



2019 **CHICAGO AUTO SHOW**

OFFICIAL PRESS KIT

February 9-18 #CAS19

Quick Reference Guide

To the 111th Chicago Auto Show

MEDIA PREVIEW ★ Feb. 7-8

- Two-day preview hosting approximately 3,400 registered media
- Additional 1,500 invited bloggers, digital influencers and shouters
- Anticipated 20 vehicle introductions
- Concept & Technology Garage – Feb. 6
- Midwest Automotive Media Association Breakfast – Feb. 7
- Economic Club of Chicago Luncheon – Feb. 7
- What Drives Her Panel Discussion & Luncheon – Feb. 8

FIRST LOOK FOR CHARITY ★ Feb. 8

- Black-tie gala held the evening before the show opens its public run
- Chicago's finest single-day fundraiser
- Anticipated \$2.5 million to be raised for 18 local charities; gala has generated more than \$50 million since 1992
- Guests are treated to champagne, wine, soft drinks, world-class hors d'oeuvres and desserts – all while being the first to explore this year's show

PUBLIC SHOW ★ Feb. 9-18

- Approximately 1 million square feet of exhibit space
- Nearly 1,000 vehicles will be on display
- Four indoor test tracks and six outdoor ride-and-drive opportunities
- Complete range of domestic and imported passenger cars and trucks, sport utility vehicles and concept cars
- Numerous accessories and auto-related exhibits, competition vehicles, antique and collector cars

TICKETS

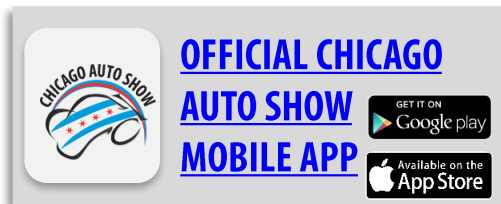


Adults: \$13

Seniors (ages 62+): \$7

Children (ages 7-12): \$7

Children (ages 0-6): Free



SPECIAL DAYS



Sports Team Pride Day: Feb. 11

Women's Day: Feb. 12

Friday Night Flights: Feb. 15

Hispanic Heritage Day: Feb. 15

Family Day: Feb. 18 (Presidents Day)

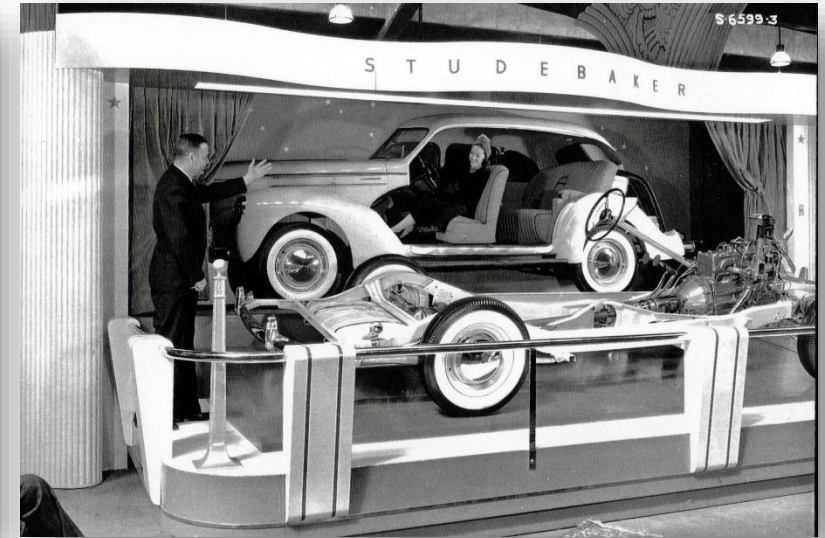
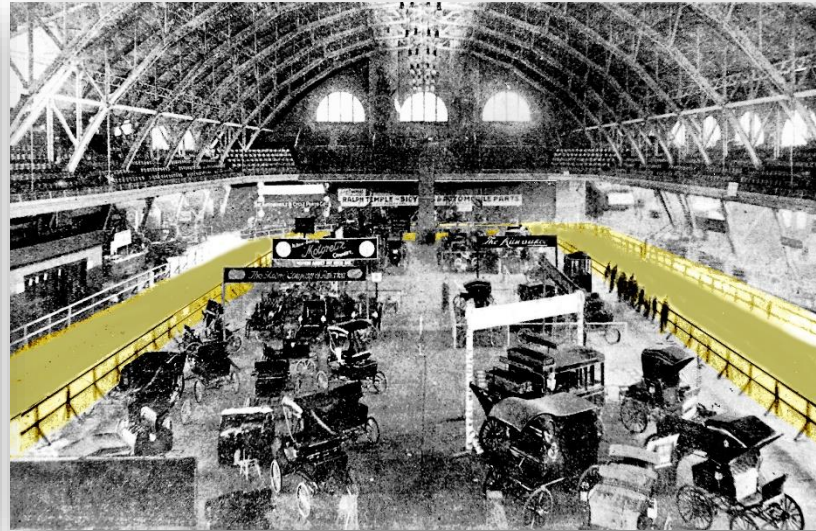
Chicago Auto Show

