

CHICAGO AUTO SHOW

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#CAS16



MEDIA PREVIEW FEB. 11 & 12 • FIRST LOOK FOR CHARITY FEB. 12 • PUBLIC SHOW FEB. 13-21

The Customer is King and Chicago is the Crown Jewel

Auto shows have always excelled in bringing vehicles and buyers together. As early as 1901, auto shows helped change the way the nation traveled by introducing the horseless carriage to a wary consumer. Today, cars, trucks and crossovers are more complicated than ever. Safety and connectivity technologies only dreamed about few years ago are commonplace on mainstream automobiles. Once again, the auto show plays a critical role in helping educate buyers as the industry embraces new technologies.

The Chicago Auto Show, the nation's largest, shines as a perfect example of the modern-day auto show. Chicago welcomes traditional and digital journalists, social influencers and broadcast media in a way that engages with its large consumer audience to create the perfect storm that helps jump-start sales.

Last year, Foresight Research, recognized by the industry for its auto show marketing research, measured major auto shows across the nation. In its most recent immersion study, Foresight held up Chicago as the leading consumer show in the nation. In fact, Chicago came out on top in every measurable metric including having a higher number of purchasers and providing more influence on the purchasing decision than any other show in the nation.

Indeed, Chicago is the nation's consumer show. This February, every mainstream automaker will participate -- each building some of the largest auto show displays in the world. In addition, a spacious venue like McCormick Place provides showgoers the opportunity to sample from three indoor test tracks and six outdoor test drives.

Finally, the Chicago Auto Show activates its huge consumer attendance with effective social media campaigns and an industry-leading beacon program allowing consumers to interact with exhibitors electronically providing an enhanced and engaging experience.

When it comes down to it, auto shows have always been about selling cars. In this way, Chicago continues to be perfectly positioned to be the voice of the consumer for an industry on track to sell 17 million vehicles in 2015.



CHICAGO AUTO SHOW

Mark LaNeve to Keynote the Midwest Automotive Media Association Breakfast



The 2016 Chicago Auto Show Media Preview will open Thursday, Feb. 11, with the Midwest Automotive Media Association breakfast. MAMA President Patrick Olsen will present the MAMA Family Vehicle of the Year award and introduce keynote speaker Mark LaNeve, vice president, U.S. Marketing, Sales and Service Ford Motor Co.

“The Chicago Auto Show is very important to Ford and its Chicagoland dealers,” said LaNeve. “We look forward to seeing the excitement this show generates as well as the automotive passion of all Chicagoans.”

LaNeve is responsible for all marketing, sales, service, customer care and dealer relations for the Ford and Lincoln brands. His focus is on continuing to build the Ford brand through innovative new digital communications and transforming the retail experience for customers. LaNeve came to Ford after several years leading the company’s marketing and advertising agency, Global Team Ford, where he was chief operating officer since August 2012. In this role, LaNeve led not only Team Detroit, which services the Ford brand in the U.S., but also the agency’s operations in London, Sao Paulo and Shanghai, as well as Hudson Rouge, the Lincoln agency in New York City.

“It’s an honor to have someone of Mark’s caliber to open the nation’s largest auto show,” said Colin Wickstrom, 2016 Chicago Auto Show chairman. “Ford has long supported the Chicago Auto Show with executive addresses, important product introductions and some of the largest displays it produces worldwide.”

Doors open for the MAMA breakfast at 7 a.m. Feb. 11. Valid media or exhibitor credentials are required for admission.



Kerssemakers to Keynote ECC Luncheon



Alexander ‘Lex’ Kerssemakers, senior vice president, The Americas Region and President and CEO Volvo Cars of North America, will be the guest speaker at the Economic Club of Chicago (ECC) Luncheon at noon on Thursday, Feb. 11.

Kerssemakers was appointed to his current position in 2014. He has a fundamental understanding of product strategy, purchasing and sales

and marketing. He has led international teams in the UK, Germany, Sweden and the Netherlands. Kerssemakers has served under Swedish, U.S. and Chinese ownership, aligning shareholder and customer perspectives.

“Volvo has a great story to tell on several fronts,” said Dave Sloan, Chicago Auto Show general manager. “Not only as the brand re-establishes itself a luxury automaker, but on the safety and autonomous fronts as well.”

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, José Muñoz, executive vice president, Nissan Motor Co., Ltd. and chairman, Nissan North America, Inc, 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.

CHICAGO AUTO SHOW

Chicago Auto Show Ramps Up to Connect with Social Influencers

Once again the Chicago Auto Show will amplify trends and news about the nation's largest auto show through social media activations with the objective of extending the reach to what show organizers call "non-traditional automotive audiences." The show has formed partnerships with Digital Megaphone, an organization that creates educational and interactive events for marketers and bloggers, and Word of Mouth Marketing Association (WOMMA), the official trade association in the industry dedicated to word-of-mouth and social media marketing. Together, the Chicago Auto Show and these organizations have formed activations and initiatives that help drive engagement with key influencers and spread excitement for the nine-day public show.

