



# CHICAGO #CAS2023 AUTO SHOW

**February 11-20**  
McCormick Place

[ChicagoAutoShow.com](http://ChicagoAutoShow.com)



## 2023 MEDIA PREVIEW SCHEDULE

### Wednesday, Feb. 8 – Off-Site Events\*

<u>TIME</u>	<u>EVENT</u>	<u>LOCATION</u>
1:30 – 3 p.m.	Concept & Technology Garage	McCormick Place West, F2 Hall
5:30 – 7:00 p.m.	Nissan's Windy City Welcome Reception	Level 33, Marriott Marquis
8:00 – 9:30 p.m.	Toyota Grand Highlander World Premiere and After Party	Private Venue

### Thursday, Feb. 9 – Show Floor open 9 a.m. – 5 p.m.\*

<u>TIME</u>	<u>EVENT</u>	<u>LOCATION</u>
7:30 – 9:45 a.m.	MAMA / CATA Breakfast <i>Olabisi Boyle - Vice President, Product Planning and Mobility Strategy, Hyundai Motor North America</i>	Grand Ballroom, S100
10:00 a.m.	Subaru News Conference	Subaru – South Hall
10:45 a.m.	Jeep News Conference	Jeep – South Hall
11:30 a.m.	Hyundai News Conference	Hyundai – North Hall
12:00 – 1:15 p.m.	Economic Club of Chicago Luncheon** <i>Thomas J. Doll, President &amp; CEO, Subaru of America, Inc.</i>	Grand Ballroom, S100
1:30 p.m.	RAM News Conference	RAM – South Hall
2:15 p.m.	New Vehicle Walkaround	Honda – North Hall
4:00 p.m.	Volkswagen News Conference	Revel Motor Row
8:00 p.m. – Midnight	Sweet Home Chicago**	Reggie's Chicago

### Friday, Feb. 10 – Show Floor open 8 a.m. – 2 p.m.\*

<u>Time</u>	<u>Events</u>	<u>Location</u>
8:00 - 9:30 a.m.	What Drives Her Presentation & Awards	Grand Concourse Stage
9:30 - 11:30 a.m.	Association of National Advertisers (ANA) Program & Award	Grand Concourse Stage
9:45 - 11:00 a.m.	BMW Innovators Brunch	BMW – South Hall
9:45 a.m.	Ford Photography "Masterclass"	Ford – South Hall
10:15 a.m.	Toyota Grand Highlander Walk-around	Toyota – South Hall
10:45 a.m.	Stellantis Tour (Chrysler, Dodge, Jeep, Ram, Alfa Romeo)	Stellantis – South Hall
11:45 a.m.	Drive Safe Chicago Awards Presentation	Grand Concourse Stage
11:45 a.m.	Hyundai Technology Demonstration/Walk-around	Hyundai – North Hall
12:15 p.m.	Kia's Early EV Success – Look out, Tesla!	Kia – North Hall
12:45 - 1:15 p.m.	Volkswagen Atlas and Atlas Cross Sport Walk-around & Lunch	Volkswagen – North Hall

Schedule subject to change. Visit [ChicagoAutoShow.com/media](http://ChicagoAutoShow.com/media) for updates. Must be 18 for entry.

\*Pre-registration required. Media credential and government-issued photo ID required.

\*\*Ticket required, available at Media Center information counter.

**MEDIA PREVIEW ENTRY PROCEDURE** - Arrive early! Media can check in at the MAMA Breakfast or at the Media Center. Media will receive a wristband granting access to the MAMA Breakfast and show floor. Please have the following ready at check in:

1. Media Credential QR Code (via email)
2. Name-matching, government-issued ID