

# OFFICIAL PRESS KIT: THE 2015 CHICAGO AUTO SHOW

#CAS15



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## WELCOME TO THE 2015 CHICAGO AUTO SHOW

Dear Media Member,

We at the Chicago Automobile Trade Association are excited to welcome you to the 107<sup>th</sup> 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 2015 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](http://www.chicagoautoshow.com/media).

The 2015 Chicago Auto Show Media Preview is shaping up to be one of the best in years. Alan Batey, president of GM North America, will be keynoting the Midwest Automotive Media Association (MAMA) Breakfast and José Muñoz, executive VP Nissan Motor Co. and chairman Nissan North America be speaking at the Economic Club of Chicago Luncheon. We also have firm commitments for world introductions from Acura, Chevrolet, Ford, Honda, Hyundai, Kia, Mitsubishi, Nissan, Ram, Toyota, Volkswagen and Volvo. Additional highlights include the Driving Engagement Award presented by World of Mouth Media Association (WOMMA), the Concept & Technology Garage and our Social Media Preview.

We have designated a hashtag for the 2015 show, #CAS15, so be sure to use that hashtag when posting on your social media sites about the show. The Media Preview will be held February 12-13, and the public show runs from February 14-22.

The best way to stay connected to the show and get the latest news and updates is to register for media credentials. You can register electronically at [www.chicagoautoshow.com/media](http://www.chicagoautoshow.com/media).

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 2015 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**.

**Mark Bilek**

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## QUICK REFERENCE GUIDE

Event	The 107 <sup>th</sup> Chicago Auto Show
Producer	The Chicago Automobile Trade Association
Background	First staged in 1901, the Chicago Auto Show is the largest auto show in North America and has been presented more times than any other auto exposition in the world. The CATA has produced the Chicago Auto Show since 1935.
Location	McCormick Place, 2301 S. Lake Shore Dr., Chicago, IL 60616
Admission	\$12 for adults, \$6 for seniors age 62 and older and children ages 7 – 12, Free for children age 0 – 6. <i>Tickets available at show box office at McCormick Place and on <a href="http://Drivechicago.com">Drivechicago.com</a>. Weekday discount vouchers (\$6 off regular adult admission) available at area new-car dealers. <a href="#">Weekday group &amp; school</a> discounts available.</i>
Exhibits	North America's largest auto show, the 2015 Chicago Auto Show spans more than 1 million square feet of floor space of the McCormick Place complex and displays multiple world and North American introductions and a complete range of domestic and imported passenger cars, trucks, sport-utility vehicles, minivans and concept cars. In all, hundreds of 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. More info at <a href="http://www.chicagoautoshow.com">www.chicagoautoshow.com</a> .
Media Preview	Two-Day Media Preview covered by approximately 3,000 registered media and an additional 1,500 invited influencers, shouters and followers. Nissan-sponsored national and international media travel program for key auto journalists, bloggers and influencers. Social Media Preview, branded #SMP15, featuring structured events including WOMMA Social Media Award. Multiple national and regional television specials including ABC, WGN, Telemundo and Univision.
First Look for Charity	First Look for Charity stands as one of Chicago's greatest one-day fundraisers, regularly generating more than \$2 million for 18 area nonprofits. Held at McCormick Place the evening before the Chicago Auto Show opens its public run, the benevolent event is anticipated by socialites and car buffs alike. Guests are treated to champagne, wine, soft drinks, elegant hors d'oeuvres and desserts – all while being the first to explore this year's edition of the nation's largest auto show. More info at <a href="http://www.firstlookforcharity.org">www.firstlookforcharity.org</a> .



**Media Preview:** Thursday, Feb. 12 – Friday, Feb. 13

**First Look for Charity:** Friday, Feb. 13

**Public Show:** Saturday, Feb. 14 – Sunday, Feb. 22

### Public Show Hours

Saturday, Feb. 14 – Saturday, Feb. 21: 9 a.m. – 10 p.m.,  
Sunday, Feb. 22: 9 a.m. – 8 p.m.

### Social Media

Official Hashtag: #CAS15

Facebook: [www.facebook.com/chicagoautoshow](http://www.facebook.com/chicagoautoshow)

Twitter: [www.twitter.com/chiautoshow](http://www.twitter.com/chiautoshow)

Instagram: <http://instagram.com/thechicagoautoshow>

YouTube: [www.youtube.com/chicagoautoshow](http://www.youtube.com/chicagoautoshow)

Pinterest: <http://www.pinterest.com/chiautoshow>



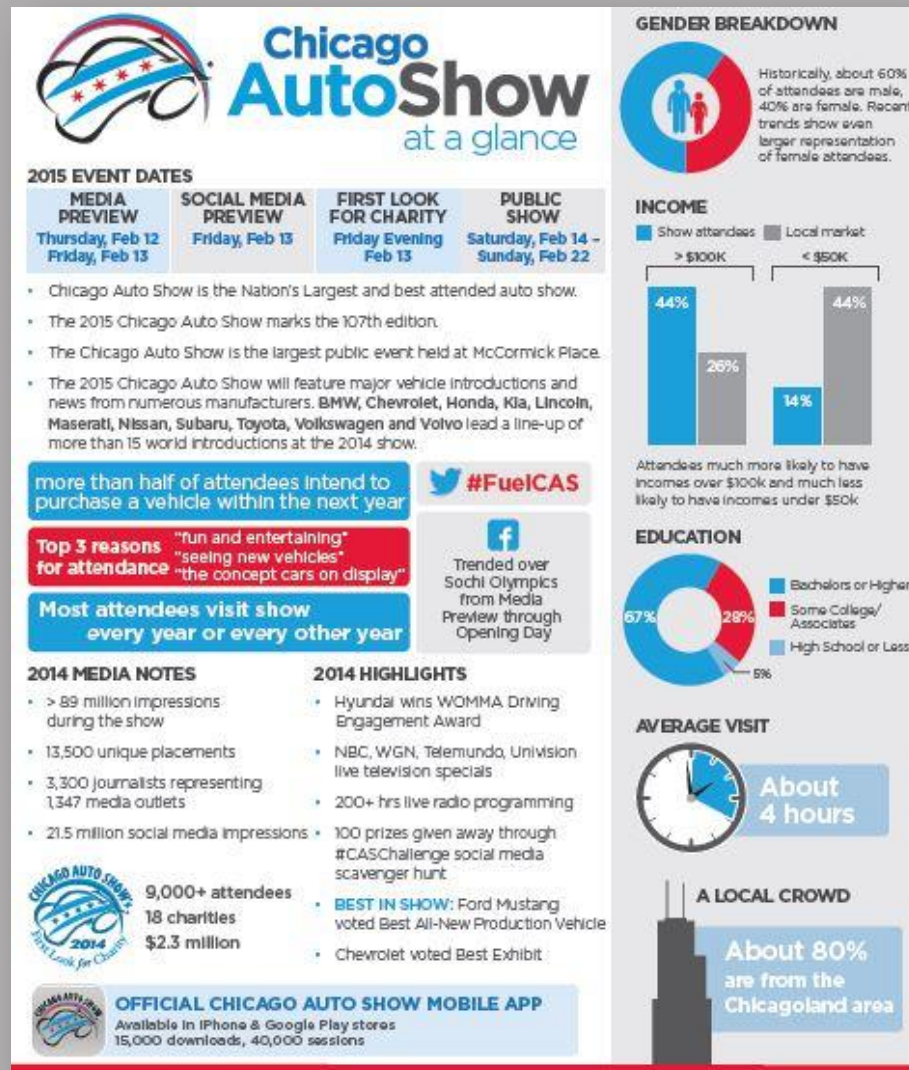
The 2015 Chicago Auto Show is officially sanctioned by the **International Organization of Motor Vehicle Manufacturers**. Founded in Paris in 1919, it is known as the *Organisation Internationale des Constructeurs d'Automobiles*.





