

OFFICIAL PRESS KIT

2021 “Special Edition” Chicago Auto Show



SPECIAL EDITION

CHICAGO #CAS2021
AUTO SHOW ★★ ★★

July 15–19, 2021

McCormick Place, West Building

ChicagoAutoShow.com



QUICK REFERENCE GUIDE

113th Chicago Auto Show “Special Edition”



July 15–19, 2021
McCormick Place, West Building

ChicagoAutoShow.com



PUBLIC SHOW:

- Thurs. July 15 – Sun. July 18, 9 a.m. – 10 p.m.
- Mon. July 19, 9 a.m. – 8 p.m.

LOCATION:

- McCormick Place, West Building
- 2301 S. Lake Shore Drive, Chicago

TICKETS:

- \$13 for adults
- \$10 for seniors 62+
- \$10 for children 0–12

Tickets available **ONLINE ONLY**. No Box Office at McCormick Place.

KEY FACTS:

- **500,000+ sq. ft.** of exhibit space and interactive activations
- Hundreds of vehicles inside and outside McCormick Place
- The latest automotive **technology and safety** features on display
- Indoor and outdoor **Test Tracks**
- Multiple outdoor **Test Drive** opportunities
- **Street Festival** most nights featuring car culture, food, live entertainment and more
- Produced by the **Chicago Automobile Trade Association** since 1935

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- Multiple outdoor **Test Drive** opportunities
- **Highly Street Festival** featuring car culture, food, entertainment and more
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Connect with us on social media and use the hashtag **#CAS2021**
More Information at www.chicagoautoshow.com



#CAS2021



CHICAGO AUTO SHOW

History

First staged in 1901, the Chicago Auto Show is the longest running auto exposition in North America.



2021 marks the 113th edition of the Chicago Auto Show. The special edition show will move to the West Building and spill out onto Indiana Avenue for a new outdoor element.



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.



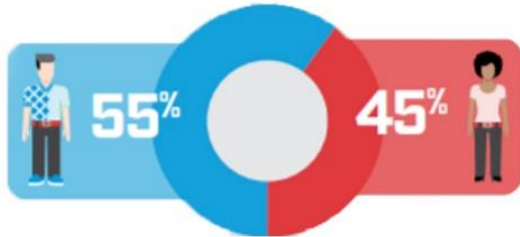
[Visit Website](#)
[History Section](#)



CHICAGO AUTO SHOW

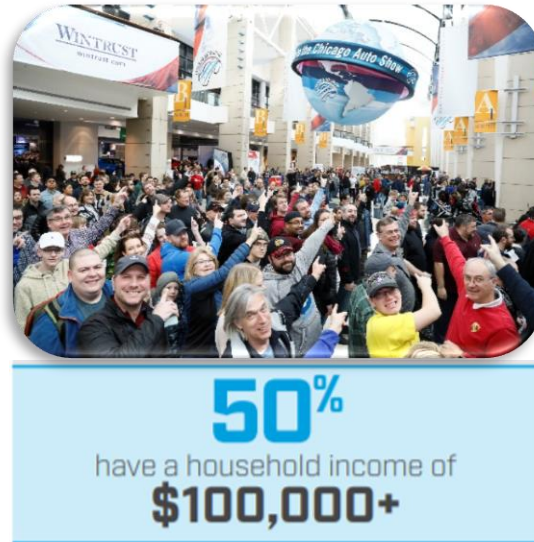
At a Glance

PURCHASING POWER



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

WE'RE AN ATTRACTIVE CROWD



SAVVY SHOPPERS



Roughly 33% participate in test tracks and street drives

SHOW OUTPERFORMS IN MILLENNIAL DEMO



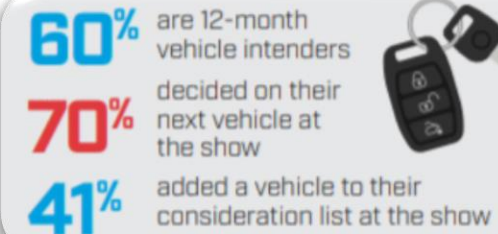
THEY MAKE A DAY OF IT



TOP 3 REASONS TO ATTEND:

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

INFLUENCES PURCHASE DECISION



SHOW'S ECONOMIC IMPACT

The Chicago Auto Show is an important annual event on McCormick Place's calendar due to its direct economic impact. However, that impact goes far beyond the scope of the show for many reasons...

1. In the show's traditional month of February, it's an otherwise quiet month on the city's calendar.
2. Historically secures 10,000 hotel room nights.
3. Delivers significant parking, catering and concession revenue for McCormick Place.
4. Ten-day move-in provides thousands of hours of work for McCormick Place labor.
5. In a 2019 study, Chicago Auto Show attendees generated \$1.65 billion in vehicle sales and \$132 million in state and municipal tax revenue.
6. In a traditional year, the show holds Chicago's largest blood drive and a food drive for A Safe Haven that annually collects 10 tons of food.



