

MEDIA UPDATE ONE



DECEMBER 2019

FIND OUT WHO IS
**DOUBLING
DOWN**

Page 2

WHAT DRIVES HER
IN ITS

4TH
YEAR
Page 4



TOYOTA'S **LAUKES**
TO OPEN SHOW
Page 2

FEBRUARY 8-17
McCormick Place
ChicagoAutoShow.com



DOUBLING DOWN ON THE AUTO SHOW



Auto shows provide an ideal opportunity for automakers to shake hands with customers and potential customers. As a result, several have gone “all in” on large consumer shows in an effort to engage with the public. Honda, Toyota and Subaru are bringing all-new displays to the 2020 Chicago Auto Show.

In a Dec. 9 *Automotive News* article, Honda’s Sage Marie, assistant vice president for public relations stated, “From

a consumer standpoint, auto shows are stable and growing in importance. From a media standpoint, the dynamic is definitely changing. The way automakers leverage auto shows to deploy news is changing.” Indeed, Marie goes on to say, “It’s fishing where the fish are.” Honda’s custom-built display aims to create a vibrant and energetic atmosphere that draws visitors to its stand and into the brand.

Subaru is clearly heading in the same direction with its National Park tribute display. “With this incredible exhibit, we continue to honor that partnership by bringing the beauty of our national parks to the auto show,” said Thomas J. Doll, CEO and President, Subaru of America, Inc. “This truly is a one-of-a-kind display that we know resonates with our owners who care so deeply for the environment, and we hope to continue to honor our partnership by bringing awareness of our national parks to those who have not yet had a chance to experience them.”



Toyota will have an all-new display at Chicago for 2020 that includes not only a rotating stage but an indoor test track. In a Dec. 5 *Automotive News* article, Bob Carter, head of sales for Toyota Motor North America, states: “Auto shows are still a critical part of the business, and they’re critical from a consumer perspective. Most buyers -- 35 percent of the people who are going to buy a car in the next 12 months -- stop by an auto show. It’s a very important place to communicate.”



LAUKES TO OPEN 2020 CHICAGO AUTO SHOW



Group Vice President – Toyota Division Marketing at Toyota North America Edward (Ed) Laukes will be the keynote speaker at the Midwest Automotive Media Association (MAMA) Breakfast, which kicks off the Media Preview of the 2020 Chicago Auto Show. Laukes is responsible for all Toyota division market planning, advertising, merchandising, sales promotion, incentives, NASCAR and motor sports, and all social and digital media.

Attended by more than 400 journalists and corporate executives, The MAMA Breakfast has provided a platform for industry executives to map out brand direction. Recent keynoters include Alan Batey, Bob Carter, Thomas Doll, Ralph Gilles, Mark LaNeve. Also at the breakfast, MAMA President, Damon Bell, will announce the MAMA Family Vehicle and Luxury Family Vehicle of the year.

No stranger to Chicago, Laukes holds a bachelor's degree from DePaul University in Chicago. Prior to his current position, Laukes was vice president of Integrated Marketing Operations, and vice president of Engagement Marketing & Guest Experience. Since joining Toyota in 1989, Laukes has held various positions in both the Lexus and Toyota divisions, including management positions in the field. Before joining Toyota, Laukes worked for Buick and American Honda.

“It’s an honor to have someone of Ed’s caliber to open the nation’s largest auto show,” said Dave Sloan, Chicago Auto Show general manager. “Toyota has long supported the Chicago Auto Show with executive addresses, important product introductions and one of the largest displays it produces worldwide. This year we are happy to welcome back an indoor test track within the Toyota display as well.”

Doors open for the MAMA breakfast at 7:30 a.m. Feb. 6. Valid media or exhibitor credentials are required for admission.





GETTING SOCIAL WITH THE NATION'S LARGEST SHOW

Show organizers are welcoming exhibitors, media outlets, social media influencers and sponsors to connect with the Chicago Auto Show on social media now leading up to the big event in February. The Chicago Auto Show has a vibrant social media community, and is extremely active on Facebook, Twitter, Instagram, YouTube and Snapchat. Please make special note of the upcoming show's official hashtag: #CAS2020.



Throughout the Media Preview and the 10-day public show, the Chicago Auto Show will line up a series of takeovers of its Instagram page to engage with a variety of followers with different interests and backgrounds; host a Facebook Live video series along with ABC 7 Chicago to broadcast hot topics within the industry; feature behind-the-scenes footage and exclusive interviews with automakers regarding brand-new vehicle debuts; broadcast press conferences live on its Facebook page; and feature "Daily Buzz" videos with trending information, hosted from the centrally-located BUZZHUB.

Have an idea on how to collaborate? Drop us a line via any social media channel. We look forward to connecting with you!

FOURTH ANNUAL WHAT DRIVES HER LUNCHEON



In partnership with A Girls Guide to Cars and Women in Automotive, the fourth annual What Drives Her Luncheon is during the Chicago Auto Show's Social Media Preview on Friday, Feb. 7 at McCormick Place. Influential women will be invited to come together for a robust lineup of presentations and panel discussions surrounding the impact that females have on

the automotive industry, with a special focus on hiring and recruiting female leadership.

"During the 2019 program, we brought two really important conversations to the stage," said Scotty Reiss, founder of A Girls Guide to Cars. "Our mission is to inspire the women out there to see the opportunities ahead;



not only for themselves, but for other women who want to find a role in the automotive industry.”

Michelle Krebs, executive analyst for Autotrader and a moderator of the What Drives Her panel, added: “I think what was interesting about my panel was that it was extremely diverse in terms of backgrounds. We had people from the retail part of the business, from the automaker part of the business, to part supply...everybody came to this industry in a different way.”

