



# CHICAGO #CAS2023 AUTO SHOW

February 11-20  
McCormick Place

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



## Hyundai's Boyle Keynotes MAMA Breakfast, Opens Media Preview

The Media Preview for the Chicago Auto Show opens with the Midwest Automotive Media Association (MAMA) Breakfast at 7:30 a.m. on Thu., Feb. 9 with MAMA President Robert Duffer revealing MAMA's Family Vehicle & Luxury Family Vehicle of the Year.

Keynoting the breakfast is Hyundai Motor North America's Vice President, Product Planning and Mobility Strategy Olabisi Boyle. Boyle is responsible for guiding the strategic direction of Hyundai's U.S. vehicle lineup, leading long-range planning, and overseeing market research, business analytics, and advanced pricing. She also leads Hyundai's U.S. mobility strategy, connected car technology, and future innovations. Boyle was named vice president of product planning and mobility strategy in August 2020.



"Hyundai appreciates the value of participating in the 2023 Chicago Auto Show where consumers can explore the wide array of product offerings and the newest automotive technologies all under one roof. I am excited and honored to be kicking off the Chicago Auto Show Media Preview at this year's MAMA Breakfast," said Olabisi Boyle, vice president, product planning and mobility strategy, Hyundai Motor North America.

## Economic Club of Chicago Luncheon Returns with Subaru's Tom Doll

After a two-year hiatus, the prestigious Economic Club of Chicago (ECC) Luncheon returns to the Media Preview of the Chicago Auto Show. Thomas Doll, president & chief executive officer for Subaru of America will be the keynote speaker. As the company's most senior executive, he is responsible for overseeing operations for the entire organization. He is credited with the annual Subaru Share the Love Event, the Subaru Love Promise, the company's vision to show love and respect to all people at every interaction with Subaru, and the philosophy that Subaru is More Than a Car Company.



The ECC Luncheon at the Chicago Auto Show is a cornerstone event of the Media Preview. Past speakers include Bill Ford, Dan Ammann, Jim Press, Henrik Fisker, Ralph Gilles, Jonathan Browning, José Muñoz and Yoshi Inaba. Founded in 1927 to serve as a forum for Chicago's business community, the ECC is one of Chicago's finest business groups and has had a decade-long association with the Chicago Auto Show.

The ECC Luncheon will take place at noon on Thursday, Feb. 9, in the Grand Ballroom at McCormick Place (\$100). It is open to all media attending the Media Preview. Tickets are required and may be requested in the Chicago Auto Show Media Center.

## What Drive's Her to Highlight Second Day of Media Preview

Friday, Feb. 10, will begin with the sixth annual What Drives Her program and awards. The Chicago Auto Show is proud to once again partner with A Girl's Guide to Cars and Women in Automotive to host this female-led program celebrating and honoring the advancements that women are making in the automotive industry. This year's program will focus on "Women Leading the Charge in the EV Revolution." This panel is comprised of Julie Scott, VP of Cars Media, Cars.com; Chris Feuell, Brand CEO, Chrysler; Kathy Gilbert, Senior Director, Minority Dealer and Women Retail, CDK Global; Melissa Washington, SVP of Customer Operations, ComEd; and Linda White, Director of Government and External Affairs, BMW.

The What Drives Her industry award presentation will follow the panel discussion and present the following awards: Rising Star, Best in Craft, Automotive Ally, and Best Retailer. What Drives Her is sponsored by Cars.com and CDK Global. RSVP is required to attend this breakfast program. Please RSVP here:

<https://www.chicagoautoshow.com/social/2023-what-drives-her/>.

## Toyota Miles Per Hour Heats Up the Chicago Auto Show with Indoor Run

Producers of the Chicago Auto Show have partnered once again with the Chicago Area Runners Association (CARA) to host Miles Per Hour, an indoor run that guides participants through a 2.4-mile loop during the 2023 Chicago Auto Show on Sunday, Feb. 12. Sponsored by Toyota, Miles Per Hour appropriately describes the premise of the run: participants will cover as much distance as possible within a one-hour timeframe. After the race, runners will gather in the South Hall's Toyota display for awards, photos and refreshments. The inaugural Miles Per Hour run was held during the 2020 Chicago Auto Show.



"We're thrilled to bring Miles Per Hour back indoors at the Chicago Auto Show and partner again with CARA to reach the vast Chicago runner community who may not already be thinking about attending," said Chicago Auto Show Co-General Manager David Sloan. "This is a great opportunity for us to tap into a new audience, and we're confident once they see all the show has to offer, they will become loyal fans."

