

# CHICAGO #CAS2023 AUTO SHOW

February 11-20  
McCormick Place

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

## LEADING THE WAY BACK FOR AUTO SHOWS, CHICAGO KICKS OFF THE 2023 SEASON

The only major North American auto show to successfully navigate the pandemic, Chicago continues to show marked gains by all measurements. In 2023, Chicago returned to two exhibit halls, grew attendance by 100,000 year-over-year, and hosted a robust Media Preview—all signs of significant growth.

More importantly, the show provided an exceptional platform for exhibitors. Featuring seven indoor test tracks—more than ever in the show's history—and four outdoor test drives, the 2023 Chicago Auto Show was all about attendee engagement. And attendees were fully engaged, with more than 155,000 taking part in test track and test drive activations—roughly 50 percent of attendees!

Cornerstone events returned to the 2023 Chicago Auto Show. First Look for Charity attracted more than 9,000 attendees and raised more than \$2.6 million for 18 local charities. The Media Preview featured three world introductions resulting in more than 13,000 news placements with a potential reach of \$37



billion—in fact, there were more than 2,300 broadcast placements alone. In addition, there were keynote addresses from Hyundai's Olabisi Boyle and Subaru's Tom Doll along with the return of What Drives Her and the ANA Driving Engagement Award. During the public show, events designed to engage new audiences like Toyota's Miles Per Hour indoor run and Chicago Friday Night Flights craft beer sampling returned, each attracting more than 700 participants.

Post show surveys revealed the power of the Chicago Auto Show as a tool for engaging with shoppers. A whopping 77 percent of households attending were 12-month intenders. The average visit was five hours, 60 percent of attendees added brands to their shopping list, and 74 percent said attending the show increased their consideration of an EV or hybrid vehicle. In addition, the show played host to live "auto show special" broadcasts on ABC, CBS, Univision and WGN, which collectively garnered 500,000 impressions.



The buzz translated to social media as well, with the show's hashtag garnering a 160 million reach, content totaling more than 8,500 posts across public platforms and more than 1,000 YouTube videos generated from the show floor. As these metrics demonstrate, the digital lift that comes from the show begins with the anticipation of its opening and then spikes during and directly after the event. Exhibitors continue to reap the benefits of this lift, not just during the 10-day public event, but throughout the entire year via Chicago Auto Show's social media outlets reaching a highly engaged and qualified audience.

All in all, Chicago continued to show the value of an auto show to exhibitors as well as attendees.



## THE 2023 CHICAGO AUTO SHOW CONTINUES ITS STRONG REBOUND, SIGNALING A RETURN FOR AUTO SHOWS

The 115<sup>th</sup> edition of the Chicago Auto Show concluded on Monday, Feb. 20 after a successful 10-day run at McCormick Place that saw a dramatic increase in overall attendance compared to the previous year. The only major auto show not to miss a beat as a result of the pandemic, the Chicago show grew back to its traditional two-hall footprint in 2023 and welcomed more than 300,000 total attendees—100,000 more than the previous year.



“The buzz on the show floor this year was palpable,” said 2023 Chicago Auto Show Chairman Kevin Keefe. “You could just feel the energy and excitement from everyone that the Chicago Auto Show is not only back, but back in a big way. We have kept our eye on the consumer since day one to ensure this show remains a high-quality, fun event for attendees of all ages, and we’re proud to see this strategy paid off,” Keefe continued.

“Not missing a show during the pandemic has proven critical to the momentum we’re enjoying now,” said Chicago Auto Show Co-General Manager Dave Sloan. “The goodwill we generated from the Special Edition Chicago Auto Show we staged in the summer of 2021 continues to pay dividends.”

The longest-running auto show in North America returned to a two-hall footprint this year filled with top-tier exhibits by global automakers, new vehicle introductions that made worldwide or national debuts, a host of interactive exhibits, indoor test tracks and outdoor test drive opportunities.



The 2023 show received significant vehicle introductions, including the 2023 Jeep Wrangler Rubicon 20th Anniversary editions, 2024 Subaru Crosstrek, 2024 Toyota Grand Highlander, 2024 Volkswagen Atlas and 2024 Volkswagen Atlas Cross Sport.

