com](http://www.ChicagoAutoShow.com)

## It's Showtime in the Windy City



We are just a week away from the 2014 Chicago Auto Show Media Preview, which will begin Thursday, Feb. 6 and run through Friday, Feb. 7. The Midwest Automotive Media Association breakfast opens the day with keynote speaker Bob Carter, senior vice president of automotive operations for Toyota Motor Sales, USA Inc. Following the MAMA Breakfast will be a full day of manufacturer news conferences, with scheduled introductions from Kia, Toyota, Nissan, Subaru, Chevrolet, Volvo, Volkswagen, BMW and Lingenfelter. In addition there will be important news announcements from Toyota Motorsports and Maserati. Splitting the day will be the Economic Club of Chicago Luncheon, featuring Joe Hinrichs, executive vice president and president of the Americas for Ford Motor Co.

Day two of the Media Preview, dedicated to social media interaction, will feature presentations from various manufacturers throughout the show floor

as well as the WOMMA Digital Influencer Award, the #CASChallenge social media scavenger hunt and the Digital Megaphone Vine & Instagram Video Challenge. (See a complete schedule of Day 2 events on Page 3.)

### Day One Media Preview Schedule – Thursday, Feb. 6

Time	News Conference	Location
8:00 a.m.	MAMA Breakfast, Bob Carter, senior vice president of automotive operations for Toyota Motor Sales, USA Inc.	Grand Ballroom, S100
9:00 a.m.	Kia	Kia, South Hall
9:30 a.m.	Toyota	Toyota, South Hall
10:00 a.m.	Nissan	Nissan, South Hall
10:30 a.m.	Subaru	Subaru, South Hall
11:00 a.m.	Chevrolet	Chevrolet, North Hall
11:30 a.m.	Volvo	Volvo, North Hall
12 Noon	Economic Club of Chicago Luncheon, Joe Hinrichs, executive vice president and president of The Americas for Ford Motor Co.	Grand Ballroom, S100
1:30 p.m.	Volkswagen	Volkswagen, South Hall
2:00 p.m.	Toyota Motorsports Announcement	Toyota, South Hall
2:30 p.m.	BMW	BMW, North Hall
3:00 p.m.	Maserati	Maserati, North Hall
3:30 p.m.	Chrysler 200 Snack Break	Chrysler, South Hall
3:50 p.m.	Lingenfelter Performance Engineering	Grand Concourse Media Stage
4:10 p.m.	Connected World – Connected Car of the Year	Connected World, South Hall
4:30 p.m.	MotorWeek Reception - 2014 Drivers Choice Awards	Grand Concourse Media Stage

## Chicago Auto Show Social Media Preview: Not to Be Overlooked



It's nearly impossible for even the most cynical person to deny the positive uptick in the automotive industry. U.S. car and truck sales hit 15.6 million in 2013, and industry experts anticipate this year to be even better, according to The Detroit News. Beyond car sales, auto show interest and attendance also is at a high, and the Chicago Auto Show offers manufacturers a unique opportunity: Each exhibitor is allowed to invite up to 300 of its social media influencers, bloggers and other digital brand advocates to attend special programs and events during the Social Media Preview on Friday, Feb. 7. While it falls on the second day of the Media Preview, the Social Media Preview should not be overshadowed or overlooked – especially this year.

With the right mix of excitement and anticipation for what the year will bring, more and more automakers are turning to non-traditional mediums as a means to broadcast news. As word of mouth marketing takes on a new meaning in the social media space, automakers are catching on and becoming increasingly present within these mediums. It's where their consumers are, so they need to communicate with them – in their space, on their terms. Thus, many manufacturers are taking advantage of the Chicago Auto Show's Social Media Preview platform as a means to broadcast their news to not only local consumers, but to a vast national audience. Last year, for instance, the Chicago Auto Show's hashtag #CAS13 was the No. 1 trend on Twitter during the Media Preview.

