

CHICAGO AUTO SHOW



WRAP UP

2015 Show Dates: Media Preview Feb. 12-13 · First Look For Charity Feb. 13 · Public Show Feb. 14-22 · www.ChicagoAutoShow.com



Chicago Auto Show Provides Ideal Venue to Attract Buyers and Amplify Manufacturer Messaging



Even though today's car shoppers increasingly are turning to the Web for information, strong attendance and attendee interaction demonstrate that major auto shows, like Chicago, remain resilient to the changing times. While hundreds of third-party automotive, manufacturer and enthusiast websites feature vehicle specifications, options, prices, videos and road test reviews, consumers benefit from venues such as the Chicago Auto Show when in the market. Additionally, the Chicago Auto Show serves as a powerful platform for manufacturers to amplify product and technology news via both traditional and social media.

The Chicago Auto Show is the nation's largest consumer auto show and constantly strives to embrace the evolving dynamics of the shopping and buying experience. With more than 1 million square feet of show floor space and hundreds of vehicles on display, the Chicago Auto Show is the perfect place for automakers to build brand awareness. In addition, the Chicago Auto Show offers consumers the opportunity to go for rides at three indoor test tracks and get behind the wheel at six outdoor test drives – something you certainly can't do on the Web.

According to Foresight Research surveys conducted at the 2013 Chicago Auto Show, nearly two-thirds of show visitors were intending to purchase a new vehicle in the next 12 months, a number that's double the local market average. Once at the show,

attendees spent an average of 3 hours, and 43 minutes on the show floor. Furthermore, more than one-third of show goers added at least one brand to their shopping lists.

The Chicago Auto Show attracts a powerful and impactful consumer audience that jump-starts Chicagoland new-car dealers' spring selling season, a point its exhibitors are only happy to make.

"We've had great luck [in Chicago] and the show has been fantastic for us in the past," said Orth Hendrick, vice president of product planning, Kia Motors America. "We've introduced several of our new vehicles here. We love the crowd, it's a big space and we get a great reception here."

The feedback is echoed by executives of both Toyota and Volvo.



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“Chicago is a great venue for us . . . and to get media attention,” said Mike Sweers, Toyota’s chief engineer of Tundra and Tacoma.

Hans Baath, managing director of Polestar performance for Volvo, commented, “It’s a quite easy answer, [the Chicago Auto Show] is a very big consumer show and these cars are meant for a lot of people and a lot of enthusiasts.”

Chicago also is an important market for manufacturers to showcase a new vehicle.

“Chicago’s a great show. This is one of the biggest in the country and one of the shows that attracts the most customers,” said Andy Love, head of 200 brand marketing at Chrysler. “It’s very important that we show the Chrysler 200 here; Chicago is a great area for midsize car sales.”

Additionally, it’s no surprise that social media provides an extremely human element to the marketing world, where consumers can directly connect with brands and vice versa, and the Chicago Auto Show provides manufacturers a powerful platform to amplify product and campaign news. This year, the Chicago Auto Show’s social media strategy united the automotive industry and fans by streaming all conversation surrounding the show highlighting the latest innovations, identifying trends and capturing real-time consumer feedback – encouraging attendees to engage as a participant rather than act as a passive visitor.



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. They’ve also come to recognize the Chicago Auto Show as one of the best venues to engage and connect with their social media audiences.

“[The Chicago Auto Show] is a great platform for us, obviously with the space at McCormick Place, the amount of attraction at the show and the amount of attention the show gets,” said Clark Campbell, general manager of experiential marketing at Volkswagen Group of America Inc. “In the world of auto shows, it’s one of the largest we do; it allows us to have a great exhibit and allows us to have a better platform to display our vehicles on, have a great launch with a great group of media.”

To download HD-quality interviews with industry executives discussing the importance of auto shows, please visit:

<https://www.hightail.com/download/eINLYnU5R0YzMW1ybHNUQw>

For hi-resolution images of the Chicago Auto Show debut vehicles, visit the following links:

<http://www.chicagoautoshow.com/2014-chicago-auto-show-press-conferences---feb-6/>

<http://www.chicagoautoshow.com/2014-chicago-auto-show-press-conferences---feb-7/>



#FuelCAS Fueled the Show and #CASChallenge brought Social Media to a New Level



The Chicago Auto Show again utilized social media as an informational and engagement tool with amazing success. The show was the No. 1 trend on Facebook from the Media Preview through opening day (Feb. 6-8), and trended over the Sochi Olympics during the opening ceremonies.

The Chicago Auto Show launched Instagram, Instagram Video and Vine this year and saw followers grow substantially throughout the stretch of the show. Facebook fan base grew by 81 percent, and Twitter fan base grew by 76 percent during the show. Overall, the Chicago Auto Show garnered 21.5 million impressions throughout the Media Preview, Social Media Preview, and public show days. The show's official hashtag, #FuelCAS, proved to be very popular on all social media channels, and had nearly 89 million impressions.

During Social Media Preview on Feb. 7, the Chicago Auto Show teamed up with Digital Megaphone to boost show awareness and highlight manufacturer-specific events. Digital Megaphone is a Chicago-based organization that connects brands with bloggers through social media challenges and interactive blogger events.

