

CHICAGO | 2015 AUTO SHOW

2016 AUTO SHOW DATES

MEDIA PREVIEW FEBRUARY 11-12

FIRST LOOK FEBRUARY 12

PUBLIC SHOW FEBRUARY 13-21

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#CAS15



Chicago Offers the Right Blend for Today's Auto Show

The 107th Chicago Auto Show came to a successful close a few weeks ago and, by all measurements, it was a great success and a perfect example of how today's auto show can be an effective marketing tool for automakers and sponsors.

The show's media preview boasted 18 world introductions, including reveals of the all-new Acura RDX, Chevrolet Equinox, Honda Pilot and Toyota Avalon. Second, the show's unmatched benevolent preview, First Look for Charity, generated more than \$2.5 million for 18 local charities. Finally, the nine-day public run of the show saw an attendance increase of 7 percent compared to last year – on one fewer public day.

“Combining a strong media preview with a great kickoff charity event and a well-attended public run, the Chicago Auto Show continues to be an example of how auto shows can thrive in the 21st century,” said Dave Sloan, Chicago Auto Show general manager. “The buzz created by the media preview and First Look for Charity carried over into a wildly successful public show, and that was amplified by an overwhelming social media campaign that trended across the nation.”



Well known as the nation's best-attended auto show, the Chicago Auto Show is the place where the rubber meets the road for the automakers. Nissan chose Chicago to introduce the 370Z NISMO Roadster concept and the GT-R LM NISMO race car, in an effort to attract millennials and translate that interest into sales. “To be here [at the Chicago Auto Show] is incredibly important; everyone knows that this is by far the biggest venue with the most traffic from a personnel standpoint and largest auto show in the entire country,” said Fred Diaz, SVP Nissan Sales & Marketing and Operations, Nissan North America, Inc. “The number of people who come through this show is huge, so when you have an opportunity to showcase the beautiful race cars and technology that then come to the street vehicles that people buy...you just don't miss that opportunity.”

Last March after the show, sales increased in Chicago a healthy percentage ahead of the growth the the rest of the country experienced. With new leasing tax laws in place, that number is expected to be even higher in 2015. “The Chicago Auto Show is a consumer show; once the show ends, it's really the traditional start of the spring market – we start selling a lot of cars in Chicago after the auto show,” said Bob Pradzinski, vice president of sales at Hyundai Motors America. “So many people come to the [Chicago Auto Show] to do research, and when they walk out of the show, they go to buy cars. We always love showing new cars here in Chicago.” And Hyundai did, with introductions of the 2016 Elantra GT and Veloster Rally Edition.

Toyota got into the crowdsourcing act by bringing the Sienna Spongebob minivan to Chicago. “[The Chicago Auto Show] is the biggest public show in the country with a lot of families. Chicago is also a very big minivan market, and [the Sienna] is actually the best-selling minivan in the segment,” said Curt McAllister, product news manager at Toyota Motor Sales.



(Right Blend con't...)

The public run of the show featured nine energy-packed days with several themed events including Family Day, Women's Day, Hispanic Heritage Day and the first-ever Young & Future Drivers Night. In addition, the million-square-foot show floor hosted three indoor test tracks and offered attendees six outdoor test drive opportunities.

Highly respected automotive website Edmunds.com spent two days polling attendees during the public days of the Chicago Auto Show and found that almost half of showgoers intend to purchase a vehicle within one year. Furthermore, almost 70 percent say they will buy a car or truck within the next two years

"Auto shows certainly draw their share of car enthusiasts, but smart shoppers will find that these shows can really help them narrow down the vehicles that they're considering," says Edmunds.com Consumer Advice Editor Carroll Lachnit. "If you're in the market for a new car, auto shows offer an unparalleled way to get a hands-on feel for all of the cars on your list in a very short period."

With a compelling media preview, enticing charity preview and expansive showfloor, the 2015 Chicago Auto Show provided a perfect storm for automakers to show off new products and technologies to media and the public.

Chicago Auto Show Continues to Bring Social Media to New Heights

The Chicago Auto Show continued to fuel excitement and awareness among fans through social media engagement. With a robust presence across seven different platforms including Facebook, Twitter, Instagram, YouTube, Pinterest, Vine and Google+, Chicago Auto Show organizers are easily able to engage with fans on their social network of choice.

And that engagement is demonstrated in the numbers: The show's #CAS15 garnered nearly 200 million impressions and a direct reach of 30 million people throughout the show period. These numbers soar above 2014, when the official hashtag resulted in 89 million impressions – still an impressive number. The show's #CAS15 was also a top trending hashtag on Twitter during the Media Preview and totaled 25,000 tweets throughout the event period. Fans could monitor their own tweets and Instagram posts on a social media wall, located in a centralized hub where the social media team also hosted a series of Twitter chats and blogger meet-ups throughout the show.

