

# CHICAGO AUTO SHOW

FEB 9-18, 2019 | UNTIL NEXT YEAR

MEDIA PREVIEW FEB. 7-8  
FIRST LOOK FOR CHARITY FEB. 8  
PUBLIC SHOW FEB. 9-18

## CHICAGO AUTO SHOW CELEBRATES SUCCESSFUL 10-DAY RUN



The 110th edition of the Chicago Auto Show officially wrapped on Monday, Feb. 19, concluding a successful 10-day run of the nation's largest and best-attended auto show. Despite high snowfall during opening weekend in the Chicago metro area, the show recorded healthy attendance numbers for both the Media Preview and its public show and reports higher attendance for its final weekend compared to 2017.

Before the doors even opened to the public, the 2018 Chicago Auto Show made a lasting impact on the greater Chicago community. The annual First Look for Charity black-tie gala, held on Friday Feb. 9, raised nearly \$3 million for 18 local and global nonprofit organizations operating in and around Chicagoland. Since its inception, First Look for Charity has raised more than \$50 million for local charitable organizations.

The longest-running auto show in North America once again featured more than 1 million square feet of exhibit space, interactive displays and more than a dozen vehicles which made their global or North American debut during the show's Media Preview. The vehicle introductions included the 2019 Volkswagen Arteon; Hyundai Sonata Hybrid and Plug-in Hybrid; Fiat 500; 2019 Ford Transit Connect Wagon and Edge Titanium Elite; Toyota 4Runner, Tacoma and Tundra TRD Pro models; and Slingshot Grand Touring Limited Edition. Nissan also unveiled two winter-themed concept vehicles, the Armada Snow Patrol concept and the 370Zki concept; and Subaru celebrated its 50th anniversary in the U.S. with the release of special edition automobiles across its entire 2018 lineup.



"The Chicago Auto Show is the perfect venue for auto enthusiasts and general consumers alike," said Chicago Auto Show Chairman John Hennessy. "Our show scratches the itch of providing plenty of eye candy, in the form of stunning new concept vehicles and global introductions, to getting consumers inside vehicles with three indoor test tracks and seven outdoor ride-and-drive experiences. Our automaker and exhibitor partners delivered a one-of-a-kind experience for all who attended."

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Mark LaNeve, vice president of U.S. marketing, sales, and service for Ford and actor Jim Belushi take the wraps off the 2019 Ford Transit Connect. Ford also debuted the all-new Titanium Elite Appearance Package -- available for the first time on the 2019 Edge lineup.

Matt McAlear, head of products for Fiat, introduces the 2018 Fiat 500 during the 2018 Chicago Auto Show media preview. All 2018 Fiat 500 models will come standard with a 1.4-liter MultiAir Turbo engine that makes 33 percent more horsepower than previous models.



At the 2018 Chicago Auto Show media preview, Slingshot showed off its new Grand Touring Limited Edition -- the latest offering in the luxury autocycle's portfolio. The three-wheel vehicle blends the attributes of a car with the freedom of a motorcycle.

Amid an indoor snowstorm, Nissan introduced -- the Armada Snow Patrol and Nissan 370Zki -- as well as a factory-authorized suspension lift kit for the Titan and Titan XD. "We worked with ICON to develop the first kits to be offered through Nissan dealers," said Billy Hayes, division vice president, LCV and Trucks, Nissan North America, Inc.



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Hyundai's CMO Dean Evans introduces the Hyundai's Sonata Hybrid and Plug-in Hybrid. Hyundai also revealed its 2018 i30 N TCR, or Touring Racer International. The 330-hp racer, in partnership with Bryan Herta Autosport, will make its debut at the 2018 Pirelli World Challenge.

Leading its largest-ever reveal at a Chicago Auto Show, Subaru celebrated its 50th anniversary in the U.S. with the debut of limited-edition models for each vehicle in its lineup. President and COO of Subaru of America Thomas Doll spoke about Subaru's vibrant 50-year history, which includes 10 consecutive years of sales growth.



Toyota unveiled its new off-road-ready TRD Pro Series 4Runner, Tacoma and Tundra at the Chicago Auto Show media preview. Jack Hollis, group vice president and general manager of the Toyota Division, said the TRD Pro package, delivering more capability and off-road equipment than ever before, represents the brand's flagship off-roaders.

The U.S. edition of the much-anticipated Volkswagen Arteon was unveiled during the 2018 Chicago Auto Show media preview. Hinrich Woebcken, CEO of the North America Region, Volkswagen and president and CEO of Volkswagen Group of America, Inc., spoke about the brand's sales growth and endeavor to grow and expand within the American market.





## SUBARU COO DOLL OPENS MEDIA PREVIEW

The 2018 Chicago Auto Show Media Preview kicked off Thursday with a keynote address by Subaru of America, Inc.'s president and COO Thomas Doll. Doll spoke to more than 400 media and manufacturer representatives gathered at the annual breakfast of the Midwest Automotive Media Association at McCormick Place.

Doll, who joined Subaru of America, Inc. in 1982, discussed the implications of a rapidly changing automotive industry and what it means for manufacturers and consumers. Despite significant investments directed toward autonomous, hybrid, and electric vehicles as well as infrastructure, he said, the traditional car, truck, and SUV remains an important part of consumers' lives. As a result, creating value and brand differentiation comes through an investment in building meaningful connections and fostering long-term relationships.

"Consumers will always need vehicles," said Doll, "but the company's ultimate goal is to make sure Subaru is remembered for its impact both on society and the lives of its customers."