# CHICAGO AUTO SHOW AT A GLANCE

Click here for the full infographic: [http://www.chicagoautoshow.com/assets/1/7/Event\\_Profile\\_Infographic\\_2014\\_v3.pdf](http://www.chicagoautoshow.com/assets/1/7/Event_Profile_Infographic_2014_v3.pdf)



## 2015 FIRST LOOK FOR CHARITY EXPECTED TO GENERATE \$2 MILLION TO CHAIRTY

Over the past 23 years, the Chicago Auto Show's First Look for Charity black-tie gala has raised more than \$39 million for 18 local charities. First Look for Charity is held the evening before the Chicago Auto Show opens its 9-day public run at McCormick Place. This year, the benevolent event will be held on Friday, Feb. 13 from 7 – 11 p.m.

First Look for Charity guests will be among the first to see nearly 1,000 new cars and trucks — some of them on display for the first time anywhere — and enjoy world class hors d'oeuvres and beverages that reflect cuisine around the world.

First Look for Charity stands as one of Chicago's greatest one-day fundraisers, raising more than \$2 million annually 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. Reserve online by Jan. 23 at <https://resweb.passkey.com/go/FirstLookforCharity15>.





## 2015 FIRST LOOK FOR CHAIRTY: VEHICLE GIVEAWAYS



**2015 Ford Explorer**



**2015 Ford Fusion**

Benefactors in attendance also have the chance to win a 2015 Ford Explorer and a 2015 Ford Fusion, both compliments of Ford Motor Co. and the Chicagoland Ford Dealers Association.

Produced at Ford's Chicago Assembly Plant, the 2015 Ford Explorer has one of the most spacious interiors on the market. Up to seven passengers can fit in the three-row SUV, and five adults will be fine in the front two rows. Every inch of the interior seems to be designed with family use in mind, and a power tailgate and power-folding seats are there to make it more convenient. The Explorer also is one of the safest vehicles Ford builds, with inflatable rear seat belts and rearview cameras and blind-spot detectors. For 2015, second-row heated seats and adaptive cruise control are available on the Limited, and automatic head lamps are made standard.

The Ford Fusion has been acclaimed as a design leader in the midsize sedan segment. Reviewers think the Fusion has a fun-to-drive demeanor and a roomy, upscale cabin filled with high-end materials. Its numerous distinctions include EyesOnDesign honors for design excellence in a production vehicle. The 2015 Fusion comes standard with a rearview camera, voice-controlled Sync with MyFord (which includes Bluetooth, auxiliary and USB jacks, 911 Assist and a feature that reads incoming text messages over the speakers while you're driving) and MyKey.



## FIRST LOOK FOR CHARITY BENEFICIARIES





## 2015 MEDIA PREVIEW OVERVIEW

The Media Preview for the 2015 Chicago Auto Show will kick off on **Thursday, Feb. 12** with the **Midwest Automotive Media Association (MAMA) breakfast**, where MAMA President Patrick Olsen will present the MAMA Family Vehicle of the Year award and introduce keynote speaker Alan Batey, General Motors executive vice president and president, North America.

Previously, Batey served as senior vice president, Global Chevrolet Brand chief and U.S. Sales and Marketing, since July 2013. Batey also served as GM vice president, U.S. Sales and Service, and Interim GM chief marketing officer from 2012 to 2013, and vice president, U.S. Chevrolet Sales and Service from 2010 to 2012. Batey, a native of the United Kingdom, began his career with General Motors in 1979 as a mechanical engineering apprentice for the company's Vauxhall operation in the United Kingdom. Batey completed the General Motors' Senior Executive Program at Harvard University and holds a City and Guilds Parts 1, 2 & 3 degree in Mechanical Engineering. "It's an honor to have someone of Alan's caliber to open the nation's largest auto show," said Dave Sloan, Chicago Auto Show general manager. "General Motors has long supported the Chicago Auto Show with executive addresses, important product introductions and some of the largest displays it produces worldwide.

The **Economic Club of Chicago** will return to host a luncheon event also on **Thursday, Feb. 12** featuring guest José Muñoz, Executive Vice President, Nissan Motor Co., Ltd. and Chairman, Nissan North America, Inc.

Prior to his current position at Nissan Motor Co., Muñoz held other management positions such as President of Nissan Mexicana (NMEX), Managing Director of Nissan Iberia, S.A. and General Manager, Dealer Development for Nissan Europe. Before Nissan Muñoz held numerous management positions with other automotive companies throughout Europe.

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.



Alan Batey



Jose Muñoz



## 2015 CHICAGO AUTO SHOW MEDIA PREVIEW NEWS CONFERENCE SCHEDULE

This schedule is subject to change, valid as of Feb. 3, 2015. Please visit [ChicagoAutoShow.com/media](http://ChicagoAutoShow.com/media) for updates.

### Thursday, Feb. 12 Media Preview Schedule – Show Floor Open 8 a.m. – 5 p.m.

Media Credential and government-issued photo ID required for show floor access. Proper business attire required. Ticket required for ECC Luncheon, available in Media Center.

<u>Time</u>	<u>News Conference</u>	<u>Location</u>
8:00 a.m.	MAMA Breakfast – Alan Batey, General Motors executive vice president and president, North America	Grand Ballroom, S100
9:00 a.m.	Kia	Kia, South Hall
9:30 a.m.	Honda	Honda, South Hall
10:00 a.m.	Chevrolet	Chevrolet, North Hall
10:30 a.m.	Acura	Acura, North Hall
11:00 a.m.	Nissan	Nissan, South Hall
11:30 a.m.	Mitsubishi	Mitsubishi, South Hall
12 Noon	Economic Club of Chicago Luncheon – José Muñoz, executive vice president Nissan Motor, Co., Ltd. and chairman, Nissan North America	Grand Ballroom, S100
1:30 p.m.	Ram	Ram, South Hall
2:00 p.m.	Ford	Ford, South Hall
2:30 p.m.	Toyota	Toyota, South Hall
3:00 p.m.	Volvo	Volvo, North Hall
3:30 p.m.	MotorWeek Reception – 2015 Drivers Choice Awards	Grand Concourse Media Stage

### Friday, Feb. 13 Social Media Preview Schedule – Show Floor Open 8 a.m. – 3 p.m.

Media Credential/Social Media Credential and government-issued photo ID required for show floor access.