Beyond utilizing social media as an informational tool to relay vehicle debuts, parking information and daily events, for example, fans were also engaged through a series of campaigns. Show organizers deployed "street teams" to poll show-goers on a variety of topics – including technology essentials, segment preference and green vehicle importance – and pushed the findings out through a series of promotional #CASOverheard short videos.

In an effort to keep the momentum and excitement alive all show long, bloggers and social media influencers were encouraged to tweet and post live from the show – using #CASLIVE – on a

variety of topics pertaining to their beat, whether family-focused, fuel-efficient, automotive, etc. This particular hashtag generated 36 million impressions alone.

Additionally, the Chicago Auto Show implemented two Instagram campaigns to continue to build its community and tap into a younger demographic. The social media team worked with local tourism bureau Choose Chicago to identify Chicago-based photographers with large Instagram followings to help share the show from a variety of perspectives, including historical, structural, design, technology, family-oriented and via time lapse. These influencers were granted exclusive access they wouldn't have typically received as a general auto show patron. Beyond exposure to new audiences, the Chicago Auto Show was also pleased with the quality of the content as well as the unique perspective of the show through – no pun intended – new lenses.

Like2Drivelt was also new to the Chicago Auto Show's Instagram program this year to help heighten awareness for new vehicles on display at the show that were tied to local leasing deals. This campaign takes advantage of the new Illinois leasing law that allows local residents to lease for less. Powered through Social Mosaic, Like2Drivelt is an online social-commerce hub where followers like an image to unlock the lease offer. This campaign generated an average of 20 percent engagement rate, a notable return for any advertising campaign.

Overall, each social media channel continues to grow over the previous year. The Chicago Auto Show's Facebook page developed its fan base by nearly 32 percent and Twitter grew 55 percent over last year.



Alan Batey Delivers Keynote Speech Opening Media Preview



The 2015 Chicago Auto Show Media Preview kicked off with the Midwest Automotive Media Association (MAMA) breakfast, where Alan Batey, General Motors executive vice president and president, North America, addressed the crowd to highlight how General Motors will be making a difference in the year 2015 and beyond.

“To help strengthen our efforts, we will focus on four crucial areas in 2015 and beyond: marketing, customer service, our retail facilities, and, above all, great vehicles.” said Batey. “And we capture all of this in three words for Chevrolet: Find New Roads. This is much more than a simple tagline. This is our brand promise, a promise of fulfilling endless possibilities through our products and the Chevrolet

experience, in order to inspire passion and loyalty in our customers.”

Batey announced that the Bolt EV, introduced in January, will go from concept to production vehicle and be available in all 50 states. It is designed to provide long-range pure electric power, about 200 miles of range and a target price of around \$30,000 after federal incentives.

“Vehicles like the new Volt and Bolt EV concept represent the innovation and ingenuity that have run in the DNA of this brand since the very beginning.” said Batey.



José Muñoz Addresses Economic Club of Chicago

José Muñoz, executive vice president, Nissan Motor Co., Ltd. and chairman, Nissan North America, Inc., delivered the keynote speech during the Economic Club of Chicago’s (ECC) luncheon at the 2015 Chicago Auto Show Media Preview.

Muñoz addressed an audience of more than 900 ECC members, guests and journalists. Displayed were the 2016 Nissan Murano SUV and the 2016 Leaf Hybrid. Muñoz presented Nissan’s plan for 2015, highlighting the company’s strides in innovation within manufacturing, workforce training and understanding of consumer base diversity.

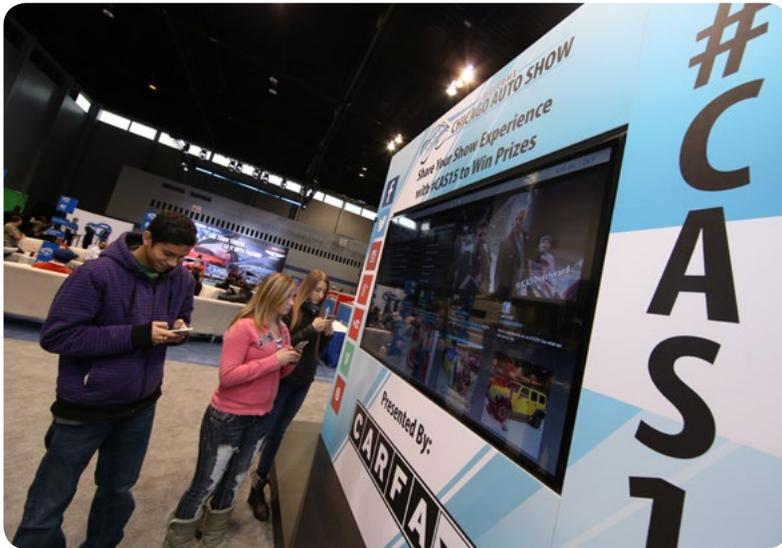
“The new manufacturing facility in Mississippi is our main component for continued innovation and success at Nissan,” said Muñoz. “Nissan’s U.S. production of vehicles increased by 20 percent, making it the top manufacturer in America.”