## VOLKSWAGEN CEO WOEBCKEN KEYNOTES ECONOMIC CLUB LUNCHEON



Hinrich Wobcken, CEO of the North America Region, Volkswagen and president and CEO of Volkswagen Group of America, Inc., delivered the keynote address at the annual Economic Club of Chicago (ECC) luncheon at the 2018 Chicago Auto Show Media Preview.

Addressing more than 900 members, guests, automotive journalists and manufacturers, Wobcken spoke about what it takes to manage a crisis, mount a comeback and build for the future at the same time. Wobcken said he first

had to rally his team around him, and then direct the team's focus toward two primary objectives: changing the way Volkswagen operates here in the United States, and launching an aggressive product initiative where the company plans to roll out at least two major new products each year.

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## WHAT DRIVES HER EVENT HONORED AND CELEBRATED



Furthering its mission to honor and celebrate women in the automotive industry, the Chicago Auto Show partnered with Women in Automotive and A Girls Guide to Cars for the annual What Drives Her networking luncheon and panel discussion, presented by the Alliance of Automobile Manufacturers.

Hosted during the show's Media Preview, the What Drives Her panel brought together women working in automotive, manufacturing and media for a deep dive into the industry trends impacting the experience of women. The conversation, guided in part by Ford's 2018 Trends Report, covered topics such as technology disruption, the gig economy and activism.

"Our world is changing so fast," Scotty Reiss, founder of A Girls Guide to cars, said in her opening remarks. "Things are moving so quickly that the advice you get today may not be relevant tomorrow."

That context was the cornerstone of the two-part panel discussion, which kicked off with a "Coffee Chat" featuring Cars.com Editor in Chief Jennifer Newman; Facebook's Industry Manager, Auto Team, Kim Stonehouse; Ford's Mini and Medium Utility Marketing Manager Cristina Aquino; and Steel Market Development Institute (SMDI) Vice President, Automotive Market, Dr. Jody Hall.

Following the coffee chat, Jill Ciminillo, the first female president of the Midwest Automotive Media Association, opened the presentation for the Word of Mouth Marketing Association's 2018 Driving Engagement Award. Nissan was named the winner for its #SheDrives campaign in which the company provides driver's education to women in Saudi Arabia, who just this year will be given the legal right to drive.

The luncheon panel was led by Michelle Krebs, director, automotive relations, at AutoTrader.com, and included Hyundai Senior Group Manager of Brand Marketing and Advertising Monique Kumpis; General Motors Manager, Dealer Policy, Celeste Briggs; and Nissan Director, Chief Marketing Manager Anne Corrao.

The panelists covered topics ranging from the car-buying experience for women, which they said commands a different approach than the traditional sales model, to the need for expanded diversity in automotive leadership. Overall, the event's hashtag #WhatDrivesHerCAS was again a top-trending topic on Twitter throughout the program, garnering 13.6 million impressions.

## 2019 SHOW DATES

**Media Preview: Feb. 7-8, 2019**

**First Look for Charity: Feb. 8, 2019**

**Public Show: Feb. 9-18, 2019**

For press releases, high resolution images, video or more information about the 2018 Chicago Auto Show, visit [www.chicagoautoshow.com/media/online-newsroom](http://www.chicagoautoshow.com/media/online-newsroom).



## CONSUMERS PICK THEIR FAVORITE VEHICLES

For the 13th 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 10-day public run of the nation's biggest auto show, winners in the contest's five categories were:

- **Best All-New Production: 2018 Jeep Wrangler**
- **Best Concept Vehicle: Cadillac Escala**
- **Best Green Vehicle: 2019 BMW i8**
- **Best Exhibit: Jeep**
- **Vehicle I'd most like to have in my driveway: 2018 Ford GT**



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"We think of our attendees as one enormous focus group that we can leverage to analyze data and assess trends," said Chicago Auto Show General Manager Dave Sloan. "Best of Show voting has become a benchmark measure of what the public deems the most exciting, impressive and innovative on the show floor."

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## CHICAGO AUTO SHOW HARNESSES POWER OF SOCIAL MEDIA



Show organizers once again took advantage of the masses to harness the power of social media. The all-new #CAS18 BuzzHub, powered by Cars.com, drove social media engagement among show attendees throughout the entire public show. The Chicago Auto Show "Social Squad" street team encouraged fans to participate in ongoing social media contests, such as snapping a picture in an enlarged Instagram frame or posting an image of their dream car to win exclusive access to the show's Super Car Gallery. The show's official hashtag

#CAS18 was again a top-trending hashtag on Twitter totaling more than 13,000 tweets with a reach of 41.5 million impressions. On Instagram, the #CAS18 hashtag generated more than 5,000 posts and garnered 27.8 million impressions.

The Chicago Auto Show also hosted a new Instagram influencer campaign where show organizers vetted and invited 35 influential local Instagrammers, most of which are also photographers, to the Media Preview and public show where they were provided exclusive access to content for their Instagram accounts. More than 4,200 posts were associated with the campaign's hashtag: #instaCAS. The influencer's posts portrayed the show and the exhibitors from unique lenses – and filters – for a refreshing new look at the auto show by individuals made up of different backgrounds. For example, Craig Shimala (@cshimala) stuck an Insta360 camera to the hood of a Rubicon on the Jeep Track for a unique look at the test track that has been a Chicago Auto Show staple since 2005.

"As the place to connect with consumers, Chicago is perfectly positioned to harness the power of its crowds and incentivize attendees for sharing their show experience via social media," said Chicago Auto Show General Manager David Sloan.

