

# 2020 CHICAGO AUTO SHOW

OFFICIAL PRESS KIT



**FEBRUARY 8-17**

**#CAS2020**

# TABLE OF CONTENTS

- 3. Quick Reference Guide
- 4. Chicago Auto Show: History
- 5. Chicago Auto Show: At A Glance
- 6. Media Preview Key Events
- 7. Media Preview
- 8. First Look for Charity
- 9. First Look for Charity: By the Numbers
- 10. High Resolution Photos for Download
- 11. Videos & B-roll
- 12. Words from Executives
- 13. CATA: Producer of the Chicago Auto Show
- 14. CATA: Board of Directors & General Manager
- 15. Media Center Key Contact Information



# QUICK REFERENCE GUIDE

## To the 112th Chicago Auto Show

### MEDIA PREVIEW ★ Feb. 6-7

- Two-day preview hosting more than 3,000 registered media
- Additional 1,000 invited bloggers, digital and social media influencers
- Anticipated 20 vehicle introductions
- Concept & Technology Garage – Feb. 5
- Midwest Automotive Media Association Breakfast – Feb. 6
- Economic Club of Chicago Luncheon – Feb. 6
- What Drives Her Panel Discussion & Luncheon – Feb. 7

### FIRST LOOK FOR CHARITY ★ Feb. 7

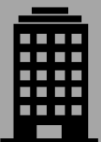
- Black-tie gala held the evening before the show opens its public run
- Chicago's finest single-day fundraiser
- In 2019, First Look for Charity raised nearly \$3 million for 18 local charities, generating more than \$50 million since 1992
- Guests are treated to champagne, wine, soft drinks, world-class hors d'oeuvres and desserts – all while being the first to explore the 2020 show
- Tickets and more information found at [FirstLookforCharity.org](https://www.FirstLookforCharity.org)

### PUBLIC SHOW ★ Feb. 8-17

- Approximately 1 million square feet of exhibit space
- Nearly 1,000 cars, trucks and SUVs on display
- Complete range of domestic and imported passenger cars and trucks, sport utility vehicles and concept cars
- Numerous accessories and auto-related exhibits, competition vehicles, antique and collector cars
- Multiple indoor test tracks and outdoor ride-and-drive opportunities available to attendees



[Online Newsroom/  
Credential Registration](#)



[Hotel  
Information](#)

#### TICKETS



Adults: \$13

Seniors (ages 62+): \$8

Children (ages 7-12): \$8

Children (ages 0-6): Free

#### SPECIAL DAYS



- Sports Team Pride Day: Feb. 10
- Women's Day: Feb. 11
- A Safe Haven Food Drive: Feb. 12-14
- Hispanic Heritage Day: Feb. 14
- Chicago Friday Night Flights: Feb. 14
- Family Day: Feb. 17 (Presidents Day)



[Directions  
& Parking](#)



[Show Map](#)





# CHICAGO AUTO SHOW

## History

First staged in 1901, the Chicago Auto Show is the largest auto show in North America and has been held more times than any other auto exposition on the continent.



2020 marks the 112<sup>th</sup> edition of the Chicago Auto Show. The Chicago Auto Show utilizes more than 1 million square feet of exhibit space within McCormick Place.



The Chicago Automobile Trade Association (CATA) is the nation's oldest and largest metropolitan dealer association. The CATA has produced the Chicago Auto Show since 1935.