Muñoz concluded with Nissan’s goal to further succeed through investing in manufacturing technology, expanding and providing workforce training, and understanding diversity within the consumer market.

“I’m proud of Nissan’s success here in America. We’ve shown steady growth in market share and demonstrated outstanding performance in all the vehicles that we create,” said Muñoz. “I can’t wait to see the next chapter for Nissan; there is certainly more to come.”



Honda Wins 2015 WOMMA Driving Engagement Award



The Chicago Auto Show and Word of Mouth Marketing Association (WOMMA) presented Honda with the third annual “Driving Engagement” award for most innovative social media campaign of 2014, during the 2015 Chicago Auto Show Social Media Preview.

Honda’s social media campaign, “April Fools’ Fit Kit,” aimed to poke fun at the maker community surrounding April Fools’ Day by creating the Fit Kit, the first DIY vehicle you can build at home.

“We’re proud of our fun and effective #FitKit effort and ecstatic that it received WOMMA’s 2015 ‘Driving Engagement’ award for best social media campaign of the year,” said Alicia Jones, manager of Honda & Acura social marketing American Honda Motor Co., Inc. “While everyone was embracing the maker community, we thought we’d poke fun at them on April Fools’ Day and at the same time generate awareness and interest in the all-new 2015 Fit.”

“So, we created Fit Kit, the first DIY vehicle you can build at home. I think what really made it work – and shareable – was that we told the story with just enough believability to make it seem real; we even created a #FitKit home for it on our website for added authenticity,” said Jones.

This event is the culmination of a month-long review and judging process where a select panel of WOMMA judges sifted through each automaker’s submission to determine which brands executed the most innovative social media campaign of 2014.

“Kudos to Honda for having so much fun with their core fans,” said Suzanne Fanning, president of Word of Mouth Marketing Association. “Only the closest relationships can withstand this type of teasing. The result was super shareable.”

WOMMA selected three automotive manufacturers as finalists for the Driving Engagement awards: Nissan and Chevrolet were the runners-up. Nissan submitted its “Nissan Purchases ‘96 Maxima from Craigslist Ad” campaign. Aimed to respond to a hilarious Craigslist ad for a well-worn 1996 Maxima through social listening, Nissan made an offer to the owner, and then fully restored the vehicle based on fan voting on MotorAuthority.com. Chevrolet entered its “#TechnologyAndStuff” campaign to turn the social media conversations in its favor when a Chevrolet representative froze on-air after the World Series. The company embraced the hashtag #TechnologyAndStuff with a top-down program.

“Social is about understanding your fans and knowing who they are, where they are and why they’re your fans,” said Fanning. “It’s about building a relationship and getting fans to share information for you.”

In addition to winning the “Driving Engagement” award, WOMMA has invited Honda 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. Honda will have the opportunity to share insights and best practices from its April Fools’ Fit Kit campaign and will be awarded free admission to the conference.



Official App Picks Up Steam

For the third consecutive year, the Chicago Auto Show provided attendees with an official app. Designed to act as a digital companion for show goers, the free app was downloaded to more than 33,000 iOS and Android devices. In an effort to boost app usage, attendees were provided with free showfloor WiFi and received a commemorative cup with each download.

This year, the app took advantage of beacon technology designed to better engage attendees and to provide show organizers and exhibitors detailed tracking information about show goers. The beacons were installed on the show floor and interacted both passively and actively with the app to provide the ultimate show experience.

“We used this year as a pilot program. We wanted to prove the technology so that next year we could properly implement the program among all of our manufacturers,” said Mark Bilek, Chicago Auto Show director of communications and technology. “The results were surprising in the simple fact that the conversion rate was 13 percent with a high of 40 percent for some campaigns. Based on the preliminary results from this year, we’ll certainly grow the program for next year with an eye toward implementing new features that enhance the experience of our attendees and reinforce our exhibitors’ messages.”

Beacon metrics provided interesting insight into how attendees consumed the Chicago Auto Show. Most attendees spent about 24 minutes within the larger booths and even smaller exhibits saw dwell times greater than 15 minutes. Overall, more than 30,000 messages were sent to attendees with an average response rate of 13 percent.

Additional features of the app included 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.