Social Media Preview influencers who were in attendance were able to form teams of up to three to capture either a Vine or Instagram video that best showcased the Chicago Auto Show in 7 to 15 seconds. Once the video was complete, participants had to upload their video to Twitter with the hashtags #FuelCAS and #DigMegVideo. The videos were reviewed by a panel of judges and scored on accuracy and creativity. Thirty-seven groups participated in the challenge. There was one grand prize winner along with two runners-up, and the top three videos were played for all to see during the winner announcement ceremony.

In addition to the Vine and Instagram challenge, the Chicago Auto Show hosted a Twitter chat with Volkswagen, along with racing celebrities Tanner Foust and Scott Speed. The hashtag that was used during the hour-long chat was #CASChats. #CASChats had 16,000 people see the tweets from the chat, and it had 4,209 unique participants who used the #CASChats hashtag within the hour.

New this year was the Chicago Auto Show social media scavenger hunt. Attendees could participate in a series of challenges each day by sharing photos and creating videos using the #CASChallenge hashtag, and post them to their social media accounts. Cars.com was the presenting sponsor, and most manufacturers participated and came up with their own challenge to engage fans.

The #CASChallenge hashtag was extremely successful for its first year, bringing in 2.2 million impressions. Anyone who participated in any of the challenges was entered to win the grand prize, a seven-night Caribbean cruise from Celebrity Cruises and \$500 spending money from Cars.com. Faye Peterson from New Lenox, Ill., was the #CASChallenge grand prize winner.





Hyundai Motor America Wins the 2014 Word of Mouth Marketing Association (WOMMA) Driving Engagement Award

The Chicago Auto Show and Word of Mouth Marketing Association (WOMMA) presented Hyundai Motor America with the second annual “Driving Engagement” award for most innovative social media campaign of 2013 during the Social Media Preview of the 2014 Chicago Auto Show.

Hyundai’s social media campaign, titled “The Walking Dead Chop Shop,” extended The Walking Dead integration into the social media and digital realms. Hyundai put the power in The Walking Dead fans’ hands to build their own Zombie Survival Machine. Hyundai shared its campaign strategy and resultant success during the “Driving Engagement” award ceremony.

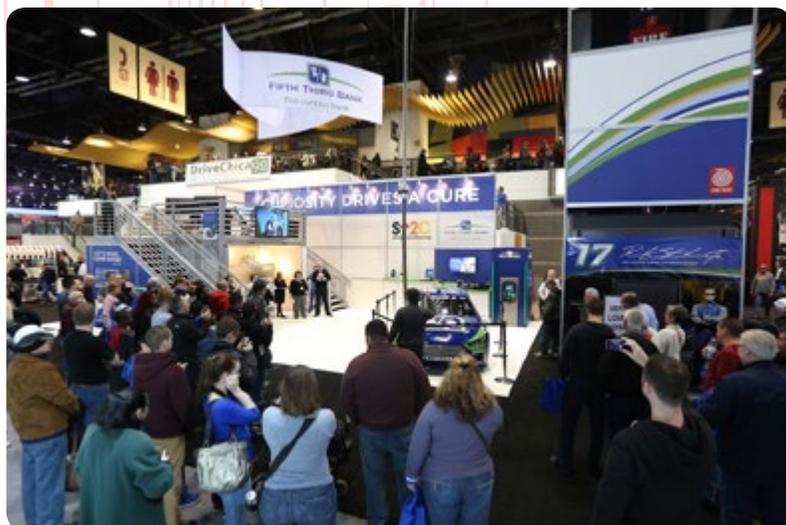
“We are honored and truly thrilled that ‘The Walking Dead Chop Shop’ campaign has been recognized by WOMMA,” said David Matathia, director of marketing communications, Hyundai Motor America. “With help from the popularity of The Walking Dead franchise, Hyundai continues to expand the conversation around Hyundai vehicles with young and passionate audiences.”

WOMMA selected three automotive manufacturers as finalists for the Driving Engagement awards: American Honda Motor Company, Inc., and Jaguar North America were the two runners-up. Honda submitted its “Project Drive-In” campaign, aimed to save a piece of American car culture – the drive-in movie theater. Jaguar entered its “#MyTurnToJag” campaign to deliver a once-in-a-lifetime Jaguar F-TYPE experience to fans.

“The auto industry embraced social business in 2013 more than ever before,” said Suzanne Fanning, president of WOMMA. “We saw incredible, record-breaking results from gamification, crowdsourcing and cause marketing, as well as great use of Pinterest, Snapchat and Instagram. Social engagement was extremely effective for the auto industry during the past year, and we are grateful to the Chicago Auto Show for allowing us to honor manufacturers that truly ‘drive engagement.’”



Premier Partners and Official Sponsors Add Excitement, Get Results at 2014 Show



Chicago Auto Show Premier Partners State Farm, Fifth Third Bank and Shell each brought their own elements of fun and entertainment to the 2014 show. Offering fans the opportunity to participate in interactive experiences and the chance to win prizes proved to be a winning formula as each of the Premier Partners were able to engage attendees in record numbers.