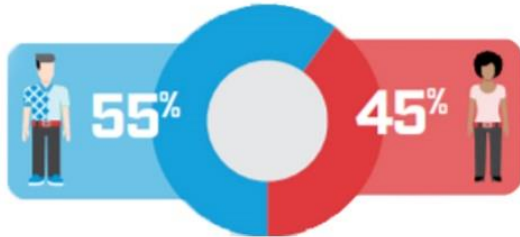
[Visit Website](#)  
[History Section](#)



# CHICAGO AUTO SHOW

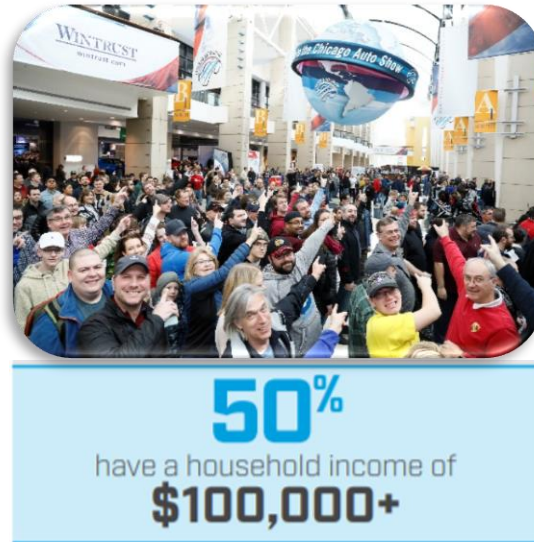
## At a Glance

### PURCHASING POWER



Recent trends show female attendance continues to rise and the gender gap closes.

### WE'RE AN ATTRACTIVE CROWD



### SAVVY SHOPPERS



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

### SHOW OUTPERFORMS IN MILLENNIAL DEMO



### THEY MAKE A DAY OF IT



### TOP 3 REASONS TO ATTEND

"fun and entertaining"  
"see new vehicles"  
"compare and shop"

### INFLUENCING PURCHASE DECISION

**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



[Download Infographic](#)





# 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 in attendance



## ★ Thurs., Feb. 6: MAMA Breakfast

- Opening breakfast to the Chicago Auto Show Media Preview featuring keynote speaker Edward Laukes, group VP of Toyota Division Marketing, Toyota
- MAMA Family Vehicle of the Year and Luxury Family Vehicle of the Year Award Announcement
- Approximately 400 journalists and industry representatives in attendance



## ★ Thurs., Feb. 6: Economic Club of Chicago Luncheon

- Chicago Auto Show Media Preview cornerstone event featuring robust lineup of keynote speakers
- The ECC hosts this luncheon for its members who are leaders at the top of their profession
- Attended by nearly 1,000 journalists, industry representatives and ECC members



## ★ Fri., Feb. 7: What Drives Her Panel & Luncheon

- Fourth annual event to celebrate women who hold leadership roles within the auto industry
- Features dozens of leading women to address pertinent topics related to females with integral roles in the auto industry
- Official event hashtag #WDH2019 garnered 9.7 million impressions and has trended nationally on Twitter the past three years



# MEDIA PREVIEW

February 6-7

## 2019 SNAPSHOT

- More than 3,000 attending journalists representing 1,100 outlets
- Approximately 1,000 additional social media influencers
- 10,000+ total traditional media placements
- \$43.1 million in ad value of media stories generated
- 5 TV specials hosted during show
- 130 fly-in automotive A-list journalists

## SOCIAL MEDIA POWERHOUSE

- Official hashtag was No. 1 trend nationally on Twitter for seven consecutive years
- 50 million+ hashtag impressions annually
- Social media reach exceeding 1.6 billion
- Additional 1,000 social media influencers regularly attend Social Media Preview

## 2020 HIGHLIGHTS

- Anticipated 20 vehicle introductions
- Concept & Technology Garage to feature approximately 30-40 vehicles highlighting automakers' latest concepts, safety technologies and automotive telematics – Feb. 5
- Midwest Automotive Media Association Breakfast – Feb. 6
- Economic Club of Chicago Luncheon – Feb. 6
- What Drives Her Panel & Luncheon – Feb. 7



Official Hashtag  
**#CAS2020**

[Click here for Online Newsroom](#)

[Click here for #CAS2020 Video](#)



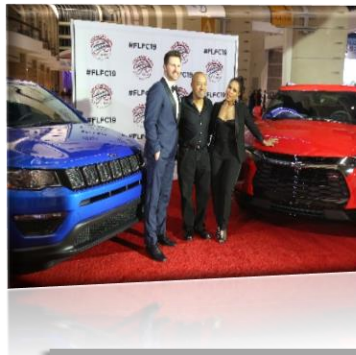
# FIRST LOOK FOR CHARITY

## “Chicago’s Finest Single-Day Fundraiser”

Friday, Feb. 7 | 7-11 p.m.