History

First staged in 1901, the Chicago Auto Show is the largest auto show in North America and has been held more times than any other auto exposition on the continent.

2019 marks the 111th edition of the Chicago Auto Show. The Chicago Auto Show utilizes more than 1 million square feet of exhibit space within McCormick Place.

The Chicago Automobile Trade Association (CATA) is the nation's oldest and largest metropolitan dealer association. The CATA has produced the Chicago Auto Show since 1935.

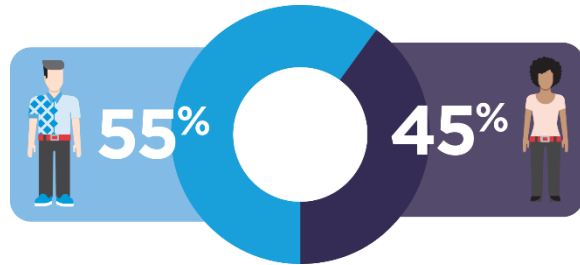


Website History Section:
www.chicagoautoshow.com/history/1901/

Chicago Auto Show

At a Glance

PURCHASING POWER



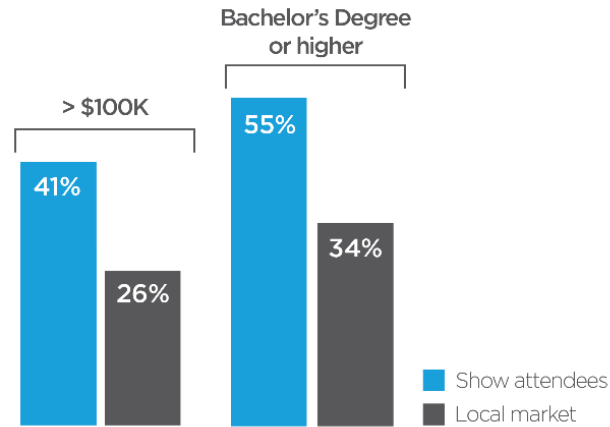
Recent trends show female attendance continues to rise.

SAVVY SHOPPERS



Outperforms local population in 35-54 demo: 45% to 36%

WE'RE AN ATTRACTIVE CROWD



CAS attendees are more educated and affluent than the Chicago market.

Most Complete Manufacturer Participation

Continues Tradition as Best-attended Consumer Auto Show

Most Attendees Visit Show Every Year or Every Other Year

THEY MAKE A DAY OF IT



TOP 3 REASONS TO ATTEND

"fun and entertaining"
"see new vehicles"
"compare and shop"