The traditional "sheet pull" event still is pertinent and important on many levels, but more and more auto manufacturers recognize the importance of tapping into social media to engage the "non-traditional" audience. This year, the Social Media Preview has some unique events in store for attendees, including product debuts, engaging publicity stunts, live Twitter chats with celebrity guests and some "hands-on" entertainment. To add to the roster, the Chicago Auto Show also is deploying digital influencers to capture all of the fun via an Instagram/Vine video challenge.

Without giving anything away, we just hope you'll take our word for it.



**REMEMBER  
TO REGISTER!**

....for Media Credentials at [www.chicagoautoshow.com/media](http://www.chicagoautoshow.com/media).  
By registering ahead of time you are sure to get our latest updates and *also save yourself time in the line.*



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## Day Two Social Media Preview Schedule – Friday, Feb. 7

*Below is a detailed schedule of events for the Friday, Feb. 7 Social Media Preview Day at the 2014 Chicago Auto Show.*

8:30 a.m.	<b>Word of Mouth Marketing Association (WOMMA) “Driving Engagement” Award Ceremony &amp; Breakfast</b> WOMMA will host a breakfast and award ceremony to announce the winner of the 2014 “Driving Engagement” Award, the manufacturer with the most innovative social media campaign of 2013.	<b>Grand Concourse Media Stage</b>
9:00 a.m.	<b>Panel discussion – “Driving Engagement: a Closer Look at the Current Social Media Landscape”</b> The WOMMA panel discussion will feature three panelists of various backgrounds and positions to share success strategies for real-time and word of mouth marketing. Panelist lineup: Jennifer Wesley, head of industry, Google; Mark Bisard, vice president and senior counsel, American Express; and Tanuja Singeetham, digital champion, Nestlé Globe, Inc. (More information on Page 4.)	<b>Grand Concourse Media Stage</b>
9:30 a.m.	<b>Volkswagen</b> Volkswagen hosts an exclusive product walk-around hosted by two of the automobile industry’s most respected personalities.	<b>Volkswagen, South Hall</b>
9:50 a.m.	<b>Honda</b> Honda asked gamers to design a custom exterior for the 2014 Civic Si Coupe, and this creation comes to life during the Social Media Preview. Honda’s AVP of Advertising and Marketing Tom Peyton and Microsoft’s Business Development and Partner Manager Kim Wolfkill will unveil the one-of-a-kind Civic, featuring a design from the Xbox Forza community, for the first time.	<b>Honda, South Hall</b>
10:00 am.	<b>Illinois State Police - Public Information Office</b> Public Information Office highlights new Illinois cell phone laws and discusses distracted driving.	<b>Grand Concourse Media Stage</b>
10:10 a.m.	<b>Ford</b> See the all-new 2015 Ford Mustang make its first Chicago appearance. Chicago-based pinball machine maker Stern Pinball will bring Mustang-themed pinball machines available to play at the Ford stand at the Chicago Auto Show; attendees are invited to challenge world’s top-ranked pinball player, Zach Sharpe, to a game of pinball on the Mustang-themed machines on the Ford stand.	<b>Ford, South Hall</b>
10:30	<b>Hyundai</b> Hyundai will reveal a new product, tour the #NextGenesis and share highlights of its latest technologies.	<b>Hyundai, North Hall</b>
10:50	<b>Connected World</b> Inside Secrets: Top 10 Things the Cell Carriers Don’t Want You to Know	<b>Connected World, South Hall</b>
11:10 a.m.	<b>BMW</b> BMW hosts a product walk-around for a sneak peak and in-depth look at some of its latest vehicles.	<b>BMW, North Hall</b>
11:30 a.m.	<b>Volvo</b> Volvo’s marketing director of Polestar, Hans Baath, will highlight the two Limited Edition Polestar vehicles during the Social Media Preview.	<b>Volvo, North Hall</b>
11:50 a.m.	<b>Chevrolet</b> Take time out to visit with Chevy product specialists to get an exclusive, behind-the-scenes look at the all-new Chevy product lineup.	<b>Chevrolet, North Hall</b>
12:10 p.m.	<b>Dodge/Mopar</b> Dodge Brand Director Richard Cox will conduct a walk-around of Dodge’s Journey Crossroad and Mopar President and Chief Executive Officer (CEO) Pietro Gorlier will highlight the all new Mopar 200 – featuring a live webcast.	<b>Dodge, South Hall</b>
12:30 p.m.	<b>Chrysler Group</b> Jeep Brand Marketing Manager Jim Morrison will highlight the 10th anniversary of Camp Jeep during an exclusive event.	<b>Chrysler, South Hall</b>
12:50 p.m.	<b>Subaru</b> Subaru will host an exclusive presentation to highlight the newest member of the Subaru family.	<b>Subaru, South Hall</b>
1:10 p.m.	<b>Connected World</b> Putting NFC in Perspective: A Primer for the Media. What is NFC and how is it transforming the world around us?	<b>Connected World, South Hall</b>