Held on the opening Sunday of the show, Feb. 12, runners will compete on a 2.4-mile loop through the halls of McCormick Place where they will receive special early access to the Chicago Auto Show that morning. Participants will have first-rate views of the city skyline as they cross over the Grand Concourse bridge and access to wide glimpses of Lake Michigan through the Lakeside Center's expansive window walls.

"The Toyota Miles Per Hour Run provides one of the most unique running experiences in the country," said CARA Executive Director Tim Bradley. "Running indoors during the winter and finding out how many miles you can run in an hour, is a fun and exciting fitness challenge for runners of all ability levels. The amazing Chicago Auto Show displays make the hour fly by!"

Registration includes a race entry, a ticket to the Chicago Auto Show with early access on race day, a participant t-shirt, a finisher medal, free digital photo downloads, discounted early access tickets for friends and family, a goodie bag and gear check.

For more information or to register for the Toyota Miles Per Hour, visit <https://www.milesperhourrun.com>.

## Sponsors – New and Returning Add Value and Entertainment



Sponsors continue to show their support of the Chicago Auto Show with annual renewals from partners including Cars.com, Powering Chicago, and Wintrust. Joining the show for the first time include Autel, ComEd, and Travel Texas.

Premier partners include returning sponsors Cars.com and Powering Chicago along with new sponsor, Autel. All enjoy category exclusivity, custom branding packages, social media integration, media opportunities and more to help position these brands in front of consumers. It's an opportunity for brands to engage with their core audience while highlighting new products and services.

Based in Chicago, Cars.com increased its longtime partnership to become a 2023 premier partner and continues as the official map sponsor to help show-goers find their perfect match when car shopping. The car-shopping website will also have a branding presence with banners throughout the show and within the new Chicago Drives Electric Track as an official track sponsor. Additionally, Cars.com will highlight its Best of Vehicles for 2023 awards onsite and online.

Powering Chicago returns for 2023 as a premier partner with an all-new EV Learning Center. Powering Chicago represents the labor-management partnership between International Brotherhood of Electrical Workers (IBEW) Local 134 and the Electrical Contractors' Association of Chicago and Cook County. Throughout the show, the learning center will host consumer workshops and stations where attendees can meet with experts. The area will also feature their mobile field trip truck, a 73' semi-truck and trailer outfitted with current and emerging electrical technology, including an EV charger.

New for 2023, Autel joins the show as a premier partner and official charging company of Chicago Drives Electric. Autel provides charging solutions for both residential, commercial, and fleet businesses. They will provide chargers for all the EVs running on the indoor test track along with an interactive exhibit where consumers can learn more about charging technology.

Also new for 2023, ComEd joins as an official sponsor and as the presenting sponsor of the Chicago Drives Electric indoor EV test track. To help customers make informed decisions as they navigate the emergent EV industry, ComEd offers a variety of resources and information including an online toolkit. A team will be present onsite throughout the show.

Joining the show, Travel Texas invites attendees to explore the state's more than 79,000 miles of roads on a virtual road trip. In this choose-your-own-Texas experience, guests will pick from four road trip itineraries to drive behind the wheel of a stationary vehicle. Attendees will be immersed in stunning imagery and road trip planning inspiration, along with opportunities to grab giveaways and enter to win their very own Texas vacation.

Wintrust also returns as an official sponsor and presenting partner of the Supercar Gallery, an area at the show featuring rare, exotic and ultra-high-performance sports cars. As in past years, Wintrust will host a contest on its website and via Chicago Auto Show social channels to give attendees the chance to go behind the glass and see vehicles like Lamborghini, Rolls-Royce, Bentley and more up close with VIP access.

## Three Area Teens Named Finalists in Drive Safe Chicago Contest



Three teens have been selected by the National Road Safety Foundation (NRSF) as finalists in the eighth Drive Safe Chicago public service announcement contest, in partnership with the Chicago Auto Show. Teens from Illinois and surrounding states submitted ideas for a 30-second PSA to help get the word out to empower passengers to speak up when in a vehicle being driven dangerously.

The three finalists are Kennedy Helmkamp, 15, a student at Gillespie High School in Gillespie, Ill.; Brooklin Walker, 17, who attends the Kokomo Area Career Center in Kokomo, Ind.; and Tayler Washington, 17, a student at Merrillville High School, Merrillville, Ind.

Each finalist will work with an Emmy Award-winning producer to transform their PSA submissions into 30-second TV public service announcements. The finished spots will then be published on the Chicago Auto Show's Facebook page, where the public can vote for their favorite through Feb. 8. Winners will be announced at the Chicago Auto Show's media day, Feb. 10. The winner will receive \$2,000 and have his or her PSA shown nationally on Teen Kids News, reaching more than 160 TV stations across the country. The first runner-up will be awarded \$1,000 and the second runner-up will receive \$500.