Notable new vehicles at the show included the BMW XM, Cadillac LYRIQ, Chevrolet Blazer EV, Chevrolet Corvette E-Ray, Chevrolet Equinox EV, Chevrolet Trax, Dodge Hornet, Ford Mustang Dark Horse, Honda

**THE 2023 CHICAGO AUTO SHOW CONTINUES ITS STRONG REBOUND, SIGNALING A RETURN FOR AUTO SHOWS (cont.)**

Accord, Honda Civic Type R, Honda CR-V, Honda Pilot, Hyundai IONIQ 6, Lamborghini Countach, Lexus RX, Lexus RZ, Maserati MC20 and Toyota Prius. In addition, concept cars were prominently on display and included the Buick Wildcat, Chrysler Airflow, Dodge Charger Daytona SRT and Ram Revolution.

The show saw support from new and returning sponsors. 2023 premier partners included Autel, Cars.com, and Powering Chicago. Official sponsors included ComEd, NASCAR, and Wintrust.

Whether it's having fun with an off-road experience, learning about the capabilities of a pickup truck or taking an EV for a test drive for the first time, the show's seven indoor test tracks and four outdoor test drive experiences offered more opportunities than ever before for consumers shop, learn and play. Across the 11 ride-and-drive opportunities, the show produced nearly 150,550 in-vehicle driving experiences.

“In speaking with the manufacturers that participated in an indoor test track and/or outdoor test drive, they noted that the total number of rides during our show far exceeded brand expectations,” said Jennifer Morand, Chicago Auto Show co-general manager. “What’s really important is that research proves in-vehicle experiences increase the likelihood of the participant turning into a customer, which is why the nearly 150,550 rides over the course of just 10 days is even more incredible! During the show I heard from a local Chevrolet dealer in the Southwest suburbs who said he had two of the best sales weekends in a long time—a direct impact from the Chicago Auto Show,” said Morand.



The dealer attributed the heightened sales volume to not only the show itself, but everything that comes along with it including media attention, influence and digital awareness.

“We often talk about the ‘digital lift’ that comes along with an auto show; digital and social media are integral to the success and ‘lift’ that brands receive just by being a part of the show,” Morand said. “We work hand-in-hand throughout the year with exhibitors and sponsors to broadcast their content and messaging to our fans and followers through our robust and engaged communities including Drive Chicago Radio on WLS-AM, DriveChicago.com and via both Chicago Auto Show and Drive Chicago social media outlets. When brands invest in our show, they reap the benefits of a year-round partnership, not just during the 10-day event,” Morand added.

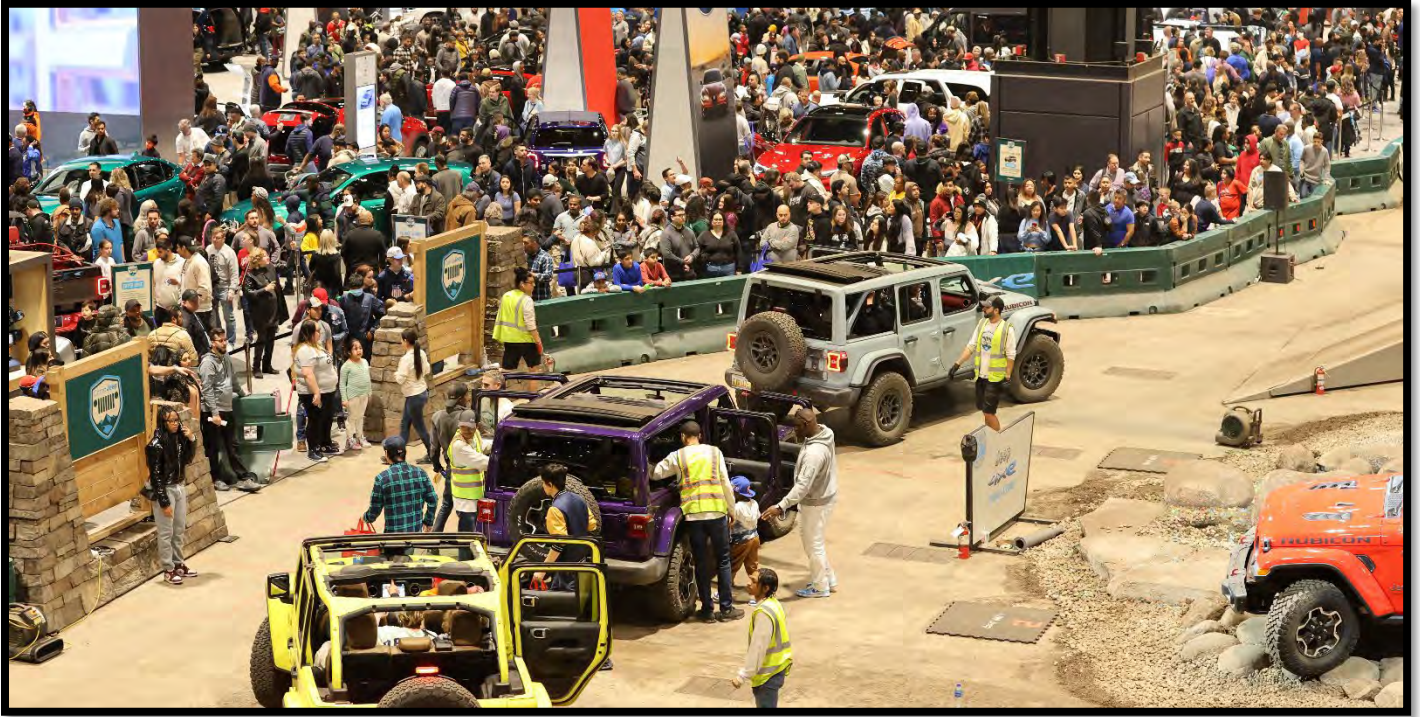
Camp Jeep, which celebrated its 3 millionth rider at the show, featured its popular indoor track where attendees could ride inside a range of the latest models and take on the 28-ft. hill at a 40-degree angle. More than 600,000 Camp Jeep rides have taken place at the Chicago Auto Show, far surpassing any other event where Jeep stages it.