Hyundai WOMMA'S Most Socially-Engaging Exhibit at the 2015 Chicago Auto Show

The Word of Mouth Marketing Association (WOMMA) named Hyundai the inaugural winner of the Most Socially-Engaging Exhibit at the 2015 Chicago Auto Show. Hyundai earned the honor with its interactive exhibit space that enhanced the digital and social media experience of booth visitors.

Hyundai's show floor booth housed the Hyundai Racing Challenge, where consumers could experience the stimulation of driving a Hyundai race car in a competition.

“We loved Hyundai's interactive display,” said Suzanne Fanning, president of Word of Mouth Marketing Association. “Auto show attendees could race, follow the leader board, share images and receive pictures while surrounded by a fun and quite lovely staff.”

Hyundai also provided an interactive experience for consumers by offering in-vehicle demonstrations of Apple



CarPlay and Android Auto inside the 2015 Sonata. With this technology, consumers are able to make calls, send messages, stream music and conduct navigation functionality via their smartphones through voice activation. Hyundai's integration of Apple CarPlay and Android Auto reduces driver distraction and provides the highest driving experience for owners in the affordable Sonata. The Apple CarPlay and Android Auto integration will be available at dealerships later this year.

“Hyundai has been in the forefront of social media in every aspect of its operations, and we're very honored to receive this award acknowledging our efforts at the Hyundai Chicago Auto Show display,” said Chris Hosford, executive director of corporate communications, Hyundai Motor America. “Hyundai participated at the very first Chicago Auto Show Social Media Day, which was an industry first, and social media has continued to be a priority for our brand.”

Consumers Pick Their Favorite Vehicles and Exhibit at the 2015 Chicago Auto Show

For the tenth consecutive year, consumer voters proclaimed their favorites in five categories in the Chicago Auto Show's "Best of Show" balloting. The Chicago Auto Show is the only major auto show that polls its attendees' favorite vehicles and exhibit.

In voting conducted over the 9-day public run of the nation's biggest auto show, winners in the contest's five categories were:

- **Best All-New Production Vehicle: Ford GT (38 percent of vote)**
- **Best Concept Vehicle: Toyota FT-1 (30 percent of vote)**
- **Best Green Vehicle: BMW i8 (38 percent of vote)**
- **Best Exhibit: Ford (25 percent of vote)**
- **Vehicle I'd most like to have in my driveway: Ford Mustang GT350**



"Best of Show voting has become a benchmark measure for our exhibiting manufacturers, and winning in any category is quite significant," said 2015 Chicago Auto Show Chairman John Webb. "With more than 1 million square feet of exhibit space, it's impressive when certain vehicles and displays rise above to capture the public's attention."

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 hundreds of vehicles on the show floor. According to the results, voters considered the Ford GT the Best All-New Production Vehicle. Though the GT was a run-away favorite, the Acura NSX and Mercedes-Benz AMG GT also garnered a considerable number of votes, finishing second and third, respectively.

The BMW i8 took the honors for Best Green Vehicle. The unique hybrid-electric sports car can reach 60 mph in less than four seconds, has a top speed of 155 mph and a cruising range of 300-plus miles. It topped runner-up Chevrolet Volt and third-place finisher Ford Focus Electric.

Best Concept honors went to the racy Toyota FT-1. The striking coupe is considered to be a forerunner of a soon-to-be announced Toyota sports car. A close runner-up for Best Concept was the ready-for-production, four-door Buick Avenir.

Taking top honors as Best Exhibit was Ford. With its new GT as a centerpiece, the Ford display was consistently one of the most popular at the show. Additional display properties in the Ford exhibit included Hank the Robot, the Mustang Dynamometer, an extensive commercial display and the mini-F-150 track for kids. Posting a close second was the Chevrolet display followed by the extremely popular Jeep exhibit.

The tightest race each year is the pick for "Vehicle I'd most like to have in my driveway." This year was no different, as the Ford Mustang GT350 and Bugatti Veyron battled neck and neck to the show's final day. Blue Oval fans mashed the gas on the final day to put the Mustang GT350 on top.



In all, nearly 8,000 consumers voted for best of show. 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.

Chicago Auto Show Charity Benefit Raises \$2.5 Million

Eighteen area charities shared in more than \$2.5 million raised by the 2015 Chicago Auto Show's benevolent event, First Look for Charity, and two attendees left with the keys to new automobiles.

The event raised \$2,510,714, one of the more prosperous tallies for the 24-year-old black-tie fundraiser. About 9,500 people attended First Look for Charity, held the evening before the auto show opened its year's nine-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 John Webb, 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."

"Now in its 24th year, First Look for Charity stands as one of the special events on the winter schedules of Chicago socialites and car buffs."