One of the more popular additions to the 2014 Chicago Auto Show was the State Farm Better State Help Center in the Grand Concourse. State Farm representatives were on hand throughout the entire public show to field thousands of questions from attendees and help get them pointed in the right direction. The ever popular State Farm Garage attracted crowds in record numbers to the South Hall where fans lined up to take part in



(Premier Partners con't.)

three fully interactive driving experiences. Chicago Bears All-Pro Wide Receiver Alshon Jeffrey hung around the Garage during an autograph signing on Saturday, February 8. The Better State Crew warmed up guests entering the Transportation Lobby on weekend mornings with a complimentary coffee or hot chocolate.



Fifth Third Bank made some noise by firing up the #17 Fifth Third Bank Ford Fusion NASCAR. The “Rev Your Engine” experience quickly became a crowd pleaser and was sure to grab the attention of anyone standing within earshot of the exhibit. Fifth Third also received an overwhelming response as they launched their Stand Up To Cancer campaign. Specially designed walls within the Fifth Third display inviting attendees to post messages of support to those in their lives who have been impacted by cancer were quickly filled to capacity. Aspiring race car drivers of all ages lined up around the booth for their chance to test their skills on Fifth Third’s custom designed NASCAR simulators. Off of the show floor, Fifth Third helped drive attendance by partnering with the Chicago Auto Show to offer a special opening weekend Groupon and by making weekday discount coupons available to existing and new customers alike in its more than 200 Chicago and northwest Indiana banking centers.

Fifth Third Bank also continued as a Grand Benefactor of the Chicago Auto Show’s First Look for Charity, supporting several benefitting local charities through its purchase of more than 220 tickets to the event.

Shell joined the Chicago Auto Show Premier Partners lineup in 2014 and immediately helped fuel excitement for the show by offering weekday discount coupons at more than 300 Chicagoland locations. On the show floor, attendees lined up to give the Shell wheel a spin for their chance to win up to 25 cents per gallon towards their next gas purchase. Shell shattered previous event registration records enlisting tens of thousands new Fuel Rewards Network members during the 10 day public show. Shell also sent a few fans home with extra fuel in their tanks by giving away \$25 gas cards to #CASChallenge winners and provided one especially lucky Best of Show winner with a \$500 gas card.

Not to be outdone, Chicago Auto Show Official Sponsors Cars.com, The Chicago Tribune, Comcast Business and AutoTrader.com/Kelley Blue Book also had plenty to offer. Cars.com stepped up to host the inaugural #CASChallenge social media scavenger hunt. Attendees were encouraged to share their Chicago Auto Show experiences by participating in any of 10 fun challenges offered each day. A manufacturer or sponsor was selected to theme and provide a prize for each challenge. On the final day of the show one grand prize winner, selected from all of the entries received, was chosen to set sail on a 7 night Caribbean cruise later this year compliments of Celebrity Cruises with \$500 of spending money in tow from Cars.com.

The Comcast Business Super Car Garage drew large crowds to the North Hall where attendees could peruse the latest offerings from Aston Martin, Bentley, Ferrari, Lamborghini, Lotus, McLaren and Rolls-Royce. The addition of a Bugatti Veyron to the 2014 line-up made getting in and out of the Comcast Business Super Car Garage feel a lot like trying to navigate a Chicago rush hour.



Chicago Auto Show Media Preview Sets the Table



A good auto show is good for the industry, and a good auto show starts with a strong media preview. The Chicago Auto Show's media preview this year featured more than 15 world introductions. While Subaru's all-new Legacy was, arguably, the biggest news, many other automakers chose Chicago to make a splash, including BMW, Chevrolet, Honda, Hyundai, Kia, Toyota, Lincoln, Nissan, Volkswagen, Volvo and specialty-manufacturer Lingenfelter. In addition, Motorweek presented its Driver's Choice Awards, and Connected World announced the Connected Car of the Year.

Subaru bet big on Chicago, using the nation's largest show to introduce the 2015 Legacy midsize sedan. According to Subaru's shows and events manager, Ted Dicks, the world introduction of the Legacy met all of the brand's internal goals. Dicks said, "Giving the Legacy its own introduction was important to Subaru, as the brand continues to grow in

the Midwest. Subaru went all-out to make sure the Legacy got noticed by both the media and the general public." Indeed, Subaru expanded its display by more than 50 percent to 20,000 square feet. In addition, Subaru was presenting sponsor of the Chicago Auto Show's annual media party, Sweet Home Chicago; hosted a Social Media Day event for the brand's followers; ran a successful dealer campaign that used the auto show to give away a car; and conducted an outdoor ride & drive during the public days of the show.

Subaru was not alone in making waves in Chicago; Kia is another automaker that consistently uses Chicago to make news. "The Chicago market plays a key role in Kia Motors America's sales success, making the Chicago show of vital importance to our customers and our dealer network," said Kia's National Manager of Product Communications James Hope. "Launching new vehicles or dramatic concept cars in Chicago helps to further establish the Kia brand in the region, and the massive consumer support the show receives only



underscores that point. As a venue, the modern facilities and outstanding display space make McCormick Place perfect for our needs. The city's top notch hotels and restaurants make for ideal backdrops to host media events and/or conduct business meetings."