Toyota tackled the four seasons on its electrified indoor track in the Prius, RAV4, Sequoia, Sienna and Tundra. Ram Truck Territory also returned with an indoor test track, an interactive ride experience with a 28,000-sq.-ft. in-truck adventure, to demonstrate the power and capabilities of the Ram Truck.

Hyundai demonstrated the all-electric IONIQ 5 with a brand-new test track right within its display. Ford returned with two indoor test tracks: Built Wild, showcasing the Ford Bronco’s off-roading capabilities, and Built to Electrify, thrilling passengers with the instant speed of the all-electric F-150 Lightning. Chicago Drives Electric made its debut in the form of a 100,000-sq.-ft. track allowing attendees the chance to experience a range of brand-new EVs including the BMW i7, BMW i4, BMW iX, Cadillac LYRIQ, Chevrolet Bolt EV, Chevrolet Bolt EUV, Nissan ARIYA and Volkswagen ID.4.



### THE 2023 CHICAGO AUTO SHOW CONTINUES ITS STRONG REBOUND, SIGNALING A RETURN FOR AUTO SHOWS (cont.)



In addition to the test drives, several exhibits engaged attendees with interactive experiences such as Toyota's Sports Festival, providing a wide range of hands-on Olympic activities for families, and Subaru's National Parks immersive exhibit. The Subaru display came to life with unique scents and sounds and hundreds of live plants that were later donated to a local Chicago greenhouse and USO Great Lakes. A returning fan-favorite experience was Subaru's daily dog adoption, a partnership with Anderson Humane that helped place more than 50 homeless dogs into the homes of show attendees.

The 2023 show also marked the return of fan-favorite specialty events on the show floor. The Toyota Miles Per Hour run hosted more than 500 runners on opening weekend for a 60-minute, 2.4-mile loop through the show floor—even on the Chicago Drives Electric EV track—where participants could record their own miles per hour. Toyota awarded the top three winners for men's and women's times at its post-run celebration in its display; winners clocked in at more than nine miles. Chicago Friday Night Flights, a craft beer sampling event within the show, returned for another round with a total of 10 local breweries on hand. More than 650 attendees purchased tickets to sample craft beers as they took in the show. 2023 marked the third year of the beer sampling event, drawing more than double the crowd from 2020.



This fan engagement and excitement translated to social media, supported by initial Meltwater data that reports the Chicago Auto Show's message reached more than 80 million people and #CAS2023 reached nearly 70 million, just over the last 90 days. Strong engagement is measured between the show and its fans across all social media platforms.

"We're not done yet," said Morand. "We collected a year's worth of content from the show that we'll be sharing with Chicago Auto Show fans on our social media channels until we open next February!"



