

CHICAGO AUTO SHOW

ChicagoAutoShow.com



2024 CHICAGO AUTO SHOW CONTINUED STRONG PRESENCE FOR 116TH EDITION

The 2024 Chicago Auto Show came to a successful close on Monday, Feb. 19, after a 10-day run at McCormick Place. The 116th edition of the show welcomed nearly 260,000 guests to experience the latest cars, trucks and SUVs, automotive technology and electric vehicles.

The 2024 show featured an array of vehicles, new to show attendees, including the world debut of the 2025 Kia Carnival and 2025 Kia K5. Lucid and Tesla both made a first-time Chicago Auto Show debut and Mazda returned, courtesy of Napleton Auto Group. Fans of Mazda were thrilled the full lineup was featured at the show, after a brand absence of a few years. Other notable new vehicles at the show included the Buick Envision, Cadillac Escalade IQ, 2025 Chevrolet Equinox, 2025 Chevrolet Traverse, Ford Explorer, Ford Mustang Mach-E Bronze, GMC Hummer Earthcruiser, Nissan ARIYA Pole to Pole, Nissan Frontier Forsberg, Tesla Cybertruck, Toyota Land Cruiser and Volkswagen ID.Buzz.



Three indoor test tracks graced the show floor. Ford's "Built Wild" track featured the Bronco family of vehicles and gave attendees the thrill of conquering "Bronco Mountain," a 38-degree hill inside of the show. Hyundai offered rides in a trio of EVs including the Kona Electric, IONIQ 5 and IONIQ 6. Chicago Drives Electric's indoor EV track, powered by ComEd, returned featuring nearly double the number of brands over the previous year. The popular track offered 20 different EVs for attendees to experience from brands including BMW, Cadillac, Chevrolet, Ford, Kia, Lucid, Nissan, Tesla and Volkswagen.

"Perhaps what sets our show apart most is that we've never shifted our focus away from the consumer; the attendees drive our strategy to produce an event that's fun, engaging and informative, as research shows that, annually, roughly half of people who attend the Chicago Auto Show are in the market to purchase a new vehicle within one year," said Chicago Auto Show General Manager Jennifer Morand.



Even despite the headwinds producers initially faced given the late Stellantis exit—due to cost-cutting efforts in the wake of the UAW strike—the 2024 show only experienced a slight decrease in attendance over the previous year.

“We’re hopeful this was a one-year decision, and that Stellantis brands will return to the 2025 Chicago Auto Show,” said 2024 Chicago Auto Show Chairman JC Phelan. “The fans deeply missed the presence of these iconic brands this year.”

Furthermore, third-party research shows that when brands don’t participate in the Chicago Auto Show, 75% of attendees report being less likely to purchase from an absent brand when looking for it at the show.

Along those lines, brands that were present had an increased opportunity to gain conquest sales. The lines at Ford’s “Built Wild” experienced record-breaking numbers, with the wait time nearly three hours long on more high-trafficked days.

Between the show’s three indoor test tracks and three outdoor test drive experiences by Ford, Kia and Subaru, the show produced more than 80,000 in-vehicle driving experiences. Of the experiences, nearly 70% of attendees said their opinion of an electric vehicle improved after experiencing one at the show; 53% are now more likely to purchase an EV due to experiencing it at the show; and 50% of all attendees who took an outdoor test drive are now more likely to purchase from a brand they drove or rode along in.

This year’s themed days and special events drew in large crowds and new audiences to the show. The Toyota Miles Per Hour run once again provided a unique twist for a winter race in Chicago—at 72 degrees indoors McCormick Place! Held inside the Chicago Auto Show and organized by the Chicago Area Runners Association, 650 runners paced a 60-minute run through the show floor for participants to 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 10 miles.



Also returning to the show was the popular Chicago Friday Night Flights craft beer sampling event. More than 600 attendees sampled 20 different craft beers from local breweries.

And new to the programming this year, the inaugural Automotive Career Day hosted more than 1,400 students for a lively morning filled with educational panels, networking and a career fair of local automotive employers.