General Motors used Chicago to introduce a trio of vehicles and to reinforce its newest offerings the Chevrolet Silverado and GMC Sierra. Taking advantage of the Chicago Auto Show's Social Media Preview was also key to GM, "The Chicago Auto Show provides support and a good venue to connect and engage with key social media influencers", said Pete Ternes, GM social media strategist. "CAS allows unprecedented access to GM products and subject matter experts as well as additional Social Media activities provided by show promoters."

Toyota's Bob Carter Delivers Keynote Speech at 2014 Chicago Auto Show



The 2014 Chicago Auto Show Media Preview kicked off with the Midwest Automotive Media Association (MAMA) breakfast, where Bob Carter, senior vice president of automotive operations for Toyota Motor Sales, U.S.A. Inc. delivered a keynote speech.

Carter highlighted the reasons 2014 will be another great year for automakers. "Today, every automaker is contributing new ideas and technologies to meet the needs and desires of our customers," said Carter. "And in the process, ensuring the auto industry has a very bright future."

Carter explained the continuing economic strength will provide growth to the car business. The combination of historically low auto loan rates and strong product momentum from nearly every automaker. "Our industry should see a fifth consecutive year of growth," said Carter. "A positive sales run automakers haven't seen since the 1930s."

Carter spoke to Toyota's growth as well. This year, Toyota will introduce eight new or updated products, leading with the new 2015 Lexus RC F sports coupe, which was on display at the 2014 Chicago Auto show. It offers true racecar performance with 450-plus horsepower and a five-liter, V8 engine. Additionally, Toyota continues to do their part for the environment with their fuel-efficient products, hybrid vehicles and focus on hydrogen fuel cell vehicles.

"We have a lot of great products that will meet consumers' current needs and desires, but we aren't stopping there, and neither is our industry" said Carter. "When you add it all up, this is a great time to be in the auto business."

Joe Hinrichs Address Economic Club of Chicago during 2014 Chicago Auto Show Media Preview

Ford Motor Co. Executive President of the Americas Joe Hinrichs delivered the keynote speech during the Economic Club of Chicago's luncheon. Hinrichs addressed an audience of nearly 800 Economic Club members, guests and journalists. Displayed were Ford's iconic models including the 2015 Mustang and F-150 and the new 2015 Lincoln Navigator, which made its debut at the Chicago Auto Show.

Hinrichs presented Ford's plan on moving forward in the global automotive industry. In an industry that was forecasted to slow, Ford defied company predictions by growing 25 percent.

"It is more competitive than it has ever been," said Hinrichs. Hinrichs concluded with emphasizing the company's future with its "One Ford" plan. The plan includes a global collaboration of automotive leadership to serve customer, employee, union, dealer, community, investor and supplier needs. "Ford is a global company," Hinrichs said. "We take our One Ford vision very seriously."



Kia Unveils New Electric Vehicle, Hybrid at the 2014 Chicago Auto Show



Kia introduced a trio of new vehicles. The lineup included the 2015 Soul EV, the 2014 Optima Hybrid and the North American introduction of the Niro Hybrid concept. “Kia is changing the tune,” said Michael Sprague, vice president of marketing and communications of Kia Motors America.

The all-new 2015 Soul EV can recharge in 33 minutes on a DC fast-charger and was designed for the global market. It is the first all-electric car Kia has introduced in the United States. The new Soul EV features LED lights in the interior, friction reducing tires, navigation, hands-free technology and a back-up camera. The electric motor provides 109 horsepower. Pricing and

official launch of the 2015 Kia Soul EV will be released later this year.

Kia also introduced the all-new 2014 Optima Hybrid. The 2014 Optima Hybrid features a fresh new look with more aerodynamic qualities, additional trunk space and LED lighting. The 2014 Optima Hybrid is expected to go on sale in the spring of 2014.

“Opening people’s minds is what we do at Kia,” said Sprague.

