

# MEDIA UPDATE TWO



JANUARY 2020

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**FEBRUARY 8-17**  
**McCormick Place**  
**ChicagoAutoShow.com**



## AUTO SHOWS STRIVE TO ATTRACT A BROAD AUDIENCE

It's well documented that auto shows attract in-market shoppers and automotive enthusiasts. A survey of 2019 Chicago Auto Show attendees showed that more than 68 percent of attendees were there to shop and nearly 40 percent of attendees called themselves automotive enthusiasts. Those numbers closely mimic surveys from other auto shows and demonstrate an auto show's ability to attract in-market shoppers and build brand awareness among enthusiasts.

Each year the Chicago Auto Show and its exhibitors find new and innovative ways to reach outside the traditional automotive sphere to attract people who might not consider attending. Last year, the Chicago Auto Show added a craft beer night and a sports fan day. This year the show is adding a themed running event called Miles Per Hour. In addition, bringing on new charities to sell tickets for First Look for Charity grows the show's audience.



"We know that the auto show is so much more than a shopping opportunity: It's a celebration of everything automotive, an interactive display of new technologies and a wonderful opportunity to get out of the house in the dead of winter," said Tony Guido, Chicago Auto Show chairman. "Our exhibitors bring amazing interactive displays that not only captivate a wide range of audiences, but entertain and educate while at the same time expand the appeal of the show."



Subaru is a great example of an automaker trying to take full advantage of its auto show presence. Not only will the brand have an all-new National Park themed display, but the automaker is adding daily pet adoption events. As part of the Subaru Loves Pets initiative, the automaker will partner with local animal shelters in cities hosting auto shows, with the focus of ultimately getting animals out of shelters and into loving forever homes.

Volkswagen is also growing its display to add an indoor test track which will feature its first ever show floor driving experience. It will be the first official Atlas Cross Sport activation since its reveal in 2019 and the company believes that the driving course will provide attendees with a first-person experience that truly showcases the Atlas Cross Sport's capabilities. Volkswagen has long used Chicago to introduce key North American products and knows full well the potential that's available in the Windy City.



# AUDI'S CODY THACKER TO KEYNOTE ECC LUNCHEON

## THE ECONOMIC CLUB OF CHICAGO

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Cody Thacker, head of electrification for Audi of America, will be the keynote speaker at the Economic Club of Chicago (ECC) Luncheon during the Media Preview of the 2020 Chicago Auto Show. Thacker leads the team whose mission is to ready the organization for electric vehicles and other emerging automotive trends.

“Audi has always been known for progress through technology, and today, progress means helping create a more sustainable future for our customers. That’s why Audi’s future is electric,”

said Thacker. “By 2025, we’ve made the commitment that 30 percent of Audi’s U.S. volume will be made up of plug-in hybrid and fully electric models, including the brand’s first fully electric vehicle—the Audi e-tron SUV—that will be on display. Our goal is to ensure consumers can go electric with confidence and without compromise in true Audi fashion.”

Thacker and his team are focused on identifying relevant technology and EV ecosystem partners, promoting partnerships that are meaningful to the Audi electric vehicle customer, and developing future business models and mobility offers for deployment within the Audi network. Additionally, Thacker is responsible for developing infrastructure to facilitate the sales and service of electric vehicles within Audi’s network of retail dealers.

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, Jaguar Land Rover North America President and CEO Joachim Eberhardt was the guest speaker at the ECC Luncheon. At that event, Eberhardt introduced the 2020 Land Rover Range Rover Evoque.

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 will take place at noon on Thursday, Feb. 6, in the Grand Ballroom at McCormick Place (S100). It is open to all media attending the Media Preview. Tickets are required and may be requested in the Chicago Auto Show Media Center.





# ANA'S DRIVING INFLUENCE BREAKFAST & AWARD AGENDA

Now through January 20, 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. The ANA will present one automaker with the 2020 Driving Influence Award during the Chicago Auto Show's Media Preview on Friday, Feb. 7. In tandem with the award presentation, the ANA will expand its influencer event series where it will host approximately 100 of its members to learn best practices from other brand marketers.