- Upscale Living Magazine

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 fundraiser were \$250 each, and purchasers could elect to have their proceeds equally benefit all participating charities, or any one charity for which they had an affinity. For the event, the auto show floor is replete with a variety of food and beverage stations.

A highlight of the evening is the drawing for a new vehicle, the event's grand prize. This year's event featured two 2015 model-year prize vehicles: a Ford Explorer and a Ford Fusion. Joe Alexander, of Joliet, held the winning ticket for the Explorer; and Chicagoans Mike and Eileen Mertens won the Fusion.

A past member of the Misericordia Heartracers, Alexander said he has ran three marathons to raise funds for the nonprofit, which also is a First Look for Charity beneficiary. Now in graduate school, Alexander said he can't devote the time to train for another marathon, so he supports Misericordia by attending benefits in which the charity is involved.

Fans of Chicago's team on Major League Baseball's junior circuit, the Martenses said they intend to take their new Fusion and "drive it down to spring training and watch the White Sox." Proceeds of their First Look for Charity ticket purchase benefited the Boys & Girls Clubs of Chicago.

In all, 18 Chicago area charities profited from this year's event. Other organizations included 100 Club of Chicago, Advocate Sherman Hospital, Catholic Charities of the Archdiocese of Chicago, Catholic Charities of the Diocese of Joliet, Clearbrook, and The Cradle Foundation. Also, Franciscan Community Benefit Service, Franciscan St. James Health, Ray Graham for the Association of People with Disabilities, Illinois Spina Bifida Association, and JDRC. And, the Ann & Robert Lurie Children's Hospital of Chicago, March of Dimes, Special Olympics Illinois, Turning Pointe Autism Foundation, and the Jesse White Tumbling Team.

"The Chicago Auto Show was the place to be Friday night, even though it doesn't officially open until Saturday. Eighteen charities benefit from the more than \$2.5 million raised at the Chicago Auto Show First Look for Charity - a night when glamor meets philanthropy."

- ABC 7 Chicago



2016 Acura RDX & 2016 Acura MDX



Acura made its global introduction of the 2016 Acura RDX during the 2015 Chicago Auto Show Media Preview. The RDX boasts numerous fresh exterior and interior design elements.

“We’re doing the unexpected to create new value for luxury buyers,” said Mike Accavitti, senior vice president and general manager at Acura. “That means Acura will place even greater emphasis on prestige, proportion and performance.”

The 2016 Acura RDX sports a long list of styling and performance improvements plus desirable new luxury and safety features. The

new RDX received LED projector head lamps and LED taillights, a 9-speed automatic transmission and the 3.5 liter SOHC i-VTEC engine that gives it an important performance boost. As for safety, an expanded list of AcuraWatch safety and driver-assistive technologies are incorporated in the new crossover.

“Acura spruces up its winsome crossover in the Windy City. One of the most attractively sized and priced luxury crossovers out there has been refreshed for 2016.”

- Steve Siler, NY Daily News

In addition, the Acura MDX, which was refreshed for 2016, made its first auto show appearance in Chicago. The new MDX receives powertrain upgrades, AcuraWatch™ and expanded options for 2016, designed at enhancing performance safety and luxury.

“Sporting a refreshed design featuring Acura’s Jewel Eye LED projector head lamps and LED taillights among its distinctive features, the new RDX also promises an improved engine, new safety and driver assistance technologies and greater luxury features.”

- Nelson Ireson, Motor Authority

2016 Chevrolet Equinox & 2015 Silverado Custom



Chevrolet debuted the all-new 2016 Chevrolet Equinox, a refresh of the current model with updated styling and new features, and the 2015 Silverado Custom during the Media Preview.

The 2016 Chevrolet Equinox features a deeper, wider grille that will bring it closer in line with newer Chevrolet products. It also boasts a restyled front fascia and a refreshed interior in order to give the crossover an updated look. The Equinox is available with 4-cylinder or 6-cylinder engine option. The all-new Equinox is expected to go on sale later this year. The Equinox is one of Chevrolet’s best-selling vehicles and is designed and engineered for the rapidly growing compact crossover segment.

“The Equinox is one of Chevy’s highest volume products,” said Brian Sweeney, U.S. vice president for Chevrolet. “There are more than one million Equinoxes on the road today, many of them here in Chicago.”

The 2015 Silverado Custom features 20-inch aluminum wheels, chrome bumpers, a body-colored top cap above the front bumper, and chrome mirror caps and door handles. It also features four full doors for easier access to the front and rear seats, a 40/20/40 cloth front seat, tilt steering wheel, cruise control, power windows and door locks and Chevy MyLink with 4G LTE WiFi.

Chevrolet also showed the special edition Silverado Midnight and Colorado GearOn pickups to the public for the first time.

