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#CAS17

FCA'S RALPH GILLES TO OPEN MEDIA PREVIEW

The 2017 Chicago Auto Show Media Preview will open Thursday, Feb. 9, with the Midwest Automotive Media Association (MAMA) breakfast. MAMA will present the Family Vehicle of the Year award and introduce keynote speaker Ralph Gilles, head of design, FCA – Global.

Gilles also serves on the Group Executive Council (GEC) for Fiat Chrysler Automobiles N.V. (FCA). Gilles served as the Senior Vice President – Product Design and President and CEO – Motorsports, FCA – North America; President and CEO – SRT Brand and President and CEO – Dodge brand for FCA US LLC. He was named Vice President – Design in September 2008.

Gilles is extremely active inside and outside the Company. He serves as the executive sponsor of the Chrysler African American Network (CAAN) in addition to playing a supporting role with The Chrysler Global Diversity Council. He also serves on the board of the Michigan Design Council. At his alma mater, The College for Creative Studies (CCS) in Detroit, Gilles is a member of the CCS Board of Trustees and the CCS Capital Committee.

“It’s an honor to have someone of Ralph’s caliber to open the nation’s largest auto show,” said Mike McGrath, Chicago Auto Show chairman. “FCA has long supported the Chicago Auto Show with executive addresses, important product introductions, indoor test tracks and the largest display it produces worldwide.”

Doors open for the MAMA breakfast at 7:30 a.m. Feb. 9. Valid media or exhibitor credentials are required for admission.



CONCEPT & TECHNOLOGY GARAGE GAINS SPONSOR

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

This year the Steel Market Development Institute (SMDI) is the presenting sponsor of the Concept & Technology Garage. SMDI representatives will be available to connect with media and industry reps and will have promotional material on hand. SMDI also will provide a hospitality area featuring beverages and snacks.

“A natural outgrowth of our traditional concept car drive, the Concept & Technology Garage will give local and

national media an opportunity to dig deeper into today’s automotive tech,” said Dave Sloan, Chicago Auto Show general manager. “It’s easy to report on fuel economy improvements or new safety features, but to actually understand how manufacturers implement new systems, that takes time. This event will give journalists the opportunity to get a handle on all this new technology.”

The Concept & Technology Garage will be held 1:30 – 4:00 p.m. Wednesday, Feb. 8 at McCormick Place, West Building,

F2 Hall. Print, broadcast and electronic media are welcome to attend. Additional details will be sent to registered media. The event will be held in a climate-controlled exhibit hall. Vehicles and technology displays can be transported and offloaded in the hall.



Steel Market Development Institute



"WHAT DRIVES HER" LUNCHEON & PANEL AT THE 2017 CHICAGO AUTO SHOW



The Chicago Auto Show has teamed with Female Factor, Women in Automotive Conference

and She Buys Cars to co-host its first networking reception, luncheon and award ceremony on Wednesday, Feb. 8. Bridget Brennan, author of "Why She Buys" and CEO of Female Factor, a Chicago-based consulting and training firm, will moderate the event that will honor and celebrate women with integral roles in the automotive industry.

"The Chicago Auto Show is the place to connect with consumers, particularly females who are driving the vehicle purchase decision," said Jennifer Morand, Chicago Auto Show director of PR and social media. "Foresight Research reports an upward tick in Chicago Auto Show female attendance year over year which has now become equal to male attendance – closing the gender gap. We're proud to report that about half of our show attendees are females." Honing in on the automotive world, women are the primary buyers of cars and account for 85 percent of the purchase decision. Yet, females make up a very small portion of auto executives as males are the dominant group to design and sell the cars.

"Women are the engine of the consumer economy, and they are critically important to the automotive industry as both consumers and workforce talent," according to Brennan.

During the "What Drives Her" event, attendees will hear insights from Brennan's international best-seller book such as the need for marketers and salespeople to understand women's beliefs, values and sensitivities.

According to She Buys Cars Co-founder Scotty Reiss: "Women fall in love with the needs that they have and they search to have those needs filled. They look for economy, they look for comfort, for their second row and third row passengers. They look for charging capabilities for devices in the second and third row. You don't see that advertised on Sunday football."

To kick it all off, Facebook will host a 30-minute mimosa networking reception for audience members that will blend automakers, dealers, suppliers, industry media and social media influencers. Current panelists include Jody Hall, Steel Market Development Institute vice president, automotive market; and Kathy Gilbert, CDK Global director of sales and business development.

"What Drives Her" will be Feb. 8 at McCormick Place, immediately prior to the Concept & Technology Garage. The Chicago Auto Show will stream the event via Facebook Live.

INDOOR TEST TRACKS HIGHLIGHT SHOW EXPERIENCE

The 2017 Chicago Auto Show will feature two additional indoor test tracks, swelling the total number of indoor riding opportunities for attendees to five. Returning are Camp Jeep, FCA multi-brand track and Toyota's RAV4 & Highlander Experience. New for 2017 is a Ram proving ground and Mercedes-Benz' "Iron Schöckl."

Named after the Schöckl, a mountain in Austria, the Iron Schöckl challenges the Mercedes-Benz G-Class by forcing it to undertake a 45-degree incline. Then, at the top, the G-Class enters a movable platform, teeters to point downward and undertakes a 45-degree descent.

Ram's proving ground boasts six stations designed to highlight the pickup's capabilities. They include an active level station, construction culverts, torque pull, towing demonstration, mountain climb and high-wedge turn.

"With two additional test track opportunities, we think more than 80,000 attendees will take rides on the show floor this year," said Mike McGrath, 2017 Chicago Auto Show chairman. "Our indoor test tracks combine with our outdoor test drive opportunities to create a show experience unlike any other in the nation."

