NATION’S LARGEST AUTO SHOW

Best-Attended Consumer Auto Show

>1 million SQ. FT.

4 Indoor Test Tracks
6 Outdoor Ride & Drives

MEDIA PREVIEW SPOTLIGHT

20 Brand-New Vehicle Introductions
3,000 traditional media registrations from 1,100 outlets
Approx. 1,000 social media influencers

GLOBAL MEDIA EXPOSURE

4 billion potential global media impressions
10,000+ total traditional media placements
$43.1 million in ad value of media stories generated

130 fly-in automotive A-list journalists
5 TV specials originated from show floor

CATA-led paid advertising campaign garnered 200 million+ impressions

ATTENDEE DEMOGRAPHICS

92% Awareness Rate of attendees are 40 or younger, outperforming in the Millennial demo

58% Average visit 4 hours

50% have a household income of $100,000+

60% are 12-month vehicle intenders
70% decided on their next vehicle at the show
41% added a vehicle to their consideration list at the show
13% subtracted a vehicle from their list

33% took a ride on a test track or test drive

DRIVING ENGAGEMENT

53.8 million hashtag impressions
37,000 social media mentions on public profile pages
#1 trending topic during Media Preview for 7th year running

Chicago Auto Show post-show survey with 3,600+ participants

Media Metrics Measured by Meltwater
“Chicago is one of our core cities in the U.S. from a business perspective. We love all Chicago has to offer.”

JOACHIM EBERHARDT
Jaguar Land Rover North America President and CEO

“For us, it’s probably one of the most efficient ways to get in front of as many consumers as we possibly can.”

DERRICK HATAMI
Volkswagen Group of America Executive VP for Sales & Marketing

“Clearly, [it’s] the Chicagos and the LAs and the New Yorks that are big consumer shows for us. We’re going to continue to be very prominent in what we do and how we approach those.”

BILL FAY
Toyota Motor North America Senior Vice President for Automotive Operations