



SPECIAL EDITION

CHICAGO #CAS2021 AUTO SHOW

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July 15-19, 2021
McCormick Place, West Building

ChicagoAutoShow.com

For decades you have asked us, “Why not host the show in the summer?” Well, now that question becomes a reality, so get ready for the Chicago Auto Show Special Edition in JULY! Shorter and with an outdoor element, the 2021 Chicago Auto Show will blend its traditional indoor extravaganza of exhibits and test tracks with exciting outdoor activations and test drive opportunities. In addition, the first four evenings of the show, we’ll add a festival with the Chicago Auto Show Street Fest. So, break out the Bermuda shorts, bring some sunscreen and get ready, it’s going to be an exciting ride!

2021 Chicago Auto Show Media Preview

Just like our Public Show, the Media Preview will be unique. Initially, we planned that the Media Preview would be cancelled to allow for the shortened show calendar. Demand from several automakers who wanted to take advantage of our show to make news made it clear that we needed to incorporate a Media Preview, rather than do virtual reveals. Still, the condensed time frame for move-in made it necessary to have a hybrid Media Preview since the show floor won’t be entirely complete prior to the show opening on Thursday, July 15.

The Media Preview will include traditional press conferences with vehicle reveals and in-depth vehicle walkarounds with brand-new, but not yet available, vehicles. We have also streamlined all activities into one day to better accommodate your busy schedules. One thing that hasn’t changed is how we’ll open the Media Preview. MAMA will host a unique and festive breakfast starting at 8:00 AM on Wednesday, July 14. Weather permitting, the event will take place outside on Indiana Ave. at Gate 40 and feature some of the same food trucks that will participate in the Street Fest portion of the show.

Press activities will commence immediately following and conclude about 2:00 PM. Please note that access to the show floor will be limited. Media will be escorted to and from press events. Private meetings with PR/Executives and photo opportunities with vehicles must be pre-arranged with individual manufacturers.

MEDIA PREVIEW SCHEDULE

Wednesday, July 14

MAMA Breakfast

Jeep Press Conference

Ram Walkaround

Toyota Walkaround

Kia Walkaround

Nissan Walkaround

Lexus Walkaround

VW Press Conference/Lunch

Ford Walkaround

Ford Walkaround X2



2021 Chicago Auto Show Special Edition Public Show

For the first time ever, the Chicago Auto Show will take place in the summer, July 15-19. After months of planning and preparing, this “Special Edition” was the first major event to be approved by city and state officials and will be one of McCormick Place’s first live, in-person events since the pandemic.

“We came up with the concept of a shorter, smaller show and a move to the West Building last year,” said Chicago Auto Show General Manager Dave Sloan. “We wanted to be prepared in the event the pandemic made a 10-day show in February impossible. We knew that coming out of the pandemic this new concept would allow us to experiment with a show significantly different than usual.”



The move to McCormick Place’s West Building and shortened timeframe met two objectives – providing a more pandemic-friendly venue and creating a more-affordable option for exhibitors. A key advantage of the move is the West Building’s immediate proximity to Indiana Ave., which allows exhibitors a better opportunity to host multiple outdoor activations and test drives.

Ford embraced the show’s outdoor space in a big way by adding “Built Wild” and “Built to Electrify” experiences, both making their global debut at the show. Built Wild features a 30,000-sq.-ft. experience where attendees can experience the Bronco family of vehicles. Built to Electrify showcases Ford’s electrified vehicle options. Of course, the Chicago Auto Show will also feature Camp Jeep and Ram Truck Territory. Long-time anchors of the Chicago Auto Show, these fan favorites will feature the new Wrangler 4xe and Ram’s tough trucks.

In addition to the brand-new vehicles that are set to make their global and North American debut at the show, there will be many vehicles on display and/or available for test drives or test track experiences that have never been seen before or are just hitting the market.

Moreover, show organizers are hosting a new outdoor Street Festival the first four evenings of the show, taking place along Indiana Avenue, adjacent from the West Building. The first-ever Chicago Auto Show Street Fest expands the historic Motor Row District turning it into an evening automotive festival featuring the latest vehicles, food trucks, local brews and music. More can be found on the Street Fest [here](#).

DEBUT VEHICLES

Chevrolet Bolt EUV

Chevrolet Bolt EV

Ford Bronco

Ford F-150 Lightning

Ford Maverick

Honda Odyssey

Jeep Wrangler 4xe

Jeep Wrangler 392

Jeep Grand Cherokee L

Jeep Grand Wagoneer

Kia Carnival

Kia EV6

Lexus NX

Nissan Ariya

Nissan Frontier

Nissan Pathfinder

Ram 1500 TRX

Toyota Corolla Cross

Toyota GR 86

Toyota GR Supra

Toyota Sienna

Volkswagen ID.4

Volkswagen Taos

Chicago Auto Show Street Fest

For the first time, the Chicago Auto Show will feature an outdoor street fest featuring today's latest vehicles, food trucks, local brews and music. The street fest will take place the first four evenings of the show, July 15-18, along Indiana Avenue, adjacent from McCormick Place's West Building.

