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Economic Club of Chicago Luncheon Keynote Volkswagen's Pablo Di Si

The notable Economic Club of Chicago (ECC) Luncheon returns to the Media Preview of the Chicago Auto Show. Pablo Di Si, President & CEO, Volkswagen Group of America; CEO of Volkswagen Brand North American Region will be the keynote speaker. Di Si was appointed President and CEO, Volkswagen Group of America, and CEO, Volkswagen North American Region, effective Sept. 1, 2022. He is responsible for the Group's growth strategy in the U.S., with a portfolio of more than 25 EV models planned by 2030. He assumes leadership for the 20,000+ employees across the region who are helping seize the historic market opportunities across the U.S., Mexico, and Canada.

The ECC Luncheon has become a cornerstone event of the Chicago Auto Show's Media Preview throughout its 20-year history. 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 most prestigious business groups. This year's event will take place at noon on Thursday, Feb. 8 in the Grand Ballroom. Tickets are available at the Media Information Center located at the entrance to the South Hall.

MAMA Breakfast Highlights Pole-to-Pole Electric Drive

The Chicago Auto Show Media Preview will open on Thursday, Feb. 8 with the Midwest Automotive Media Association (MAMA) Breakfast. MAMA President Robert Duffer will announce the MAMA Family Vehicles of the Year and introduce speakers Chris and Julie Ramsey. Husband and wife adventurers, the Ramseys are the first to drive an electric vehicle pole-to-pole, all the way from the 1823 Magnetic North Pole to the South Pole in Antarctica. Their all-electric journey in a Nissan Ariya took 10 months, crossing North, Central and South America and covering more than 30,000km.

ESS Presents: "We can't ignore roadside crashes anymore!"

On a mission to reduce preventable deaths and injuries – globally – from crashes involving disabled and vulnerable vehicles. Emergency Safety Solutions (ESS) will host a panel discussion featuring Dr. Ricardo Martinez, Former NHTSA Administrator, Kirk Steudle, former Director, MDOT; Wiley Deck, former Federal Motor Carrier Safety Admin.; Frank Weith, Director Connected & Mobility Services, Volkswagen of America, Andrew Coetzee, ESS Chief Safety Advocate. The panel will take place adjacent to the Media Center in the South Hall on Thursday, Feb. 8 at 3 p.m.

Sponsors - New and Returning - Add Value and Entertainment



Sponsors show continued support of the 2024 Chicago Auto Show with annual renewals from partners including Cars.com, ComEd, Powering Chicago, NASCAR, and Wintrust. Sponsors joining the show for the first time include AT&T, Volta, Weber, and US ARMY.

"We are thrilled to have Cars.com and Powering Chicago as premier partners of the show once again, and welcome our newest premier sponsor, ComEd, as they power the Chicago Drives Electric EV track," said Jim OBrill, marketing and sponsorship director of the Chicago Auto Show. "All enjoy category exclusivity, custom branding packages, social media integration, media opportunities and more positioning these brands in front of consumers."

"It's an opportunity for these brands to engage with their core audience while highlighting new products and services," OBrill continued.

Chicago-based Cars.com continues as a premier partner of the show with a long history as a show partner. They continue as the official map sponsor to help show-goers find their perfect match when car shopping. They will also have a branding presence on banners throughout the show and within the Chicago Drives Electric track as an official track sponsor. Cars.com will highlight their "Best of Vehicles" for 2024 awards onsite and online, as well as bring expert insights to the show's Facebook Live panels hosted in conjunction with ABC 7 Chicago.

Powering Chicago returns for 2024 as a premier partner, once again bringing its EV Learning Center to the Chicago Drives Electric track. Powering Chicago is the partnership between International Brotherhood of Electrical Workers 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 its mobile field trip truck, a semi-truck and trailer outfitted with current and emerging electrical technology, including an EV charger.

Returning with a larger presence for 2024, ComEd joins the show as a premier partner and presenting sponsor of Chicago Drives Electric. 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. Their team will be present onsite throughout the show adjacent to the EV test track, powered by ComEd.