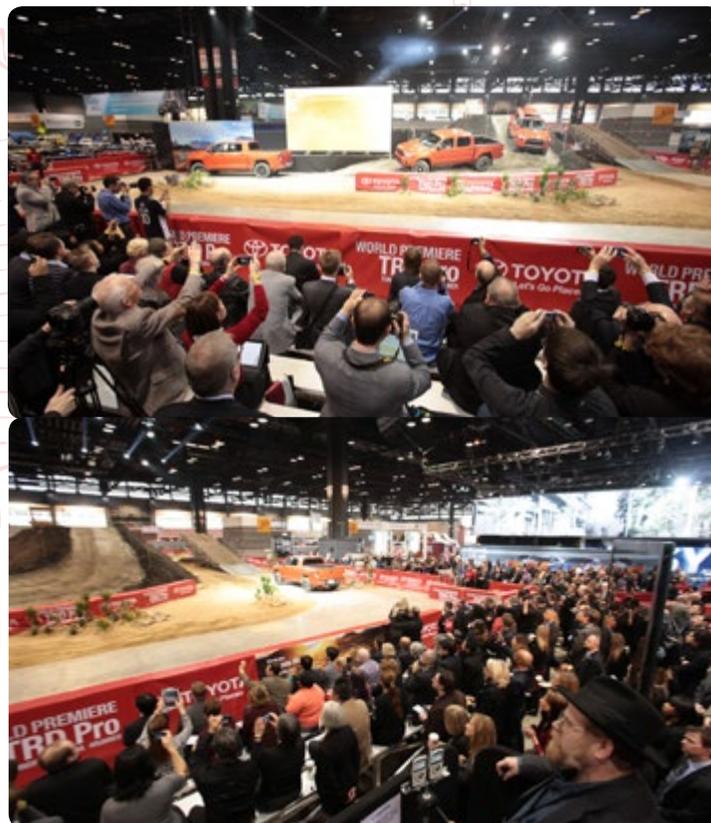


Toyota Announces TRD Pro Series at the 2014 Chicago Auto Show

Toyota announced the return of the Toyota Racing Development (TRD) Pro Series. The latest chapter in the TRD Pro Series includes the Toyota Tundra, Tacoma and 4Runner. All three are designed with enthusiasts and off-roaders in mind.

“We were challenged to create something exciting. We want to talk about fun; these [vehicles] are the ultimate in Toyota off-road excitement,” said Jack Hollis, vice president of Toyota Marketing. “The TRD Pro Series is the most recent chapter to be added to the series since 1998.”

The 2014 Toyota TRD Pro Series features a rugged exterior, redesigned shocks,



durable aluminum skid plates, dual exhaust and iconic front grills. The vehicles also are designed with premium interior and new detailed styling. The TRD Pro Series of all three vehicles are available in classic black, super white and the new inferno orange color.

The TRD Pro Series is expected to go on sale in the fall of 2014. While it is too early to announce pricing, all three vehicles will have impressive capabilities and will be customizable to fit the needs and budget of consumers. Also announced an app called Super Off Road: TRD Pro Edition, which is designed to simulate what it would be like to drive one of these vehicles.



All-New 2015 Nissan Versa Note SR & Frontier Diesel Runner Concept Revealed at the 2014 Chicago Auto Show



The new Versa Note SR model features a sportier, dynamic look with an exclusive grill, darker headlights and chrome accents. “We’ve given it all the works,” said Fred Diaz, senior vice president of marketing and sales for Nissan. “Every feature is available, regardless of budget.”

The 2015 Frontier Diesel Runner aims at raising the standard for mid-size trucks with its unique 2.8-liter, 4-cylinder Cummins Turbo Diesel engine. The model has a 35 percent fuel economy increase over the current V6 Frontier, while still offering nearly 200 horsepower. Being the first of its kind, the 2015 Frontier Diesel Runner is the staple of the growing partnership between Nissan and Cummins.

“We’ll continue to collaborate with Nissan in the future. They’re a great auto manufacturer,” said Jeff Caldwell, executive director for Cummins Viking Program. “We’re searching to be more of a system supplier to Nissan.”

The 2015 Versa Note SR is expected to go on sale in the spring of 2014. A version of the Frontier Diesel Runner is currently undergoing development testing for possible introduction in 2015. Also making a debut in Chicago was the Nissan NV200 Chicago Taxi concept.

Subaru Launches 2015 Legacy at the 2014 Chicago Auto Show



Subaru introduced the all-new 2015 Legacy. The mid-sized sedan was designed with the contemporary driver in mind. “Customers appreciate the current model for its all-wheel-drive, boxer engine, reliability and durability,” said Thomas Doll, Subaru president and CFO. “The 2015 Legacy combines all that with sporty looks and increased efficiency.”

The 2015 Legacy features all-new safety technology including the EyeSight vehicle safety system, which is improved with increased detection range and better object recognition. The new sedan also includes adaptive cruise control and the largest passenger cabin in the mid-sized sedan segment. It also boasts the latest in entertainment technology and premium audio.

The 2015 Legacy is expected to go on sale in the summer of 2014.

Chevrolet Reveals a Dynamic Duo at the 2014 Chicago Auto Show

Chevrolet brought two new vehicles to the 2014 Chicago Auto Show Media Preview: the 2015 City Express and the 2015 Silverado HD CNG Bi-Fuel.

The all-new 2015 City Express is a cargo van that was designed with small- and large-business owners in mind. It features 122.7 cubic feet of cargo space, an engine with 131 horsepower and a center console that functions like a mobile office. The touch-screen radio and navigation system will impress consumers. The 2015 Chevrolet City Express is expected to go on sale in the fall of 2014, with pricing information available later this year.

“The 2015 City Express is a cost efficient alternative to a smaller sized van,” said Ed Peper, U.S. vice president of GM Fleet and Commercial.

The all-new 2015 Silverado HD CNG Bi-Fuel is a four-door truck that will be able to run on both gasoline and compressed natural gas. With CNG currently priced about 62 percent less per gallon than gasoline, a work truck driven 26,000 miles a year can save more than \$2,000 annually based on 75-percent CNG usage and comparable efficiency to gasoline. Dealers are taking orders for the 2015 Silverado HD CNG Bi-Fuel, and the price is said to be cost efficient.

“These vehicles demonstrate our bringing the right technologies to the market, to meet the needs of our consumers and to fulfill the promise of the Chevrolet brand,” said Mahoney.



Volvo Unveils the S60 and V60 Polestar at the 2014 Chicago Auto Show



Volvo introduced performance-oriented Polestar editions of the 2014 S60 sedan and V60. They are the quickest models Volvo ever has offered for everyday use.