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### Chicago Auto Show Announces Social Media Preview Panel Lineup



To match with the theme of the day, the Chicago Auto Show Social Media Preview will feature a panel discussion titled “Driving Engagement: a Closer Look at the Current Social Media Landscape,” hosted by the Word of Mouth Marketing Association (WOMMA).

WOMMA, the nonprofit trade association dedicated to the word of mouth and social media marketing industry, will feature three panelists of various backgrounds and positions to share success strategies for real-time and word of mouth marketing. The panelist lineup includes: Jennifer Wesley, head of industry, Google; Mark Bisard, vice president and senior counsel, American Express; and Tanuja Singeetham, digital champion for North America, Nestlé.

As Google’s Head of Industry, Wesley’s role is to drive growth, innovation and collaboration with restaurant clients including Starbucks, Domino’s, Subway and many others. Additionally, she’s required to understand client business and brand challenges; help design innovative, effective solutions; and expand brand building efforts through digital storytelling. During the panel, Wesley will highlight tactics to approach the Millennial generation, provide content strategies and frameworks that are sustainable for brands, share digital storytelling examples and emphasize the importance of making an emotional connection with the consumer.



Bisard has been instrumental in the digital transformation of American Express, shepherding the company through many innovative company and industry firsts. He helped the company launch its first mobile apps, draft its first social media policy, navigate multiple website overhauls and create the company’s first fan pages, handles, pins, hang outs, blogs, groups and Twitter chats. During the panel, Bisard will review the importance of being compliant with an established social media policy and practicing ethical behavior in the digital space.



In her role at Nestlé, Singeetham is responsible for helping drive various global initiatives across all of the Nestlé divisions and business units in North America. Her award-winning work has included efforts in mobile, email marketing, social media, online advertising, word-of-mouth marketing, blogger outreach, gaming and consumer advocacy. Singeetham will specifically highlight strategies to achieve successful word of mouth marketing within the digital playing field.

The “Driving Engagement: a Closer Look at the Current Social Media Landscape” panel discussion will begin immediately following the “Driving Engagement Award” breakfast and ceremony on Friday, February 7 at 8:30 a.m., where WOMMA will present one automotive manufacturer with the “Driving Engagement Award” for the most innovative marketing campaign of 2013.

**OFFICIAL  
NEW HOTEL**

The Hyatt Regency McCormick Place is the new Official Hotel for the Chicago Auto Show. “Connected to McCormick Place” translates into “No more shuttles.” Rates start at \$163. More info at [ChicagoAutoShow.com/media](http://ChicagoAutoShow.com/media).



