



2017 CHICAGO AUTO SHOW WRAP UP

2018 DATES: MEDIA PREVIEW, FEB. 8-9 | FIRST LOOK FOR CHARITY, FEB. 9 | PUBLIC SHOW, FEB. 10-19

ChicagoAutoShow.com

#CAS17



CHICAGO AUTO SHOW CONCLUDES SUCCESSFUL 10-DAY RUN



The Chicago Auto Show concluded a successful 10-day run featuring increased exhibit space (by 55,000 square feet over 2016), more indoor test tracks (totaling five) and an attendance bump over last year – despite a record-breaking warmth that had many Chicagoans enjoying the outdoors.

The nation’s largest auto show provided the perfect backdrop for exciting and engaging television, as well. This year, five television stations produced special auto show programming from the show floor, including ABC Chicago, CBS Chicago, NBC Chicago, Telemundo Chicago and WGN Chicago. NBC Chicago’s special was broken up into segments and live cut-ins that ran throughout the show’s opening weekend.

Adding to the 2017 Chicago Auto Show’s success story, show organizers streamlined the way show-goers received

vehicle information with a new initiative called epass. Attendees could activate their show ticket at kiosks, with product specialists or via the mobile app. Using epass, attendees received vehicle information, entered contests and participated in test drives with a simple swipe.

Along the lines of engaging with show attendees, show organizers took advantage of the masses to harness the power of new technology and social media. The show again provided free, high-speed Wi-Fi to all attendees and engaged fans via its official mobile app.

The Chicago Auto Show also engaged fans via its social media channels, reaching millions. During the Media Preview, manufacturer press conferences were streamed live on the Chicago Auto Show Facebook page and the show’s #CAS17 was again a top-trending hashtag on Twitter.

Planning is already underway for the 110th edition of the Chicago Auto Show. The 2018 show will remain a 10-day public show, opening on Saturday, Feb. 10, and running through Monday, Feb. 19 – to take advantage of the Presidents Day holiday. The 2018 Media Preview will be Feb. 8-9, and First Look for Charity will be Friday, Feb. 9, 2018.



CHICAGO AUTO SHOW



2017 CHICAGO AUTO SHOW VEHICLE INTRODUCTIONS



Dodge Durango SRT



Ford Expedition



Hyundai Elantra GT



Nissan Titan King Cab



Toyota RAV4 Adventure



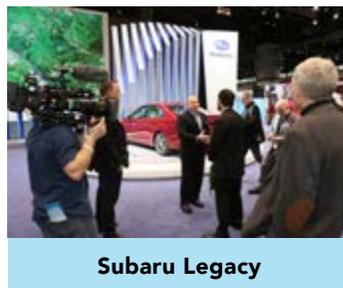
BraunAbility Chrysler Pacifica



Mitsubishi Outlander Sport Limited Edition



**Nissan Midnight Editions
Nissan NV Cargo X concept
Nissan Titan XD King Cab**



Subaru Legacy



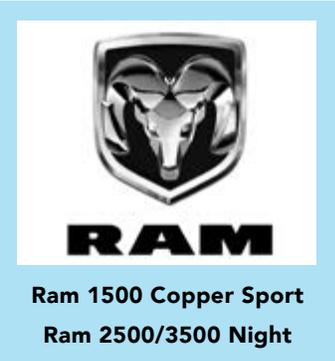
Toyota Tundra TRD Sport



Chevrolet Redline



Mopar '17 Dodge Challenger



**Ram 1500 Copper Sport
Ram 2500/3500 Night**



Toyota Sequoia TRD Sport



**Volkswagen Atlas Weekend Edition concept
Volkswagen Tiguan LWB**



GILLES OPENS MEDIA PREVIEW AT MAMA BREAKFAST

The 2017 Chicago Auto Show Media Preview kicked off with a keynote address by Ralph Gilles, head of design for FCA - Global. Speaking to more than 400 media and manufacturer representatives, Gilles was the keynote at the annual Midwest Automotive Media Association breakfast at McCormick Place.

Gilles, who also serves on the Group Executive Council for FCA, discussed the future of automotive design, indicating that science fiction is no longer a fictional concept and that the industry's approach to design will continue to evolve to meet the social needs of consumers, especially millennials.

"Advanced driver assistance systems will become more the norm," he said during his keynote address. "Our designers are thinking about the future, they're talking about how we can take all the technology and contraptions and design and put it into an attractive, sensible package."