“We begin a new chapter in Volvo’s history shaped directly by Volvo, for Volvo, and for our customers,” said Tony Nicolosi, president and CEO of Volvo Cars of North America. “In 2013, we began to transform our company with new high-performance and high-efficiency products and a commitment to being the most consumer-centric brand.”

The 2014 S60 and V60 Polestar were designed in partnership with a Swedish company, Polestar, and the Volvo Racing Team to make the car more efficient for active driving. The exterior was redesigned to be more aerodynamic.

“The journey to designing these cars began in 2009 with the question, ‘What really makes a car great?’” asked Hans Baath, marketing director for Polestar. “The answer is a car that provides true performance, precision and driver confidence in all weather conditions and on all roads, leading to the design of the S60 and V60 Polestar.”

Volvo hasn’t announced pricing for the S60 and V60, but they will be available beginning summer 2014.

Volkswagen Launches GRC Beetle at the 2014 Chicago Auto Show



With the help of Michael Andretti, Tanner Foust and Scott Speed, Volkswagen introduced the all-new 2014 Global RallyCross Beetle, during the Media Preview of the 2014 Chicago Auto Show. Volkswagen was excited to announce that they are teaming up with Andretti Autosport and will enter the Red Bull Global Rallycross Series as the Volkswagen-Andretti Rally Cross Team beginning in May. This newly launched racing version of the Beetle will be driven by Foust and Speed.

“We always stressed that we would continually freshen the Beetle through its life cycle with new models and special editions,” said Vinay Shahani, vice president of marketing for Volkswagen, “and we made good on that promise.”

The 2014 GRC Beetle features all-wheel drive to handle the difficult tracks, 560 horsepower and a turbocharged racing engine.

BMW Reveals the 2014 740Ld at the 2014 Chicago Auto Show

BMW introduced the all-new 2014 BMW 740Ld xDrive and a new line of dealer-available performance parts.

For the first time in the United States, this BMW 7-Series is available with a diesel engine. “This year should be another incredible year for us based on the broadest range of products that we have,” said David Buchko, product and technology



communications manager at BMW. Sales of the 740Ld begin this spring, with a retail price starting at \$83,425.

BMW also introduced a new line of M Performance Parts for the 2014 BMW X5. Features include mirror caps, unique 21-inch wheels and high-performance tires. On the interior, features include Alcantara-covered sport steering wheel, stainless steel pedals and an assortment of carbon fiber accents.

Lingenfelter Performance Engineering Unveils the Reaper at the 2014 Chicago Auto Show

Lingenfelter Performance Engineering introduced the all-new 2014 Reaper during the Media Preview of the 2014 Chicago Auto Show. The high-performance pickup truck was designed with Chevy-truck enthusiasts in mind.

“The best word I could use to describe projects like this to you is the passion that we have for performance cars and the commitment that we have to our customers who buy our performance cars and our parts,” said Ken Lingenfelter, president and owner of Lingenfelter Performance Engineering.

The 2014 Reaper features upgrades such as the Magnuson supercharger available on 5.3-liter or 6.2-liter engines and 17-inch beadlock performance wheels. The Reaper is expected to go on sale in March at select Chevrolet dealers across the country starting at \$50,000.

“When we decided we were going to do a Chevrolet-based truck that was designed for off-roading, there was no sacrifice we wouldn’t make,” said Mike Copeland, vice president of operations for Lingenfelter Performance Engineering.



Maserati Highlights Ghibli Q4 During Media Preview

Maserati highlighted its new sport sedan, the Ghibli S Q4 during the 2014 Chicago Auto Show Media Preview.

Jeffrey Ehoodin, public relations manager at Maserati, emphasized Maserati's 100-year-old Italian tradition of luxury is still "alive and well." The new sport sedan offers AWD capability and a 3-liter twin turbo V6 engine that develops more than 400 horsepower.

The all-new Ghibli marks a turning point in Maserati's history; for the first time ever Maserati simultaneously presents two four-door sedan models. The Ghibli's design emphasizes its more dynamic driving characteristics and expresses an altogether more aggressive personality while still maintaining clear links with the larger Quattroporte.

Ghibli is the only car in its category to offer as a standard a limited slip differential to provide better grip in all driving conditions. The Ghibli's 118-inch is about 8 inches shorter than the Quattroporte. Overall length is 195.7 inches, 11 inches shorter than the new Quattroporte.

"If you like firing up your car every day, not just starting it, you have a new option on the menu – Italian," said Ehoodin.



Honda Launches Special-Edition Civic Si Coupe at the 2014 Chicago Auto Show

Honda unveiled the winning entry of the Forza Motorsport Civic Si Design Contest, as part of a partnership with Forza Motorsport, the racing franchise on Xbox One.

Selected from nearly 170 entries, the winning 2014 Civic Si Coupe design was created by Forza gamer Tiffany Labeledz of Phoenix, Ariz. This one-of-a-kind Civic is the first vehicle to feature a design from the Forza Motorsport community.