<u>Time</u>	<u>News Conference</u>	<u>Location</u>
7:30 a.m.	Digital Megaphone Vine/Instagram Challenge	Grand Concourse Media Stage
8:30 a.m.	Fiat Chrysler Automobiles Breakfast & News Conference	Chrysler, South Hall
9:30 a.m.	Mazda	Mazda, South Hall
10:00 a.m.	Hyundai	Hyundai, North Hall
10:30 a.m.	Ford	Ford, South Hall
11:00 a.m.	Chevrolet	Chevrolet, North Hall
11:30 a.m.	BMW	BMW, North Hall
12:00 Noon	Volkswagen Lunch & News Conference	Volkswagen, South Hall
1:00 p.m.	WOMMA “Driving Engagement Awards” and “Evolution of Word of Mouth Marketing” panel discussion	Grand Concourse Media Stage
1:30 p.m.	National Road Safety Foundation Drive Safe Chicago	Grand Concourse Media Stage



## #CAS15 SOCIAL MEDIA PREVIEW SNAPSHOT

The second day of the Media Preview, also known as the Social Media Preview, will be held this year on **Friday, Feb. 13.**

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.

### Social Media Preview Events:

- **Manufacturer-driven Events** – *Manufacturers to host exclusive events for digital influencers and other members of the media throughout the day (full schedule coming soon).*
- **Vine and Instagram Video Challenge** – *Attendees will have the chance to participate in a social media driven video challenge throughout the day. Awards will be presented to three winners.*
- **“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 2015 and another that has the most “Socially-engaging Exhibit.”*





## CONSUMER VEHICLES TAKE CENTER STAGE IN CHICAGO

Set to make their world debut in less than a week, the Acura RDX, Chevrolet Equinox and Honda Pilot give the Chicago Auto Show a decidedly consumer-focused bent. The Chicago Auto Show Media Preview will also see world introductions from Ford, Hyundai, Kia, Nissan, Ram and Toyota. Additionally, Mitsubishi is set introduce the Mitsubishi GC-PHEV to North America and make a major product announcement.

“Exciting performance cars, limited-edition specialty models are important to help build brand awareness and drum up consumer enthusiasm, but vehicles like the Equinox, Pilot and RDX meet consumers on their level; they are cars the average consumer can afford and one day own,” said John Webb, 2015 Chicago Auto Show chairman.

The Chicago Auto Show’s tradition of providing automakers with a solid social media platform continues as well. BMW, Chevrolet, FCA, Ford, Hyundai, Mazda, Porsche and Volkswagen all will host events on the second day of the Media Preview. These events will feature product introductions and also have a decidedly social angle, perfect for sharing in 15- and 30-second video bites.

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*“The Chicago Auto Show provides automakers the opportunity to shake hands with hundreds of thousands of their customers on a personal level. With one million square feet of exhibit space, no other show can offer the diversity of display that you’ll find in Chicago.”*

*- John Webb, 2015 Chicago Auto Show chairman*

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Journalists and broadcast outlets looking to go a little deeper won’t want to miss the Concept & Technology Garage (more on Page 4). Held the day before the Media Preview, the Concept & Technology Garage will feature displays from more than a dozen automakers highlighting unique concept vehicles, the hottest new production cars and the latest automotive technologies.

Highlighted by the world introductions of some very significant consumer vehicles, the Chicago Auto Show Media Preview is shaping up to be a “can’t miss” event for media from all walks.



## CHICAGO AUTO SHOW CONTINUES TO CULTIVATE SOCIAL MEDIA INFLUENCERES

The Chicago Auto Show was among the early adopters and implemented a Social Media Day during its Media Preview seven years ago – an industry “first” when it comes to auto shows – sparking digital conversation around the industry. What’s now evolved to become the Social Media Preview, the event has since grown tremendously and become a cornerstone of the Chicago Auto Show’s Media Preview. The Social Media Preview’s purpose is to provide as a conduit to help automotive manufacturers reach a broad demographic outside of the automotive space. The Social Media Preview is just one day, but the Chicago Auto Show engages fans through social media and amplifies manufacturer messaging year- round. Just last year, the Chicago Auto Show grew its Facebook fan base by 81 percent and its Twitter fan base by 76 percent – on trend with previous years.



### #CAS15 Challenge

Leading up to the show, fans can tweet or post an image of the Chicago Auto Show logo or an ad for the chance to win tickets leading up to the show – using the show’s official hashtag #CAS15. While at the show, fans will automatically be entered to win fabulous prizes throughout the show – as well as a grand prize – by completing one or all of the following #CAS15 “Challenges” and sharing their show experience:

- Take a CAS Selfie.
- Share your dream car.
- Snap a picture under the iconic Chicago Auto Show globe.
- Post a group photo with family or friends.



### #FirstLook

Fans shared what why they can’t wait to get a #FirstLook of at the 2015 Chicago Auto Show to win a pair of tickets to the 2015 First Look for Charity black-tie event. One winner from Facebook and one from Twitter will receive a sneak peek at the industry’s hottest vehicles and cutting-edge technologies, get to sample upscale cuisine from Chicago top restaurants, have the chance to win one of two Ford vehicles (a 2015 Ford Fusion and a 2015 Ford Explorer) given away at the event and experience a meet-and-greet on the red carpet with local TV personalities Ryan Chiaverini, Val Warner and Ji Suk Yi from ABC Chicago’s “Windy City” LIVE show.



## WOMMA "DRIVING ENGAGEMENT AWARD" RETURNS, UPS THE ANTE

In its third year, the Chicago Auto Show and Word of Mouth Marketing Association (WOMMA) will host the "Driving Engagement Award" ceremony during the 2015 Social Media Preview on Feb. 13. This event is the culmination of a month-long review and judging process where a select panel of WOMMA judges sift through each automaker's submission to determine which brand executed the most innovative social media campaign of 2014. Additionally, WOMMA will attend each automaker press conference during the Social Media Preview and highlight the manufacturer with the most socially-engaging exhibit.

"The Chicago Auto Show's position is to always help amplify news and campaigns executed by the auto manufacturers, so we feel personally tied to each initiative," said 2015 Chicago Auto Show Chairman John Webb. "We're thrilled to continue our partnership with WOMMA, as the organization provides a well-respected – yet neutral voice – in the industry to applaud automakers that did an outstanding job leveraging their audience to implement a viral social media marketing campaign."