### MEDIA PREVIEW MAKES NEWS, FEATURES GLOBAL INTRODUCTIONS

With world premieres and keynote addresses from top industry executives, the 2023 Chicago Auto Show Media Preview demonstrated that auto shows remain an effective platform for exhibitors to make news. World premieres from Subaru, Toyota, and Volkswagen bookended press conferences from Hyundai, Jeep and Ram. Hyundai’s Olabisi Boyle spoke at the MAMA Breakfast and Subaru’s Tom Doll keynoted the Economic Club of Chicago Luncheon. What Drives Her and the ANA Driving Engagement Award highlighted the second day of the Media Preview. All in all, more than 1,500 journalists from 750 outlets registered for the two-day Media Preview.





## CHICAGO AUTO SHOW'S WHAT DRIVES HER PROGRAM AWARDS FEMALE AUTOMOTIVE LEADERS

Chicago Auto Show organizers, in partnership with A Girls Guide to Cars and Women in Automotive, held the sixth What Drives Her program during the show's Media Preview on Friday, Feb. 10. Industry leaders from across the country came together for a robust discussion and award recognition ceremony to highlight women in four different categories: Rising Star, Best in Craft Media, Automotive Ally, and Best Retailer. Over the years, the event has welcomed dozens of leading female professionals to the stage to share trends, stories and personal anecdotes of the integral role that women hold in the auto industry.



This year's program, sponsored by Cars.com and CDK Global, brought female executives to the Chicago Auto Show stage to discuss "Women Leading the EV Revolution." The panel was moderated by Cars.com's VP of Cars Media, Julie Scott, and was comprised of four panelists: Chris Feuell, Chrysler brand CEO; Kathy Gilbert, CDK Global senior director, minority dealer and women retail; Melissa Washington, ComEd SVP of customer operations; and Linda White, BMW director of government and external affairs.

"This year's program featured a panel of women who are accomplished in their field and also incredibly inspiring," said Jennifer Morand, co-founder of the What Drives Her program and general manager of the Chicago Auto Show. "The conversation covered a wide range of topics that helped spotlight the influence and purchasing power females have in the EV space."

"In addition to the breadth of themes discussed, it was a privilege to honor some of the industry's top leaders with the What Drives Her awards," continued Morand.

The 2023 winners for each category are as follows:

**Rising Star Award** - Crystal Windham, executive director, global industrial design, General Motors, has built a solid reputation as a change agent and decisive leader with a future focused on automotive creative design. With more than 20 years of world-class experience, she brings forward-leading practices with quick success across multiple business areas. She builds collaborative, cross-functional teams to leverage emerging technologies by bringing a customer-centric focus that can drive the aesthetic and technology vision for products and overall customer experience.

Windham was unable to attend the event; colleague Shauna Sichi, also a Rising Star award finalist, accepted the award on her behalf.

Rising Star finalists included: Natasha Adams, mechanic, YouTube and Instagram influencer; Shauna Sichi, General Motors West Communications; and Crystal Windham, executive director, global industrial design, General Motors.



### CHICAGO AUTO SHOW'S WHAT DRIVES HER PROGRAM AWARDS FEMALE AUTOMOTIVE LEADERS (cont.)

Best in Craft Media Award - Kristin Shaw, freelance writer, is passionate about technology, aviation, and parenting, but cars have taken center stage in her life. She has developed a deep knowledge of the automotive world and an affinity for the people who bring cars to life, sharing her stories at Edmunds, Popular Science, Forbes, U.S. News and World Report, A Girls Guide to Cars, and Airport Improvement magazine on a regular basis, with bylines at Motor1, Car and Driver, The Drive, and more. Shaw has also shared her work about relationships and parenting on national platforms like The Washington Post, the TODAY show, Good Housekeeping, Woman's Day, Cosmopolitan, and The Huffington Post.

"It's my absolute honor to receive this award," said Shaw. "It means a great deal to me to be recognized by my peers not just for my work but for my support of other women in this industry. There is room for all of us!"

Best in Craft Media finalists included: Emme Hall, freelance; Elana Scherr, Car and Driver; and Kristin Shaw, freelance.