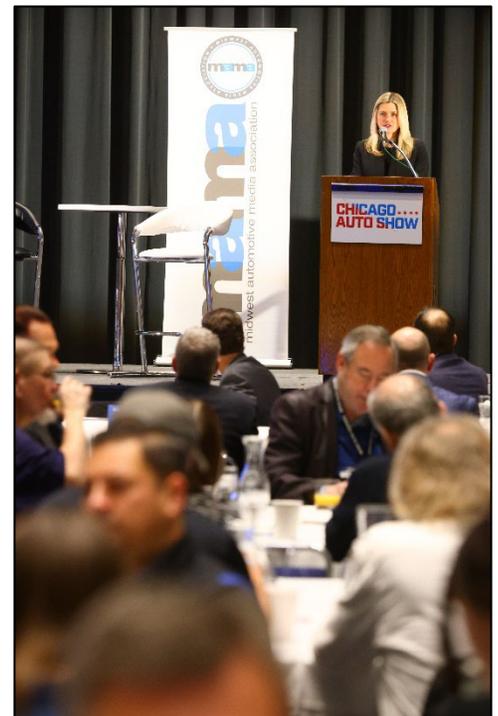
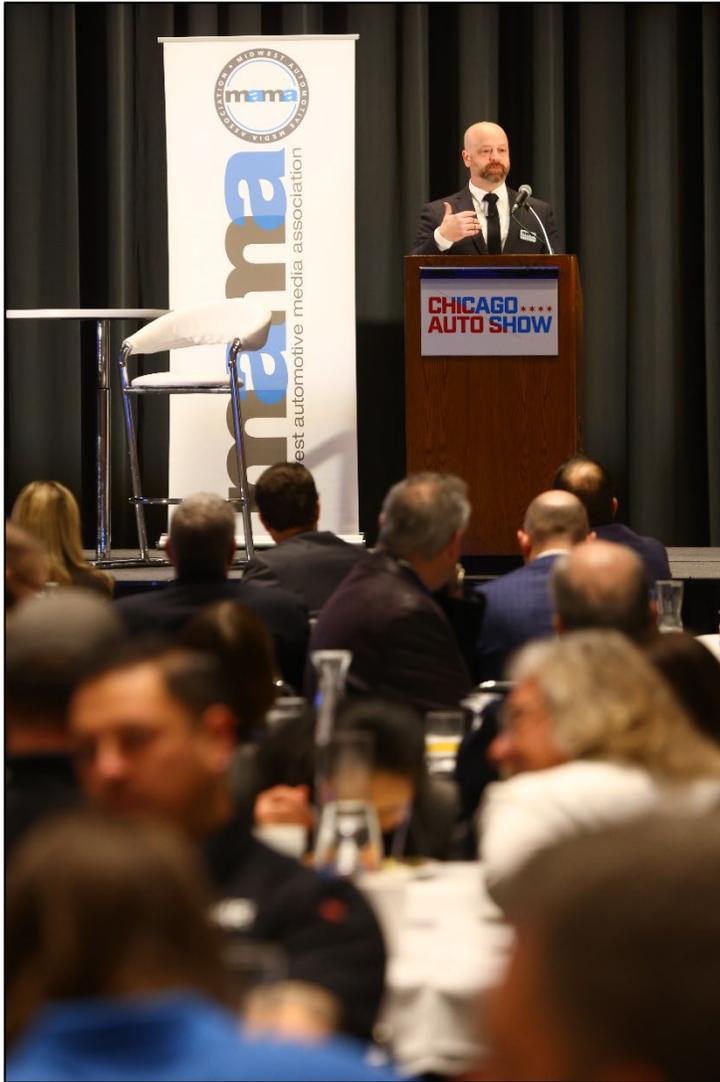
“There are so many career opportunities within the auto industry, and the Chicago Auto Show is the perfect backdrop to be able to make those connections to young people,” said Morand. “The 2024 first-year event was a success, and the wheels are already in motion to make the Automotive Career Day event even bigger and better for next year!”

The show saw fan’s engagement translate to social media as well. Initial Meltwater data reports the Chicago Auto Show’s message reached more than 83 million over the last 90 days. Strong engagement is measured between the show and its fans across all social media platforms.

Finally, the show saw support from new and returning sponsors. 2024 premier partners included Cars.com, ComEd and Powering Chicago. Official sponsors were AT&T, U.S. Army, Volta Charging—a member of the Shell Group—and Wintrust. Additional show sponsors included Bosch Tools, Furniture Firm, NASCAR and Weber.