“The Driving Influence Award marks the first of an expanded suite of 2020 influencer marketing offerings for ANA members including eight half-day events, one full-day conference and one multi-day national conference,” said Leah Marshall, director of influencer marketing for the ANA. “With marketers investing in influencers at higher and higher levels, the ANA is committed to helping its members capitalize on its ROI while navigating its hurdles.”

## AGENDA

- Networking Breakfast (8:30-9 a.m.)
- Opening Remarks & Introductions (9-9:15 a.m.)
- The Best Auto Influencer Campaigns of 2019 (9:15-9:45 a.m.): Speaker: Tanya Gazdik, Senior Reporter, MediaPost
- How Turtle Wax Broke the Internet with Influencers (9:45-10:30 a.m.): Speaker: Kelly Cagney, Director, Global Brand Strategy & Marketing, Turtle Wax
- Hyundai Puts Influencers Behind the Wheel (10:30-11:15 a.m.): Speaker: Victoria Walden, Manager, Social Media & Influencer Engagement, Hyundai Motor America
- 2020 Driving Influence Award Presentation (11:20-11:30 a.m.): The Driving Influence Award will recognize one automaker's outstanding influencer marketing campaign and showcase the power of influencer marketing to engage automotive customers authentically, creatively and effectively. Past winners have included Hyundai (Santa Fe social media launch), Nissan (#SheDrives), Honda (Monsters Calling Home and April Fools' Fit Kit), Hyundai (Walking Dead Chop Shop), Mitsubishi (Kids Talk Safety) and Toyota (Family Trails).
- Following the breakfast, ANA members are encouraged to stay for the annual What Drives Her Luncheon (11:45 a.m. – 2:30 p.m.) featuring the perspectives of prominent female leaders in the automotive industry, which will be held in the same event location. The full What Drives Her lineup will be announced mid-January.
- To submit an award entry, [click here](#). To view the full agenda on ANA's website, [click here](#).



## NISSAN TO WARMLY WELCOME MEDIA TO CHICAGO

For more than a decade, the Chicago Auto Show has crafted a program to assist with travel and lodging for a more than 100 A-list media and top-tier influencers as they attend the show's two-day Media Preview. This program is supported by generous sponsorship from Nissan North America. The overall goal is to ensure extensive news coverage of the Chicago Auto Show, while at the same time taking advantage of exclusive discounts on travel and lodging that are only available to the Chicago Automobile Trade Association, producer of the show.



As in the past, the invited media for this program have been identified by show organizers with assistance from multiple automakers. Media and influencers are ranked and identified potential candidates for the program based on audience and strength of media outlet. The actual arrangements are made by G. Schmitz and Associates. All inquiries should go through the Chicago Auto Show communications team.

“Becoming the sponsor of this program shows tremendous strength and confidence in their brands,” said Dave Sloan, Chicago Auto Show general manager. “Nissan is obviously aware that other manufacturers will be making news, but participating journalists won’t be obligated to cover any particular brand. This is something that’s good for the industry, and we congratulate and warmly embrace that kind of thinking.”

## MEDIA PREVIEW FEATURES CONCEPT & TECHNOLOGY GARAGE

Autonomy ... Safety ... Connectivity. With advancements in technology, safety equipment and ever-increasing fuel economy requirements, today’s automobiles are becoming increasingly complex. The Chicago Auto Show’s Concept & Technology Garage gives automotive media a fantastic opportunity to take a deep dive into the latest automotive trends.

“A natural outgrowth of our traditional concept car drive, the Concept & Technology Garage will give local and national media an opportunity to dig deeper into today’s automotive tech,” said Dave Sloan, Chicago Auto Show general manager. “To actually understand how manufacturers implement new systems, that takes time. This event will give journalists the opportunity to really get a handle on all this new technology.”

The Concept & Technology Garage will be held on Wednesday, Feb. 5 from 1 to 3:30 p.m. at McCormick Place. Print, broadcast and electronic media are welcome to attend. Additional details will be sent to registered media. The event will be held in an exhibit hall in McCormick Place. Vehicles and technology displays can be transported directly into the hall.



# FIRST LOOK FOR CHARITY POISED FOR BANNER YEAR

The Chicago Auto Show's 29th annual First Look for Charity black-tie gala will take place on Friday, Feb. 7 from 7-11 p.m. at McCormick Place. Held the evening before the nation's largest auto show opens to the public, First Look for Charity offers car buffs and socialites alike the first chance to see the industry's latest cars, trucks and SUVs while sampling fine fare and crafted cocktails from area restaurants and caterers.



