



CHICAGO AUTO SHOW

#CAS2022



February 12-21

McCormick Place



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QUICK REFERENCE GUIDE

To the 114th Chicago Auto Show

MEDIA PREVIEW ★ Feb. 10-11

- Two-day preview hosting national and local registered media
- Also invite vetted digital and social media influencers with large following
- New-vehicle press conferences held throughout the day
- Midwest Automotive Media Association (MAMA) Opening Breakfast – Feb. 10
- Economic Club of Chicago Luncheon + Keynote – Feb. 10
- Concept & Technology Garage – Feb. 11 (*moves to Day 2)
- What Drives Her event – Feb. 11

FIRST LOOK FOR CHARITY ★ Feb. 10

- Black-tie charity gala held the evening before the show opens to the public
- One of Chicago's largest, single-day fundraisers
- Since its inception in 1992, event has generated more than \$56 million for local charities; on average raises \$3 million per year
- Guests are treated to world-class hors d'oeuvres, champagne, wine, beer, soft drinks, desserts and musical entertainment while getting a "first look" at the Chicago Auto Show
- Tickets and more information found at FirstLookforCharity.org

PUBLIC SHOW ★ Feb. 12-21

- Featuring hundreds of brand-new cars, trucks and SUVs spanning a wide range of domestic and imported manufacturers
- Technology and electric vehicle demonstrations by product specialists
- 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: \$15

Seniors (ages 62+): \$10

Children (ages 4-12): \$10

Children (3 and under): Free

KEY DATES



- Media Preview: Feb. 10-11
- MAMA Opening Breakfast: Feb. 10
- ECC Luncheon: Feb. 10
- Concept & Tech Garage: Feb. 11
- What Drives Her: Feb. 11
- First Look for Charity: Feb. 11



[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.



2022 marks the 114th edition of the Chicago Auto Show. Organizers look forward to opening its doors to consumers once again this February.



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](#)



2022 MEDIA PREVIEW CORNERSTONE EVENTS

★ Thurs., Feb. 10: 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 top-tier journalists, industry representatives and ECC members



★ Thurs., Feb. 10: MAMA Breakfast & Award Ceremony

- Opening breakfast to the Chicago Auto Show Media Preview featuring a keynote speaker (to be announced)
- MAMA Family Vehicle of the Year and Luxury Family Vehicle of the Year Award announcement
- Open to journalists and industry representatives attending the Media Preview



★ Fri., Feb. 11 Concept & Technology Garage

- Journalists take a deep dive into the industry's latest concept vehicles, EVs and new technologies
- Climate-controlled environment; vehicles may be driven at low speeds
- Open to highly vetted top-tier automotive media, broadcast outlets and social media influencers



★ Fri., Feb. 11: What Drives Her Event

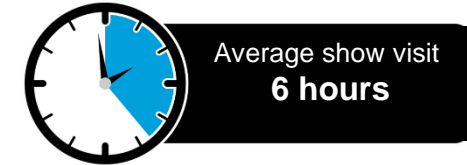
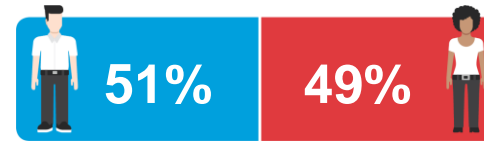
- Taking place for the 5th time, this event provides a forum and networking opportunities connecting females the automotive industry
- Features dozens of leading women to address pertinent topics related to females with integral roles in the auto industry
- Event hashtag has been a top trend on social media in previous years



CHICAGO AUTO SHOW

Public Show Highlights

- High show awareness
 - More than 90% awareness rate among the local population
- Average visit in 2021 was a record-high of 6 hours
 - Increase from 4 hours in 2020
 - Nationally, auto show visits were roughly 45 minutes longer last year
- 78% of attendees plan to purchase a vehicle within a year
 - Increase from 70% in 2020
 - Nearly double the purchase intention rate of the local population
 - Above the average national auto show attendee intention of 74%
- 37% of attendees participated in a test track or test drive during 2021 show
- Nearly split male/female attendee ratio



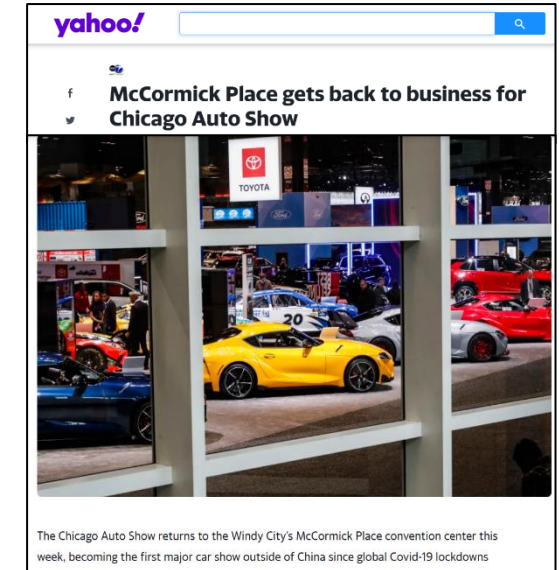
CHICAGO AUTO SHOW

2021 Media + Social Metrics

Media + Social Media Coverage

Strong organic media impact and social media reach

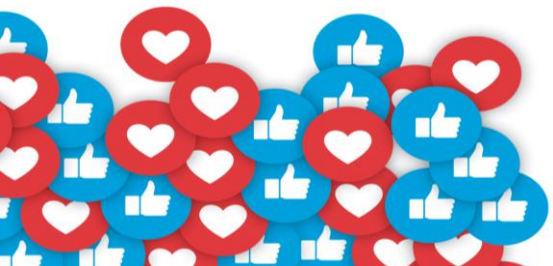
- 9,200+ total number of traditional news placements
(compares to 6,500 in 2020)
- Potential organic reach of news and broadcast placements: 12 billion
- \$115.6 million ad value of media stories generated
(\$60.3 million in 2020)
- 169.7 million social media impressions
- 118.6 million social media reach



Official Hashtag

#CAS2022

[Click Here for Online Newsroom](#)



FIRST LOOK FOR CHARITY

One of Chicago's Largest, Single-day Fundraisers

Returns Friday, Feb. 11 | 7-11 p.m. | McCormick Place

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 Chicago Auto Show. Additionally, gala attendees will have the chance to win one of two brand new vehicles that will be awarded that evening: a 2022 Buick Enclave and 2021 GMC Yukon Denali.

[High Res Images \(2020 Event\)](#)



Benefiting 17 Local Charities



Vehicle Giveaways:

2022 Buick Enclave

2022 GMC Yukon Denali



HIGH RESOLUTION PHOTOS FOR DOWNLOAD



★ Build-up



★ Media Preview



★ Public Show



VIDEOS & B-ROLL



★ [Chicago Auto Show Video](#)



★ [HD B-Roll](#)



★ [First Look for Charity Video](#)

For More Videos,
Visit Official
YouTube Channel



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



Bill Haggerty
Chicago Auto Show Chairman



Kevin Keefe
CATA Chairman



Dave Sloan
Chicago Auto Show General Manager



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