

# CHICAGO | 20 AUTO SHOW | 15

Media Preview February 12-13

First Look For Charity February 13

Public Show February 14-22

[www.ChicagoAutoShow.com](http://www.ChicagoAutoShow.com)

#CAS15



## Muñoz to Keynote ECC Luncheon



José Muñoz, executive vice president, Nissan Motor Co., Ltd. and chairman, Nissan North America, Inc., will be the guest speaker at the Economic Club of Chicago (ECC) Luncheon at Noon on Thursday, Feb. 12.

Muñoz was appointed to his current position in January 2014. In these roles, Muñoz reports to Trevor Mann, chief performance officer, Nissan Motor Co., Ltd., and is responsible for overseeing Nissan's operations in the U.S., Canada and Mexico. His scope includes Manufacturing, Engineering, Design, Sales and Marketing, Administration and Finance. He also serves as a Nissan Motor Company Executive Committee member.

Muñoz joined Nissan in 2004 as general manager, Dealer Development, for Nissan Europe. He then served as managing director of Nissan Iberia, S.A. In 2009, Muñoz was named president, Nissan Mexicana (NMEX). In April 2012, Muñoz became responsible for the operating performance of the company's operations in Mexico, Latin America and Brazil, representing each on Nissan's Management Committee for the Americas. Muñoz joined Nissan after a career that included more than 10 years in management positions with other automotive companies in Europe.

Muñoz holds a doctorate in nuclear engineering from Polytechnic University of Madrid and an MBA from Instituto de Empresa Business School in Madrid. He has also completed other executive management programs from Cranfield School of Management in the United Kingdom and INSEAD Business School in France. He is based in Franklin, Tenn.

The ECC luncheon at the Chicago Auto Show is a cornerstone event of the Chicago Auto Show Media Preview, boasting past speeches from Bill Ford, Jim Press, Henrik Fisker, Ralph Gilles, Jonathan Browning and Yoshi Inaba. Last year, Joe Hinrichs, executive vice president and president of The Americas for Ford Motor Co., was the guest speaker ECC Luncheon.

Founded in 1927 to serve as a forum for Chicago's business community, the ECC is one of Chicago's finest business groups and has had a decade-long association with the Chicago Auto Show. The ECC has grown to become a premier institution, providing elite members of the business world a platform to express and discuss economic, business and social issues.



## Sales Bump



As is the case with most auto shows, Chicago visitors both expanded and refined their shopping lists at the show. According to Foresight Research surveys conducted after the 2014 Chicago Auto Show, 55 percent of show attendees intended to buy a new vehicle within 12 months of attending the show.

Polk data suggest that auto shows, and Chicago in particular, continue to be a great motivator for buyers. According to Polk measurements of vehicle registrations, Chicago metro sales were up 22.6 percent in March compared to a year previous. The national average over the same time period saw a 14.4 percent increase. That means the Chicago

market was up 9.8 percent over the national average. That trend continued through May as Chicago led the nation by 6.3 percent overall.

“Show awareness and engagement are critical to new-car sales in Chicago, making February an ideal time for dealers to host the Chicago Auto Show,” said John Webb, 2015 Chicago Auto Show chairman. “A dealership can be a lonely place in the dead of winter, but the Chicago Auto Show helps kick start sales providing Chicago the momentum to lead the nation.”



## First Look Gala Expected to Raise \$2 Million

Eighteen Chicago area charities will benefit from more than \$2 million expected to be raised by a black-tie gala held in conjunction with the 2015 Chicago Auto Show in February. Now in its 24<sup>th</sup> year, First Look for Charity stands as one of the special events on the winter schedules of Chicago socialites and car buffs.

Benefactors at the charity gala will be treated to hors d'oeuvres; champagne, wine, beer and soft drinks; special entertainment across the show floor; and a chance to win a 2015 Ford Explorer or a 2015 Ford Fusion, both compliments of Ford Motor Co. & the Chicagoland Ford Dealers Association.

“The Chicago Auto Show is uniformly regarded as the finest auto show in the country, but the charitable cause demonstrates that this auto show is about more than just vehicles and accessories,” said John Webb, chairman of the 2015 show. “It’s also about giving something to the charities of our community.”

Tickets to the event are \$250 each and can be ordered online at [www.FirstLookforCharity.org](http://www.FirstLookforCharity.org) or by telephone at (630) 495-2282. Of each ticket purchased, \$199 is tax-deductible as a charitable expense.



## 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.



## 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, @eprahhl, featured a variety of cars and interactive displays in her Instagram video: [www.instagram.com/p/kH3AwZs4Cr](http://www.instagram.com/p/kH3AwZs4Cr).

## Lights, Camera, Action!



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.

“Broadcast media coverage plays a key role in the 95 percent awareness rate of our show,” said Colin Wickstrom, Chicago Automobile Trade Association (CATA) chairman. “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.”

“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.