Digital Megaphone will invite key social media influencers to attend the event on Friday, Feb. 12. They will be among the first to see the latest vehicle introductions and cutting-edge technologies. Influencers will be charged with creating a #CASViralVideo using select social media channels. The videos will be judged for a chance to win exclusive prizes up for grabs. The goal of the challenge is to engage digital influencers to put their creative spin on the news and trends coming out of the nation's largest auto show and the automotive industry overall.

"The 2016 Chicago Auto Show viral video challenge will once again give social media influencers and traditional media the opportunity to explore the show floor during the Media Preview to capture and share their perspective of the latest industry trends while boosting the automaker's announcements via social media,"

said Digital Megaphone Founder and President Hope Bertram.

Additionally, the Chicago Auto Show and WOMMA will host the fourth annual "Driving Engagement Award" ceremony to bring national recognition to one automaker's particularly engaging social media campaign. Historically, this event has been the culmination of WOMMA's review and selection process. However, for the first time, WOMMA will enlist consumers to weigh in and cast their vote via an app on the Chicago Auto Show's Facebook page.

"Whether offline or online, word of mouth has always directly impacted the auto industry – and

research proves that's more true today than ever," said WOMMA President Suzanne Fanning. "According to our Return on WOM research study, with higher consideration categories like automobiles, a word-of-mouth impression can be up to 200 times more effective than a paid media impression."

The Digital Megaphone and WOMMA partnerships combined with the Chicago Auto Show's strong Media Preview provide a powerful platform to strategically reach a new demographic of consumers.

"The Chicago Auto Show is such a visual place and a prime venue to create compelling content, so we will continue to work with organizations like Digital Megaphone and Word of Mouth Marketing Association to invite

top influencers from across the country as well as local bloggers to partake in these engaging activations," said 2016 Chicago Auto Show Chairman Colin Wickstrom.



**MEDIA
CREDENTIAL
REGISTRATION**

Media Credential Registration is open, please visit www.chicagoautoshow.com/media for more information or to register for media credentials.

CHICAGO AUTO SHOW

Chicago Provides Beacons to Connect Consumers with Exhibitors

According to leading auto show marketing agency eshots, auto shows nationwide can better connect attendees with exhibitors. In fact, eshots estimates that as many as 100,000 leads are lost at a major show like Chicago because consumers are unwilling or afraid to interact with exhibitors.

The Chicago Auto Show wants to rectify this situation. For 2016, the show is offering a comprehensive beacon messaging program that will allow showgoers to seamlessly interact with exhibitors in an innovative and exciting way. Taking advantage of its popular official smartphone app, the Chicago Auto Show will allow exhibitors to message attendees as they consume the show. In particular when they spend time inside and around key vehicles. For example, BMW can place a beacon inside its new 7-Series that will send an electronic message to attendees, asking them if they would like more information or want to register for a test drive at a local BMW dealer.



“The Chicago Auto Show is the only major show in the nation that offers free WiFi and a compelling smartphone app to its attendees,” said 2016 Chicago Show Chairman Colin Wickstrom. “It’s only logical that we use these two technologies to enhance the experience for people at the show and to add value for our exhibitors.”

After a successful pilot program last year, the Chicago Auto Show is rolling out this attendee beacon and messaging platform to all exhibitors. Partnering with American Eagle, Chicago Auto Show app developer, and Footmarks, a mobile proximity marketing solution, the show will place Bluetooth Low-Energy beacons across the show floor. The beacons will collect footfall traffic information (including anonymous proximity data, dwell time, return rate and path information) and message attendees.



CAS is offering exhibitors several participation options. These are designed to allow every exhibitor, large or small, the opportunity to participate in the program.

We’re happy to provide this program as an additional service to our exhibitors and believe it will become a valuable marketing tool. Please contact Mark Bilek for more information and additional details at mbilek@drivechicago.com or (630) 424-6082.

**ONLINE
PRESS KIT**

The official Chicago Auto Show Press Kit is available at www.chicagoautoshow.com/media/online-newsroom.

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NRSF Launches Teen Safe Driving Contest

Teens from Chicagoland and neighboring states are being invited to help spread the word about the dangers of distracted driving, as the second Drive Safe Chicago PSA Contest launches from The National Road Safety Foundation, a non-profit group that promotes safe driving. The contest is being held in conjunction with the 2016 Chicago Auto Show, which runs from Feb. 13 – 21.

The contest asks teens to submit ideas for a 30-second public service announcement that reminds viewers not to drive distracted. 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 script into a finished spot that will air nationwide. It will debut at the Chicago Auto Show and will be shown on the show's social media video wall throughout the show.

"Distracted driving is a serious risk that needs to be addressed at all levels," said 2016 Chicago Auto Show chairman Colin Wickstrom. "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 all drivers that distracted driving is dangerous driving."