Test tracks have been a Chicago Auto Show staple for 12 years. Back in 2005, Jeep built its first indoor test track at the Chicago Auto Show, and the brand has returned every year since.

**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



ENGAGING APP CONNECTING CONSUMERS

The Chicago Auto Show created a class-leading event app to better engage attendees and provide more value for exhibitors. Unmatched by offerings at any other show in the nation, the Chicago

Auto Show mobile app is the perfect digital companion for shoppers and show-goers. Developed with technology partner American Eagle, the Chicago Auto Show app is available for Apple and Android devices. Features of the app include general show information, event schedule, interactive show floor map and vehicle lineup by make and type. The app also interfaces nicely with all

of the Chicago Auto Show social media channels including Facebook, Twitter, YouTube, Instagram and Pinterest.

New for 2017 are a message center, integrated ticketing solution with \$2 discount for app users and My Garage functionality, which allows users to save vehicles in a convenient digital garage. The app also features beacon

notification integration that will allow attendees to interact digitally with exhibitors at the show.



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

"The show app is intended to provide show goers with a richer and more informational experience. In

addition, it allows our exhibitors to reach consumers in a new and engaging way," said Mark Bilek, senior director of communications and technology. "Utilizing beacon technology and integration with digital-engagement partner eshots, attendees can connect with exhibitors when it is most convenient."

CAS PARTNERS WITH PR NEWswire AS ITS OFFICIAL NEWS SERVICE PROVIDER

The Chicago Automobile Trade Association, producer of the Chicago Auto Show, has partnered again with PR Newswire as the official news service provider for the 2017 edition of the show. With this designation, PR Newswire will help Chicago Auto Show organizers reach media and consumers by distributing the latest news releases, videos, infographics and other multimedia content issued by the show, while amplifying the Chicago Auto Show's social media reach. PR Newswire will continue to offer distribution services and multimedia production to the show's exhibitors and sponsors.

PR Newswire
a CISION company

"PR Newswire (a Cision company) and the Chicago Auto Show are longstanding partners that are proud to serve timely, relevant and trending news to the automotive industry," said Emir Elliott-Lindo, Cision SVP of global partnerships. "The show continues to highlight the industry's cutting-edge technology while also evolving the way media and consumers are informed of the latest developments. We are honored to return as the official newswire for the 109th edition of the show."

"The trends that surface from the Chicago Auto Show's Media Preview and public show don't just apply regionally, but rather impact the entire nation," said Mike McGrath, Chicago Auto Show chairman. "We need to be able to disseminate this information in an effective manner on a national level, which is why we're thrilled to be continuing our partnership with PR Newswire."

**ONLINE
PRESS KIT**

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

CHICAGO AUTO SHOW



PREMIER PARTNERS HIGHLIGHT SPONSOR LINEUP

The Chicago Auto Show is proud to announce State Farm, Fifth Third Bank and Shell as Premier Partners for the 2017 Chicago Auto Show. In addition to premium exhibit space on the show floor and market-wide promotional activities, Premier Partners enjoy category exclusivity and receive additional exposure to show attendees through the Premier Partners benefits package.

State Farm returns with the popular interactive Garage exhibit. This year attendees will be able to check out the ultimate home and auto combo State Farm RoadHouse in addition to participating in a complete line-up of hands on experiences. State Farm representatives will also field thousands of questions and assist attendees at the Here to Help Center in the Grand Concourse throughout the public show.

Fifth Third Bank will be the go-to source for consumers looking to score discounted tickets to the opening weekend of the show. Fifth Third customers using a Fifth Third Mastercard online or presenting their card at the Chicago Auto Show ticket window will receive \$3 off the regular adult admission on Saturday, Feb. 11 and Sunday, Feb. 12. Fifth Third will add a special financial literacy program to a select group of Chicago area students during the Media Preview to its 2017 show activities. Show goers will once again be able to take advantage of the Fifth Third Bank ATMs on the show floor.

Shell will help fuel excitement for the show by offering weekday discount coupons at more than 300 Chicagoland locations. On the show floor, attendees will be able to sign up for the Fuel Rewards Network and can win cents per gallon off their next gas purchase by testing their luck at the Shell themed spin-the-wheel game. Shell gas cards will also be featured alongside other great prizes for attendees activating the new Chicago Auto Show epass.

NISSAN TO WARMLY WELCOME MEDIA TO CHICAGO

For the past decade, the Chicago Auto Show has crafted a program to assist with travel and lodging for a significant group of A-list media and influencers in attending show's two-day Media Preview. Nissan North America continues as the sponsor of this media travel assistance program. The program will deliver top-flight automotive, lifestyle and social media to be in the Windy City to carry on their work and bring news of the industry to viewers, readers and listeners.



"The Chicago Auto Show is a tremendous opportunity to get in front of consumers and media with the latest news from Nissan. For the past six years, top tier media from across the country have been able to count on Nissan as sponsor of CATAs media travel assistance program and the popular Journalist Express Train to get to Chicago," said Kristina Adamski, Nissan North America vice president of communications. "We are proud to continue this great tradition of helping media take advantage of all the Chicago Auto Show has to offer."

As in the past, the invited media for this program have been identified by show organizers with assistance from multiple automakers. Media and influencers are ranked and identified potential candidates for the program based on audience and strength of media outlet. The actual arrangements are made by G. Schmitz and Associates. All inquiries should go through the Chicago Auto Show communications team.

"Becoming the sponsor of this program shows tremendous strength and confidence in their brands," said Dave Sloan, Chicago Auto Show general manager. "Nissan is obviously aware that other manufacturers will be making news, but participating journalists won't be obligated to cover any particular brand. This is something that's good for the industry, and we congratulate and warmly embrace that kind of thinking."



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