This year, the event is projected to raise more than \$2.5 million for 18 local charities that make a tremendous impact in their communities. Since its inception, this benevolent fundraiser has generated more than \$53 million for Chicago-area beneficiaries.

"First Look for Charity is a tremendous effort put on by the area's new-car dealers, demonstrating the positive impact

that dealers have on their community," said Tony Guido, Chicago Auto Show chairman. "The money that's raised in Chicago stays in Chicago, as all the benefiting charities are involved locally."

This year's beneficiaries include: 100 Club of Chicago; Advocate Health Care; ALS Foundation; Boys & Girls Clubs of Chicago; Catholic Charities of the Archdiocese of Chicago; Catholic Charities of the Diocese of Joliet; Clearbrook; Franciscan Community Benefit Services; Habitat for Humanity; JDRF; Susan G. Komen-Chicago; Ann & Robert H. Lurie Children's Hospital of Chicago; Lydia Home & Safe Families for Children; Misericordia; New Star; Special Olympics Illinois; Turning Pointe Autism Foundation; and Jesse White Tumbling Team.

Additionally, one lucky attendee will walk away with keys to a brand-new 2020 Ford Explorer ST, compliments of Chicagoland's Ford dealers. Tickets and more information can be found at [FirstLookforCharity.org](http://FirstLookforCharity.org). High resolution photos and b-roll from last year's gala can be found in the show's Online Newsroom.

## FIRST LOOK FOR CHARITY BY THE NUMBERS

**150 chefs** will serve attendees at First Look for Charity

**48 food stations** will offer nearly **80 different menu items**

More than **20 different local restaurants** and caterers will prepare and serve **175,000 food samples**

**70 beverage stations**, with more than **145 beverage lines**, will be serving up champagne, mixed drinks, local craft and domestic beer, varieties of wine, soft drinks, coffee and espresso drinks

**1,462 gallons of beer** (650 cases)

**600 gallons of wine** in four varietals (285 cases)

**215 gallons of prosecco** (90 cases)



## MILES PER HOUR HEATS UP FEBRUARY

For the first time, Chicago Auto Show organizers have partnered with the Chicago Area Runners Association (CARA) to host Honda Miles Per Hour, a unique indoor run that guides participants on a 2.4-mile loop through the nation's largest auto show. The event's moniker accurately describes the premise of the run, where participants will cover as much distance as possible within a one-hour timeframe.

*INDOORS - ONE HOUR - RACE THE CLOCK*



“We’re thrilled to partner with CARA to reach the vast Chicago runner community who may not already be thinking about attending the Chicago Auto Show,” said Chicago Auto Show General Manager David Sloan. “This is a great opportunity for us to tap into a new audience, as we’re confident once they see all the show has to offer, they will be amazed and, hopefully, become repeat customers.”

Held on the final Sunday of the show, Feb. 16, runners will complete loops through the large halls of McCormick Place where they can experience the Chicago Auto Show before the masses arrive for one of the show's busiest days. Runners will also have first-rate views of the city skyline as they cross over the Grand Concourse bridge and access to wide glimpses of Lake Michigan through the Lakeside Center's expansive window walls. The loop will include a variety of long straightaways, some unique zig-zags and even an incline as runners ascend the indoor bridge over Lake Shore Drive.

“A lot of indoor runs can be cramped or repetitive, so this is truly a unique and comfortable way to race indoors, especially with the entertainment of the auto show displays to keep runners engaged,” said Greg Hipp, CARA executive director. “Honda Miles Per Hour is a great opportunity to race in the winter without having to battle Chicago weather or icy/snowy conditions.”

At Miles Per Hour, the finish line is what runners make it; run as far as possible within one hour while taking in the latest from the automobile industry. Registration includes a race entry, a ticket to the Chicago Auto Show with early access on race day, a participant T-shirt, a participant medal, free digital photo downloads, access to discounted auto show early access tickets for friends and family, a goodie bag and gear check.

For more information or to register for the Honda Miles Per Hour, visit <https://www.milesperhourrun.com/>.



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## MEDIA CREDENTIAL REGISTRATION

is open. Please visit  
[www.chicagoautoshow.com/media](http://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).