Last year's winner was Rachel Diaz, a junior at Porter County Career Center in Valparaiso, Ind. Her PSA shows four teens approaching a car. We see the keys unlocking the door and seat belts being fastened. As the car drives away, we see and hear the teens talking and laughing loudly. As the chatter gets louder, we see the teen driver getting

distracted and becoming anxious as she tries to concentrate on driving. The screen fades to black as all the noise abruptly stops. Text comes on the screen saying: "Distracted Driving: It's more than Texting." The "Would you ever?" PSA can be seen at <http://nrsf.org/programs/all-public-service-announcements>.

"Anything that takes the driver's eyes off the road and mind off the task at hand is a distraction that can have serious consequences," said Michelle Anderson, director of operations at 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 PSA that reminds people not to drive distracted. Entries deadline is Dec. 18, 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 Chicago Auto Show.

Official Hotel Connected to Convention Center

Leave your winter coat in your room! The Hyatt Regency McCormick Place, is conveniently connected to McCormick Place, giving media and attendees quick and easy access to the show. The Hyatt Regency McCormick Place has recently undergone a 110 million dollar renovation and expansion. Highlights include a complete overhaul of all existing guest rooms, public spaces, restaurants, fitness center and meeting space.

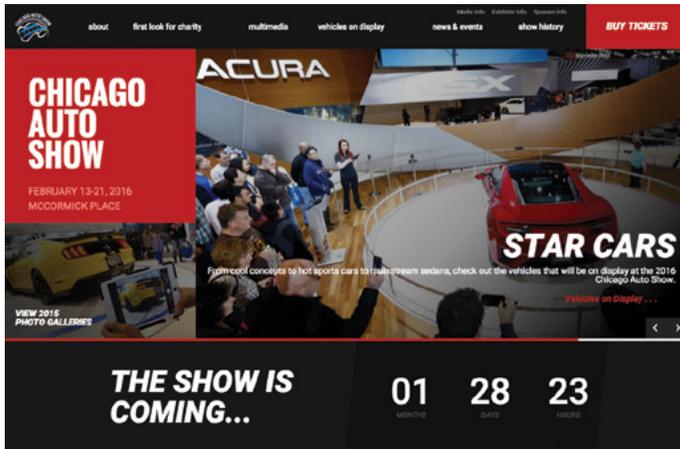
As an official Chicago Auto Show hotel, the Hyatt Regency McCormick Place will offer exclusive rates starting at \$159 for single, double, triple or quad occupancy. Included with your room are premium Internet access, daily newspaper delivery and complimentary pool and health club access. To make a reservation at the special Chicago Auto Show rate, please use the following link: <https://resweb.passkey.com/go/ChicagoAutoShow2016>.

As an official hotel partner for the 2016 Chicago Auto Show, the Waldorf Astoria Chicago is pleased to offer the Chicago Auto Show an exclusive rate of \$240/night for a Deluxe King guest room or \$295/night for an upgraded Waldorf Suite. The hotel is Located in the heart of the Gold Coast neighborhood near the most exclusive shops, restaurants and nightlife.

The Chicago Auto Show rate includes high-speed, wireless internet, local and national phone calls and access to the Waldorf Astoria Spa & Health Club. To make a reservation at this special rate, please contact Emily Rozanski, Senior Conference Services Manager: (312) 646-1418 or emily.rozanski@waldorfastoria.com. The booking deadline is Jan. 19, 2016 and subject to availability.

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New Website and Show Smartphone App Build Attendee Excitement



The Chicago Auto Show has an all-new website and, this January, a new smartphone app that are designed to enhance the attendee experience and bring the nation's largest auto show to life across the globe. The 2016 version of ChicagoAutoShow.com 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 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 being responsive enough to remain fully functional on compact mobile devices.

"We want our attendees to connect to the show on every level," said 2016 Chicago Auto Show Chairman Colin Wickstrom. "We will be providing free high-speed WiFi at the show to allow showgoers to share their experience through social media, our website, which, *believe it or not*, features automobiles, and our official Chicago Auto Show app."

To help build excitement for the show, the website features 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.

The website's "Vehicles on Display" section adds real-time inventory from Chicagoland's new-car dealers, provided by 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.

The show's updated app, which will debut in January, is designed to be a digital companion for the attendee, allowing them to request more information on vehicles they see at the show, get instant updates on the daily schedule and connect through beacon technology with exhibitors.

Web development company AmericanEagle.com continues to be a valuable partner in the success of ChicagoAutoShow.com and the show's official show smartphone app. "For the 10th consecutive year, we're proud to call the Chicago Auto Show website one of our signature sites. Our goal is to continually produce a dynamic online experience for the fans and attendees of this world-class event," said Michael Svanascini, president of Americaneagle.com. "We could not do this without the incredible collaboration between both teams."



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