Wintrust returns for the seventh consecutive year as the 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 their website and via Chicago Auto Show social channels to give attendees the chance to go behind the glass with VIP access and see vehicles up close from brands including Aston Martin, Lamborghini, Rolls-Royce, Bentley, McLaren and more.

Sponsors - New and Returning - Add Value and Entertainment (cont.)

Joining the show for the first time is Volta Charging as the official EV charger of Chicago Drives Electric. Volta is providing chargers to power the electric vehicles as they loop through the indoor test track over the course of the show's 10-day run. Volta's public charging network can be found throughout Chicagoland.

The NASCAR Chicago team also returns to the Chicago Auto Show, this year with the opportunity to drive the Chicago Street Course on new racing simulators. Plus, check in and join their pit stop challenge to win prizes at participating partners around the show, including a chance to win tickets to the festival event weekend taking place July 6-7, 2024. They will also feature two new show cars, a Toyota Camry and Chevrolet Camaro.

Chicago Auto Show Hosts Student Programming at First-Ever Automotive Career Day

For the first time, the Chicago Auto Show will host "Driving Future Leaders: Automotive Career Day" on Tuesday, Feb. 13 from 10 a.m. - 1 p.m." This educational event is geared towards students primarily in secondary education and aims to highlight the vast career opportunities available across the dynamic auto industry.

Programming will feature engaging speakers across a variety of backgrounds—and all within the automotive industry—including marketing, sales, technology, STEM, dealership operations, technicians, and more. A special ticket price of \$10



will be granted to Automotive Career Day attendees. Pre-registration is required.

The special event will kick off with a Teen Innovation Summit, powered by Toyota and Toyota Lexus Minority Owners Dealership Association, featuring a fun and interactive format – including a DJ – to highlight the variety of careers within the industry. The Teen Innovation Summit is produced by an award-winning educational nonprofit organization that helps students from diverse backgrounds to discover and navigate career pathways in creativity, technology and business.

"We are thrilled to partner with the Chicago Auto Show, said Alissa Constable, director of Teen Innovation Summit. "Together we are creating a dynamic environment to learn from leaders and be immersed in innovations in the automotive industry."

Students will also be able to join sessions with speakers from Northwood University and Women in Automotive. The program will conclude with a panel discussion "Career as an Automotive Technician" with representatives from Apple Chevrolet, BMW and the Chicago Automobile Trade Association, producer of the Chicago Auto Show.

Following the sessions, students can enjoy the show, participate in interactive exhibits including test tracks, and speak to representatives from the auto manufacturers and related exhibitors. Students will also be able to participate in structured networking sessions with the participating organizations and representatives onsite.

Seventh Annual "What Drives Her" Award Finalists Announced

Chicago Auto Show organizers, in partnership with A Girls Guide to Cars and Women in Automotive, announced the seventh annual "What Drives Her" networking event and awards program, presented by Nissan.

Once again bringing together influential women in the automotive industry, What Drives Her, to take place on Feb. 8 during the show's Media Preview, will recognize women who are changing the auto industry from the inside and the advocates who help make change happen. Additionally, this year's program will have a special focus highlighting new data around female-driven automotive shopping trends and influence.

The event will open with a panel discussion "What Drives Her...To Buy a Car," moderated by Kathy Gilbert, senior director minority dealer and women retail, CDK Global and founding board member, Women in Automotive. Panelists will include Amy Emmatty, CRO, Productions Plus; Trudy Hardy, vice president and region Americas head, BMW Motorrad; and Trisha Jung, senior director for EV strategy and transformation, Nissan.

What Drives Her Awards

Following the panel discussion, event organizers will present the third annual What Drives Her awards to recognize and application outstanding females and advocates in the industry. Nominations have been submitted from individuals within the industry ranging from auto manufacturers, suppliers, media and new-vehicle retailers. The panel of distinguished jurors are made up of female automotive journalists. The finalists in each award category are as follows:

Industry Trailblazer: Employed by an automaker, auto retailer or core automotive supplier; job title no higher than vice president; works primarily in North America; she may be notable for her empowerment of others, her breaking down of barriers that allows others to follow, her pursuit of non-traditional roles or jobs, her leadership, and taking on additional roles such as leading an employee resource group or mentoring program.