Have an idea for a panelist for the 2020 What Drives Her Luncheon? Automakers, media personnel and related industries welcome. Please contact Jennifer Morand (jmorand@drivechicago.com) as soon as possible with recommendations. The full lineup will be announced after the New Year.

Exhibitors interested in extending their presence with a turnkey content development program, reaching consumers before and after the show, may contact Jen Morand (jmorand@drivechicago.com).

ANA DRIVING INFLUENCE AWARD RETURNS - SUBMISSIONS NOW ACCEPTED



The Chicago Auto Show has once again teamed up with the Association of National Advertisers (ANA) on the Driving Influence Award – an annual award given to a manufacturer that recognizes the power of influencer marketing to engage automotive customers authentically, creatively and impactfully.

Now through Jan. 20, 2020, automotive manufacturers, public relations firms and marketing agencies are encouraged to submit relevant influencer marketing campaigns executed between the window of Jan. 1, 2019 through Dec. 1, 2019. Three automaker finalists will be selected to attend a special awards ceremony during the Chicago Auto Show’s Media Preview on Friday, Feb. 7, where one of the brands will be publicly awarded the 2020 Driving Influence Award. To submit a campaign for entry, visit: <https://www.chicagoautoshow.com/media/2020-ana-award/>.

In addition, the ANA is expanding its influencer event portfolio and has selected the Chicago Auto Show’s Media Preview as a backdrop for its February influencer conference. The morning of Friday, Feb. 7, in tandem with the Driving Influence Award presentation, the ANA will also host approximately 100 of its members – including advertising, communications, brand marketing and social media professionals – for a mini conference surrounding this important topic.



MEDIA PREVIEW KEY EVENTS

WED., FEB. 5

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

NISSAN MEDIA WELCOME RECEPTION

- 6-7:30 p.m., Revel Motor Row, 2400 S Michigan Ave, Chicago, IL 60616
- Cocktails, hors d'oeuvres

THURS., FEB. 6

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

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

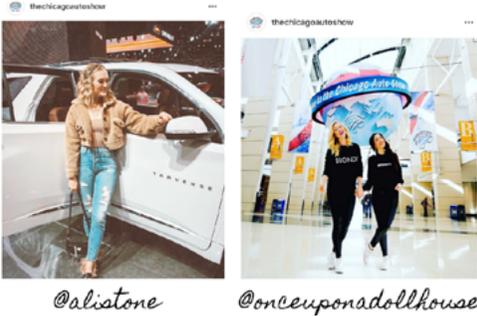
FRI., FEB. 7

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 three years in a row on Twitter and garnered 13.6 million hashtag impressions in 2019



EXPANDING EXHIBITOR REACH WITH INSTAGRAM



As social media continues to evolve, including how people consume content across various platforms (i.e. more video/interactive content), there's a growing attention to social media "influencers." In fact, according to a recent MediaPost article, the average brand spends 25 percent of its digital marketing budget on influencer content. Additionally, more than two in three Instagram users (68 percent) log on specifically to interact with social media influencers.

Knowing the importance of influencer marketing, Chicago Auto Show organizers are excited to introduce a new program to its exhibitors: Driving Influence with Instagram. The show's social media team will run custom, targeted Instagram influencer campaigns on behalf of interested brands; the team has already locked in a couple of manufacturers.

The show's communications team will continue to promote all of its exhibitors via traditional public relations and organic social media. The difference with Driving Influence with Instagram is that brands can select to invest in guaranteed impressions and reach, handpicking their influencers, similar to a digital advertising campaign that runs across pre-identified channels.

Exhibitors interested in extending their presence with a turnkey content development program, reaching consumers before and after the show, may contact Jen Morand (jmorand@drivechicago.com).

OFFICIAL HOTELS OFFER CONVENIENCE, LUXURY

The Chicago Auto Show is proud to continue 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, and the Waldorf, located in Chicago's Gold Coast, provides "five star" amenities for corporate executives.

As official hotel partners, both hotels are offering exclusive rates for Chicago Auto Show media, exhibitors and attendees. The Hyatt Regency McCormick Place will offer exclusive rates starting at \$175 and the Waldorf Astoria Chicago is pleased to offer the Chicago Auto Show an exclusive rates starting at \$247/night.

Rates subject to availability and booking deadlines. For more information or to book your room, see the Official Hotels page on the show website.



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



18W200 Butterfield Road
Oakbrook Terrace, IL 60181 USA

KEY CONTACTS

Mark Bilek Senior Director of Communications & Technology
630-424-6082 direct | mbilek@drivechicago.com

Jennifer Morand Director of Public Relations & Social Media
630-424-6084 direct | jmorand@drivechicago.com

Dave Sloan CATA President & Auto Show General Manager
630-424-6055 direct | dsloan@drivechicago.com

Chris Konecki Executive Vice President
630-424-6075 direct | ckonecki@cata.info

Erik Higgins First Look for Charity Manager
630-424-6008 direct | ehiggins@cata.info

Sandi Potempa Director of Special Events & Exhibitor Relations
630-424-6065 direct | spotempa@cata.info

Jim OBrill Director of Marketing
630-424-6085 direct | jobrill@drivechicago.com

MEDIA CREDENTIAL REGISTRATION

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

ONLINE PRESS KIT

The official Chicago Auto Show
Press Kit is available at
[www.chicagoautoshow.com/
media/online-newsroom](http://www.chicagoautoshow.com/media/online-newsroom).