To up the ante for campaign submissions, WOMMA will invite the winning auto manufacturer to present at its 2015 WOMMA Summit, WOMMA's annual conference held Nov. 2-4 at the Fountainebleu in Miami, Fla., where social media marketing professionals engage in development opportunities and knowledge-sharing with top industry marketers. The winning automaker will have the opportunity to share insights and best practices from its "Driving Engagement Award" campaign and will be awarded free admission to the conference.

Whether in person or online, word of mouth has always – and will always – directly impact the auto industry, according to WOMMA President Suzanne Fanning.

"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," said Fanning.

Honda 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. In 2014, Hyundai took home the award for its Walking Dead Chop Show campaign where its purpose was to expand the conversation around Hyundai vehicles with young and passionate audiences.

WOMMA "Driving Engagement Award" submissions are due Jan. 26. WOMMA will carefully review all submissions and the Chicago Auto Show will notify the selected winner and the two runners-up in early February. The winning automotive manufacturer will be invited to host a short presentation on its campaign strategy and resulting success during the award ceremony. For more information on the 2015 "Driving Engagement" Award, please visit <http://www.chicagoautoshow.com/media/2015-womma-award/>.





## CHICAGOAUTOSHOW.COM WEBSITE COMPLETELY REDESIGNED

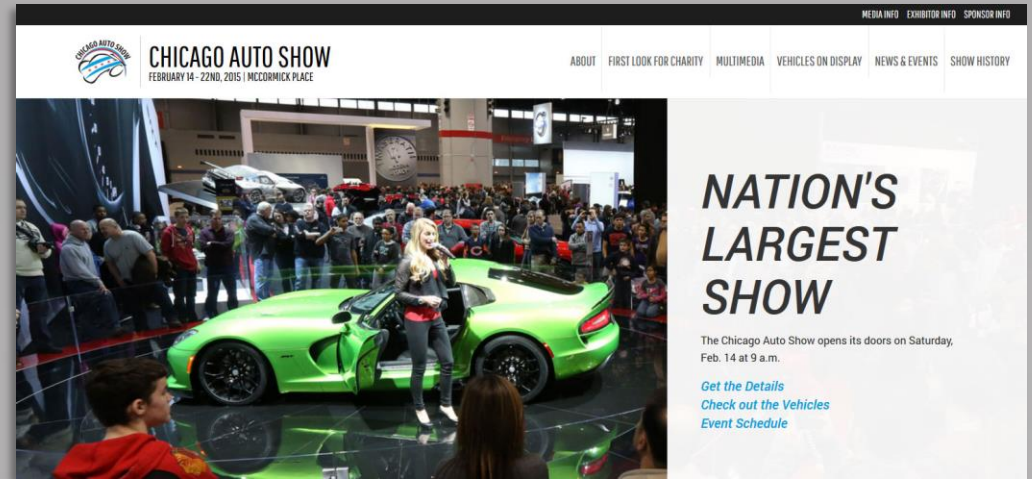
The Chicago Auto Show launched a completely redesigned website in anticipation of the 107<sup>th</sup> edition of the nation's largest auto show. Building on last year's fully responsive redesign, [ChicagoAutoShow.com](http://ChicagoAutoShow.com) now features seamless social media integration, historical videos, and bigger bolder image galleries.

Highlighting its extremely active social media channels, the show's website features Facebook and Twitter conversations on nearly every page. In addition, the site now hosts a social media wall – called the #CAS15 Buzz Hub – that's constantly updated with the latest conversations across all social media channels including Facebook, Twitter, YouTube, Instagram, Vine and Pinterest. The show's listing of vehicles on display, photo galleries and videos are designed to take advantage of today's large, touch-screen monitors while still responsive enough to remain fully functional on compact mobile devices.

The 2015 Chicago Auto Show website raises the bar with recently unearthed and uploaded historical videos that have been integrated into its best-in-class Show History section. These videos give site visitors a chance to see and experience famous vehicles and concepts as they were first presented on the show floor.

Key features of ChicagoAutoShow.com 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.
- **Multimedia:** the Chicago Auto show comes to life with a virtual tour, photo galleries, more than 200 videos and webcams while providing the latest news via its official blog.
- **Vehicles on Display:** the most comprehensive listing of the new 2015 and 2016 models, concept cars and new-product reveals.
- **Media, Sponsor and Exhibitor microsites:** exclusive content for media members, potential and current sponsors and exhibitors.
- **Show History:** the Chicago Auto Show has an extensive history, and the story is told here with a series of classic videos and photos beginning in 1901.



*"We want our attendees to connect to the show on every level. We will be providing free high-speed Wi-Fi at the show to allow show goers to effortlessly share their experience through social media, our website and our official Chicago Auto Show app."*

*- John Webb, 2015 Chicago Auto Show chairman*



## CHICAGO AUTO SHOW APP TO UTILIZE BEACON TECHNOLOGY

For the third consecutive year, the Chicago Auto Show will provide an official app for fans and attendees. The app was developed by American Eagle, the same company that hosts ChicagoAutoShow.com, and new partner Mobile App Messaging.

This year, the app will take advantage of new beacon technology to better engage attendees and to provide show organizers and exhibitors detailed tracking information about show goers. The beacons will be installed on the show floor and interact both passively and actively with the app to provide the ultimate show experience.

Additional features of the app include show details, event schedule, show floor map, sponsor listing, show news and vehicle lineup by make and type. The app also interfaces nicely with all of the Chicago Auto Show social media channels including Facebook, Google+, Twitter, YouTube, Instagram, Vine and Pinterest.

The app provides access to the latest information from the Chicago Auto Show website including the news feed, blog, videos and live streams. Attendees who use the app will also receive push notifications designed to keep them abreast of late breaking events and appearances.

“The addition of Kontakt Beacons at this year’s Chicago Auto Show are designed to be personal. They provide messaging to meet and greet attendees and offer information throughout the event, making this year’s show a more interactive consumer experience,” said Dave Rozek, Mobile App Messaging president.

The 2015 Chicago Auto Show app will be available starting mid-January for both Android and iOS devices. Each can be found in the official app stores.

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**“The app is intended to provide attendees with a richer and more information experience. In addition, the implementation of beacon technology will provide an unparalleled show experience and provide our exhibitors with important tracking information.”**  
**- Dave Sloan, Chicago Auto Show General Manager**

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## CHICAGO AUTO SHOW PREMIER PARTNERS PROVIDE EXCLUSIVE FAN OFFERS AND ENGAGING EXHIBITS

The Chicago Auto Show is thrilled to welcome premier partners Fifth Third Bank, Shell and State Farm back to the show. In addition to their primary exhibit spaces, the premier partners are planning a variety of interactive, educational and engaging activities for Chicago Auto Show-goers.



