

CHICAGO #CAS19 AUTO SHOW

February 9-18, 2019
McCormick Place

ChicagoAutoShow.com

February 7-8 Media Preview
February 8 First Look for Charity

EBERHARDT TO KEYNOTE ECC LUNCHEON

Jaguar Land Rover North America President and CEO Joachim Eberhardt will be the keynote speaker at the Economic Club of Chicago (ECC) Luncheon during the Media Preview of the 2019 Chicago Auto Show.

Eberhardt is responsible for Jaguar Land Rover's North American operations including sales, service and marketing in the United States and Canada. He came to Jaguar Land Rover North America with more than 25 years of global industry and retail experience, including executive leadership sales, marketing and service roles at Chrysler Group, DaimlerChrysler UK, Mercedes-Benz U.S.A. and Daimler-Benz AG.



“We look forward to a tremendous Chicago Auto Show this year as we debut the new Range Rover Evoque, an SUV built for consumers who live in great cities with often challenging weather conditions,” says Eberhardt.

The ECC Luncheon at the Chicago Auto Show is a cornerstone event of the Chicago Auto Show Media Preview. Past speakers include Bill Ford, Dan Ammann, Jim Press, Henrik Fisker, Ralph Gilles, Jonathan Browning, José Muñoz and Yoshi Inaba. Last year, Hinrich Woebcken, CEO of the North America Region, Volkswagen and president and CEO of Volkswagen Group of America, Inc., was the guest speaker at the ECC Luncheon.

Founded in 1927 to serve as a forum for Chicago's business community, the ECC is one of Chicago's finest business groups and has had a decade-long association with the Chicago Auto Show. The ECC has grown to become a premier institution, providing elite members of the business world with a platform to express and discuss economic, business and social issues.

The ECC Luncheon is open to all media attending the Media Preview.

CHICAGO AUTO SHOW INTRODUCES THE ANA DRIVING INFLUENCER AWARD

As a continuation of the Chicago Auto Show's long-standing partnership with the Word of Mouth Marketing Association (WOMMA) and its annual Driving Engagement Award, show organizers have partnered with the Association of National Advertisers (ANA) to evolve and rebrand the award as the Driving Influence Award. The ANA recently acquired WOMMA and is committed to honoring auto manufacturers that creatively and effectively harness the power of influencer marketing. The ANA will select three manufacturer finalists to attend a special awards ceremony during the Chicago Auto Show's Media Preview on Friday, Feb. 8, where one of those brands will be honored with the 2019 Driving Influence Award.



“Our goal with the Driving Influence Award is to recognize the power of influencer marketing to engage customers authentically and creatively, and to highlight examples of how top auto brands and their influencer partners are meaningfully engaging consumers,” said ANA’s Director of Influencer Marketing Leah Marshall.

For the past six years, the Chicago Auto Show’s partnership with WOMMA has celebrated automakers’ outstanding word-of-mouth campaigns, many of which leveraged the power of social media to engage current and prospective customers. Nissan was presented with the 2018 Driving Engagement Award last February. In its winning campaign, Nissan addressed the backlash and resistance to Saudi Arabia’s lift of the country’s long-standing ban on women drivers, while also dispelling myths about Saudi women, fueling social change and showcasing the comedy intrinsic to learning how to drive. Past Driving Engagement Award recipients include Honda (Monsters Calling Home and April Fools’ Fit Kit), Hyundai (Walking Dead Chop Shop), Mitsubishi (Kids Talk Safety) and Toyota (Family Trails).

“We’re excited to build upon this established award and continue to evolve it with ANA’s partnership,” said Chicago Auto Show Chairman Ray Scarpelli Jr.

The Chicago Auto Show and ANA are now accepting campaign submissions:

<https://www.chicagoautoshow.com/media/2019-ana-award/>.

The ANA’s judging criteria is found within the submission page. Manufacturers or their advertising/marketing/public relations/social media agencies are eligible to submit a campaign for consideration.

