

# CHICAGO #CAS19 AUTO SHOW

February 9-18, 2019  
McCormick Place

[ChicagoAutoShow.com](http://ChicagoAutoShow.com)

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

## MEDIA PREVIEW READY TO KICK OFF NATION'S LARGEST AUTO SHOW

Newly installed Midwest Automotive Media Association (MAMA) President Damon Bell will officially welcome media to the Windy City on Thursday, Feb. 7 at the MAMA Breakfast. Damon will present the MAMA Family and Luxury Family Vehicle of the Year awards, and James Bell from Kia Motors America will introduce two vehicles.

Following the MAMA Breakfast, the first day of the Chicago Auto Show Media Preview will feature vehicle introductions from the following manufacturers: Subaru, Volkswagen, Toyota, Ford, Ram, Mazda, Land Rover, Nissan, Chrysler, Harley-Davidson and Alfa Romeo. In addition, John Davis will present the MotorWeek Driver's Choice Awards. Most product introductions will be live-streamed on Facebook Live at [www.Facebook.com/ChicagoAutoShow](http://www.Facebook.com/ChicagoAutoShow).

Sandwiched in the middle of Day 1 is the Economic Club of Chicago (ECC) Luncheon, a cornerstone event of the Media Preview. Joachim Eberhardt, Jaguar Land Rover NA President and CEO, will keynote and introduce the all-new Land Rover Range Rover Evoque. The event will begin at 12 p.m. in the Land Rover display in the South Exhibit Hall. In addition to the Evoque introduction, the event will feature a Q&A with ECC Second Vice Chair and COO of Chicago CRED David J. Snyder and a strolling lunch.

Day 2 of the Chicago Auto Show Media Preview starts with a Mopar news conference and breakfast. Mopar, the service, parts and customer care brand of FCA US LLC, will have an exclusive vehicle reveal led by Pietro Gorlier, Head of Parts and Service (Mopar), FCA - Global. The event is scheduled for 8:30-9:30 a.m. in the FCA display in the South Exhibit Hall on Friday, Feb. 8. Media can access the show floor beginning at 8 a.m.

Following the breakfast, manufacturers and exhibitors will host a variety of special programs and influencer events to reach an audience beyond that of traditional automotive outlets. Brands hosting special programs and events include Alfa Romeo, Ford, Kia, Mazda, Subaru, Hyundai, Polaris and Turtle Wax.

Also taking place on Day 2 of the Media Preview, the Association of National Advertisers will present the Driving Influence Award at 8:30 a.m. and the third annual What Drives Her Luncheon and panel will take place at 11:15 a.m.. Both events are invite-only and take place at the Grand Concourse Media stage.

There is one scheduled media event prior to the MAMA Breakfast. The Concept & Technology Garage will take place from 1-3:30 p.m. Feb. 6 in F1 Hall of McCormick Place. The Concept & Technology Garage is a perfect opportunity to get a sneak peek at many of the concepts, brand-new vehicles and innovative technologies that will be on display at the Chicago Auto Show. All registered media are welcome to attend.

In all, the Chicago Auto Show Media Preview is set and ready to deliver news, world introductions and a deep dive into today's new vehicles and technologies. Media credentials are required and can be requested at [www.chicagoautoshow.com/media](http://www.chicagoautoshow.com/media) or on site in the Chicago Auto Show Media Center.



Volkswagen

# NEW EVENTS IN STORE FOR CHICAGO AUTO SHOW ATTENDEES

Automotive manufacturers, exhibitors and enthusiasts from around the world are revving up for the 2019 Chicago Auto Show. The nation's largest and best-attended auto show, held annually at McCormick Place, opens to the public Saturday, Feb. 9 and runs through Presidents Day on Monday, Feb. 18. The show is open 10 a.m. to 10 p.m. each day, except for the final day of the show, when it closes at 8 p.m.

"The Chicago Auto Show is a consumer-driven show, and it's our promise to offer visitors unfettered access to the latest and greatest from the auto industry including nearly 1,000 cars, trucks and SUVs on display, four indoor test track experiences, six outdoor ride-and-drive opportunities and engagement with cutting-edge technology that's transforming not only the industry, but affecting our everyday lives," said Chicago Auto Show Chairman Ray Scarpelli Jr. "Additionally, show attendees will be among the first to see approximately 20 brand-new vehicles that will be unveiled during the show's 2019 Media Preview."