### ***Fifth Third Bank***

Fifth Third Bank (Exclusive Bank) is driving excitement for the Chicago Auto Show's opening weekend. The first 5,300 fans to present their Fifth Third bank card or special coupon – sourced from local Fifth Third banking centers – at the redemption center in the show's main ticket lobby will receive \$4 off the full-priced adult admission. In the exhibit space, fans can take a spin at the Fifth Third Bank "Prizemobile" for the chance to visit popular local attractions and win one of the 10 iPads up for grabs.



### ***State Farm***

State Farm (Exclusive Insurance Industry Sponsor) will bring back its Chicago Auto Show Better State Help Center in the Grand Concourse, where representatives will be on hand throughout the public show to assist guests with questions, maps or just help point them in the right direction. The popular State Farm Garage will return to the South Hall featuring an all new "Ride of your Life" experience where attendees can instantly print photos from the show using #StateFarmGarage. In addition, a 70" smartphone helps consumers decide which vehicle is the ride of their life and State Farm agents are available to consult about insuring a new vehicle.



### ***Shell***

Shell (Exclusive Petroleum Products Company) will help fuel excitement for the show by offering weekday discount coupons at more than 300 Chicagoland locations. On the show floor, attendees will be able to sign up for the Fuel Rewards Network and can win up to 25 cents per gallon off their next gas purchase by testing their luck at the Shell themed spin-the-wheel game.





## 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 9-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.

### Family Day at the Chicago Auto Show Monday, Feb. 16 (Presidents Day)



The Chicago Auto Show will host family fun again on Presidents Day, Monday, Feb. 16. Manufacturers will host programs tailored to families, including kid-oriented activities and safety events.

### Women's Day Tuesday, Feb. 17



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.

### Hispanic Day Friday, Feb. 20



During Hispanic Day, Chicago Auto Show exhibitors develop and host Hispanic celebration events. Detailed event schedule coming soon.

### Additional Highlights:

- **Annual Chicago Auto Show Food Drive (Wednesday, Feb. 18 – Friday, Feb. 20)**  
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 (Ongoing)**  
Keep up to date on all the excitement happening at the Chicago Auto Show at [ChicagoAutoShow.com](http://ChicagoAutoShow.com) for a full schedule of events and appearances.



## ABC 7 CHICAGO, WGN-TV, TELEMUNDO, AND UNIVISION TO HOST CHICAGO AUTO SHOW SPECIALS

The 2015 Chicago Auto Show is set to be the backdrop for a number of television programs. In a partnership that will last throughout the year, ABC7 Chicago is set to broadcast the official 2015 Chicago Auto Show special. The live show will air at 6 p.m. CST on Saturday, Feb. 14. In addition, ABC7 Chicago will utilize its daytime and news programming, including the popular Windy City Live, to cover the Chicago Auto Show.

**"The CATA works tirelessly with local and national media on a year-round mission of driving customers to our new-car dealers. This association with ABC7 Chicago provides a great foundation for our broadcast efforts."**

**- Colin Wickstrom, CATA Chairman**

"We are thrilled to partner with the Chicago Automobile Trade Association to bring the 2015 Chicago Auto Show home to ABC7," said John Idler, president and general manager of ABC7. "CATA's reputation for excellence, integrity and their commitment to Chicago through the generous support of local charities are core values we share. We look forward to a very long and mutually

beneficial partnership that will enrich our steadfast commitment to the communities we both serve."

WGN-TV also plans to produce a one-hour special featuring John Davis, host of the Motorweek television program.

"WGN has a 60-year history with the Chicago Auto Show, telecasting a show nearly every year since 1952," said Larry Wert, president of Broadcasting Media, Tribune Broadcasting Company. "It is an honor for WGN-TV, Chicago's Very Own, to be a partner of the CATA and home to the Chicago Auto Show."

There are two planned broadcasts in Spanish as well. Telemundo Chicago, longtime sponsor of Hispanic day at the Chicago Auto Show, will produce a half-hour special set to air on the opening Saturday.

"Telemundo Chicago is proud to partner with the CATA in presenting the 107th edition of the Chicago Auto Show," said Chris McDonnell, president and general manager Telemundo Chicago. "For more than 15 years, we have been committed to creating Emmy award winning shows highlighting the exposition's attributes. 2015 will mark our 9th Annual Hispanic Day at the Auto Show, celebrating diversity and culture. Our partnership has proven to be successful and fruitful and we look forward to another great event."

Finally, Univision Chicago has plans to grow its show coverage from last year. Univision is set to produce a half-hour auto show special in addition to originating two news broadcasts from the show floor.

"Univision Local Media Chicago is proud to partner with ABC7 for year-round efforts to support the Chicago Automobile Trade Association. We will be utilizing our entire portfolio of media assets to help connect Hispanic audiences with the local automotive industry," said Doug Levy, senior vice president and general manager, Univision Local Media Chicago. "Our combined creativity and resources will help build awareness among a segment that is projected to spend \$44 billion on new vehicles this year alone."



**"The CATA and broadcast partners understand that the Chicago Auto Show is the engine that energizes vehicle sales at the start of the year and those increased sales result in more advertising and marketing revenue for the market all year long. We're so happy to be working with so many partners to bring the beauty and the excitement of the Chicago Auto Show into as many homes as possible."**

**- Colin Wickstrom, CATA Chairman**

## NEW LEASE TAX LAW LIKELY TO BE ON TOP OF ATTENDEES' MINDS

Thanks to a new Illinois law that took effect Jan. 1, 2015, state taxes on vehicle leases were reduced by as much as 50 percent, allowing consumers to get more car for less money. House Bill 2317, signed by Gov. Pat Quinn in May 2014, alters the way taxes are collected on light-vehicle leases.

Prior to Jan. 1, a leasing customer paid tax on the entire purchase price of the vehicle. Now, customers who lease a vehicle pay taxes only on money due at lease inception and monthly lease payments. Because most vehicles have a residual value of 50 percent or more, this change reduces the taxes owed by new lessees by 50 percent.

Nationally, the number of new-vehicle owners that are leasing has grown to 26 percent – a figure that has doubled over the last five years. Illinois has lagged well behind at just 14 percent. Leasing rates in Chicago are among the lowest for any metro market in the United States. By comparison, New York metro has a lease rate of 50 percent and Cleveland, 48 percent. The change in the way vehicle leases are taxed in Illinois should make leasing a much more attractive option for new-car shoppers.

“The Chicago metro market has never had good lease penetration because of the way the state taxed vehicle leases,” said Colin Wickstrom, Chicago Auto Trade Association (CATA) chairman. “With this change in the tax law customers will be able to afford more car than ever – perhaps lowering their monthly payments at the same time.”

While many assume new-vehicle leasing is reserved just for luxury brands, a list of the top 10 models leased in the United States renders that assertion false. According to Experian Information Solutions, each of the top 10 lease vehicles has a starting M.S.R.P below \$25,000. In addition, compared to buying, leasing can lower the monthly payment by \$100 or more.