Average visit
about 4 hours

TRY THIS ONE ON FOR SIZE



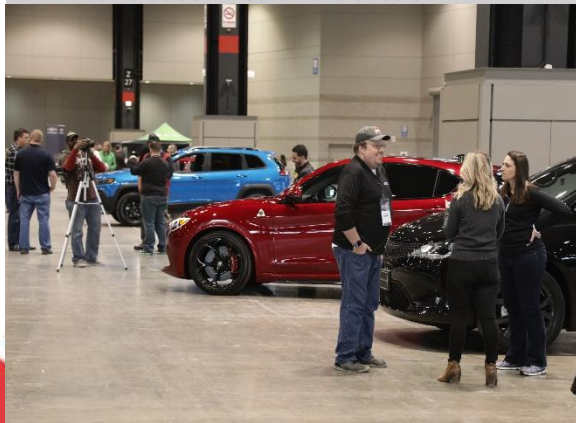
70% are 12-month vehicle intenders



Media Preview Key Events

★ Wed., Feb. 6 Concept & Technology Garage

- 30-40 vehicles featured from 20+ automakers
- Journalists take a deep dive into the industry's latest concept vehicles, safety technology & telematics
- Climate-controlled environment; vehicles may be driven at low speeds
- 100-150 of the nation's top-tier automotive media, broadcast outlets and social media influencers



★ Thurs., Feb. 7 MAMA Breakfast

- Opening breakfast to the Chicago Auto Show Media Preview featuring Michael Cole, COO and EVP of Kia Motors America
- MAMA Family Vehicle of the Year and Luxury Family Vehicle of the Year Award Announcement
- Approximately 400 journalists and industry representatives in attendance



★ Thurs., Feb. 7 Economic Club of Chicago Luncheon

- The ECC hosts this luncheon for its members who are leaders at the top of their profession
- Media Preview cornerstone event featuring Joachim Eberhardt, Jaguar Land Rover NA President & CEO
- Attended by nearly 1,000 journalists, industry representatives and ECC members



★ Fri., Feb. 8 What Drives Her Panel & Luncheon

- Event honors and celebrates women who hold leadership roles within the auto industry
- Features a wide range of speakers on a wide variety of topics as it relates to female pioneers in the workplace
- Event hashtag #WhatDrivesHerCAS trended nationally two years in a row on Twitter and garnered 13.6 million hashtag impressions in 2018



Media Preview

February 7-8

★ 2018 SNAPSHOT

- 3,400 journalists representing 1,500 outlets
- 1,500 social media influencers
- 7,000+ total traditional media placements
- \$49 million in ad value of media stories generated
- 4 TV specials hosted during show
- 150 hours of live radio programming from show floor

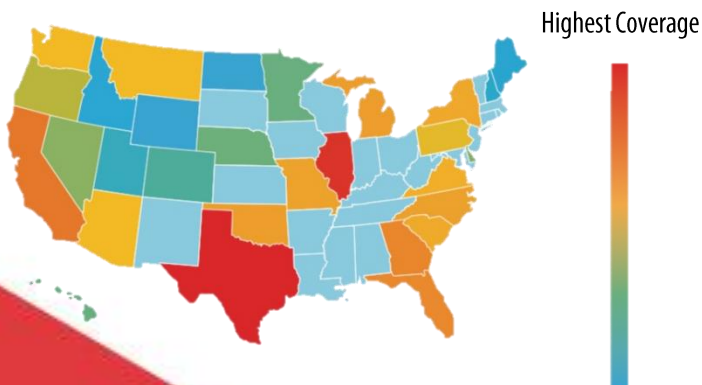
★ SOCIAL MEDIA POWERHOUSE

- 1.6 billion global social media impressions
- 50 million hashtag impressions
- Official hashtag was No. 1 trend nationally on Twitter for six consecutive years
- Additional 1,500 social media influencers regularly attend Social Media Preview

★ 2019 HIGHLIGHTS

- Anticipated 20 vehicle introductions
- Concept & Technology Garage to feature approximately 30-40 vehicles highlighting automakers' latest concepts, safety technologies and automotive telematics – Feb. 6
- Midwest Automotive Media Association Breakfast – Feb. 7
- Economic Club of Chicago Luncheon – Feb. 7
- What Drives Her Panel & Luncheon – Feb. 8

U.S. Media Heat Map



Official Hashtag
#CAS19

Online Newsroom:
www.chicagoautoshow.com/media/

First Look for Charity

“Chicago’s Finest Single-Day Fundraiser”

Friday, Feb. 8 | 7-11 p.m.