Top Three Finalists:

- Ashwini Balasubramanian, general manager, advanced engineering, Harley Davidson Motor Company
- Olabisi Boyle, vice president, product planning and mobility strategy, Hyundai Motor North America
- Laurie Transou, chief program engineer, Ford Motor Company
- Other nominees include Kathy Gilbert, Shelley Pratt and Felicia Rey.

Best In Craft Media: Employed as a full time or part time North American journalist, content creator or media with a focus on the automotive industry; demonstrate general excellence of craft; create work that illuminates the role of women in the automotive industry or, through voice and narrative, create more accessible automotive information and more inclusive automotive storytelling.

Top Three Finalists:

- Abigail Bassett, freelance journalist, podcast host
- Jill Ciminillo, automotive content creator, Rebelle Rally competitor, NACTOY juror, WWCOTY juror
- Elana Scherr, senior features editor, Car and Driver
- Other nominees include Elizabeth Blackstock, Jan Griffiths, Mercedes Lilienthal, Chaya Milchtein, Connie Peters and Brenda Priddy.

Seventhth Annual "What Drives Her" Award Finalists Announced (cont.)

Automotive Ally: The Automotive Ally Award recognizes an individual who offers continual support, coaching, advocacy, education and understanding, helping to create opportunities for others as they build their careers in automotive. This award is open to any executive, leader, manager or other person inside or outside the auto industry and reflects the impact that this person has on the industry, for both individuals and organizations.

Top Three Finalists:

- Dean Case, communications consultant
- Wendy Orthman, executive director marketing, Genesis Motor America
- Cheryl Thompson, founder, Center for Automotive Diversity, Inclusion and Advancement
- Tammy Horner of CDK was also nominated.

Best Retailer: Employed by a Chicago-area dealership, this person demonstrates a high level of commitment and drive to any task at hand, whether that's in sales, service or technical support.

Top Three Finalists:

- Gabrielle Abinion, general manager, Fox Valley Buick GMC/Volkswagen
- Amanda Pickett, BDC manager/ finance manager, Advantage Chevrolet Bridgeview
- Jennifer Tonelli, controller, Mike Anderson Chevrolet of Merrillville
- Other nominees include Holly Altier, Brittany Baker, Kaitlynn Barg, Catherine Christensen, Analisa Cupello, Kelly Donku, Mikayla Finley, Klaudia Ksiazek, Olga Martinez, Kimberly Munoz, Janelle Najar, Valerie Nazimek, Angel Pieniazek, Kimberly Quintero, Lauren Schweinert, Paige Seely, Lindsay Valladares, Dina Vogt, Maggie Webb and Carly Weck.

The awards will be presented during the Chicago Auto Show's Media Preview on Thursday, Feb. 8 Attendees are encouraged to use event hashtag #WhatDrivesHer when posting on social media. The What Drives Her program and awards ceremony, presented by Nissan and sponsored by CDK Global, will also be livestreamed on the Chicago Auto Show Facebook page.

Special Days & Events Highlight 10-Day Public Show

In addition to Automotive Career Day on Feb. 13, the 2024 Chicago Auto Show will feature a number of special events and a 100,000 sq.-ft. EV test track and education center. Sunday, Feb. 11, will open with the Toyota Miles Per Hour Run as well as offer discounts to attendees donning sporting apparel from their favorite teams as a part of Game Day at the Chicago Auto Show. Wednesday, Feb. 14 is designated as First Responder's Day (military and first responders receive complimentary access and accompanying friends and family receive a discount). On Friday, Feb. 16, Chicago Friday Night Flights , a local craft beer sampling event, returns for another round and will feature 10 local breweries. On the final day, Monday, Feb. 19, 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.