MEDIA
CREDENTIAL
REGISTRATION

Media Credential Registration is open. Please visit
www.chicagoautoshow.com/media
for more information or to register for media credentials.

GETTING TO KNOW THE SHOW

Q&A WITH CHICAGO AUTO SHOW GENERAL MANAGER DAVE SLOAN

Q. This year marks the 111th Chicago Auto Show. That's quite an institution. What makes Chicago unique in the industry?

A. The Chicago Auto Show has always put the consumer first. Our unmatched venue allows automakers to stage expansive and innovative displays, captivating attendees year after year. We make a substantial marketing investment that delivers industry-leading market awareness, which fuels our show's attendance. Couple that with a strong and growing media preview and a first-class charity event and we own February in Chicago — a time of year when automakers and dealers need it the most. Simply put, engaging with consumers remains the primary reason to stage an auto show and we try not to lose sight of that fact.

Q. Everyone always wants to know: What's new this year at the Chicago Auto Show?

A. Test tracks, both indoor and outdoor, are back in a big way. Land Rover is building a new test track to showcase its new Range Rover Evoque. Kia is upgrading its drive experience -- professional drivers will take attendees in customized Tellurides over obstacles. The interactive Ram track is back after a year's hiatus and highlights the brand's capable new full-size pickup. Of course, Camp Jeep, the star of the show for the last 15 years, returns. In addition, we'll have 8 outdoor test drives. All told perhaps 100,000 attendees will participate in one of the show's drive experiences this year.

While, BMW and Mercedes-Benz will not exhibit this year as those brands test other marketing strategies, we hope to pull them back in for 2020. Interestingly, Mercedes-Benz Vans will have a 12,000 square foot display, showing the strength of the Business-to-Business side of the Chicago Auto Show. As always, we have plans for numerous public show marketing events to extend our reach to new customers and enhance the ROI for our exhibitors. That's the key to our show. What can we do to amplify the message of the automakers and shine a bigger and brighter spotlight on everything they bring to our show? And, in the end, do our collective efforts move the sales needle?

Q. McCormick Place is certainly unmatched from a venue perspective. What things does the Chicago Show do differently to help exhibitors, attendees?

A. We greatly value the investment that automakers make in our show and we cannot forget that they are the engine that makes the show a success. Each year we work with our show's contractor, McCormick Place and our labor partners to hold prices and contain costs. We partner with our contractor to balance and match costs with services in an effort to provide affordable and consistent rates.

Q. Moving forward, what does the future hold for auto shows?

A. Auto shows are a unique cooperative effort where competitors in the industry come together in a particular market to shine a spotlight on the automobile. It's a model that's not necessarily broken, but one that needs to continually innovate to attract both consumers and exhibitors alike to stay relevant and vibrant in today's fast-moving industry.

We must continue to prove the value of our shows by delivering measurable results to the automakers while we grow our audience. To that end, we are employing two different strategies this year to help us demonstrate the unmatched effectiveness of the Chicago Auto Show as a marketing tool and a generator of new-car sales.



NISSAN HOSTS MEDIA IN THE WINDY CITY



Chicago Auto Show organizers are proud to continue the show's media travel program with the assistance of Nissan. Over the past decade, the Chicago Auto Show and Nissan have teamed up to provide travel and lodging for approximately 140 of the nation's A-list journalists and influencers over the show's two-day Media Preview.

The 2019 program will continue to provide the top automotive, lifestyle and social media influencers the opportunity to capture content first hand from the nation's largest auto show and distribute the news to industry viewers, readers and listeners.

"Nissan is proud to be the media sponsor of the Chicago Auto Show for an eighth consecutive year," said Kristina Adamski, vice president of communications, Nissan North

America. "We look forward to sharing the vision around Nissan Intelligent Mobility — which is about bringing available technologies to consumers at price points, and in segments, nobody else currently offers."