First Look for Charity stands as one of Chicago’s greatest single-day fundraisers, regularly generating nearly \$3 million for 18 area nonprofits. Held at McCormick place the evening before the Chicago Auto Show opens its public run, the benevolent event is anticipated by socialites and car buffs alike. Guests are treated to champagne, wine, soft drinks, elegant hors d’oeuvres and desserts — all while being the first to explore the annual edition of the nation’s largest auto show. Additionally, gala attendees will have the chance to win a brand new vehicle that will be awarded: a 2020 Ford Explorer ST.

### 2020 Promotional Video



[High Res Images](#)



### Benefiting 18 Local Charities

### Vehicle Giveaways: 2020 Ford Explorer ST





# FIRST LOOK FOR CHARITY

By the Numbers



**29<sup>th</sup>** Annual  
First Look for  
Charity Gala



**1** million+  
square feet of  
exhibit space **&**  
nearly **1,000**  
vehicles on  
display

**1** vehicle  
giveaway   
**2020 Ford  
Explorer ST**

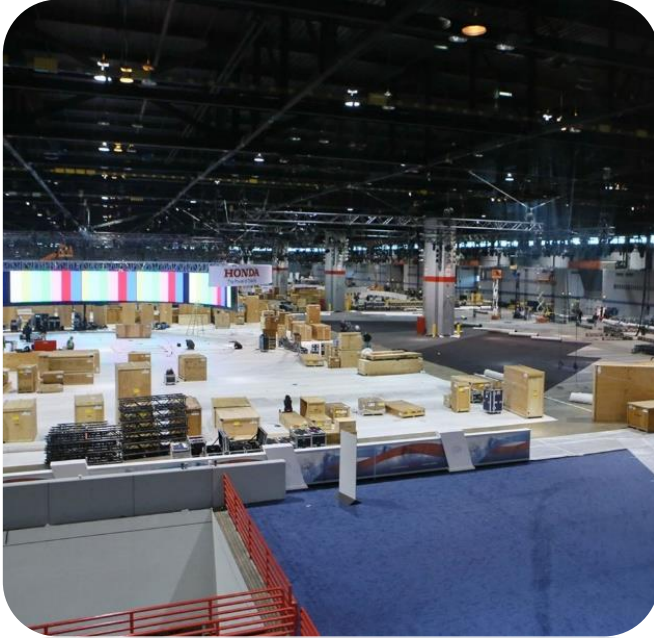
Nearly  
**\$3** MILLION  
**raised**  
for local  
**18** charities  
annually  
More than

**\$50** since its  
MILLION inception  
in 1992

 **60** beverage  
stations  
and  
**40** food stations   
 **140** chefs  
**78** — featuring —  
different menu items  
**Cuisine** supplied by **23**  
different local  
restaurants **&** caterers