MEDIA PREVIEW

Wednesday, July 14



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KEY DETAILS FOR MEDIA:

- The Media Preview is scheduled for Wednesday, July 14, a day prior to the public show opening.
- Credentialed media will be provided early access to capture photography and video of the industry's latest cars, trucks and SUVs and have opportunities to test drive certain makes and models.
- Show organizers will post all news releases to its [Online Newsroom](#) as they become available.
- All show assets – including high resolution video, b-roll and photos – will be available for [download here](#).
- Please tag all posts with #CAS2021 – this will help us find them to share and RT with our followers!
- Download the show's official mobile app (available soon for both Apple and Android) for a one-stop-shop of event listings, exhibitor participation, floor plan, maps and real-time social media feeds.

CONNECT WITH US



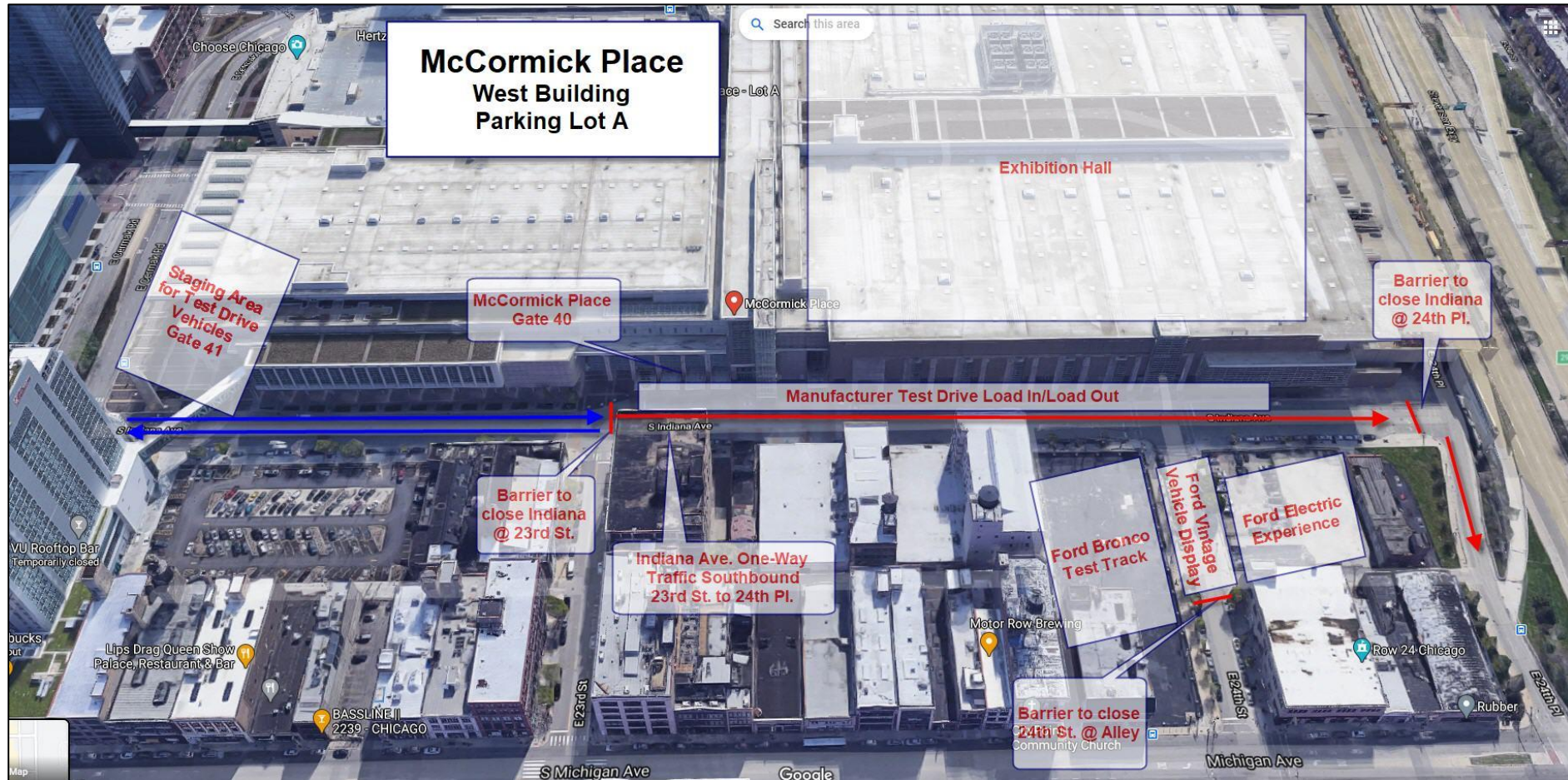
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#CAS2021



2021 MAP

Bird's-eye View



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



CHICAGO AUTO SHOW MANAGEMENT



Kevin Keefe
CATA Chairman



Dave Sloan
Chicago Auto Show General Manager



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