Staying true to its roots and Chicago culture, show organizers are excited to introduce two new events this year: Chicago Friday Night Flights, a craft beer event featuring 12 local breweries, and Sports Team Pride Day, where show attendees who wear an Illinois sports team jersey can receive \$6 off an adult admission.



Produced by the Illinois Craft Brewers Guild in partnership with Choose Chicago and Chicago Concierge, Chicago Friday Night Flights will be held 6-9 p.m. Friday, Feb. 15. Tickets are \$30 in advance and include a tasting pass to sample local craft beer from 12 Chicago-area breweries as well as access to the nation's largest auto show. Chicago Friday Night Flights attendees will also receive a branded souvenir glass. Tickets are available for pre-purchase at <https://cfnf.chicagoconcierge.com/>.

"Chicago Friday Night Flights is thrilled to partner with the Chicago Auto Show and introduce our first winter event of the CFNF season at one of the biggest indoor festivals, the auto show," said David Whitaker, Choose Chicago president & CEO. "For the past two years,

the Chicago Friday Night Flights series has celebrated Chicago's legendary craft beer scene while showcasing Chicago's amazing neighborhoods. With more than 65 craft breweries in Chicago, we expect Chicago Friday Night Flights to be an annual tradition in Chicago for years to come."

Additionally, show organizers are catering to hometown sports fans. Chicago Auto Show attendees who wear an Illinois team jersey to the show on Monday, Feb. 11 will receive \$6 off of an adult ticket admission. Local teams such as the Chicago Blackhawks, Chicago Fire, Chicago White Sox and Chicago Wolves will feature interactive games, giveaways and mascots to engage with fans, located in the North Hall ticket lobby. To obtain the discount, show attendees must visit the Miller's Ale House activation located in the North Hall ticket lobby to receive a discount coupon before visiting the ticket booth.

In keeping with its tradition of hosting events that capture the attention of an array of consumers, the Chicago Auto Show will continue to host the following events during its 10-day run:

- **Women's Day:** Tuesday, Feb. 12. Women are admitted for \$7. Exhibitors and partners have the opportunity to present women-oriented programs throughout the day.
- **Chicago Auto Show Food Drive:** Wednesday, Feb. 13 – Friday, Feb. 15. Show patrons who bring three cans of food will receive a coupon for a \$7 adult admission. All food will be donated to A Safe Haven Foundation.
- **Telemundo Hispanic Heritage Day:** Friday, Feb. 15. Exhibitors and partners have the opportunity to host Hispanic celebration events throughout the day.
- **Family Day:** Monday, Feb. 18. The Chicago Auto Show will host family-friendly events on Presidents Day to wrap up the last day of the show.




# CHICAGO #CAS19 AUTO SHOW

February 9-18, 2019  
McCormick Place

[ChicagoAutoShow.com](http://ChicagoAutoShow.com)

## 2019 Chicago Auto Show Media Preview News Conference Schedule

*This schedule is subject to change, valid as of Jan. 22, 2019.  
Please visit [ChicagoAutoShow.com/media](http://ChicagoAutoShow.com/media) for updates. Must be 18 for entry.*

### Thursday, Feb. 7 Media Preview Schedule - Show Floor Open 8:30 a.m. - 5 p.m.

Media Credential and government-issued photo ID required for access. Proper business attire required.

<u>Time</u>	<u>News Conference</u>	<u>Location</u>
7:30 - 8:45 a.m.	MAMA / CATA Breakfast - MAMA FVOTY and LFOVOTY Awards & Kia Motors America New Vehicle Debut	Grand Ballroom, S100
9:00 a.m.	Subaru News Conference	Subaru, North Hall
9:30 a.m.	Volkswagen New Vehicle Debut	Volkswagen, North Hall
10:00 a.m.	Toyota News Conference	Toyota, South Hall
10:30 a.m.	Ford News Conference	Ford, South Hall
11:00 a.m.	Ram New Vehicle Debut	Ram, South Hall
11:30 a.m.	Mazda News Conference	Mazda, North Hall
12:00 - 1:15 p.m.	Economic Club of Chicago Luncheon & Product Introduction Joachim Eberhardt, Jaguar Land Rover NA President and CEO	Land Rover, South Hall
1:30 p.m.	Nissan News Conference	Nissan, North Hall
2:00 p.m.	Acura Champagne Toast   30 Years of NSX	Acura, South Hall
2:20 p.m.	Chrysler News Conference/Snack	Chrysler, South Hall
2:40 p.m.	Harley-Davidson F-150 Announcement	Grand Concourse Media Stage
3:00 p.m.	MotorWeek - 2019 Drivers Choice Awards	Grand Concourse Media Stage
3:20 p.m.	Chevrolet News Conference/Reception	Chevrolet, North Hall
3:40 p.m.	Alfa Romeo News Conference/Reception	Alfa Romeo, South Hall

### Friday, Feb. 8 Social Media Preview Schedule - Show Floor Open 8:00 a.m. - 2 p.m.

Media Credential/Social Media Credential and government-issued photo ID required for show floor access.