The Illinois new-car dealers accounted for \$28.4 billion in total retail sales in 2013 – 15 percent of the state’s total.

“On Jan. 1 the CATA launched a million-dollar educational campaign branded “The Lease You Can Do: More Car, Less Money.” The multifaceted print, broadcast and online effort is designed to help Chicago area buyers understand why vehicle leasing makes financial sense and how the leasing tax law changes will help them lower monthly payments or afford a more expensive vehicle.



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*“The CATA, along with the Illinois Auto Dealers Association, worked to show the Illinois Department of Revenue that changing the way the state collects tax on vehicle leases would not only be good for the consumer, but would result in more revenue for the state.*

*- Dave Sloan, CATA president and Chicago Auto Show general manager*

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## NRSF TEEN VIDEO CHALLENGE

The National Road Safety Foundation will host a Drive Safe Chicago video contest at the Chicago Auto Show that asks teens to submit ideas for a 30-second public service announcement that reminds viewers not to text or make calls while driving. The winner will receive a \$2,000 award and will have the chance to work with an Emmy Award-winning TV producer to turn the winning script into a finished ad that will be broadcast nationwide.

“Distracted driving is a serious risk that needs to be addressed at all levels,” said John Webb, 2014 Chicago Auto Show chairman. “Today’s cars are safer than ever, with many innovations that help avoid crashes and protect occupants in the event of one. But driver inattention – distraction – continues to be a major factor in crashes. We hope the Drive Safe Chicago campaign engages teens to be messengers both to their peers and to adults that distracted driving is dangerous driving.”

The National Highway Traffic Safety Administration estimates some 3,000 people are killed every year due to distracted driving, and tens of thousands more are injured. The most talked-about causes of distraction are texting and cell phone use, but drivers also can be distracted by use of other mobile devices like GPS, adjusting sound system controls, talking with passengers or even eating.“

Anything that takes the driver’s eyes off the road and mind off driving is a distraction that can have serious consequences,” said Michelle Anderson, operations director of The National Road Safety Foundation. “Driving requires full attention. It’s not something that can be done safely while multi-tasking.”

Teens who live in Illinois, Wisconsin, Indiana and Iowa are invited to enter by sending a script or storyboards for a TV ad that reminds people not to drive distracted. The entry deadline was Jan. 9, 2015, and the winner will be announced at the Chicago Auto Show. A runner-up will receive a \$1,000 award. All entrants will receive two free tickets to the 2015 Chicago Auto Show. Information about distracted driving and the Drive Safe Chicago Contest can be seen at [www.nrsf.org/teenlane/content/drive-safe-chicago](http://www.nrsf.org/teenlane/content/drive-safe-chicago).





## VINE/INSTAGRAM VIDEO CHALLENGE RETURNS

The Chicago Auto Show and Digital Megaphone are teaming up to bring the 2015 Vine and Instagram Video Challenge back to the Chicago Auto Show Social Media Preview. Digital Megaphone, a Chicago-based organization that connects brands with bloggers through social media challenges and interactive blogger events, will invite key social media influencers to attend the Chicago Auto Show's exclusive Social Media Preview on Friday, Feb. 13 to create compelling videos. Perhaps the biggest challenge? To capture videos in the Vine- and Instagram-allotted seven to 15 seconds, respectively.

"We're excited to partner again with Digital Megaphone to help connect our exhibitors with bloggers and social media influencers through a fun and engaging video challenge," said 2015 Chicago Auto Show chairman John Webb. "The 2015 Chicago Auto Show is shaping up to be one of the best, and it'll be interesting to see the content generated throughout the day."

Participants will partake in the Social Media Preview's festivities which include exclusive, manufacturer-hosted press and marketing events geared towards social-media savvy consumers. The goal of the challenge is to engage digital influencers to put their creative spin on the news and trends coming out of the Chicago Auto Show and automotive industry overall.

"The 2015 Chicago Auto Show Vine and Instagram Video challenge will once again give social media influencers and the media the opportunity to explore the show floor during the Chicago Auto Show's Social Media Preview to capture and share their perspective of the highlights of the latest automobile models, interactive displays and industry news," said Digital Megaphone founder and president Hope Bertram. "We are thrilled to be part of the nation's largest and longest running auto show."

The Chicago Auto Show and Digital Megaphone will collectively select the top three Vine and Instagram videos that most accurately and creatively showcase the 2015 Chicago Auto Show. The 2014 video challenge winner, @eprahl, featured a variety of cars and interactive displays in her Instagram video: [www.instagram.com/p/kH3AwZs4Cr](http://www.instagram.com/p/kH3AwZs4Cr).





## MEDIA PREVIEW TO FEATURE CONCEPT & TECHNOLOGY GARAGE

With advancements in technology, additional safety equipment and ever increasing fuel economy requirements, today's automobiles are becoming increasingly complex. The Concept & Technology Garage will give automotive media a great opportunity to take a deep dive into the latest concept cars, safety technologies and automotive telematics.

"A natural outgrowth of our traditional concept car drive, the Concept & Technology Garage will give local and national media an opportunity to dig deeper into today's automotive tech," said Dave Sloan, Chicago Auto Show general manager. "It's easy to report on fuel economy improvements or new safety features, but to actually understand how manufacturers implement new systems, that takes time. This event will give journalists the opportunity to really get a handle on all this new technology."

The Concept & Technology Garage will be held on Wednesday, Feb. 11 from 1 to 4 p.m. at McCormick Place. Print, broadcast and electronic media are welcome to attend. Additional details will be sent to registered media. The event will be held in a climate-controls exhibit hall. Vehicles and technology displays can be transported directly into the hall and offloaded.



## CONNECTING WITH WOMEN & MILLENNIALS

Chicago's positioning as the nation's consumer show is evident by the growing percentage of women and Millennials who attend. According to Foresight Research after-show surveys, the percentage of women attending last year's show was significantly higher than in previous years and represents the first time that Foresight Research has measured an auto show where more women attended than men. Millennial participation at Chicago is just as overwhelming with 18- to 33-year-old audience that has outperformed the local average by nearly 50 percent for the last several years.



"The Chicago Auto Show is growing increasingly significant from a consumer standpoint," said Dave Sloan, Chicago Auto Show general manager, "not only as a sales tool, but as a barometer for auto manufacturers. The higher percentage of women and Millennials certainly does not shock us, as our marketing efforts have been moving in those directions for years."

Not surprisingly, 36 percent of show visitors participated in one of the 10 ride-and-drives available at the show, and the average visitor spent almost four hours at the show. This resulted in 35 percent of show visitors adding one (or more) brands to their consideration list as a result of seeing the vehicles at the auto show. Just as important, 13 percent subtracted one (or more) brands as they refined their shopping lists – showing the importance of putting together a fantastic display that features not only new product, but concepts and technology as well.