Media have been identified and vetted through show organizers and multiple manufacturers. Requirements are that outlets and influencers must have a significant rank in Meltwater, a software that provides media and social media monitoring to the Chicago Auto Show, and must generate content from the show.

"As the media landscape continues to evolve with the conglomeration of outlets and roles, we're thrilled to be able to continue this program that brings top-tier media from across the country," said David Sloan, Chicago Auto Show general manager. "We're committed to deliver value to our exhibitors, and this program is just one example of how we achieve that goal."

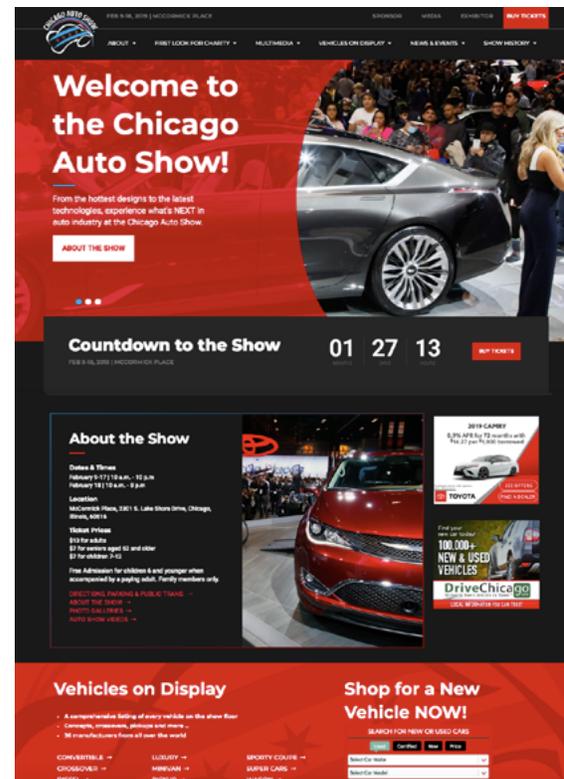
Travel arrangements are made by G. Schmitz and Associates. All inquiries should go through the Chicago Auto Show communications team.

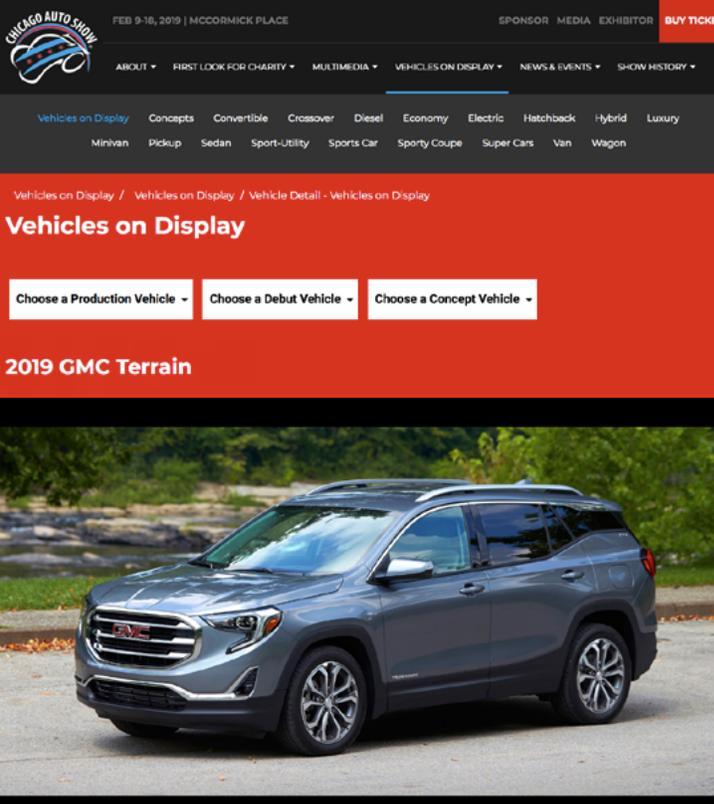
LARGEST SHOW MERITS MOST COMPREHENSIVE ELECTRONIC PRESENCE

As auto show season shifts into high gear, Chicago Auto Show revealed the show's new website featuring responsive design, improved online ticketing, social media integration and dedicated exhibitor, media and sponsor microsites.