MEDIA PREVIEW - MIDWEST AUTOMOTIVE MEDIA ASSOCIATION BREAKFAST



MEDIA PREVIEW - ECONOMIC CLUB OF CHICAGO LUNCHEON



MEDIA PREVIEW - 2025 KIA CARNIVAL & 2025 K5



MEDIA PREVIEW - ASSOCIATION OF NATIONAL ADVERTISERS PRESENTS THE DRIVING INFLUENCE AWARD

The Association of National Advertisers (ANA) presented the 2024 Driving Influence Award at the Chicago Auto Show's Media Preview Day to MINI USA's Big Love campaign, which was conceived and produced by creative agency RQ. The annual award is given to a manufacturer harnessing the power of influencer marketing to creatively and authentically engage automotive customers. This year's award highlighted campaigns that emphasized reaching women, BIPOC, and LGBTQIA+ consumers.

"The ANA is proud to partner with the Chicago Auto Show for a fifth year on the 2024 Driving Influence Award," said Leah Marshall, senior director, influencer marketing at ANA. "This year's emphasis on campaigns designed to reach women, BIPOC and LGBTQIA+ audiences authentically and creatively couldn't be more aligned with the ANA's values around inclusive and representative marketing."

To celebrate Pride 2023, MINI USA in partnership with creative brand marketing agency RQ, created an influencer-led campaign to amplify the journey of prominent LGBTQIA+ creators. With a primary focus on San Francisco and Philadelphia, MINI tasked participating creators with creating compelling content that showcased the significance that certain locations played in their lives. Beginning with a location of historical importance and ending with a modern location, the creators shared the impact these locations had on them with their social audiences.

"At MINI, we believe in celebrating individuality in all its forms. Our support of the LGBTQ+ community is rooted in the understanding that MINI Coopers aren't just cars; they're canvases for personal expression," said Matthew Shukaitis, digital communications manager, MINI USA. "Each MINI on the road is as unique as the driver behind the wheel, embodying the spirit of diversity, inclusivity, and the freedom to be authentically oneself."

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

MEDIA PREVIEW - CHICAGO AUTO SHOW'S WHAT DRIVES HER AWARD WINNERS ANNOUNCED



Chicago Auto Show organizers, in partnership with A Girls Guide to Cars, held the seventh annual What Drives Her program during the show's Media Preview on Thursday, Feb. 8. Industry leaders from across the country came together for a robust discussion and award recognition ceremony to highlight women in four different categories: Industry Trailblazer, Best in Craft Media, Automotive Ally and Best Retailer. This year's awards also recognized an industry leader who has lifted others up with the 2024 Lifetime of Inspiration award. The program gives industry leaders a stage to share trends, stories and personal

anecdotes of the integral role that women hold in the auto industry.

This year's program, presented by Nissan and sponsored by CDK Global, brought female executives to the Chicago Auto Show stage presenting research centered on female purchasing power and trends. The panel, titled "What Drives Her...To Buy a Car," was moderated by Kathy Gilbert, senior director minority dealer and women retail, CDK Global. Panelists included 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.

"It's humbling to see just how What Drives Her has become a cornerstone event of the Chicago Auto Show's Media Preview," said Jennifer Morand, co-founder of the What Drives Her program and general manager of the Chicago Auto Show. "To see women – and men – come together in support of the extraordinary females who are shaping our industry and driving change has been incredible."

The 2024 winners for each category are as follows:

Industry Trailblazer Award: Olabisi Boyle, vice president, product planning and mobility strategy, Hyundai Motors, 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. In just three years, Boyle has made a huge impact on Hyundai's success and direction, including leading the expansion of Hyundai vehicles into the Tesla charging network by 2024, as well as pioneering the Hyundai home initiative, launching the Evolve+ EV subscription program. She's also received significant recognition throughout her career, including being named in Automobile News All-Star in 2023 and 2021 and being named as Automotive News' 100 Leading Women in the North American Auto Industry.

Boyle was unable to attend the event; colleague Tia Battle accepted the award on her behalf and shared a quote from Boyle: "Being a woman in a predominantly male



industry can be a challenge. It is important to stay strong by ensuring you are built up and never puffed up. To be built up, do your homework. Make sure you are prepared and educated on the topic and work to persevere and remain resilient and positive in all these situations. Because once you're built up, you'll be able to allow your competence and your excellence to speak for you while going through any tough time."

Industry Trailblazer finalists included: Ashwini Balasubramanian, general manager, advanced engineering, Harley Davidson Motor Company; Laurie Transou, chief program engineer, Ford Motor Company.