## OFFICIAL HOTEL MEDIA ADVISORY

### *Luxurious Accommodations*

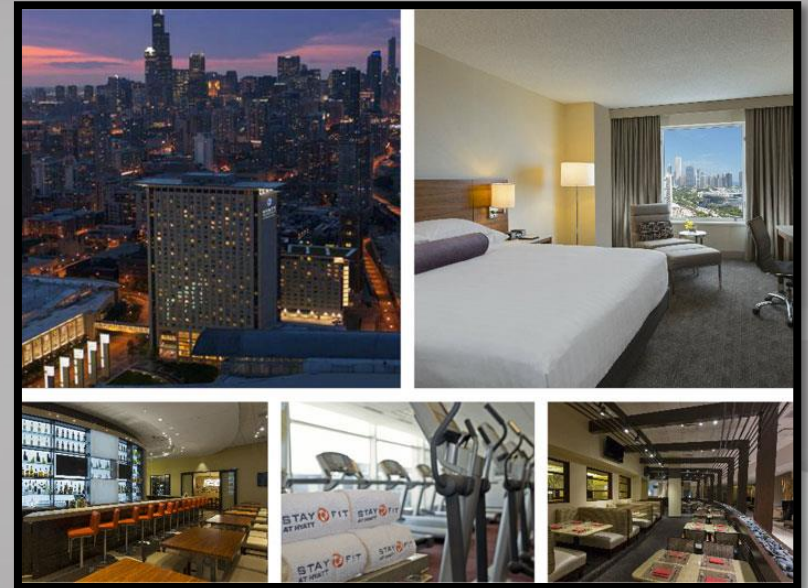
The **Hyatt Regency McCormick Place** is one of the official hotel partners of the 2015 Chicago Auto Show – the current contract runs through the 2016 show. Connected to the McCormick Place Convention Center, attendees have quick and easy access to the show. Offering spectacular city views, the 1,258-room Hyatt Regency McCormick Place is conveniently located adjacent to McCormick Place with easy access to many of Chicago's famed sights, such as the Magnificent Mile, Navy Pier, Millennium Park, the world-renowned museums, prominent theatres and more of the things that have made Chicago a global destination for business and leisure travelers alike.

#### Highlights:

- As an official Chicago Auto Show hotel, the Hyatt Regency McCormick Place is pleased to offer exclusive rates starting at \$155 for double 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



The auto show package rate is available on [Hyatt Regency McCormick Place's](http://www.hyatt.com/hotels/hyatt-regency-mccormick-place) website with Special Offer Code AUTO15.

*\*First Look for Charity ONLY special rates have also been secured. Reservations can be made at: <https://resweb.passkey.com/go/FirstLookforCharity15>*

**Hyatt Regency McCormick Place**

2233 S. Martin Luther King Dr., Chicago, 60616



## OFFICIAL HOTEL MEDIA ADVISORY (CONT.)

The **Waldorf Astoria Chicago** is another official hotel partner of the 2015 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, 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 2015 Chicago Auto Show marks the 107<sup>th</sup> 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 2014-2015 Chicago Automobile Trade Association Board of Directors

**John Webb**

2015 Chicago Auto Show Chairman



*Packey Webb Ford*

**Colin Wickstrom**

CATA Chairman and 2015 Chicago Auto Show Co-chairman



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

**Mike McGrath Jr.**

CATA Vice Chairman



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

**John Hennessy**

CATA Treasurer



*River View Ford*

**Ray Scarpelli Jr.**

CATA Secretary



*Raymond Chevrolet,  
Raymond Kia, Ray Chevrolet*



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**Mary Beth Davis**

Bookkeeper



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[mbdavis@cata.info](mailto: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>.