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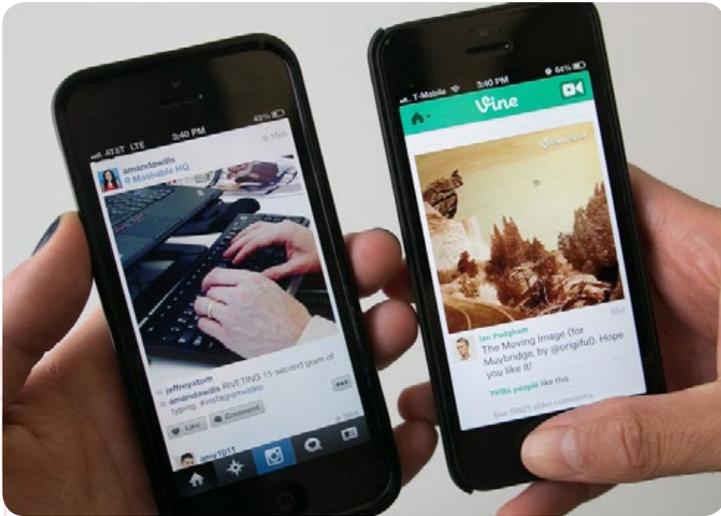
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## Chicago Auto Show Hosts Vine and Instagram Video Challenge During Social Media Preview

To help boost show awareness and highlight manufacturer-specific events and programs, the Chicago Auto Show has teamed up with Digital Megaphone to host the 2014 Chicago Auto Show Vine and Instagram Video Challenge during its Social Media Preview on Friday, Feb. 7. Digital Megaphone, a Chicago-based organization that connect brands with bloggers through social media challenges and interactive blogger events, will deploy Social Media Preview influencers on the show floor to capture either a Vine or Instagram video that best showcases the nation's largest auto show – which may present its own challenges in just 7 to 15 seconds!



“The 2014 Chicago Auto Show Vine and Instagram Video Challenge will give social media influencers and media the opportunity to explore the show floor during the Chicago Auto Show’s Social Media Preview,” said Hope Bertram, director of marketing for Digital Megaphone. “Participants will have the chance to win valuable prizes for capturing and sharing their perspective of the highlights of the latest automobile models, interactive displays and industry news. We are thrilled to be part of the largest and longest running auto show in the United States.”



Digital Megaphone will split participants into groups of three and will require each individual to upload the final product to their Twitter handle, along with additional social media channels, with hashtags #FuelCAS and #DigiMegVideo. Once all videos have been uploaded, a panel of expert judges will review and select the top three videos they believe most accurately and creatively showcases the 2014 Chicago Auto Show. Valuable prizes will be awarded to the winning groups with one grand prize winner and two runners-up.

The winning videos will be displayed for all to see during the winner announcement and during the public show. The Chicago Auto Show will also highlight the winning

videos on its own social media channels – providing credit to the editors.

Media and social media influencers can pre-register for the challenge by visiting <http://digitalmegaphone.com>. Digital Megaphone will review each entry and will send an email confirmation upon approval.



**TEXT CASMedia  
TO 38483**

**Text “CASMedia” to 38483 for the latest Media Preview information, news conference schedule and constant updates. We guarantee you will get the latest news FIRST.**



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### In Chicago, Bigger Means Better



The fact that McCormick Place South and North provide more than 1 million square feet of exhibit space, making Chicago the largest in size among all auto shows in North America, allows the industry plenty of room to stretch its legs. General Motors, for example, has almost 100,000 square feet of exhibit space, the largest display it offers at any show in North America. Nissan has added 10,000 square feet more exhibit space than last year, Subaru 7,000 more square feet, Porsche about 2,000 more square feet while Maserati, absent in '13, has taken 4,000 square feet to spotlight its wares for 2014.

“With the opportunity for more display space in Chicago, we have the opportunity to show more depth and breadth of our product line than at any other show in the country,” said Grace Morgan, director of Global Auto Shows, Exhibits and Events for General Motors. “We can show our full spectrum of product and trim levels as well as specialty vehicles that showcase aftermarket accessories. At the Chicago show, we are able to really connect with the consumer in a terrific way with not only our full product line, but through various engagement activities, including a ride and drive.”

Nissan spokesman Dan Bedore agrees that the more space, the better. “More space means you can display more product, and product is what this business is all about. We had the chance to add to our footprint this year and jumped at it. The Chicago Auto Show is for consumers and draws traffic into our dealer showrooms, so it’s important to have more product displayed here.”

