

CHICAGO AUTO SHOW

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2017 MEDIA PREVIEW FEB. 9 & 10 • 2017 FIRST LOOK FOR CHARITY FEB. 10 • 2017 PUBLIC SHOW FEB. 11-20



Automakers Shake Hands with Consumers in Chicago



The Chicago Auto Show concluded a successful nine-day run on Feb. 20. Highlights included more than 20 global debuts, a dazzling array of concept cars, participation from every volume manufacturer and three indoor test tracks.

“If the interest and excitement in the Chicago Auto Show is an indicator of the direction in which the auto industry continues to head, we’re in remarkable shape,” said 2016 Chicago Auto Show Chairman Colin Wickstrom. “Chicagoans are extremely fortunate to have the nation’s largest auto show right in their backyard, as this particular show attracts fans from across the country and garners worldwide attention from top-tier media.”

Widely known as the “consumer auto show,” the Chicago Auto Show sparks interest among attendees and, ultimately, ignites sales in time for the spring market. Show organizers continue to work with automakers to bring prestigious global debuts, stunning displays and top concept cars, which continue to engage show attendees.

The 2016 show surely didn’t disappoint, boasting more than 20 global debuts including the Kia Niro, Ram Power Wagon, Nissan Armada, Toyota Tacoma TRD Pro, Chevrolet Trax, Hyundai Santa Fe and Infiniti Q50 among others. More than a dozen concept cars also took center stage including the Acura Precision, Buick Avista, Genesis Vision G, Kia Telluride and Nissan Winter Warrior vehicles.

Taking advantage of the large number of attendees, the Chicago Auto Show is also a leader in technology and social media activations. The show again provided free Wi-Fi to all attendees and engaged fans via its official mobile app. Fans who downloaded the mobile app had a chance to win an all-new Buick Encore, and the more they utilized the app on the show floor, the more chances they had to win. In addition, the mobile app incorporated cutting-edge beacon technology designed to message attendees as they approached significant vehicles or sponsor-activation areas, while also collecting important data for show organizers and exhibitors.

The Chicago Auto Show continues to engage with its fans on social media, reaching millions. The show’s #CAS16 was again a top trending hashtag on Twitter during the Media Preview and directly reached 40 million people totaling 25,000 tweets, up significantly over 2015. Fans could also view their tweets and Instagram posts on a social media wall within a hub where the social media team also hosted a series of Twitter chats and blogger meet-ups throughout the show.

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(Automakers Shake Hands... cont.)

“Our digital marketing strategy is to amplify the news and messaging of our exhibitors by tapping into our thousands of social media fans and attendees to help spread the word,” said Chicago Auto Show General Manager David Sloan. “We encourage fans to share pictures and videos through their social media platforms of choice by rewarding them with prizes throughout the show, and utilize that engagement in aggregate to identify trends – similar to the structure of a focus group – and improve the show in the future.”

The evening before the show opened to the public, the Chicago Auto Show attracted more than 9,000 guests for its annual First Look for Charity event, a black-tie gala that has raised more than \$44 million for 18 local charities since its inception. This year, the benevolent event raised more than \$2.6 million for area charities, the most in one year for the benefit since 2008.

Planning is already underway for the 109th edition of the Chicago Auto Show. The 2017 show will return to 10 days, opening on Feb. 11 and running through Feb. 20, taking advantage of the Presidents Day holiday. The 2017 Media Preview will be Feb. 9-10, and First Look for Charity will be Feb. 10, 2017.

2016 Chicago Auto Show World Introductions



Trax & Camaro 1LE



Niro, Optima Hybrid & Optima Plug-In Hybrid



Santa Fe & Santa Fe Sport



Q50

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Mercedes-Benz



Sprinter Extreme concept & Sprinter Worker



Armada



RAM



Power Wagon



TOYOTA



Tacoma TRD Pro

More World Introductions

Chevrolet Midnight Editions

Chrysler Alloy Editions

Ford Explorer XII Sport Appearance Package

Ford Explorer Braunability MXC

Nissan Titan Half-Ton

Toyota RAV4 Rally

Rand McNally OverDryve



MotorWeek Drivers Choice Awards



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Mark LaNeve Kicks Off Chicago Auto Show Media Preview



Ford's Mark LaNeve, Ford Motor Co. vice president, U.S. marketing, sales and service, opened the Midwest Automotive Media Association breakfast and introduced the new XLT Sport Appearance Package and discussed Ford's partnership with BraunAbility—a world leader in creating wheelchair-accessible products—to create the BraunAbility Explorer MXV. LaNeve further discussed Ford's focus on the growth of the SUV industry and plans to launch four all-new SUVs over the next four years.

"Consumer confidence is high," said LaNeve. "We think that 2016 has every reason to be a very, very strong year for the industry."

LaNeve highlighted key factors contributing to the demand of these vehicles. Both millennials and baby boomers are targeted demographics. Making up 16 percent of the market, millennials are recognized as an impactful force. While both generations are fixated with fuel efficiency, millennials appreciate the spacious SUV interiors for growing families, whereas the baby boomers are attracted to the comfort the vehicle offers.