The restyled 2019 Chicago Auto Show website and companion mobile app receive key enhancements designed to handle the more than 1 million visitors they receive each show season. Changes under the hood are even more significant as the online ticket purchasing process has been completely re-worked to be simpler and mobile-friendly.

With detailed information, interactive maps and a complete vehicle listing, ChicagoAutoShow.com and the





official Chicago Auto Show app (Android or iOS) provide attendees with a one-stop-shop as they prepare to visit the nation's largest auto show. More than one-third of all attendees use the website to purchase tickets or validate coupons prior to attending the show. This year, online ticket buyers can store, share and print tickets across all devices.

The website's comprehensive listing of vehicles on display adds real-time inventory from Chicagoland's new-car dealers, provided by DriveChicago.com. This allows site visitors to sort through more than 60,000 new cars directly on ChicagoAutoShow.com, as they are browsing their favorite vehicles.

"We want our attendees to connect to the show on every level," said Chicago Auto Show Chairman Ray Scarpelli Jr.

"We will be providing free high-speed Wi-Fi at the show to allow showgoers to share their experience through social media, our website and our official Chicago Auto Show app."

CISION TO SERVE AS OFFICIAL CHICAGO AUTO SHOW NEWS PROVIDER

The Chicago Automobile Trade Association, producer of the Chicago Auto Show, has partnered again with Cision and its PR Newswire services, as the official news and content distributor for the 2019 show. With this designation, Cision will assist the Chicago Auto Show to reach target audiences, garner earned media results, elevate its owned media and expand its digital footprint through Cision's vast services.

"In looking for a partner to disseminate breaking news from our show floor, we can't think of a better organization with which to partner than Cision," said Chicago Auto Show Chairman Ray Scarpelli Jr. "It's imperative to be able to distribute press releases, videos and other multimedia content swiftly while reaching the right audience. We look forward to continuing to partner with Cision to help us achieve that goal."

Cision's PR Newswire service will also continue to offer distribution services and multimedia production to the show's exhibitors and sponsors.

"Cision is pleased to be returning as the official news provider for the Chicago Auto Show's 2019 exhibitors and sponsors," said Chris Lynch, Cision CMO. "Through this longstanding partnership, Cision's distribution capabilities will help reach media and consumers to communicate the show's exciting developments. We are excited to once again be a trusted partner of the largest auto show in North America."



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 of the Chicago Auto Show Media Preview featuring keynote speaker
- MAMA Family Vehicle of the Year and Luxury Family Vehicle of the Year Awards Announcement
- Approximately 400 journalists and industry representatives in attendance



Automobile Trade Association

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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 a robust lineup of keynote speakers
- 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 automotive industry
- Features a vast 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

OFFICIAL HOTELS OFFER CONVENIENCE, LUXURY

The Chicago Auto Show is proud to announce partnerships with the Hyatt Regency McCormick Place and the Waldorf Astoria Chicago. Directly connected to McCormick Place, the upscale Hyatt offers unprecedented convenience to the show floor. The Waldorf, located in Chicago's Gold Coast, provides "five star" amenities for corporate executives. Hyatt Regency McCormick Place will offer exclusive rates starting at \$171 for single, double, triple or quad occupancy. Waldorf Astoria Chicago is pleased to offer the Chicago Auto Show an exclusive rate of \$247/night for a deluxe King guest room or \$305/night for an upgraded Waldorf Suite. For more information or to book your room, see the Official Hotels page at

<https://www.chicagoautoshow.com/about-the-show/official-hotels/>.



**ONLINE
PRESS
KIT**

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