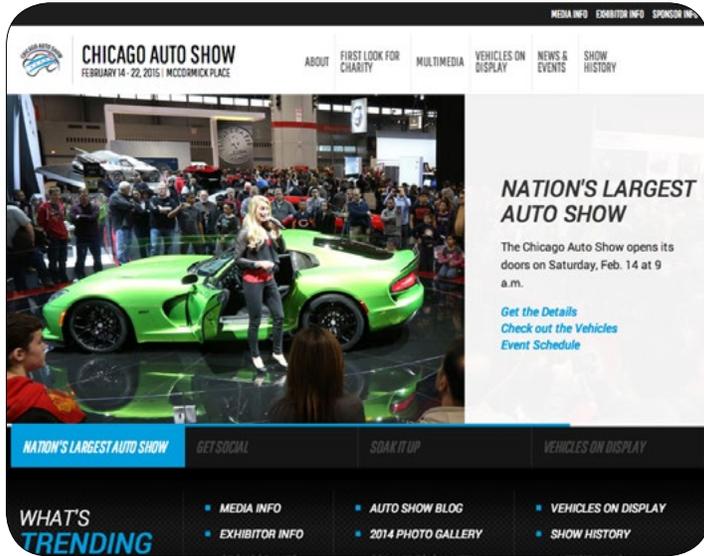
“Telemundo Chicago is proud to partner with the CATA in presenting the 107<sup>th</sup> edition of the Chicago Auto Show,” said Chris McDonnell, president and general manager Telemundo Chicago. “For more than 15 years, we have been committed to creating Emmy award winning shows highlighting the exposition’s attributes. 2015 will mark our 9<sup>th</sup> 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 Chicago Auto Trade Association 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,” said Wickstrom. “We are so happy to be working with so many partners to bring the beauty and excitement of the Chicago Auto Show into as many homes as possible.”

## Chicago Auto Show Launches 2015 Website



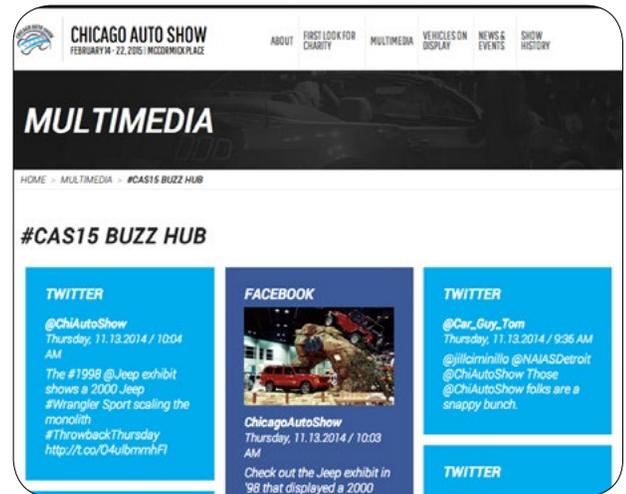
The Chicago Auto Show launched a completely redesigned website in anticipation of the 107<sup>th</sup> edition of the nation's largest auto show. Building on last year's fully responsive redesign, [www.ChicagoAutoShow.com](http://www.ChicagoAutoShow.com) now features seamless social media integration, 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 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 large touch-screen monitors while still being responsive enough to remain fully functional on compact mobile devices.

"We want our attendees to connect to the show on every level," said John Webb, 2015 Chicago Auto Show chairman. "We will be providing free high-speed Wi-Fi at the show to allow showgoers to effortlessly share their experience through social media, our website and our official Chicago Auto Show app."

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.

Returning features include user-controlled webcams with a live-streaming capability, daily event schedules, show floor maps, online ticket purchases, detailed directions and a newsroom for registered media. Together these elements form a winning combination that engages visitors year-round.



"We're proud of many things, but the Chicago Auto Show History and Vehicles on Display sections are unmatched," continued Webb. "With a rich history like the Chicago Auto Show, we wanted to capture the memorable moments and vehicles dating all the way back to the show's inception in 1901 while, at the same time, let attendees know exactly what they will be seeing at the show this year. The connection with DriveChicago.com and real dealer inventory is exclusive to the Chicago Auto Show website and something unique in the industry."

The website's Vehicles on Display section adds real-time inventory from Chicagoland's new-car dealers, provided by [DriveChicago.com](http://DriveChicago.com). This allows site visitors to sift through more than 40,000 new cars directly on ChicagoAutoShow.com as they are browsing their favorite vehicles.

## 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. Entries deadline is 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).

## Media Matters . . .

Journalists looking to attend the Media Preview of the Chicago Auto Show must register for credentials. You can do that online now at [www.chicagoautoshow.com/media](http://www.chicagoautoshow.com/media) or wait in line at the media center. When you register, please make sure to add your credential requests on the second page of the registration.

The Chicago Auto Show is pleased to announce its partnerships with the Hyatt Regency McCormick Place and the Waldorf Astoria Chicago. The Hyatt Regency is connected to McCormick Place and the Waldorf Astoria is located in the heart of downtown adjacent to the Magnificent Mile. Rates start as low at \$155. For more information or to reserve a room at one of our official hotels, please visit our Official Hotels page, [www.chicagoautoshow.com/about-the-show/official-hotels](http://www.chicagoautoshow.com/about-the-show/official-hotels).

The Chicago Auto Show Press Kit is available online on our Media Quick Links page here: [www.chicagoautoshow.com/media/media-quick-links](http://www.chicagoautoshow.com/media/media-quick-links). On this page you will also find links to our previous show updates, Quick Reference Guide, Showfloor Map and, when they become available, our Media Preview Schedule and Media Information Sheet.



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