"We thank the students who are finalists in the Drive Safe Chicago contest for their compelling scripts that we hope will empower passengers to speak up when in a vehicle being driven dangerously," said Michelle Anderson, director of operations, National Road Safety Foundation.

The National Road Safety Foundation has been leading an ongoing nationwide campaign to encourage passengers to speak up. A comprehensive website, at [www.nationalpassengersafety.org](http://www.nationalpassengersafety.org), has been created that contains background information, a tool kit on how to start your own campaign and suggestions for how passengers can interact with a dangerous driver. Statistics from the National Highway Traffic Safety Administration show 62 percent of traffic fatalities nationwide are passengers.

For more information on the Drive Safe Chicago contest, visit: [www.nrsf.org/contests/drive-safe-chicago](http://www.nrsf.org/contests/drive-safe-chicago). For information about the Chicago Auto Show, visit [ChicagoAutoShow.com](http://ChicagoAutoShow.com).

## Four Television Specials Produced from the Floor of the Chicago Auto Show

ABC7 Chicago, WGN9, CBS Chicago and Telemundo Chicago all plan to air live broadcasts from the 2023 Chicago Auto Show. WGN returns with the Motor Week team and John Davis to produce a broadcast that will air during First Look for Charity, on Friday, Feb. 10. The ABC7 Chicago special will air on Saturday, Feb. 11, opening night, and feature interviews with industry executives as well as live reports from the show floor.

"ABC 7, the number one local news source and the most watched television station in Chicago is proud to produce a live special in partnership with the Chicago Auto Show. The 2023 special, which airs on Saturday, Feb. 11 at 6 p.m. will mark the ninth time ABC 7 has produced a live special from the show floor," said ABC 7 President and General Manager John Idler. "ABC 7 has long been a leader in producing local programming and the Chicago Auto Show provides the perfect backdrop to showcase McCormick Place and our capabilities."

## Driving Influence Award Returns, Highlighting Innovative Marketing Efforts

What Drives Her, the Association of National Advertisers (ANA) will present their 2023 Driving Influence Award to one auto manufacturer for their creative and effective influencer marketing campaigns in 2022.

"The ANA is proud to partner with the Chicago Auto Show for a fourth year on the 2023 Driving Influence Award to honor automakers' most creative and impactful influencer marketing campaigns," said Leah Marshall, senior director, influencer marketing at the ANA. "With brands' growing emphasis on reaching GenZennial consumers authentically and creatively, this year's emphasis on campaigns designed to reach BIPOC and LGBTQ audiences couldn't be more aligned with the ANA's goals around inclusive and representative marketing."

In conjunction with the Driving Influence Award presentation, ANA will also host its Influencer Marketing Committee meeting it will host a group of ANA members to learn best practices from other brand marketers.

## Special Events/Displays Highlight Public Show

In addition to the Toyota Miles Per Hour Run, the 2023 Chicago Auto Show will feature a number of special events and a 100,000 sq-ft EV test track and education center. Tuesday, Feb. 14 is designated as First Responder's Day. On Friday, Feb. 17 the Chicago Auto Show will host a local craft beer sampling event called Friday Night Flights – featuring beer sampling for more than 10 local breweries. On the final day, Feb. 20, the show will host Family Day – featuring a number of exclusive family-oriented events, including appearances from the Chicago White Sox and Chicago Wolves promotional teams.

After a successful summertime first run, Chicago Drives Electric thunders onto the floor, boasting a huge indoor EV test track with vehicles from five different manufacturers – BMW, Cadillac, Chevrolet, Nissan and Volkswagen. In addition, ComEd, Powering Chicago and Autel will feature educational displays and have experts on hand to answer questions.

## Sweet Home Chicago Returns!

Returning to the Media Preview calendar is Chicago's popular media and exhibitor party, Sweet Home Chicago. This event, an annual staple, provides media, PR representatives, executives and sponsors a chance to relax and unwind in a casual atmosphere after the hectic day of press conferences and media events. Highlighting the event will be the return of Gold Coast All-Stars as the headliner, thanks to an entertainment sponsorship from Subaru. Other sponsors include Ford, General Motors, G. Schmitz & Associates, Inc., Hyundai, Kia, Lexus, MAMA, Nissan, Stellantis, Toyota, Volkswagen and CATA.



Sweet Home Chicago also returns to a familiar location, Reggie's Chicago – located only a few blocks from McCormick Place and the Hyatt Regency at 2105 S. State St. Shuttle busses will be running from the Hyatt Regency side entrance to Reggie's starting at 8 p.m. This is a ticketed event. Tickets will be available at the Media Center Information desk.

