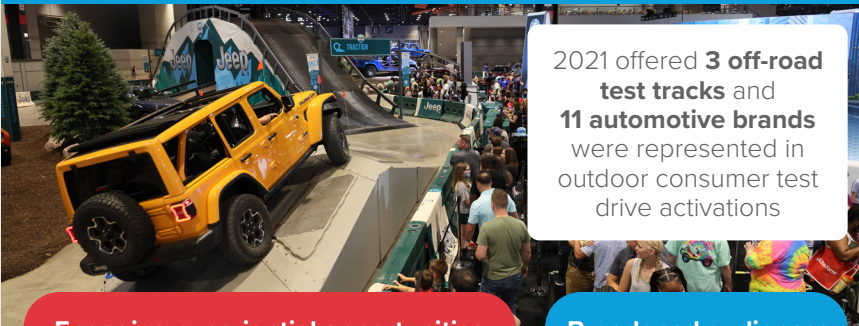


CHICAGO #CAS2022 **AUTO SHOW**

2022 KEY DATES:

Media Preview: February 10 – 11
Concept & Tech Garage: Morning of February 11
First Look for Charity: Evening of February 11
Public Show: February 12 – 21

WIDELY KNOWN AS THE “CONSUMER SHOW”



2021 offered **3 off-road test tracks** and **11 automotive brands** were represented in outdoor consumer test drive activations

Engaging experiential opportunities

Camp Jeep – 17th Year

Ram **Truck Territory**

Bronco **“Built Wild”** Outdoor Track

Ford **“Built to Electrify”** Experience

Volkswagen ID.4 **“Roadshow”** EV Drive

Broadened audiences

New Street Fest drew Millennials



ATTENDEE STATISTICS/DEMOGRAPHICS

Nearly **92%** awareness rate

Attendees continue to be younger and more diverse than the Chicago market population

51% male



49% female



Nearly **80%** of attendees plan to purchase a vehicle within 12 months of the show

START

37% noted that missing brands from the show decreased their likelihood to buy that brand

76% of attendees said their likelihood to buy a hybrid or electric vehicle increased as a direct result of their attendance

37% took a ride on a test track or test drive

60% added a vehicle to their consideration list while at the show



41% subtracted brands from their consideration list

GLOBAL MEDIA EXPOSURE

9,200+ total number of organic traditional news placements (compares to 6,500 in 2020)

131.8 million paid media and digital impressions

Potential organic reach of news and broadcast placements: **12 billion**

\$115.6 million ad value of PR media stories generated (\$60.3 million in 2020)

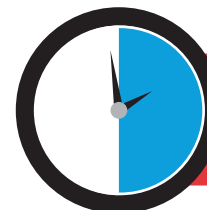


#CAS2021 DRIVES ENGAGEMENT

**169.7 million** social media impressions

@ **118.6 million** social media reach

TikTok Viral TikTok video attracted new audience of auto show attendees for the Street Fest



Average visit

6 hours

(> than 4 hours in 2020)

*Sources: Foresight Research and Meltwater media



2022 PUBLIC SHOW

Saturday, Feb. 12 – Monday, Feb. 21 (Presidents Day)



CORNERSTONE EVENTS

Two-day Media Preview



February 10 – 11

Two-day Media Preview

- Both press days will feature a lineup of news conferences from exhibiting automotive manufacturers. The second press day will have a special emphasis on digital content creators.

Thursday, February 10

Midwest Automotive Media Association (MAMA) Opening Breakfast

- Family Vehicle and Luxury Family Vehicle of the Year Award announcements
- Executive keynote opportunity available

Economic Club of Chicago Luncheon



Economic Club of Chicago Luncheon

- Founded in 1927 to serve as a forum for Chicago's business community, the Economic Club of Chicago (ECC) is one of the city's finest business groups and has a decade-long association with the Chicago Auto Show.
- Executive keynote opportunity available

What Drives Her Panel & Reception



Friday, February 11

Concept & Tech Garage

- Event moves to Friday morning. Manufacturers are invited to showcase concept vehicles, the latest in-vehicle tech and demonstrate new EVs to highly vetted national automotive media outlets, broadcast crews and key digital influencers.

What Drives Her Panel & Reception

- Influential women will come together for the fifth year at the Chicago Auto Show to highlight trends and share personal experiences surrounding the crucial roles that females hold in the automotive industry.
- Brand representative speaking opportunities available

First Look for Charity



First Look for Charity

- The Chicago Auto Show's black-tie fundraiser brings in more than \$2.5 million annually for local charities and has raised more than \$56 million since its inception.
- Attendees are treated to a first glance at the latest vehicles, world-class food and beverages as well as live musical entertainment.

2022 SHOW CONTACTS

Dave Sloan, General Manager
Chris Konecki, Show Operations
Sandi Potempa, Exhibitor Relations
Mark Bilek, Communications & Technology
Jen Morand, Public Relations & Social Media
Jim OBrill, Marketing & Sponsorships

Erik Higgins, First Look for Charity
Bill Haggerty, 2022 Show Chairman
Kevin Keefe, 2022 Show Co-Chairman

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