"What a great combination of the Chicago Auto Show's first street fest and the city's historic Motor Row District," said Alderman Pat Dowell. "We're thrilled to host this event in the South Loop and shine a light on the growing number of businesses opening and re-opening here."

"We are very appreciative of the cooperation from Alderman Dowell and McCormick Place officials who have been so accommodating as we bring this special edition auto show to life," said Chicago Automobile Trade Association Chairman Kevin Keefe. "The Chicago Auto Show street fest is a prime example of the cooperation extended to us."

Attendees who visit on the evenings of July 15-18 will be treated to an array of shiny new cars, trucks and SUVs parked along Indiana Avenue; local food from pop-up food trucks and tents including Smoke Daddy, Tuco and Blondie, Connie's Pizza, Monk's Burger Bar, Sausage Fest and Nice Buns; tasty sweets from places like Andy's Frozen Custard, Cookies w/Flavor and A Sweets Girl Cupcakes; local brews from Chicago-based Goose Island; and music by varying local musicians spanning an array of genres.

Test Tracks, A Chicago Favorite

Fan favorites like Camp Jeep and Ram Truck Territory anchor an amazing array of indoor and outdoor test tracks and activations at this year's Special Edition of the Chicago Auto Show. As part of Ford's brand-new

outdoor activations, Built Wild and Built to Electrify allows attendees to experience the capabilities of the all-new Bronco and get behind the wheel of Ford's latest electric the Mustang Mach-E. Additionally, there will be more than a half-dozen test drive opportunities at the show.

"Experiences such as Camp Jeep and Ram Truck Territory are among the top reasons people attend the Chicago Auto Show," said Chicago Auto Show General Manager Dave Sloan. "This year, we've expanded our show outdoors to add even more test tracks like Ford's Bronco off-road course and the immersive Mach-E experience."

Built Wild Bronco off-road course is making its global debut and will feature a 30,000-sq.-ft. experience where auto show attendees can participate in a series of hands-on activations including a thrilling ride in a new Bronco. Built to Electrify also makes its global debut, bringing consumers a 11,000-sq.-ft. experience showcasing how Ford intends to lead the electric revolution in America with a range of vehicles.

Indoors, Camp Jeep features an 18-ft., 35-degree "mountain" where passengers experience the extreme off-road and traction capabilities of Jeep's latest vehicles -- including the brand-new Wrangler. Ram Truck Territory is a 28,000-sq.-ft. ultimate in-truck adventure offering attendees the opportunity to experience the trucks' technology, refinement and capabilities. Riders will tackle "Ram Mountain," a 13-ft. high, 30-ft. long course element with 30-degree approach and departure angles.



Chicago Auto Show Media Access

The Chicago Auto Show will host a one-day media preview on Wednesday, July 14. This Media Preview will feature traditional manufacturer press conferences, new-vehicle walkarounds and drive opportunities. Journalists will not have unlimited access to the show floor, as it will still be under construction. A POP-UP MEDIA CENTER will be provided immediately adjacent to the show floor with power and WiFi internet access.

Media Credentials

Journalists seeking access to the Media Preview on Wednesday, July 14 MUST apply for credentials in advance. Registration requests can be made at <https://www.chicagoautoshow.com/media/>. Approved credentials will be delivered via email. As in years past, a government-issued PHOTO ID WILL BE REQUIRED in addition to your media credential for access to the Media Preview. There is NO ONSITE REGISTRATION.

Social Influencers

During the afternoon hours of Wednesday, July 14, show organizers will hosted a small, highly-vetted group of key influencers who create content for a variety of topics ranging from automotive, technology, family, Chicago lifestyle and events. The influencers will take a GUIDED TOUR and get the chance to capture key elements of the special edition show to showcase to their followers. Influencers are welcome to attend the public show as well, just check in with the Chicago Auto Show Communications Team IN ADVANCE. Requests can be made to [Jennifer Morand](#) or [Mark Bilek](#).

Media Requirements

Because of the shortened time for move in and COVID-19 safety protocols, access to the Media Preview will be extremely limited. Credentials will only be issued to active working media with substantial reach. Media credential requests MUST be approved prior to the Media Preview Day.

Media Preview Show Floor Access

Media Preview hours are 9 AM – 2 PM. ONLY credentialed media and participating exhibitors will be allowed on the show floor. Media WILL NOT be allowed to roam the show floor -- journalists will be escorted to and from media events. Additional activities may take place on Indiana Ave., adjacent to Gate 40 of the West Building.

Hotel Accommodations

We are pleased to announce two new hotel partners for the 2021 Chicago Auto Show. The Hiltons at McCormick Place offers a unique "3 hotels in 1" concept consisting of Hilton Garden Inn, Hampton Inn and Home2Suites. The Marriott Marquis Chicago offers incredible city and Lake Michigan views and is a full-service hotel. Both hotels are immediately adjacent to McCormick Place and connected by skybridge. RATES STARTING AT \$145. Booking info can be found the [Official Hotels](#) page of ChicagoAutoShow.com.

Public Show Access

Media Credentials WILL NOT be valid on Public Days. Media wishing to access the Chicago Auto Show on Public Days (July 15-19) or at any other time must make a request to the Chicago Auto Show Communications Team. Requests can be made to [Jennifer Morand](#) or [Mark Bilek](#).

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