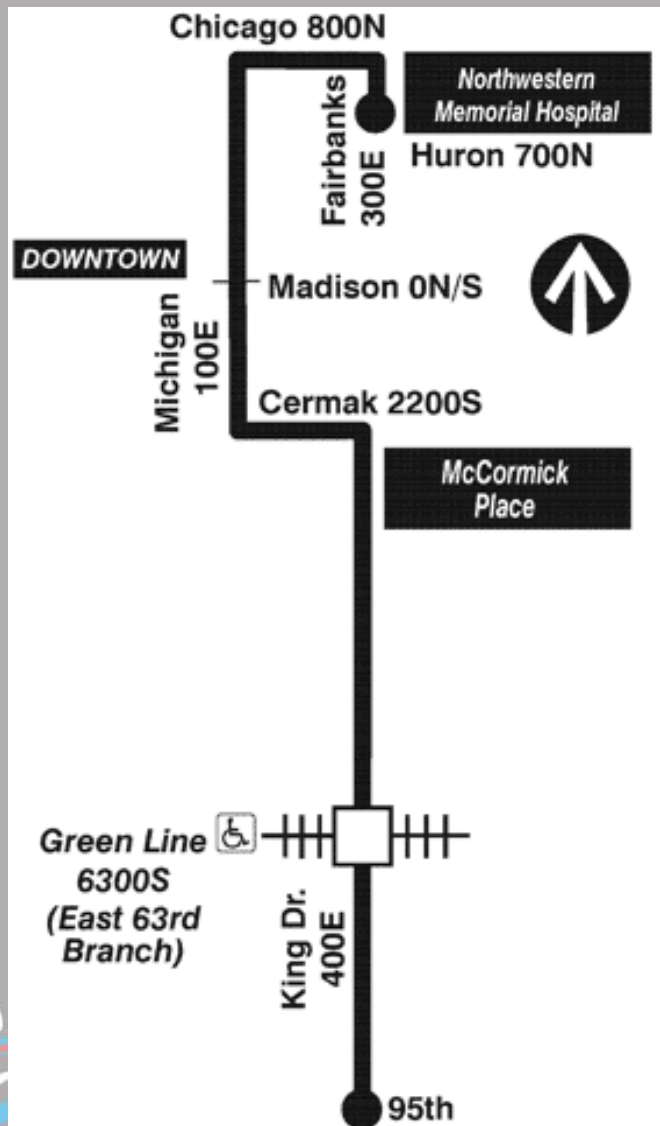


## TRANSPORTATION (CONT.)

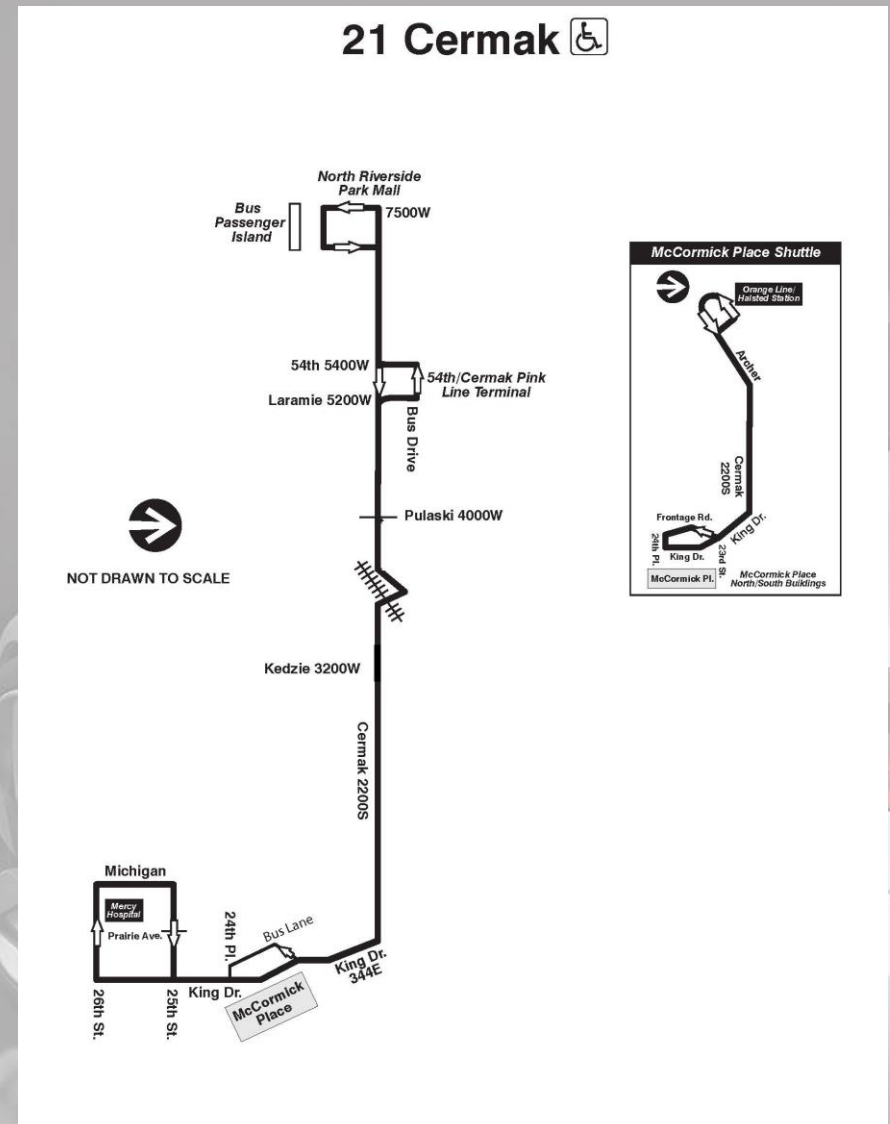
### CTA Bus:

The CTA will be offering two buses that will drop off at McCormick place (#3 King Drive and #21 Cermak). 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 5pm to 11pm on weekdays and from 8am to 11pm on weekends (8am to 9pm on last Sunday).
- **#21**: Supplement service will operate between Halsted Orange Line Station and McCormick Place, operating every 20 minutes from 8:30am to 11pm on weekends (8:30am to 9pm on last Sunday).
- **#Auto Show**: Service will operate between Ogilvie/Union Stations and McCormick Place from 8am to 11pm every 12 to 20 minutes on weekday and 8am to 11pm every 10 to 20 minutes on weekends (8am to 9pm on last Sunday).

### 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/>

### CTA Train

The new Cermak-McCormick Place station on the Green Line will be open for service for the 2015 Chicago Auto Show. Find more information at: [http://www.transitchicago.com/travel\\_information/alert\\_detail.aspx?AlertId=26950](http://www.transitchicago.com/travel_information/alert_detail.aspx?AlertId=26950)

### 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](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](http://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](http://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



## PARKING INFORMATION

The 2015 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 2015 Chicago Auto Show's dates and hours?

The 2015 Chicago Auto Show is open to the public from Feb. 14-22, 2015.

#### *Show hours:*

**February 14-21:** 9 a.m. - 10 p.m.

**February 22:** 9 a.m. - 8 p.m.

### When is First Look for Charity?

The First Look for Charity black-tie gala will be held on Friday, Feb. 13 from 7-11 p.m. at McCormick Place.

### What are the 2015 Media Preview dates?

Thursday, Feb. 12 – Friday, Feb. 13, 2015

### Is photography/videography permitted on the show floor?

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

### What is the 2015 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.





## FREQUENTLY ASKED QUESTIONS (CONT.)

### 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](http://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:

- **Family Day:** Monday, Feb. 16 (Presidents Day)
- **Women's Day:** Tuesday, Feb. 17
- **Hispanic Day:** Friday, Feb. 20
- **CAS Food Drive:** Wednesday, Feb. 18 - Friday, Feb. 20



IMAGE GALLERY: <http://www.chicagoautoshow.com/media/online-newsroom-gallery/>

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2015 Chicago Auto Show Logo



Chicago Automobile Trade Association Logo



2015 First Look for Charity Logo



2015 Chicago Auto Chairman, John Webb



2015 Chicago Auto Show Co-chairman, Colin Wickstrom



Chicago Auto Show General Manager, Dave Sloan



McCormick Place Complex



McCormick Place Complex



McCormick Place Complex



McCormick Place Complex





## IMAGE GALLERY (CONT.)

The 2014 Show: <http://www.chicagoautoshow.com/media/online-newsroom-gallery/>

The 2014 Chicago Auto Show



The 2014 Chicago Auto Show



The 2014 Chicago Auto Show



The 2014 Chicago Auto Show



The 2014 Chicago Auto Show



The 2014 Chicago Auto Show



The 2014 Chicago Auto Show



The 2014 Chicago Auto Show



The 2014 Chicago Auto Show



The 2014 Chicago Auto Show



The 2014 Chicago Auto Show



The 2014 Chicago Auto Show



The 2014 Chicago Auto Show



The 2014 Chicago Auto Show



The 2014 Chicago Auto Show



The 2014 Chicago Auto Show





## IMAGE GALLERY (CONT.)

2014 First Look for Charity: <http://www.chicagoautoshow.com/first-look-for-charity-2014-fuelcas/>

2014 First Look for Charity



2014 First Look for Charity



2014 First Look for Charity



2014 First Look for Charity



2014 First Look for Charity



2014 First Look for Charity



2014 First Look for Charity



2014 First Look for Charity



2014 First Look for Charity



2014 First Look for Charity



2014 First Look for Charity



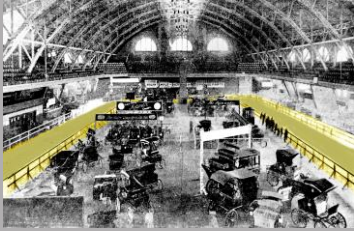
2014 First Look for Charity



## IMAGE GALLERY (CONT.)

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

1901: Chicago Auto Show Floor



1953 Chevrolet Corvette



1941 Plymouth



1979 Buick Riviera