“The new Equinox, making its debut at the Chicago Auto Show, is a Chevy mainstay in one of the auto industry’s hottest segments: small crossover SUVs that combine space for young families with acceptable fuel economy.”

- Chris Woodyard, USA Today

2015 Colorado GearOn & 2015 Silverado Midnight Edition



Chevrolet introduced the Colorado GearOn Special Edition during Social Media Day. Designed for an active lifestyle, the midsize pickup maximizes cargo capability and allows owners to easily mount anything from

bikes, kayaks and skis to stand-up paddle boards.

“Chevrolet Colorado answers the call for customers who have passions of all types and the GearOn accessory system enables them to bring more adventure wherever they go,” said Tony Johnson, marketing manager for the Colorado. “And with Colorado offering segment-leading efficiency and capabilities, it’s a combination that maximizes adventure without compromise.” The GearOn bars, divider package and tie-down rings are

supplemented with an “EZ” lift and lower tailgate, off-road assist steps, gloss black 18-inch aluminum wheels, a body color grille, front fog lamps and black Chevy bowtie emblems.

The Colorado GearOn Special Edition goes on sale this spring with a starting price of \$31,250. It’s offered on LT models in extended or crew cab configurations, with the long or short cargo bed and available 4WD.

Chevrolet also introduced the Silverado Midnight Edition, which takes black to the next level with an overall monochromatic appearance. The Midnight Edition package includes 18-inch black alloy wheels and an all-black front end with body-colored grille, bumper, headlamp bezels, two hooks and fog lamps. The side and beltline moldings are also colored black along with special Z71 door badging and a spray-in black bedliner. Finishing touches include black front and rear Chevrolet bowtie badges. Package prices range between \$1,595 and \$1,995 depending on the model.

“Showcasing a selection of utility-enhancing accessory items in a value-oriented package, the 2015 Chevrolet Colorado GearOn Special Edition made its debut at the Chicago Auto Show.”

- Bob Nagy, Kelly Blue Book

2015 Ford Police Interceptor



Ford made its world introduction of the all-new 2016 Police Interceptor utility vehicle. The new police vehicle was developed with input from the Ford Police Advisory Board, a panel of 25 experts from the law enforcement community, to handle the extreme rigors of police duty.

“Ford is using the hometown field to show the updated 2016 Police Interceptor utility vehicle and sedan at the Chicago Auto Show. The vehicles, plus the Ford Explorer and Taurus they are based on, are both made at Ford’s Chicago Assembly Plant.”

- Alisa Priddle, Detroit Free Press

“Ford has been the leader in the police market for six decades because we continue to innovate and deliver products that help police officers do their jobs better on a daily basis,” said Jonathan Honeycutt, marketing manager for police vehicles for Ford North America.

The Police Interceptor features a new front and rear design, new head lamps, a new instrument panel and an enhanced electrical system. Surveillance Mode technology will warn drivers when someone approaches the rear of the vehicle, and upon detection the driver’s window automatically raises and all doors lock. Additional vehicle features include the 3.5L twin turbocharged engine, 365 HP, level-three ballistic door panels and a six-speed automatic transmission. The Police Interceptor vehicle is built at Ford’s Chicago Assembly Plant and is sold in more than 80 markets.

“Most importantly, every one of these changes were reviewed and approved by our Police Advisory Board,” said Honeycutt. “At Ford, we are dedicated to protecting and serving those who protect and serve us.”

2016 Honda Pilot



Honda introduced a completely reengineered and redesigned 2016 Honda Pilot during the 2015 Chicago Auto Show Media Preview. The new, third generation Pilot represents a dramatic shift in design, while showcasing new technologies and versatility.

“The third-generation, three-row 2016 Honda Pilot crossover/utility vehicle is arguably the star of this year’s Chicago Auto Show.”

- Todd Lassa, *Automobile Magazine*

“From top to bottom we’ve advanced every aspect of the new Pilot in order to appeal to the diverse needs of buyers,” said Marc Ernst, chief engineer and project manager for Honda. “I guess you could say we were thinking outside the box.”

The all-new, eight-passenger Pilot SUV, completely designed and manufactured in America, features new technology, advanced safety, class-leading fuel economy and enhanced family utility and versatility with the added 3.5 inches in vehicle length. The Pilot SUV is part of a new lineup that will include the Honda CR-V and the Honda HR-V crossover. The new Pilot SUV is expected to hit dealerships in summer 2015.

“The 2016 Pilot, introduced today at the Chicago Auto Show, is scheduled to arrive at U.S. dealerships this summer.”

- Jack Walsworth, *Automotive News*

2016 Hyundai Veloster Rally & 2016 Elantra GT



Hyundai brought two new vehicles to the 2015 Chicago Auto Show Social Media Preview: the all-new Veloster Rally Edition and the Elantra GT.