Automotive Ally - Jennifer Newman, editor-in-chief, Cars.com, has served as Cars.com family-car expert for more than a decade. A certified child passenger safety technician since 2010, Jennifer created Cars.com's Car Seat Check series and each year delivers the Car Seat Check Honor Roll to help parents and caretakers determine which vehicles will best fit cars seats. She's been featured in numerous media outlets including Good Morning America, Business Insider, USA Today, People.com and Martha Stewart magazine. Not only is she an incredibly accomplished journalist, but an incredible mentor as well. Her nominators noted that they respect and admire the way she cultivates a culture of growth and opportunity on her team of writers and editors, and the way she nurtures the careers of the women who work for her.

"It's an honor to be recognized as an Automotive Ally, especially among such an impressive group of nominees and finalists," said Newman. "I have found a welcoming community of both women and men who have nurtured my own growth in automotive. It's my hope to play a small part in developing the next generation of women in automotive."

Automotive Ally finalists included: Emily Miller, founder, Rebelle Rally; Jennifer Newman, editor-in-chief, Cars.com; and Wendy Orthman, executive director, marketing, Genesis.

Best Retailer - Soledad Romero, store manager, Romeoville Toyota, started in an entry-level position at the dealership during the pandemic. She demonstrated her excellence as a leader and a human being with compassion, pride, integrity and discipline to achieve results. Since she has climbed her way up to the top of management. Romero didn't have any automotive experience when joining the team just two years ago. She leads by example and is willing to help with any department in the dealership. Her team says she handles it all with grace and compassion while leading her team.

"It has been such an honorable moment in my career, to have been recognized and presented with the Best Retailer Award," stated Romero. "To have been classified under a category such as 'Influential Woman in Automotive' has been an incredible experience. Let's continue to support and stand strong behind empowering women who share the same passion for retail in automotive."

Best Retailer finalists included: Gabrielle Abinon, general manager, Fox Valley Volkswagen; Soledad Romero, store manager, Romeoville Toyota; and Carly Weck, finance manager, Elgin Kia.

Founder of A Girls Guide to Cars, and Co-Founder of What Drives Her, Scotty Reiss said "It's exciting to see the connections, brainstorming and enthusiasm that What Drives Her creates— this year more than ever. And to see so many women —and men!—

coming together to celebrate and support each other is truly rewarding and helps to elevate our entire industry."

The What Drives Her program and award ceremony was livestreamed, courtesy of Reuters Events Automotive. The recording can [be found here](#).





## ASSOCIATION OF NATIONAL ADVERTISERS PRESENTS THE 2023 DRIVING INFLUENCE AWARD TO QYOU MEDIA FOR ITS 'OKAY HYUNDAI' TIKTOK CAMPAIGN

The Association of National Advertisers (ANA) presented the 2023 Driving Influence Award to QYOU Media, in partnership with Culture Brands, for Hyundai's 'Okay, Hyundai' campaign during the Chicago Auto Show's Media Preview. The annual award is given to a manufacturer that harnesses the power of influencer marketing to engage automotive customers. This year's award highlighted campaigns with a special emphasis on reaching diverse audiences, and communities, including women, BIPOC and LGBTQ consumers.

To launch the 2022 Hyundai IONIQ 5 and the 2023 Palisade SUV, the team embraced the brand's award-winning OKAY Hyundai umbrella theme to deliver campaign-specific goals of expanded awareness, purchase consideration and audience engagement through culturally relevant content for Black consumers. QYOU Media partnered up with Black creators and influencers to inspire users to take new adventures with two of its flagship vehicles: IONIQ 5, an award-winning and game-changing electric vehicle that fits seamlessly into user's everyday lifestyles, and the enhanced Palisade SUV.

QYOU Media, a media company powered by the Creator Economy, identified 11 Black Creators and, together with Culture Brands, developed a two-phase digital influence campaign. Together, they created a viral campaign for both the ultimate family vehicle and benefits of an electric lifestyle. Creating an interactive social media presence through TikTok, the wide-ranging digital video campaign featured AA communities' top influencers, custom creative, in-house content production and content amplification.

"I want to thank the ANA and the Chicago Automobile Trade Association for recognizing the impact of this campaign," said Glenn Ginsburg, President of QYOU Media. "It was an honor to recognize and celebrate authentic Black voices in a culturally relevant way alongside Culture Brands and Hyundai. It was not only fun and exciting content to watch, but it generated view rates and engagements that surpassed our own expectations."

The campaign produced 10.5 million video views and 523,000 engagements for an overall engagement rate of 4.98 percent on TikTok. One of the main reasons to partner with influencers was to leverage their credibility with their audiences to generate purchase consideration for the vehicles and increase favorability for the Hyundai brand.