"Since August of 2015, small SUVs have overtaken small cars," said LaNeve. "They have become the No. 1 vehicle segment by volume."

Volvo's Lex Kerssemakers Addresses ECC

Lex Kerssemakers, senior vice president, The Americas Region, CEO Volvo Car USA, delivered the keynote speech during the Economic Club of Chicago's luncheon at the 2016 Chicago Auto Show Media Preview. Kerssemakers presented Volvo's plans for addressing emissions, congestion and accidents. He identified these three topics as leading challenges in the automotive industry.

"Keeping in mind these three challenges, they set our direction and began our transformation, and is the roadmap behind our technology," said Kerssemakers.

Kerssemakers concluded with a statement about Volvo's dedication to ensuring the safety of its drivers.

"Volvo is a people-centric brand. Every decision always starts with and fully encompasses the people. Our Vision 2020 ultimately is about people and that no one should be killed or seriously injured in the new Volvo car," said Kerssemakers. "To achieve this, we have pushed the boundaries of active and passive safety development. It's not the tech for tech's sake and it's not about showing off. It's about real people and real lives."



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Chicago Auto Show's Media Preview Serves as a Digital Megaphone for Automakers



Unique to the Windy City, Chicago Auto Show organizers work with auto manufacturers to tap into the power of social media and digital influencers to broadcast a desired message. Perhaps a recent debut was overlooked at another show, maybe there's a new technology to highlight or even a marketing partnership to announce. Once the automaker determines the message they'd like to communicate, the Chicago Auto Show works to invite influencers and media to attend that particular event on the second Media Preview day. Show organizers even develop a special registration process and create an event invitation for each manufacturer to distribute.



The goal of this program is to create a platform where automakers can target traditional media, niche audiences and influencers to extend the reach of their message. Some top level highlights from the second Media Preview day include:

Ford's "Futurist" and Head of Global Consumer Trends Sheryl Connelly provided insight into how the Ford brand is transitioning from an auto company to an auto and mobility company. Ford claims to want to change how people move. To back up this statement, Ford introduced the BraunAbility Explorer MXV, the first mass-produced wheelchair-accessible SUV, at the Chicago Auto Show. In addition, Ford demonstrated its new SYNC 3 infotainment system for guests and highlighted the system's new design, innovative features and voice-activation capabilities.



Acura engaged influencers by hosting them for the Chicago debut of its Precision concept. The brand showcased the various ways it's so much more than simply a concept vehicle – it's a design study model that will shape the direction of all future Acura products. Also focusing on design, Genesis invited an exclusive group for an up-close look at the Vision G coupe concept. Design Manager Andre Hudson shared the inspiration behind this stunning concept vehicle and gave an inside perspective of the brand's evolution of luxury, performance and style.



GMC catered to truck enthusiasts and bloggers by providing a walk around of the 2017 GMC Acadia. GMC's message to influencers focused on the lightweight material trend. Despite gas prices plummeting, automakers are planning for the day when higher fuel prices return by building capable, fuel-efficient vehicles with lighter weight materials. In fact, the 2017 Acadia's weight was reduced by up to 700 pounds.

Targeting these niche audiences ahead of the largest consumer show bodes well for the automakers and Chicago Auto Show organizers alike – it enables manufacturers to dive deeper and highlight features beyond the vehicle debut while fueling excitement among a broader demographic.

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Consumers Pick Their Favorite Vehicle and Exhibit

For the eleventh consecutive year, consumer voters selected 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 nine-day public run of the nation's biggest auto show, winners in the contest's five categories were:

- Best All-New Production Vehicle: Lexus LC 500
- Best Concept Vehicle: Buick Avista
- Best Green Vehicle: Chevrolet Volt
- Best Exhibit: Chevrolet
- Vehicle I'd most like to have in my driveway: Ford GT

"Best of Show voting has become a benchmark measure for our exhibiting manufacturers, and winning in any category is quite significant," said 2016 Chicago Auto Show Chairman Colin Wickstrom. "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 Lexus LC 500 the Best All-New Production Vehicle. Although the LC 500 was a runaway favorite, the Lincoln Continental and Chicago Auto Show world introduction Nissan Armada also garnered a considerable number of votes, finishing second and third, respectively.

The all-new 2016 Chevrolet Volt took the honors for Best Green Vehicle. The unique electric sedan has a battery range of up to 53 miles and a total cruising range of 420 miles. It topped runner-up Volvo XC90 Plug-In Hybrid and third-place finisher Toyota Prius.

Best Concept honors went to the muscular Buick Avista. The rakish coupe is a potential forbearer of a Buick sports car. A close runner-up for Best Concept was the striking Genesis Vision G.

Taking top honors as Best Exhibit was Chevrolet. The display featured four 20-foot-tall, transparent screens with coordinated LED lighting and music surrounding a centerpiece screen that was 73 feet long. Four turntables around the exhibit highlighted new vehicles including the Trax and Bolt EV. Posting a close second was the extremely popular Jeep display, followed by the Ford exhibit.