Toyota and Chrysler take advantage of the space within McCormick to offer both static displays as well as test tracks

for consumers to experience the machines in motion. This will be Toyota’s fourth consecutive year of offering an indoor test track. In that time span, more than 80,000 show visitors have slipped inside a variety of offerings to experience the brand first hand.

“We consider the test track a valuable tool. Over the years, Toyota has worked hard to create enjoyable indoor drive programs with an amusement-like flair. This year is all about trucks, a variety of Tundra, Tacoma and 4Runners driven over an adventurous desert and obstacle course, because we want our visitors to have fun while experiencing our vehicles,” according to Toyota spokesman Curt McAllister.

While Toyota has taken advantage of the space in the McCormick Place complex to have a test track the last four years, Chrysler is celebrating 10 years of test tracks at the Chicago Auto Show, according to Phil Bockhorn, senior manager of shows and events for Chrysler.

“For 2014 we have the Camp Jeep course that takes you over the hill and a second track for Chrysler and Dodge cars,” Bockhorn said.

“Chicago is such a great consumer show. In the 10 years we’ve been doing the test tracks we are approaching 500,000 test rides. Our research says consumer awareness of the new vehicles always bumps up because of the test rides. Consumer interest and intention to buy a new vehicle goes up each year as a result of the show. So it pays off to be here. It’s the place you want to be,” he said.

**SWEET HOME CHICAGO**

Please join us for Subaru Presents Sweet Home Chicago featuring Maggie Speaks, at 8 p.m. and continuing until midnight. The location is Chicago Illuminating Company, 19 E. 21st St. in Chicago. Tickets are required and are available at the media center credential desk.

**Auto Shows are an Important Tool for Car Sales**



With hundreds of third-party automotive websites, manufacturer sites and enthusiast sites, people considering the purchase of a new car have access to vehicle specifications, options, prices, videos and road test reviews along with the ability to “build” their own vehicle, why would anyone go through the time and expense of visiting an auto show? Brand awareness, that’s why.

As more and more Americans increasingly do their shopping and buying online, auto shows play a more significant role

in raising brand awareness and affecting consumer preference. According to a Foresight Research study done at the 2013 Chicago Auto Show, fully 2/3 of show attendees were 12-month new-vehicle intenders, 60 percent of attendees added brands to their shopping lists and 17 percent subtracted brands.

The Chicago Auto Show, marking its 106th edition, is the nation’s largest and best attended auto show. The show is the best example of embracing the evolving dynamics of the shopping and buying experience when someone considers the purchase of a new vehicle. The Foresight study also produced some interesting audience demographics. Fully 60 percent of attendees have attended or graduated from college, more than 47 percent have incomes above \$100K and more than 40 percent of the attendees are females. The average time spent at the show is almost three hours forty minutes.

What’s the secret to the success of the Chicago Auto Show? It is recognized as the nation’s most digitally-savvy auto show and is constantly striving to be a leading indicator of trends in the industry. It is no surprise that social media provides an extremely human element to the marketing world, where consumers can connect directly with brands and vice versa. In addition, the show offers consumers the opportunity to experience vehicles at three indoor and six outdoor tracks and has more than 1 million square feet of interactive and engaging displays with hundreds of vehicles on the show floor.

The Chicago Auto Show’s strategy is 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. In other words, the show encourages people to engage as a participant rather than act as a passive visitor. In turn, that rewards our exhibitors, who spend millions of dollars building elaborate displays, focused solely on capturing interest and turning that interest into new-car sales.



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**NISSAN  
 WELCOME  
 RECEPTION**

Credentialed media are invited to join Nissan North America for a welcome reception at *Venue One* – from 6:00 p.m. to 8:00 p.m. *Venue One* is located at 1044 W. Randolph St. in Chicago. Shuttles will depart from the Hyatt Regency McCormick Place starting at 5:45 p.m.