"At Honda, we love meeting our customers where their passion lies, and the racing and custom car design in Forza Motorsport is definitely a passion for so many Honda and Civic enthusiasts," said Tom Peyton, assistant vice president of advertising at American Honda Motor Co., Inc. "Taking an immersive gaming experience like Forza and bringing it to life here at the Chicago Auto Show will make for an exciting exhibition and a real-life demonstration of how cars and gaming are increasingly intertwined."

Peyton continued: "Our goal is to keep the brand fun, to keep the brand youthful. Gaming is becoming a bigger and bigger media, so it was a great platform for Honda to invest in."



All-New Hyundai Veloster RE:FLEX Revealed at the 2014 Chicago Auto Show

The RE:FLEX Edition Veloster is the second limited-run version of the Veloster, following last year's RE:MIX Edition. Production of the Veloster RE:FLEX will be limited to just 3,000 units.

The RE:FLEX Edition Veloster offers more style and exclusive features including black or red leather interior, projector headlights with LED accents, LED taillights, illuminated door sills, chrome 18-inch alloy wheels, chrome hood accents and chrome door handles. Safety features include Electronic Stability Control (ESC), steering sensors and a rearview camera.

"It generates style and emotion as well as gives consumers something unique in the marketplace," said Brandon Ramirez, senior group manager for Hyundai.

The RE:FLEX is powered by a 138-hp 1.6-liter four-cylinder engine and uses a six-speed manual or six speed dual-clutch transmission to deliver up to 31 mpg combined. The RE:FLEX's dual clutch transmission, spacious interior and Blue Link destination search set this special edition apart.

The Veloster RE:FLEX is expected to go on sale in spring 2014.



Midwest Automotive Media Association Names Chevrolet Impala as Family Vehicle of the Year

The 2014 Chicago Auto Show Media Preview kicked off with the Midwest Automotive Media Association (MAMA) breakfast, where the Chevrolet Impala was announced as the 2014 MAMA Family Vehicle of the Year.

MAMA President Kirk Bell introduced the MAMA Board of Directors and presented Tim Mahoney, chief marketing officer of Chevrolet, with the 2014 Family Vehicle of the Year award. "I'm glad to see the Impala get a little love because it's my daily driver," said Mahoney.

For its fourth annual Family Vehicle of the Year award, MAMA selected three finalists; the 2014 Cadillac CTS and the Mazda 6 were the runners-up.



Toyota Motorsports Announces its Partnership with Daytona Rising at the 2014 Chicago Auto Show



Toyota Motorsports announced its partnership with Daytona Rising during the Media Preview of the 2014 Chicago Auto Show. Daytona Rising broke ground at the Daytona International Speedway in July of 2013.

“Daytona Rising is a complete reimagining in the fan and sponsor experience,” said Lesa France Kennedy, CEO of International Speedway Corporation.

With racing roots dating back two generations, Kennedy’s grandfather, Bill France Sr., founded NASCAR

in 1948 and built the Daytona Speedway. Toyota has been a prevalent brand in the motorsport industry for many years and it is the first automotive company to announce its sponsorship with Daytona Rising.

“What ISC is doing at Daytona is simply amazing and we want to be part of it,” said Bob Carter, senior vice president of Automotive Operations for Toyota. “Our logo will be proudly adorned for one of the entrances of the track known as the Toyota Injector.”



Motorweek Selects Chevrolet Corvette Stingray as the 2014 Driver’s Choice Award



MotorWeek named Chevrolet’s Corvette Stingray as the 2014 Drivers’ Choice Award winner during the Media Preview of the 2014 Chicago Auto Show. The Chevrolet Corvette Stingray was recognized for its exotic car performance and realistic price. John Davis, the host, executive producer, and creator of MotorWeek, said this award represents the pinnacle of automobiles.

“On behalf of Chevrolet and Corvette, we are honored to accept the Drivers’ Choice Award,” said Jose Gonzalez, lead designer of the Chevrolet Corvette Stingray. “It is amazing to see the fruit of our labor come to fruition and to see General Motors come together through engineering, design and marketing.”

The MotorWeek Drivers’ Choice Awards represent the best automotive picks for a range of lifestyles.

The editorial staff selects the best vehicle in every segment, including cars, trucks and utility vehicles, based on evaluations of performance, technology, practicality, fuel efficiency and dollar value.

Connected World Magazine 2014 Connected Car of the Year



Connected World magazine awarded six vehicles in individual categories as the 2014 Connected Car of the Year during the 2014 Chicago Auto Show Media Preview. The Connected Car of the Year award honors vehicles that fit all drivers' budgets and demonstrate the right blend of technology.

Peggy Smedley, editorial director of Connected World magazine, said, "We're always looking at the productivity inside of the car."

Factors that Connected World magazine looked for in the award winning vehicles included the cars' safety, convenience and infotainment. The 2014 Connected Car of the Year award winners included:

- **Small Car Category:** The Dodge Dart was awarded for its UConnect voice-command system, affordability and 7-inch full-color customizable LED screen.
- **Midsize Car Category:** The Infiniti Q50 was awarded for its Infiniti InTouch system. This feature is quick, easy to use and allows the driver to focus on the road.
- **Luxury Car Category:** The BMW 5-Series was awarded for ConnectedDrive, its infotainment feature. It has a safe voice command system and a sleek design.
- **Ultra Luxury Car Category:** The Mercedes-Benz S-Class was awarded for its mbrace2 system that creates entertainment and convenience for drivers.
- **Green Category:** The Tesla Model S was awarded for its easy plug-in and large navigation screen. It sets an example of an eco-friendly footprint for this class of vehicle.
- **Truck Category:** The Ford F-150 was recognized for its SYNC with MyFord Touch. This system allows the driver to easily and safely connect to his or her smart phone to control the entertainment features.