Best in Craft Media Award: Jill Ciminillo, automotive content creator, Rebelle Rally competitor, NACTOY juror, WWCOTY juror, launched her career in 2001 as the auto editor for Pioneer Press Newspaper. She soon began to write reviews with a female perspective and keen eye toward the interests of many general consumers, covering topics such as driving position, cargo space, vehicle amenities, and seat comfort. She went on to work for many other outlets including the Chicago Sun-Times, Chicago

Tribune and Sinclair broadcast group. Today, Ciminillo is the managing editor of Pickup Truck + SUV Talk and works with Consumer Guide Automotive, writing reviews and hosting podcasts and radio shows. Ciminillo was the first female president of the Midwest Automotive Media Association (MAMA). She is a Juror of the North American Car, Utility & Truck of the Year Awards (NACTOY) and the Juror of the Women's World Car of the Year (WWCOTY). A great significance is Ciminillo's role as an early adopter of new technology and social media platforms, embracing Twitter, Instagram, and Facebook, as well as podcasting and TikTok.

"I wouldn't be where I am without the support of a lot of people," said Ciminillo. "There were not a lot of us 20 years ago...all of these people who have supported me, I really appreciate it. If anybody out there needs help or advice, or needs anything from me, I definitely want to pay that forward, and I would like to help!"

Best in Craft Media finalists included: Abigail Bassett, freelance journalist and podcast host; Elana Scherr, senior features editor, Car and Driver.

Automotive Ally: Wendy Orthman, executive director marketing, Genesis Motor America, has been a visionary throughout her two-decade career, cutting her teeth in marketing and PR at GM and FCA before breaking out at Nissan. She and her family moved to Japan in the middle of the pandemic, taking a leap of faith for Orthman's new job at Infiniti. Two years later they returned so she could move into her current position at Genesis.



Orthman is both adored and successful is because she is force of nature. She knows how to push the envelope without ripping it to shreds, pursue new ways of working with the automotive journalism field and markets cars with style.

Orthman was unable to attend and sent a video message in her absence stating, “If it wasn't for the grace of the incredible pioneering women that were helping me along the way, to mentor, develop, and guide me, I would not be here today. So, it is definitely my life's mission to make sure I am paying that back and paying it forward.”

Automotive Ally finalists included: Dean Case, communications consultant; Cheryl Thompson, founder, Center for Automotive Diversity, Inclusion and Advancement.

Best Retailer: Gabrille Abinion, general manager, Fox Valley Volkswagen, has always been driven and passionate following her father's footsteps in the automotive industry. In 2017, Abinion joined her family's auto group as an Operation Manager. This led to an opportunity to become the general manager of Fox Valley Buick GMC. It was at this time that she was introduced to General Motors (GM) Minority Dealer Development program through her Dealer 20 group and is now a member of the GM Dealer Development National Candidate Pool. In efforts to diversify her experience within the Auto Group's portfolio, Abinion is now the General Manager of Fox Valley Volkswagen. She has helped her Volkswagen stores to set records and sales, as well as breaking the record for Service & Parts growth of all time, three-times in 2023.

“Thank you so much for this incredible honor,” said Abinion. “My dad was an immigrant from the Philippines when he came to this country. This changed everything for my family. Thank you so much for your support.”

Best Retailer finalists included: Amanda Pickett, BDC manager/finance manager, Advantage Chevrolet Bridgeview; Jennifer Tonelli, controller, Mike Anderson Chevrolet of Merrillville.

Lifetime of Inspiration: Dave Sloan, co-general manager, Chicago Auto Show; president, Chicago Automobile Trade Association, is not just a name associated with the Chicago Auto Show; he is synonymous with dedication, leadership, and innovation. Sloan has been a driving force behind the Chicago Automobile Trade Association (CATA) who produces the Chicago Auto Show. He has devoted over 30 years to the organization starting in 1993 as Executive Vice President and then in 2010 becoming the President and General Manager of the Chicago Auto Show. Under his guidance, the show has grown and evolved to be the premiere consumer auto show in the country. What sets Sloan apart is not just his professional accomplishments but the legacy of mentorship he leaves behind. It takes a special kind of leader to recognize the potential in others and Dave has surrounded himself with an incredible team over the years. As he was deciding on retiring, he identified Jen Morand to be his successor and has worked on transitioning with her over the past two years as co-presidents of the association and show. The CATA is grateful for his vision, as our industry still remains heavily male dominated. The CATA stands as one of the oldest associations in our industry, celebrating 120 years this year, to finally have its first female president – all thanks to Dave Sloan.