First Look for Charity stands as one of Chicago’s greatest single-day fundraisers, regularly generating nearly \$3 million for 18 area nonprofits. Held at McCormick place the evening before the Chicago Auto Show opens its public run, the benevolent event is anticipated by socialites and car buffs alike. Guests are treated to champagne, wine, soft drinks, elegant hors d’oeuvres and desserts — all while being the first to explore the annual edition of the nation’s largest auto show. Additionally, gala attendees will have the chance to win a brand new vehicle that will be awarded that evening.

Benefiting 18 Local Charities

Vehicle Giveaways:

2019 Chevrolet Blazer & 2019 Jeep Compass



First Look for Charity

By the Numbers



28th Annual First Look For Charity Gala

1.1 million square
feet of
exhibit space **&**
nearly **1,000**
vehicles on display

2 vehicle
giveaways



2019 Chevy Blazer



2019 Jeep Compass

nearly
\$3
MILLION
raised
for local
18 charities
annually
totaling
\$50 since its
MILLION inception
in 1992

 **60** beverage
stations
and
40 food stations 
 **140** chefs
78 — featuring —
different menu items
Cuisine supplied by **23**
different local
restaurants **&** caterers

High Resolution Photos for Download



★ Move In



★ Media Preview



★ Public Show & Special Events

Online Newsroom:
www.chicagoautoshow.com/media/online-newsroom/

Videos & B-roll



★ 2019 Chicago Auto Show
Promotional Videos



★ HD B-Roll



★ First Look for Charity B-Roll

Online Newsroom:
www.chicagoautoshow.com/media/online-newsroom/

Words from Executives



"The Chicago Auto Show is the most highly-attended auto show of all the auto shows in the country, so it's a great opportunity for us to showcase our products. We love coming to the Chicago Auto Show."

– **Thomas Doll**, President and COO, Subaru of America



"The spring selling season always starts here in Chicago, and not just for Chicago, but for the entire United States marketplace."

– **Mark LaNeve**, Vice President, U.S. Marketing, Sales and Service, Ford Motor Company



"We consider Chicago a very important exhibition, especially due to the customer base. We know that after the press days, the halls are filled with excited, potential customers. We want to invest in that which is why we chose Chicago [to debut the all-new Arteon.]"

– **Hinrich Woebcken**, CEO of the North America Region, Volkswagen, and President and CEO of Volkswagen Group of America, Inc.

Chicago Automobile Trade Association

Producer of the Chicago Auto Show

Founded in 1904, the Chicago Automobile Trade Association (CATA) is the nation's oldest and largest metropolitan dealer organization.

The CATA is comprised of more than 420 franchised new-car dealers plus an additional 150 allied members. The group's dealer members employ approximately 20,000 people in the metropolitan area.

The CATA has produced the world-famous Chicago Auto Show since 1935.



For more information on the CATA, visit cata.info



Chicago Automobile Trade Association

CATA Board of Directors & General Manager

Ray Scarpelli Jr.

2019 Chicago Auto Show
Chairman



*Ray Chevrolet
Raymond Chevrolet
Ray CDJR
Raymond Kia*

Tony Guido

CATA Chairman & 2019
Chicago Auto Show
Co-Chairman



Arlington Heights Ford

Bill Haggerty

CATA Vice Chairman



*Haggerty Buick GMC
Haggerty Ford*

Kevin Keefe

CATA Treasurer



*Brilliance Honda
Brilliance Subaru*

JC Phelan

CATA Secretary



*Jack Phelan Chevrolet
Jack Phelan CDJR*

Dave Sloan

President & Chicago
Auto Show General
Manager



CATA President

Media Center Contact Information



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Media Center

The Chicago Auto Show Media Center is located on level 4 of the North Hall of McCormick Place, Room N426 .

The Chicago Auto Show Media Center opens at 7 a.m. on Feb. 7 and 8 and at 8 a.m. every other day. Closing times vary by day.