"The ANA is thrilled to present the 2023 Driving Influence Award to Hyundai for how they creatively engaged black TikTok

influencers to reposition Hyundai in the eyes of African-American consumers as a sleek, trendy, futuristic vehicle," said Leah Marshall, Senior Director, Influencer Marketing at the ANA.

Past Driving Influence Award recipients include Toyota (Family Trails), Mitsubishi (Kids Talk Safety), Hyundai (Santa Fe Launch), and Honda (Drive Your Fun).





## CHICAGO AUTO SHOW'S FIRST LOOK FOR CHARITY GALA RAISES MORE THAN \$2.6 MILLION

The Chicago Auto Show's First Look for Charity gala brought in more than \$2.6 million to benefit 18 local charities, and two attendees left with the keys to a new vehicle. Held the evening before the auto show opens its 10-day public run, the black-tie benefit raised \$2,606,020, bringing the 31-year total funds raised to more than \$60 million.



"First Look for Charity is one of Chicago's finest one-day fundraisers and we are thrilled to have such a great turnout this year to support the charities," said Kevin Keefe, 2023 Chicago Auto Show chairman. "On behalf of the Chicagoland new-car dealers, we couldn't be prouder to host this benevolent event that directly impacts our communities."

As the name of the event implies, those who attend First Look for Charity are part of the premier viewing of each year's Chicago

Auto Show. Tickets to the fundraiser are \$275 each, and purchasers can elect to have their proceeds equally benefit all participating charities, or any one charity of their choosing. For the event, the auto show floor is replete with live entertainment and a variety of gourmet food and beverage stations.

A highlight of the evening was the drawing for the event's grand prize vehicles: a 2023 Honda CR-V Hybrid and a 2023 Subaru Crosstrek, compliments of the Chicagoland and Northwest Indiana Honda dealers and Chicagoland Subaru dealers.

The first winner, Patty R., Chicago resident and Misericordia supporter, said "First Look for Charity is one of my favorite events! I have been eyeing the CR-V for a few years. [I am] happy to see it is a hybrid and now it's mine!"

Winning the 2023 Subaru Crosstrek was Eddie H. of Chicago. "Thank you to Subaru for donating to such a wonderful charitable event. My family and me are thrilled to be the lucky winners."

The 2023 First Look for Charity beneficiaries include: 100 Club of Illinois; Advocate Health Care; the ALS Association Greater Chicago Chapter; Ann & Robert H. Lurie Children's Hospital of Chicago; the Boys & Girls Clubs of Chicago; Catholic Charities of the Archdiocese of Chicago; Catholic Charities of the Diocese of Joliet; Franciscan Community Benefit Services; Glenwood Academy; Habitat for Humanity; the Jesse White Tumbling Team; Lydia Home & Safe Families for Children; and Misericordia; New Star; Special Olympics Illinois; Susan G. Komen, Chicago; and Turning Pointe Autism Foundation.



### **MIDWEST AUTOMOTIVE MEDIA ASSOCIATION AWARDS 2023 HYUNDAI PALISADE AS FAMILY VEHICLE OF THE YEAR AND 2023 GENESIS GV60 AS LUXURY FAMILY VEHICLE OF THE YEAR**

The Midwest Automotive Media Association (MAMA) named the 2023 Hyundai Palisade as its 13th annual Family Vehicle of the Year, and the 2023 Genesis GV60 as the winner of the fifth annual Luxury Family Vehicle of the Year award during the Media Preview of the 2023 Chicago Auto Show. To qualify for the award, vehicles must have four doors and be new or significantly updated within the past year.

"Our members test a vast array of vehicles throughout the year. For these models to rise to the top says a lot about their quality and value to families," said Robert Duffer, MAMA president.

Other finalists for Family Vehicle of the Year were the 2023 Ford F-150 Lightning and 2023 Hyundai IONIQ5. The 2023 Lincoln Navigator and 2023 Genesis G90 rounded out the luxury category.

"The Palisade continues to impress with its family-friendly capabilities and new driver assistant technologies," said Ricky Lao, director, product planning, Hyundai Motor North America. "The Palisade's enhanced Forward Collision Avoidance, Highway Drive Assist and Remote Smart Parking Assist reinforce Hyundai's commitment to safety."