The What Drives Her program and award ceremony was live streamed, on the [Chicago Auto Show Facebook](#) page. The recording can be found [here](#).

MEDIA PREVIEW - VEHICLE WALK AROUNDS



FIRST LOOK FOR CHARITY RAISES \$2.8 MILLION FOR LOCAL CHARITIES

The Chicago Auto Show raised more than \$2.8 million benefiting 18 local charities at the First Look for Charity gala. All told, the black-tie benefit, held the evening before the show opened to the public, raised \$2,804,014. The fundraiser’s 32-year event now tallies more than \$62 million raised.

“The Chicagoland new-car dealers are proud to produce this annual fundraiser that directly benefits the organizations doing amazing work right here in our communities,” said JC Phelan, 2024 Chicago Auto Show chairman. “This elite event is always a highlight of the Chicago Auto Show where socialites and auto enthusiasts come together to get a preview of this year’s show all for a great cause.”



First Look for Charity provides attendees with an exclusive viewing of the Chicago Auto Show a day before it opens to the public. Tickets to the fundraiser are \$325 each, and purchasers may elect to have their proceeds

equally benefit all participating charities, or any one charity of their choosing. The show floor is filled with gourmet food from local Chicago restaurants, live music and premium drinks.



This year, one lucky guest won the First Look for Charity grand prize, a 2024 Chevrolet Blazer, compliments of the Chicagoland and Northwest Indiana Chevy Dealers. John and Linda Grabsky of Lombard, Illinois had the winning ticket.

“Being the spouse of a longtime Advocate Health Care employee and First Look supporter, we remain in disbelief to this day that we won,” said John Grabsky. “All I can say is that winning on the very first round is amazing in itself! Saved a lot of people the anxiety of waiting, including myself. I don’t think I’ll believe it until it is in our garage.”

Onstage following the giveaway announcement, John Grabsky shared his excitement for taking the new Blazer on a road trip to Moab, Utah.

The 2024 First Look for Charity beneficiaries include: 100 Club of Illinois; Advocate Health Care; ALS United Greater Chicago; Ann & Robert H. Lurie Children’s Hospital of Chicago; Bloomington-Normal YMCA; the Boys & Girls Clubs of Chicago; Cal’s Angels; 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; Sertoma Star Services; Special Olympics Illinois; Susan G. Komen, Chicago; and Turning Pointe Autism Foundation.



PUBLIC SHOW - CHICAGO AUTO SHOW HOSTS FIRST-EVER AUTOMOTIVE CAREER DAY

For the first time, the Chicago Automobile Trade Association (CATA), producers of the Chicago Auto Show, hosted “Driving Future Leaders: Automotive Career Day” at the 2024 Chicago Auto Show on Tuesday, Feb. 13. More than 1,400 students attended the day that highlighted the vast career opportunities available across the dynamic auto industry.

“There are many career opportunities within the auto industry, and the Chicago Auto Show is the perfect backdrop to make those connections to young people,” said Morand. “The first-year event was a success, and wheels are already in motion to make the Automotive Career Day event even bigger and better for next year!”



The day kicked off with Teen Innovation Summit, powered by Toyota and Toyota Lexus Minority Owners Dealership Association, to highlight the variety of careers within the industry. The Teen Innovation Summit was 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 Teen Innovation Summit Founder Alissa Constable. “Together we are creating a dynamic environment to learn from leaders and be immersed in innovations in the automotive industry.”

Students were able to join sessions with speakers from Northwood University and Women in Automotive, as well as meet one-on-one with representatives from Illinois Tollway, Powering Chicago, US Army, and the University of Illinois Solar Car team as part of the career fair segment of the event.

“The Chicago Auto Show was a wonderful opportunity to showcase the opportunities and growth in the industry, but the most beautiful thing is to look down the road to see the next generation leaders to innovate and grow in the auto industry,” said Kathy Gilbert, Founding Board Member of Women in Automotive.

The program concluded with a panel discussion “Career as an Automotive Technician” with representatives from Apple Chevrolet, BMW and the CATA, producer of the Chicago Auto Show. Following the sessions, students enjoyed the show, participated in interactive exhibits including test tracks, and spoke to representatives from the auto manufacturers and related exhibitors.



PUBLIC SHOW – FRIDAY NIGHT FLIGHTS & TOYOTA MILES PER HOUR