Returning for the second year, Chicago Drives Electric thunders onto the floor, boasting a huge indoor EV test track with vehicles from nine different manufacturers – BMW, Cadillac, Chevrolet, Ford, Kia, Lucid, Nissan, Tesla 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. Sponsors include Ford, General Motors, G. Schmitz & Associates, Inc., Hyundai, Kia,



Lexus, MAMA, NAVS, Nissan, Subaru, Toyota, Volkswagen and the Chicago Automobile Trade Association.

Sweet Home Chicago will be held from 8 p.m. to midnight at Pizano's Pizza & Pasta, 2106 S. Indiana Ave., Chicago, IL 60616 – located only a few blocks from McCormick Place. 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 Information Counter located at the South Hall entrance.

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 tenth annual 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 Riley Wilds, 17, a student at the Career Academy in Ft. Wayne, IN; Carlyale Kiel, 18, who also attends the Career Academy in Ft. Wayne; and Texas Maki,

16, a student at Pewaukee High School in Pewaukee, WI.

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 posted 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 on Feb. 9. The winner will receive \$2,000 and will be featured with his or her PSA on nationally-syndicated 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're excited to see the Drive Safe Chicago finalists' ideas turned into compelling messages that we hope will empower passengers to speak up when in a vehicle being driven dangerously," said Michelle Anderson, director of operations at National Road Safety Foundation.

The National Road Safety Foundation has been leading an ongoing nationwide campaign to encourage passengers to speak up. A website, at www.nationalpassengersafety.org, has background information and suggestions for how passengers can interact with a dangerous driver. Statistics from the National Highway Traffic Safety Administration show 26 percent of traffic fatalities nationwide are passengers. For more information on the Drive Safe Chicago contest, visit: www.nrsf.org/contests/drive-safe-chicago. For information about the Chicago Auto Show, visit ChicagoAutoShow.com.

Chicago Auto Show Media Preview Information

<u>Media Credentials</u> - Journalists seeking access to the Media Preview must apply for credentials in advance. There is **NO ONSITE REGISTRATION**. Approved credentials will be mailed out prior to the show and also available for pickup at the show. 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. Broadcast Media wishing to access First Look for Charity make a special request to the Chicago Auto Show communications team.

Public Show & Early Access: Media wishing to access the show floor during the public show or prior normal show opening must contact the Chicago Auto Show communications team prior to arrival. Requests can be made to Hayley Feichter or Mark Bilek.

<u>Social Influencers</u> - Show organizers will host key influencers and content creators for a variety of topics ranging from automotive, technology, family, lifestyle and events on Friday, Feb. 9. Influencers must **REGISTER IN ADVANCE**. Requests can be made to <u>Hayley Feichter</u>. Influencers are also welcome to attend the public show.

<u>Concept & Technology Garage</u> - We invite manufacturers to showcase concept vehicles and demo the latest automotive technologies. It's a great opportunity for the 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. 7 from 1:30 – 3:30 p.m.** in the North Building of McCormick Place. **Media Credentials are required for entry**.

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

- Media Preview Day 1: 8 a.m. 5 p.m.
- Media Preview Day 2: 8 a.m. 2 p.m.
- Public Days: 10 a.m. Varying Closing Times (Must check in at Show Office, S401C in advance.)

<u>Media Center</u> - The Chicago Auto Show will host a **POP-UP** media center on the show floor on Thursday, Feb. 8 and Friday, Feb. 9. Hours are 8 a.m. - 5 p.m. on Feb. 8 and 8 a.m. - 2 p.m. on Feb. 9. 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 \$168 per night, which includes hi-speed internet as well as free access to the fitness center. Details are available at the Official Hotel page.

<u>Parking</u> - Parking is **NOT** complimentary. For more information on parking and directions to McCormick Place, please visit our <u>Parking & Directions</u> page.