AMMANN FOCUSES ON THE FUTURE AT ECC LUNCHEON



Against a backdrop of the 109th edition of the Chicago Auto Show, Ammann addressed more than 900 Economic Club of Chicago members, guests and automotive journalists. Ammann's remarks focused on the future, and outlined what that looks like at General Motors.

"We are transforming the company to be at the forefront of change in this industry as the future rapidly approaches," said Ammann. "First, we will strengthen our core business of building and selling great cars, trucks and crossovers. And second, we will define and lead the future of personal mobility through the creation of an entirely new transportation business model."

Ammann stated that the high cost of ownership and low utilization rates of consumer vehicles are driving forces behind the new economic model at General Motors. The company believes it can best respond to changing consumer habits by investing both in the rapidly expanding sharing economy and in robust vehicle research and development.

WHAT DRIVES HER LUNCHEON AND PANEL CELEBRATED WOMEN IN THE AUTO INDUSTRY

The Chicago Auto Show, in partnership with She Buys Cars and Women in Automotive Conference, brought together 100 women for a robust discussion around the evolving automotive landscape and the powerful ways women are influencing the marketplace, both internally and externally. The inaugural What Drives Her luncheon and panel was a celebration of the integral role women play in the automotive industry as contributors, consumers and drivers of purchasing decisions.

The panel was led by Bridget Brennan, author of *Why She Buys* and CEO of marketing consultancy Female Factor, and included Kathy Gilbert, director of sales and business

development at CDK Global; Candice Crane, vice president of dealer solutions for Hireology; and Jody Hall, vice president, automotive market for Steel Market Development Institute.



"There's been a remarkable uptick in female attendance year over year," said Kelly Webb Roberts, a director of the Chicago Automobile Trade Association, producer of the Chicago Auto Show. "The gender gap has closed. Fifty percent of Chicago Auto Show attendees are women, and we couldn't be prouder. It really is the premier venue to

engage this incredibly important cohort."

CHICAGO AUTO SHOW



FIRST LOOK FOR CHARITY SETS NEW RECORD: \$3 MILLION RAISED FOR 18 LOCAL CHARITIES



The 26th annual First Look for Charity black-tie gala set a new record with more than \$3 million raised for 18 local charities, and two lucky attendees walked away with the keys to brand new vehicles: an Acura TLX and Lexus NX.

The premier event, held each year prior to the show's public days, drew a crowd of 10,000 for live music, world-class food and beverage and a preview of nearly 1,000 of the newest vehicles on display.

"The First Look for Charity gala is a cornerstone event of the Chicago Auto Show," said Mike McGrath,

chairman of the 2017 Chicago Auto Show. "It's a great way for our global automakers and local dealerships to come together to positively impact our local community."

#CAS17 DRIVES EXCITEMENT AMONG ATTENDEES

The Chicago Auto Show expanded its digital footprint this year and put a greater emphasis on engaging a younger, millennial audience via Snapchat. Fans who added the Chicago Auto Show on Snapchat and invited three friends to do the same had a chance to win tickets each week leading up to the show. Once the public show began, the Chicago Auto Show further engaged its Snapchat community by featuring a "Snap Challenge of the Day."

"It's no secret that our show attendees are passionate about cars and, in most cases, have a tradition of visiting each February, so we're always looking for new ways to enhance and reward fans for what they're already sharing on social media," said Jennifer Morand, director of public relations and social media.

Also, new this year, show organizers tapped into Facebook's live stream to broadcast manufacturer and exhibitor messaging wide and far, including new vehicle introductions. Overall, the news conference videos garnered 36,500 unique views. During the public show, the Chicago Auto Show's "Social Squad" roamed the show floor with enlarged Instagram frames and encouraged show-goers to share their pictures with #CAS17. The show's official hashtag followed tradition of being a trending topic on Twitter during the show's Media Preview, reaching millions.



2018 CHICAGO AUTO SHOW DATES

What's better than a hotel connected to the Chicago Auto Show's home of McCormick Place? How about a choice of hotels? We are proud to announce that the Marriott Marquis Chicago and its 1200 guest rooms will open in August of 2017. In conjunction with the Hyatt Regency McCormick Place, that will give media, exhibitors and attendees access to 2400 rooms with a direct connection to McCormick Place.

2018 Chicago Auto Show

Media Preview: Feb. 8-9

First Look for Charity: Feb. 9

Public Show: Feb. 10-19

For information about the 2018 Chicago Auto Show, please visit www.chicagoautoshow.com/media.



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