<u>Time</u>	<u>Events</u>	<u>Location</u>
8:30 a.m.	Mopar Breakfast and News Conference	FCA, South Hall
8:30 a.m.	Association of National Advertisers Breakfast & Driving Influence Award*	Grand Concourse Media Stage
9:30 a.m.	Alfa Romeo	Alfa Romeo, South Hall
10:00 a.m.	Ford	Ford, South Hall
10:30 a.m.	Kia	Kia, North Hall
11:00 a.m.	Mazda	Mazda, North Hall
11:15 a.m.	What Drives Her Luncheon & Panel*	Grand Concourse Media Stage
11:30 a.m.	Subaru	Subaru, North Hall
12:00 p.m.	Volkswagen Presentation and Lunch	Volkswagen, North Hall
1:00 p.m.	Turtle Wax	Turtle Wax, South Hall
1:30 p.m.	Hyundai Palisade & Dessert/Vino Reception	Hyundai, North Hall

\*Event Pre-registration Required

# 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.
- Kia Motors America vehicle introduction.
- MAMA Family Vehicle of the Year and Luxury Family Vehicle of the Year Awards Announcement
- Approximately 400 journalists and industry representatives in attendance

## THURS., FEB. 7

### ECONOMIC CLUB OF CHICAGO LUNCHEON

- Keynote address and vehicle introduction by Joachim Eberhardt, JLR NA President and CEO
- 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



# #CAS19 SOCIAL MEDIA ROUNDUP

With more than 1 million square feet of the industry's latest cars, trucks and SUVs, four indoor test tracks, interactive displays and cutting-edge technology, countless social media photo opportunities await. The Chicago Auto Show is giving fans plenty of chances to get into the action via social media.

## Tune in LIVE on Facebook

Beginning Thursday, Feb. 7, the Chicago Auto Show is giving fans a backstage pass and will livestream all of the new vehicle unveilings and press conferences via its official Facebook page: [www.Facebook.com/ChicagoAutoShow](http://www.Facebook.com/ChicagoAutoShow). Live videos will continue through the 10-day show.

## Experience the #CAS19 BUZZHUB

Located just off of the Grand Concourse, the #CAS19 BUZZHUB features a 21-foot wall with real-time trending feeds and giant #CAS19 block letters for those pose-worthy moments. Fans who spot the Social Squad (Hint: they're holding enlarged Instagram frames!) and show them their social media post from the show floor will receive Chicago Auto Show swag.

## Instagram #instawinCAS

It's simple. Follow @thechicagoautoshow on Instagram, like the latest photo and tag a friend! Daily winners will be selected to receive a Chicago Auto Show Prize Pack. Fans who follow the show's daily Instagram Stories will also get an insider scoop on "CAS Hacks" including the hottest debuts, special themed days and even ways to save on tickets.

## #SupercarSweeps

The show has partnered with Wintrust to give lucky winners the chance to get inside of the Supercar Gallery. Fans who share a picture of their dream car with #SupercarSweeps and tag the Chicago Auto Show will be entered to win VIP access inside the Wintrust Supercar Gallery!

## Snap 2 Win

- Add the Chicago Auto Show on Snapchat.
- Snap a pic or video from the show floor.
- Use the Chicago Auto Show custom geofilter.
- Send us your snaps via direct message.
- Your post may be featured in our daily story!



# FINALISTS NAMED IN DRIVE SAFE CHICAGO DROWSY DRIVING PSA CONTEST

Three student finalists have been selected in the fifth annual Drive Safe Chicago contest. Teens throughout Chicagoland were invited to submit ideas for a 30-second public service announcement about the dangers of drowsy driving, which kills more than 5,000 people and injures more than 500,000 each year.

In addition to receiving a \$2,000 prize from The National Road Safety Foundation, a nonprofit group that promotes safe driving, the winner's message will debut at the Chicago Auto Show before airing nationwide on more than 150 TV stations.

This year's finalists are Kaitlin Webster, 16, of Hobart, Indiana; Johnathan Culver, 16, of La Fontaine, Indiana; and Logan Conner, 18, of Fort Wayne, Indiana. They will work with the Emmy Award-winning producer of the nationally syndicated TV show Teen Kids News, who will visit the finalists' schools to film their public service announcements.