All winners of the 2014 Connected Car of the Year are featured in the February/March issue of Connected World magazine.



Consumers Pick Their Favorite Vehicles and Exhibit

For the ninth consecutive 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: 2015 Ford Mustang (25 percent of vote)
- Best Concept Vehicle: Cadillac Elmiraj (29 percent of vote)
- Best Green Vehicle: Cadillac ELR (32 percent of vote)
- Best Exhibit: Chevrolet (20 percent of vote)
- Vehicle I'd most like to have in my driveway: Bugatti Veyron



"Best of Show voting has become a benchmark measure, and winning in any category is quite meaningful for our manufacturers and exhibitors," said 2014 Chicago Auto Show Chairman Kurt Schiele. "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 2015 Ford Mustang the Best All-New Production Vehicle. Though the Stingray took a solid victory, the Lexus RC and Maserati Ghibli also garnered a considerable number of votes, finishing second and third, respectively.



The Cadillac ELR took the honors for Best Green Vehicle. It topped runner-up Chevrolet Volt and third-place finisher BMW i3. The ELR is a strikingly styled luxury coupe with an extended-range electric powertrain.

Best Concept honors went to the luxurious Cadillac Elmiraj, which made its debut last summer at the 2013 Pebble Beach Concours d'Elegance. Elmiraj is a two-door, four-seat coupe with a twin-turbo V8 and rear-wheel drive. A close runner-up for Best Concept was the sleek Toyota FT-1 concept.

Taking top honors as Best Exhibit was Chevrolet, snapping a three-year run by Jeep. Chevrolet's exhibit included the debut of the all-new City Express, the Corvette Z06, a Greenbrier photo booth with take home flip book, free

buttons and trading cards, outdoor Silverado ride & drive, Marvel comic book giveaways and phone charging stations. Posting a close second was the rejuvenated Ford display, which featured Hank the Robot, the Mustang dynamometer, Mustang pinball and a four-axis driving simulator.

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 Bugatti Veyron and Corvette Z06 battled neck and neck to the last day. Bugatti fans mashed the gas on the final day to put the Veyron 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 10 \$50 Shell Gas cards. The awards for Best of Show will be presented to the winning manufacturers at the annual Midwest Automotive Media Association Spring Rally, held annually at Road America in Elkhart Lake, Wis.



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CHICAGO AUTO SHOW

Chicago Auto Show charity benefit raises \$2.3 million



Eighteen area charities shared in more than \$2.3 million raised by the 2014 Chicago Auto Show's benevolent event, First Look for Charity. Additionally, two attendees left with the keys to a new vehicle. About 9,000 people attended First Look for Charity, helping to raise \$2,334,623. The event is held the evening before the annual auto show opened its 10-day public run.

"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 Kurt Schiele, chairman of this year's auto show. "All the benefiting charities are involved locally, so the money that's raised in Chicago stays in Chicago."



As the name of the event implies, those who attend First Look for Charity are part of the premier viewing of each year's Chicago Auto Show. Tickets to the fund-raiser are \$250 each, and purchasers can elect to have their proceeds equally benefit all participating charities, or any one charity for which they have an affinity. For the event, the auto show floor is replete with a variety of food and beverage stations.

A highlight of the evening this year was the drawing for two grand prize vehicles: a 2014 Toyota Corolla and a 2014 Toyota Highlander. This year's event awarded the Corolla to Ed Burke, of Naperville; and the Highlander to Mario Pacheco, of Chicago.



Misericordia, one of the participating charities, benefited doubly from Burke's presence. First, Burke donated the proceeds of his ticket purchase to benefit the home to more than 600 children and adults with developmental and physical

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disabilities. Then, upon winning the car, Burke said he would donate the Corolla to the nonprofit.

Pacheco said he usually takes an annual trip to his native Mexico to visit his brothers. Now, Pacheco said he is excited to have a new vehicle in which to take the trip. Pacheco's ticket purchase benefited the Ray Graham Association for People with Disabilities.

Other organizations participating in the 2014 First Look for Charity included the 100 Club of Chicago, Boys and Girls Clubs of Chicago, Catholic Charities of the Archdiocese of Chicago, Catholic Charities of the Diocese of Joliet, Clearbrook, The Cradle Foundation, the Cystic Fibrosis Foundation, and Franciscan Community Benefit Services.

Also, Franciscan St. James Health, the Illinois Spina Bifida Association, JDRF, the Ann & Robert H. Lurie Children's Hospital of Chicago, March of Dimes, Special Olympics Illinois, Turning Pointe Autism Foundation, and the Jesse White Tumbling Team.

First Look for Charity and the Chicago Auto Show are presented by the Chicago Automobile Trade Association, representing the new-car dealers of Chicagoland and northwest Indiana.



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