“Hyundai updated its sporty hatchback for 2016 with a lightly revised face; the bigger news for the Veloster is the addition of the Rally Edition to the lineup.”

- Jennifer Geiger, *Cars.com*

“Our goal is to identify unmet needs, and deliver on those needs by providing classical value through striking design, human focused technology, as well as uncompromising workmanship,” said Brandon Ramirez, Hyundai product development manager.

The Veloster GT Special Edition features LED headlights and taillights, 17-inch alloy wheels and a Blue Link engine start. With the 1.6-liter turbocharged engine from the Turbo, the Rally Edition rates 201 horsepower and 195 lb.-ft. of torque on regular gas. With a limited production of only 1,200 units, buyers of the Veloster Rally Edition will own a genuinely unique model. It will be available in dealerships beginning May 2015.

This was the world introduction of the Elantra GT, which features updated styling with customer-focused technology and features. With a more distinctive front fascia and all-new 17-inch alloy wheels, Elantra GT’s new look further enhances the vehicle’s signature sporty styling. Additionally, it features a new grille design, panoramic sunroof and LED taillights. The Elantra GT pricing will start at \$18,800 and will be available in dealerships beginning March 2015.

“The Hyundai Veloster lineup gets a little sweeter for 2016, with the Korean automaker showing off a host of new upgrades here at the 2015 Chicago Auto Show.”

- Steven J. Ewing, *Autoblog*

Kia Trail'ster concept & 2016 Rio



Kia introduced the all-new Trail'ster, an advanced and capable electric all-wheel drive (e-AWD) concept vehicle during the 2015 Chicago Auto Show Media Preview. The bold off-roader was

conceived by Kia's California design studio and built for city dwellers seeking the ultimate urban escape.

Based on the Kia Soul, the new Trail'ster features an electric all-wheel drive system, a turbocharged engine and a fully retractable canvas roof. The electric motor mounted on the rear axle gives the car a 220 total horsepower and a 285 lb. ft. of torque. Other features include a 25 to 35 percent fuel economy improvement for city driving and 5 to 10 percent improvement for highway.

"This is all-wheel drive done in an advanced and responsible way without sacrificing anything when it comes to performance," said Thomas Kearns, chief designer at Kia's California design studio. "The rugged Trail'ster is intended to go where no Soul has gone before."

"But the real news with Kia's new concept here in the Windy City is what's lurking under the toughened up exterior. That's because the Trail'ster comes powered by a 185-horsepower 1.6-liter turbocharged 4-cylinder engine, which works in conjunction with a 6-speed automatic gearbox and rear-mounted electric motor."

- Nick Kurczewski, *New York Daily News*

Efficient and lightweight, the Trail'ster is ideal for transporting adventurers and their gear. Its all-wheel capability enables a wide array of mountain activities, from skiing to snowboarding to camping, hiking and mountain biking.

"At the very first automaker press conference of the Chicago Auto Show, Kia pulled the wraps off its Trail'ster Concept: an all-wheel-drive hybrid versions of its Soul that uses an electric motor to power the rear wheels."

- Steven J. Ewing, *Autoblog*

Mitsubishi GC-PHEV concept



Mitsubishi introduced the Concept GC-PHEV during the Media Preview of the 2015 Chicago Auto Show. The full-size crossover concept provides a glimpse at the brand's new design language applied to a large SUV.

"This concept is a key part of the ongoing PHEV strategy," said Don Swearingen, executive vice president of Mitsubishi Motors North America. "This is just the beginning of what's in store for our brand."

The Concept GC-PHEV features new styling, a powerful yet highly efficient 335 horsepower supercharged MIVEC V-6 engine/electric motor plug-in hybrid electric vehicle (PHEV) drivetrain, and 8-speed automatic transmission. In addition, it includes Super All-Wheel Control (S-AWC) full-time all-wheel-drive and advanced high-tech features.

Mitsubishi's newest technology, the Tactical Table, is incorporated in the Concept GC-PHEV. The new information system makes connected car technology and interactive experience available to everyone inside the vehicle. When the driver or a passenger places their smartphone atop the Tactical Table, they can create, collect, exchange and share information with others using the Concept GC-PHEV's onboard communications system.

"At the Chicago Auto Show, Mitsubishi revealed a concept vehicle that could signal a return of the Montero, the GC-PHEV Concept."

- Kirk Bell, *Chicago Tribune*

Nissan 370Z NISMO Roadster concept & GT-R LM NISMO Race Car



Nissan introduced the 370Z NISMO roadster concept car and GT-R LM NISMO race car during the Media Preview of the 2015 Chicago Auto Show. The race car is set to hit the track at

The concept offers a unique engine, suspension and exterior and interior updated features. Incorporated is Nissan's 3.7-liter naturally aspirated V-6 underhood, making 350 horsepower.