# HIGH RESOLUTION PHOTOS FOR DOWNLOAD



★ Move In



★ Media Preview



★ Public Show & Special Events

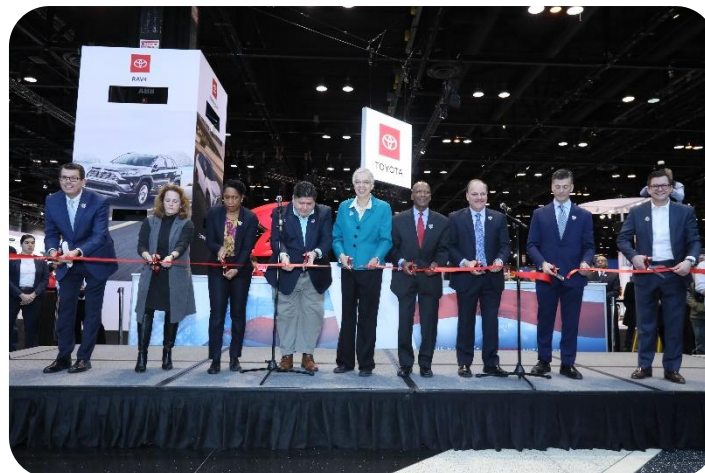




# VIDEOS & B-ROLL



★ 2020 Chicago Auto Show  
Promotional Video

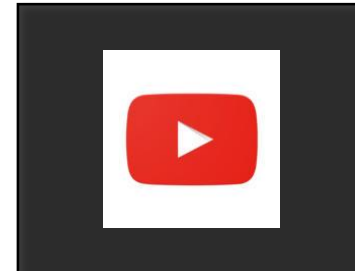


★ HD B-Roll



★ First Look for Charity  
Promotional Video

For More Videos,  
Visit Official  
YouTube Channel





# WORDS FROM EXECUTIVES



“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 Vice President for Sales & Marketing



**TOYOTA**

“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



# CHICAGO AUTOMOBILE TRADE ASSOCIATION

Producer of the Chicago Auto Show

Founded in 1904, the Chicago Automobile Trade Association (CATA) is the nation's oldest and largest metropolitan dealer organization.

The CATA is comprised of more than 400 franchised new-car dealers plus an additional 150 allied members. The group's dealer members employ approximately 19,000 people in the metropolitan area.

The CATA has produced the world-famous Chicago Auto Show since 1935.

For more information on the CATA, visit [cata.info](http://cata.info)

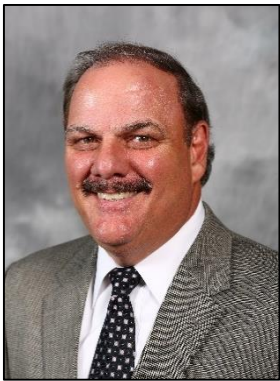


# CHICAGO AUTOMOBILE TRADE ASSOCIATION

## CATA Board of Directors & General Manager

**Tony Guido**

2020 Chicago Auto  
Show Chairman



*Arlington Heights  
Ford*

**Bill Haggerty**

CATA Chairman & 2020  
Chicago Auto Show  
Co-Chairman



*Haggerty Buick  
GMC Haggerty  
Ford*

**Kevin Keefe**

CATA Vice  
Chairman



*Brilliance Honda  
Brilliance Subaru*

**JC Phelan**

CATA Treasurer



*Jack Phelan  
Chevrolet Jack  
Phelan CDJR*

**Jay Hopkins**

CATA Secretary



*Hopkins Ford Elgin*

**Dave Sloan**

President & Chicago  
Auto Show General  
Manager



*CATA President,  
Chicago Auto Show  
General Manager*





# MEDIA CENTER CONTACT INFORMATION



**Mark Bilek**

Senior Director of  
Communications and  
Technology

P: 630-424-6082

[mbilek@drivechicago.com](mailto:mbilek@drivechicago.com)



**Jennifer Morand**

Director of Public Relations  
and Social Media

P: 630-424-6084

[jmorand@drivechicago.com](mailto:jmorand@drivechicago.com)



**Ritzel Velarde**

Communications Specialist

P: 630-424-6016

[rvelarde@drivechicago.com](mailto:rvelarde@drivechicago.com)

## Media Center

The Chicago Auto Show Media Center is located on Level 4 of the North Hall of McCormick Place, *Room N426*.

The Chicago Auto Show Media Center opens at 7 a.m. on Feb. 6 and 7 and at 8 a.m. every other day. Closing times vary by day.

[Online Newsroom](#)

[Media Credential  
Registration](#)