"We are pleased to have the 2023 Genesis GV60 named Luxury Family Vehicle of the Year by MAMA," said Claudia Marquez, chief operating officer at Genesis Motor North America. "GV60 continues to be well-received by our customers, their families, and industry experts alike. As our first dedicated EV model, GV60 represents a bold step in our move towards a lineup of all-electric vehicles by 2030."



The event also featured keynote speaker Olabisi Boyle, Vice President, Product Planning and Mobility Strategy, Hyundai Motor North America. Boyle sat down with Duffer to discuss the Hyundai brand, its recent accolades, and her role in its success. The conversation also highlighted the electrification of vehicles, car prices, and CAFÉ compliance.

For more information about the Midwest Automotive Media Association and its Family Vehicle and Luxury Family Vehicle of the Year Awards, please visit [www.mamaonline.org](http://www.mamaonline.org).

### **THE CHICAGO AUTO SHOW HOSTS ANNUAL BLOOD AND FOOD DRIVES**

The Chicago Automobile Trade Association (CATA), Chicagoland's new-car dealer association continues to show its care and support to the community by sponsoring Versiti Blood Center of Illinois and A Safe Haven food drive at the 2023 Chicago Auto Show. Emblematic of the new-car dealer members' dedication to the community, the Chicago Auto Show's annual blood drive and food drive each resulted in remarkable success.

Versiti's 2023 Chicago Auto Show Dennis Buckley Memorial Blood Drive ran from February 11-20, during the public run of the show. Dennis Buckley, a former staff member of the Chicago Automobile Trade Association, helped lead the auto show and was a driving force behind the blood drives. After passing away from cancer in 2004, the blood drive was named in his honor. It continues as the largest annual blood drive in the state of Illinois.

This year at the 2023 Chicago Auto Show, the Dennis Buckley Memorial Blood Drive collected an extraordinary 1,047 units of blood. Of the 928 people that registered, 658 of those individuals gave blood for the first time and 370 were diverse donors.



### THE CHICAGO AUTO SHOW HOSTS ANNUAL BLOOD AND FOOD DRIVES (cont.)

“We see a lot of first-time donors at the auto show,” said Amy Smith, Versiti’s Director of Donor Services Operations. “People are coming for the opportunity to look at the cars, but end up giving to a lifesaving mission while they are on the show floor.”

“Out of all of our special event drives, we see the highest amount of first time and diverse donors that come through the auto show,” said Smith. “There is a great mix of diverse communities that come to the auto show and they tend to be the most giving.”

Smith explains that diverse donors are crucial because Versiti “ensures the right blood types and matches as we look at rare patients that need blood in the Black and Brown communities. We are constantly in need of O-Positive and O-Negative types of blood, as only four percent of the Black and Brown communities are giving blood.”

A Safe Haven Foundation helps Chicagoans experiencing homelessness become self-sufficient through housing, healthy lifestyles, and employment. The new-car dealers of the Chicago Automobile Trade Association recognize the importance of helping those in their communities. With that, the Chicago Auto Show partnered with A Safe Haven’s Community Food Pantry that distributes food to families in Chicago.



From February 15 through the 17, individuals who brought three cans of food to the Chicago Auto Show received a coupon of \$5 off a full-price adult ticket. All the food brought was donated to A Safe Haven and will be distributed to families five miles from McCormick Place. Through the kindness of attendees of the Chicago Auto Show, the amount of food collected doubled from last year. This year, seven gaylord boxes were filled to the top. This equates to four tons of food and provides nutritious meals to thousands of families in need.

"A Safe Haven is grateful to the Chicago Automobile Trade Association for their sponsorship of the Chicago Auto Show Food Drive and their continued partnership in addressing the issue of hunger in our community," said Mark Mulroe, A Safe Haven’s president. "Each year, we receive thousands of canned goods to aid our pantry and other local food pantries in North Lawndale. This support helps us ensure that individuals and families experiencing homelessness and food insecurity have healthy meals and do not go hungry!"

"I am so humbled to be part of a group of car dealers that takes pride in giving back to the community and for making all of this possible for more than two decades," said 2023 Chicago Auto Show Chairman Kevin Keefe.

---

## 2024 Chicago Auto Show Dates

*Media Preview – Feb. 8-9*

*First Look for Charity – Feb. 9*

*Pubic Show – Feb. 10-19*

---