“It is NISMO fever at the Nissan stand at the Chicago Auto Show. The halo vehicle of NISMO, the motorsports and performance arm of Nissan, is the new GT-R LM NISMO race car that made a cameo during Nissan’s Super Bowl commercial.”

- Alisa Priddle, Detroit Free Press

the Le Mans 24 Hours this June. The new roadster is a one-off design study to gauge interest in a production version.

“The roadster concept is a potential new vehicle that fits right in with the collection of NISMO vehicles that you see all around you in the showroom today,” said Fred Diaz, senior vice president, Nissan sales & marketing and Operations U.S., Nissan North America. “NISMO, as you know, brings racing performance, style and technology to the streets.”

“The NISMO Street is an old-school sports car convertible with full-on NISMO treatment,” said Diaz. “Nissan is a brand on the move.”

Also showcased during the media preview was Nissan’s GT-R LM NISMO spec race car. Hot off its debut in Nissan’s Super Bowl ad, it is making its first public appearance at the Chicago Auto Show before further testing ahead of the start of the 2015 World Endurance Championship.

“Have you ever wondered what it would look like if Nissan made a roadster version of the 370Z NISMO Coupe? Thanks to the latest concept car being shown at the 2015 Chicago Auto Show, you no longer have to wonder.”

- Joel Feder, Motor Authority

2015 Ram 1500 Laramie Limited



Ram introduced an all-new 1500 Limited Pickup during the Media Preview. The new Ram truck was designed for the luxury pickup driver in mind.

“In the battle for luxury pickup truck customers, Ram has launched the latest missile with an updated version of its Laramie Limited. Debuting at the 2015 Chicago Auto Show, this black-tie luxury trim package sports a new exterior nose and tail, a full black leather interior, real wood trim throughout and unique badging.”

- Mark Williams, PickupTrucks.com

“This truck defines luxury by paying attention to all the right details,” said Bob Hegbloom, president and CEO of the Ram Truck Brand. “Our designers treated the front lighting hardware just like they would a diamond ring.”

The Ram Laramie features an exclusive grill treatment, all new 20-inch forged multi-surface aluminum wheels, and the RAM brand stamped on the front and back end of the truck. Additionally, the interior design features premium black leather with unique pinstripe stitching and a USB outlet, auxiliary cord and 12-volt connection. The Laramie 1500 engine utilizes a 3.0-liter economy fuel making the mileage 29 mpg.

The Ram 1500 Laramie Limited will be available in the second quarter of 2015 as a 2015 model, and the 2500 and 3500 versions will be available in the third quarter as 2016 models. Pricing will be provided mid-year of 2015.

2016 Toyota Avalon & 2015 Toyota Camry and Corolla Special Edition



Toyota introduced a trio of new cars during the Media Preview of the 2015 Chicago Auto Show. The new line-up includes the refreshed, all-new 2016 Avalon along with the Camry and Corolla Special Editions, all making their world debut.

“This year we’re switching gears to show you three equally exciting models – but this time without all of the dirt,” said Bill Fay, group vice president and general manager of the Toyota division at Toyota Motor Sales. “The 2015 Camry and Corolla special editions, and the refreshed 2016 Avalon all share

something in common: they are all products of a new Toyota.”

“During the 2015 Chicago Auto Show, Toyota will show off the 2016 Avalon, which features a retuned suspension, updated styling, and a host of new and upgraded convenience features.”

- Megan Stewart, *Motortrend*

The mid-sized 2016 Avalon sedan features updated styling, new LED headlights and taillights, returned suspension for enhanced comfort and upgraded convenience features. Available in three separate grades ranging from XLE to Unlimited, the all-new 2016 Avalon will turn heads at dealerships later this fall.

The limited production 2015 Camry Special Edition will be powered by a 2.5-liter four-cylinder engine paired with six-speed automatic transmission. Like all Toyota vehicles, the Camry Special Edition will come standard with the Star Safety System. Production of the Camry Special Edition will be limited to approximately 12,000 units and will run from August 2015 to January 2016.

“The 2015 Toyota Camry Special Edition and 2015 Toyota Corolla Special Edition pair a unique feature package with aesthetic upgrades both inside and out; both models will have a limited production run.”

- Joe Bruzek, *Cars.com*

The 2015 Corolla Special Edition displays sporty styling features both inside and out, coupled with steering wheel paddle shifters, rear disc brakes and Sport Driving Mode. Its features are geared towards a “more spirited driver.” This special edition vehicle will be produced between August and December 2015 and will be limited to 8,000 units.



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