## Chicago Auto Show Media Preview

The 2023 Chicago Auto Show will host a two-day media preview on Thursday, Feb. 9 and Friday, Feb. 10. The Media Preview will feature traditional manufacturer press conferences, new vehicle walkarounds and the opportunity to explore the show floor.

**Media Credentials** - Journalists seeking access to the Media Preview must apply for credentials in advance. There is **NO ONSITE REGISTRATION**. Registration can be found at [www.chicagoautoshow.com/media/](http://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.

**Media Credentials are not valid for First Look for Charity or the Public Show.** Media wishing to access on First Look for Charity and the Public Days (Feb. 11-20) or at any other time must make a request to the Chicago Auto Show communications team. Requests can be made to [Hayley Feichter](#) or [Mark Bilek](#).

**Social Influencers** - Show organizers will host key influencers and create creators for a variety of topics ranging from automotive, technology, family, lifestyle and events on Friday, Feb. 10. Influencers must **REGISTER IN ADVANCE**. Requests can be made to [Hayley Feichter](#). Influencers are also welcomed to attend the public show.

**Concept & Technology Garage** - We invite manufacturers to showcase concept vehicles and demo the latest technologies. It's a great opportunity for media to take a deep dive into the latest electric vehicles, concept cars, safety technologies and automotive telematics. The Concept & Technology Garage will be held on **Wednesday, Feb. 8 from 1 – 3:30 p.m.** in the West Building of McCormick Place. **Media Credentials required.**

**Show Floor Access** - Media Credentials provide the following access to the show floor:

- Media Preview Day 1: 9 a.m. - 5 p.m.
- Media Preview Day 2: 8 a.m. - 2 p.m.

**Media Center** - The Chicago Auto Show will host a **POP-UP** media center adjacent to the show floor on Thursday, Feb. 9 and Friday, Feb. 10. Hours are 7 a.m. - 6 p.m. on Feb. 9 and 7 a.m. - 2 p.m. on Feb. 10. The media center is located in the Grand Concourse between the north and south exhibit halls. A media check-in will be provided, but all credential requests and changes must be made in advance.

**Hotel Accommodations** - The Chicago Auto Show will offer discounted rates at our official hotel – Hyatt Regency McCormick Place. The Media Preview rate is \$163 per night, which includes hi-speed internet as well as free access to the fitness center. Details are available at the [Official Hotel](#) page.

**Parking** - Parking is **NOT** complimentary. For more information on parking and directions to McCormick Place, please visit our [Parking & Directions](#) page.

**Coat Check** - During the Media Preview the Chicago Auto Show provides a complimentary coat check. The coat check is located adjacent to the Grand Ballroom. You will need a media credential to use this room for your belongings. Please note clearly posted closing times.

## MEDIA CONTACTS

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## 2023 MEDIA PREVIEW SCHEDULE

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

<b>TIME</b>	<b>EVENT</b>	<b>LOCATION</b>
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.\*

<b>TIME</b>	<b>EVENT</b>	<b>LOCATION</b>
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.	Honda New Vehicle Walkaround	Honda – North Hall
2:45 p.m.	NASCAR	NASCAR – South Hall
4:00 p.m.	Volkswagen News Conference (invitation only)	Revel Motor Row
8:00 p.m.– 12:00 a.m.	Sweet Home Chicago**	Reggie’s Chicago

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

<b>Time</b>	<b>Events</b>	<b>Location</b>
8:00 - 9:30 a.m.	What Drives Her Presentation & Awards	Grand Concourse Stage
9:30 - 11:30 a.m.	Association of National Advertisers Program & Award	Grand Concourse Stage
9:45 - 11:00 a.m.	BMW Innovators Brunch	BMW – South Hall
9:45 a.m.	Rev Up Your Photography: A Ford Photo Clinic	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.	VW Atlas and Atlas Cross Sport Walkaround & 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

**NORTH HALL**



- MAP KEY**
- PARKING
  - ELEVATOR
  - ESCALATOR
  - RESTROOMS
  - TEST TRACK
  - MARKETPLACE
  - FOOD COURT

**CONCOURSE**



TICKETS – FORD AND SUBARU TEST DRIVES – LEVEL 1

**SOUTH HALL**

**NUMBER IDENTIFICATION**

1. Klaimont Collections
2. CAS History
3. Official CAS Store
4. NASCAR
5. First Look for Charity
6. Furniture Firm
7. Connie's Pizza
8. ComEd
9. T-Mobile
10. Travel Texas
11. Jeeps on the Run
12. Powering Chicago
13. U.S. Marine Corps
14. Connie's Pizza
15. Goose Island
16. U.S. Army
17. IL State Police
18. Illinois Camaro Club
19. Chicago PD / CC Sheriff
20. Child Seat Safety
21. IL Secretary of State
22. Versiti Blood Drive



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