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

MEDIA CONTACTS

Mark Bilek

Senior Director of Project Management

F - mbilek@drivechicago.com

Hayley Feichter

Communications & Marketing Manager

E – hfeichter@drivechicago.com

MEDIA DESK: (630) 424-6016

2024 Media Preview Schedule

Wednesday, Feb. 7 - Off-Site Events

<u>TIME</u> <u>EVENT</u> <u>LOCATION</u>

1:30 – 3:30 p.m. Concept & Technology Garage McCormick Place, North Hall
5:30 – 7:00 p.m. Nissan's Welcome Media Reception* ABC Building, 330 E Cermak Rd.

Thursday, Feb. 8 – Show Floor open 8 a.m. – 5 p.m.

<u>TIME</u> <u>EVENT</u> <u>LOCATION</u>

8:00 – 9:45 a.m. MAMA / CATA Breakfast Grand Ballroom, S100

Chris and Julie Ramsey - Nissan ARIYA 'Pole to Pole Electric Vehicle Expedition'

9:40 – 10:00 a.m. ComEd EV Rebate Announcement Chicago Drives Electric Track

10:10 – 10:40 a.m.Ford Vehicle WalkaroundFord10:45 – 11:15 a.m.Kia Press ConferenceKia11:20 – 11:50 a.m.Honda & Motocompacto WalkaroundHonda

12:00 – 1:15 p.m. Economic Club of Chicago Luncheon** Grand Ballroom, S100

Pablo Di Si, President & CEO, Volkswagen Group of America; CEO Volkswagen Brand North American Region

1:30 – 2:00 p.m. Acura Vehicle Walkaround Acura

1:30 – 3:00 p.m. What Drives Her Program & Awards, presented by Nissan Special Events Area

Panel: "What Drives Her...To Buy a Car"

Panelists: Amy Emmatty, Productions Plus; Kathy Gilbert, CDK Global; Trudy Hardy, BMW; and Trisha Jung, Nissan

Awards: Automotive Ally, Best in Craft Media, Best Retailer, Industry Trailblazer

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3:00 – 4:30 p.m. BMW Innovator Reception (ticketed event) BMW

3:00 – 3:30 p.m. Emergency Safety Solutions: "We can't ignore roadside crashes anymore!"

Presentation & Panel: Dr. Ricardo Martinez, Former NHTSA Administrator, Kirk Steudle, former Director, MDOT; Wiley Deck, former
Federal Motor Carrier Safety Admin.; Frank Weith, Director Connected & Mobility Services, Volkswagen of America, Andrew Coetzee,
ESS Chief Safety Advocate

3:40 – 3:55 p.m.	Bosch Power Tools: "What Hard Workers Deserve"	Special Events Area
4:00 – 4:20 p.m.	Drive Safe Chicago Award	Special Events Area

4:30 – 4:50 p.m. NASCAR Chicago Press Conference Toyota 8:00 p.m. – Midnight Sweet Home Chicago** Pizano's

Friday, Feb. 9 - Show Floor open 8 a.m. - 2 p.m.

<u>Time</u>	<u>Events</u>	<u>Location</u>
9:15 – 9:30 a.m.	Ford Vehicle Walkaround	Ford
9:30 – 10:15 a.m.	Volkswagen News Event & Brunch	Volkswagen
10:15 – 10:30 a.m.	Toyota Vehicle Walkaround	Toyota
10:30 – 10:45 a.m.	Lucid Vehicle Walkaround	Lucid – CDE Track
11:00 - 11:30 a.m.	Weber LLC Innovation Showcase	Weber

Schedule subject to change. Visit ChicagoAutoShow.com/media for updates. Must be 18 for entry.

MEDIA PREVIEW ENTRY PROCEDURE - Arrive early! Media can check in at the MAMA Breakfast or at the Media Information Counter (South Hall Entrance). Along with your printed credential, media will receive a wristband granting access to the MAMA Breakfast and show floor. Please have your name-matching, government issued ID ready for wristband verification.

^{*}Pre-registration required. Media credential and government-issued photo ID required.

^{**}Ticket required, available at Media Center Information Counter (South Hall Entrance).