Every year the tightest race of all is the pick for "Vehicle I'd most like to have in my driveway." This year was no different, as the Ford GT and Bugatti Veyron battled neck and neck to the last day. Blue Oval fans mashed the gas on the final day to put the GT on top.

In all, nearly 6,000 consumers voted for best of show. Each consumer who voted was entered for a chance to win a 2016 Buick Encore.



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Toyota Wins the 2016 WOMMA Driving Engagement Award

The Chicago Auto Show and Word of Mouth Marketing Association presented Toyota with the fourth annual “Driving Engagement” award for its most buzz-worthy social media campaign of 2015. The award was presented during the 2016 Chicago Auto Show Social Media Preview.

Toyota’s social media campaign, titled “Toyota Family Trails,” empowered families to learn together through exploration and adventure.

“This year what impressed us the most is that auto brands are moving beyond use of social media or a one-time campaign into year-round integration of multiple channels with focus on community and loyalty/customer advocacy,” said Suzanne Fanning, WOMMA president. “When that’s the

focus, everyone’s a winner. Congratulations to Toyota on a great year of driving true engagement!”

Historically, this event has been the culmination of WOMMA’s review and selection process. However, for the first time, WOMMA enlisted consumers to weigh in and cast their votes in the weeks leading up to the Social Media Preview Day, via the Chicago Auto Show’s Facebook page.



Chicago Auto Show Charity Benefit Raises \$2.6 Million



On the eve of the opening of the Chicago Auto Show, First Look for Charity raised more than \$2.6 million for 18 area charities. That is the most money raised for the black-tie benefit since 2008.

“First Look for Charity, now in its 25th year, is a great instrument for the area’s new-car dealers to show the positive impact they have on their community,” said Colin Wickstrom, 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.”

In all, about 9,100 people attended and two people walked away with the keys to a new car. Chicagoans Dorothy White and Michael Doherty won a 2016 Jeep Renegade and a 2016 Lincoln MKX, respectively. The ticket stubs of attendees are entered into a drum from which to draw for the prizes.

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 are \$250 each, and purchasers can elect to have their proceeds equally benefit all 18 of the participating charities, or any of those for which they have an affinity. For the event, the auto show floor is replete with live entertainment and a variety of elegant food and beverage stations.

Innovative Beacon Messaging Program Connects Attendees and Exhibitors

Organizers offered an industry-first beacon messaging program at the 2016 Chicago Auto Show that electronically connected attendees and exhibitors, mining potential lost sale leads and generating detailed attendee dwell statistics.

Leveraging its popular official smartphone app, the Chicago Auto Show allowed exhibitors to message and track attendees as they toured the show. More than 15 brands participated in the program, which generated more than 78,000 site visits and delivered more than 102,000 messages.

“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.”

Participating exhibitors were also able measure attendee dwell time and track return visits to their booths. In addition, many exhibitors placed multiple beacons within their displays to track how attendees consumed a particular display.



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Chicago Auto Show Fuels Fan Excitement through Social Media



The Chicago Auto Show just wrapped another successful year, but that doesn't mean the social media buzz is dwindling. Even after the lights shut off and the last of the freight has moved out, fans continued to engage with show organizers via social channels to share their excitement for the Best of Show winners, comment on their favorite event memory and even inquire about next year's dates. It's a Chicagoland tradition, after all, and Chicago Auto Show-goers are a force to be reckoned with.

"While the end of the show is certainly a letdown, as we know fans look forward to it all year, the fact that they're able to continue to engage with the Chicago Auto Show and relive their memories through photos and videos on social media is huge," said Jennifer Morand, director of public relations and social media. "Even though we're just a nine-day show, social media is our tool to engage fans all 365 days of the year, to create a positive impact on fans and future shoppers."

To reach a younger demographic, the Chicago Auto Show launched its Snapchat account during the Media Preview of the show, wherein fans could get a first glimpse of the more than 20 global debut vehicles and an exclusive "behind-the-scenes" look. The success of the platform was evident as the Chicago Auto Show Snapchat story was featured on the city of Chicago's regional Snapchat feed—reaching a vast audience. The Chicago Auto Show already has an established presence on popular platforms including Facebook, Twitter, Instagram, YouTube, Pinterest, Vine and Google+.

The momentum from these channels continues to grow each year. The show's #CAS16 was again a top trending hashtag on Twitter during the Media Preview and directly reached 40 million people totaling 25,000 tweets to date, up significantly over 2015. The Chicago Auto Show partnered with ABC 7 Chicago to co-locate a Social Media Lounge in ABC's display, where fans could view their own tweets and Instagram posts as well as monitor the Chicago Auto Show's content on a large, social media wall. The "#CAS16 Buzz Team" also surprised show attendees who posted or tweeted with the show's official hashtag, and met them on the show floor to present them with goodie bags filled with Chicago Auto Show swag.

The Social Media Lounge also served as a home base for various industry-focused panel discussions, Twitter chats and blogger meet-ups that continue to generate news and excitement all show long.



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