The winner of the Drive Safe Chicago contest will be announced during the Chicago Auto Show's Family Day on Monday, Feb. 18, the final day of the public show. The winning PSA will air later this year on Teen Kids News.



# TURTLE WAX SHINES AS THE CHICAGO AUTO SHOW'S NEWEST PREMIER PARTNER



Chicago-based Turtle Wax is making its hometown shine at the 2019 Chicago Auto Show, as the brand is the latest to sign on as one of the show's premier partners. As the exclusive car care sponsor of the 2019 Chicago Auto Show, Turtle Wax will help keep the nearly 1,000 vehicles on display shining their best and will spotlight its latest innovation, Turtle Wax Spray & Wipe, with hourly product demonstrations and interactive giveaways in its South Hall exhibit space.

"Turtle Wax is proud to partner with the Chicago Auto Show, one of the area's marquee cultural events, to showcase the latest in automotive innovation," said Turtle Wax Co-chairmen Denis and wife Sondra Healy. "As a family-owned company with deep roots in Chicago, it's our way of celebrating the automakers, local drivers and dealers that inspire Turtle Wax and power the Chicagoland automotive industry."

Whether attendees want to maintain their brand-new car status or spruce up their everyday ride, Turtle Wax is giving show-goers the chance to get their hands on the latest innovations that keep cars looking their best inside and out. Fans who share their Chicago Auto Show experience with #CAS19 will automatically be entered to win daily prizes, including a Turtle Wax branded wash bucket filled with new products.

Turtle Wax will also be showing its love for four-legged friends at the Chicago Auto Show by hosting pet adoptions on the show's final day, Family Day, Monday, Feb. 18. Turtle Wax and its pet care line, Chaos & Cuddles, invites animal lovers to visit the North Hall ticket lobby where they'll be set up with the Chicago Wolves on Family Day to see adoptable pets and enjoy complimentary samples of its new pet care products line.



## 5 TV SPECIALS SHINE BRIGHT LIGHTS ON CHICAGO



The year, the floor of the Chicago Auto Show will serve as the backdrop for five different television specials; ABC, CBS and WGN are each producing live specials that will air on the opening Saturday and Sunday and Telemundo is producing an opening weekend special and a "Best of the Chicago Auto Show" special on the closing weekend.

"The Chicago Auto Show provides the perfect canvas upon which to create engaging live television," said Chicago Auto Show Chairman Ray Scarpelli Jr. "Last

year, the CBS 2 Chicago Auto Show special, entitled "Chicago Auto Show: Inside Track," won the Midwest Emmy for Outstanding Achievement for Special Event Coverage."

The TV specials are an important part of the Chicago Auto Show's industry-leading awareness level – one that regularly tops 90 percent. The producers of the show work hand-in-hand with each of the broadcast networks to provide 24-hour access to the show floor and assist in arranging interviews with key industry leaders.



Chicago Auto Show  
Chicago Automobile Trade Assn.  
18W200 Butterfield Road  
Oakbrook Terrace, IL 60181 USA  
P: 630.495.2282 (CATA)  
F: 630.495.2260  
[www.ChicagoAutoShow.com](http://www.ChicagoAutoShow.com)

## KEY CONTACTS

Senior Director of Communications  
& Technology  
**Mark Bilek**  
630-424-6082 direct  
[mbilek@drivechicago.com](mailto:mbilek@drivechicago.com)

Director of Public Relations  
& Social Media  
**Jennifer Morand**  
630-424-6084 direct  
[jmorand@drivechicago.com](mailto:jmorand@drivechicago.com)

CATA President &  
Auto Show General Manager  
**Dave Sloan**  
630-424-6055 direct  
[dsloan@drivechicago.com](mailto:dsloan@drivechicago.com)

Executive Vice President  
**Chris Konecki**  
630-424-6075 direct  
[ckonecki@cata.info](mailto:ckonecki@cata.info)

First Look for Charity Manager  
**Erik Higgins**  
630-424-6008 direct  
[ehiggins@cata.info](mailto:ehiggins@cata.info)

Director of Special Events &  
Exhibitor Relations  
**Sandi Potempa**  
630-424-6065 direct  
[spotempa@cata.info](mailto:spotempa@cata.info)

Director of Marketing  
**Jim OBrill**  
630-424-6085 direct  
[jobrill@drivechicago.com](mailto:jobrill@drivechicago.com)