

CHICAGO AUTO SHOW

ChicagoAutoShow.com



Show Update 2

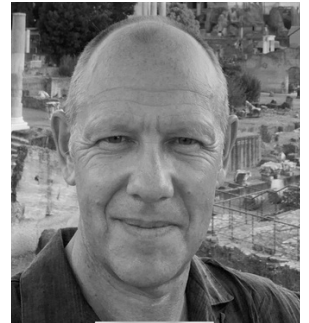
Jamie Gladstone, Executive Creative Director, Czarnowski, Keynotes MAMA Breakfast, Opens Media Preview

The Media Preview for the Chicago Auto Show opens with the Midwest Automotive Media Association (MAMA) Breakfast at 8:00 a.m. on Thu., Feb. 6 with MAMA President Jim OBrill revealing MAMA'S Favorites Category Winners and the overall MAMA's Favorite Vehicle of the Year.

The MAMA's Favorite Vehicle finalists are:

- Family Vehicle: 2024 Hyundai Santa Fe Hybrid Calligraphy AWD
- Luxury Vehicle: 2025 Genesis GV80 3.5T Prestige AWD
- Off-Roader: 2024 Toyota Land Cruiser
- Pickup Truck: 2025 Ram 1500 Rebel
- Performance Vehicle: 2025 Hyundai IONIQ 5 N
- Affordable Vehicle: 2025 Honda Civic Si
- Plug-In Vehicle: 2024 Kia EV9 GT-Line AWD

mama
midwest automotive media association



CZARNOWSKI

Keynoting the breakfast is Jamie Gladstone, Executive Creative Director at Czarnowski Collective. In his role, Jamie leads the creative team with a focus on innovation, storytelling, and immersive experiences, consistently elevating brands across industries. Prior to coming to Czarnowski, Gladstone held the position of Global Creative Director at Imagination Ltd. where his leadership was instrumental in shaping Ford Motor Company's global events and product launches, blending cutting-edge design with storytelling to elevate brand presence on a global scale.

The Media Preview will continue with events hosted by Subaru, Jeep, Rivian, and Toyota. The show's main stage will be host to several programs and award presentations throughout the day including the 8th annual What Drives Her event. The program will recognize and award deserving females within auto the industry in the following award categories: Industry Trailblazer, Best in Craft Media, Automotive Ally, Lifetime of Inspiration, and Best Retailer.

On the second day of the Media Preview, the show will host a variety of highly vetted social media influencers and digital content creators to capture and disseminate content from participating automakers. The annual Concept & Technology Showcase will also be hosted on Friday., Feb. 7 - giving media a chance to explore the latest in automotive technology.

The full media preview schedule is below, and as always, check ChicagoAutoShow.com/media for the latest updates, press releases and more.

Chicago Auto Show Media Preview Schedule

Thursday, February 6 Showfloor open 8 a.m. - 5 p.m.

<u>Time</u>	<u>Event</u>	<u>Location</u>
8:00-9:00 a.m.	MAMA Breakfast (sponsored by Czarnowski) <ul style="list-style-type: none">Keynote: Only Experience Can Re-Imagine the Auto Show; Jamie Gladstone, Executive Creative Director, Czarnowski	Grand Ballroom (S100)
9:15-9:45 a.m.	Subaru Press Conference	Subaru
9:50-10:15 a.m.	Jeep Press Conference	Jeep
10:20-10:40 a.m.	Rivian Walkaround	Rivian
10:45-11:05 a.m.	Toyota Walkaround	Toyota
11:20-11:50 a. m.	PARENTS Presents: Best Family Cars 2025	Main Stage
11:20-11:50 a. m.	ComEd Announcement of 2025 EV Rebates <ul style="list-style-type: none">Melissa Washington, Senior Vice President, Customer Operations and Strategic Initiatives, ComEd	ComEd Booth
12:00-1:00 p.m.	Economic Club of Chicago Luncheon (<i>Ticketed Event</i>)	Grand Ballroom (S100)
12:30-1:15 p.m.	Automotive Experience Alliance (AEA): Driving Innovation & Value to Entire Automotive Ecosystem <ul style="list-style-type: none">Panelists, Kevin Mazzucola, AEA Chairman; Jennifer Morand, AEA Vice Chair; Casey Kilmer, Nissan; Gina Maloto; BMWModerator: John Capano, EV&EX Agency/AEA Consultant	Main Stage
1:30-2:30 p.m.	City Club of Chicago: The State of the Auto Industry in Illinois <ul style="list-style-type: none">Speakers: Lieutenant Governor Juliana Stratton; Larita Clark, CEO, MPEAPanelists: Alex Vetter, CEO, Cars.com; Jennifer Morand, President, Chicago Automobile Trade AssociationModerator: Dan Gibbons, CEO, City Club of Chicago	Main Stage
2:45-4:00 p.m.	What Drives Her <ul style="list-style-type: none">2025 Awards Presentation: Best in Craft Media, Automotive Ally, Industry Trailblazer, Lifetime of Inspiration, and Best Retailer	Main Stage
4:00-5:00 p.m.	BMW Innovators Reception - Celebrating female changemakers in the automotive industry and beyond. <ul style="list-style-type: none">Enjoy networking, appetizers, a custom cocktail station, and complimentary headshots. To attend, RSVP via email to Gina at gmaloto@genescoports.com.	BMW

Friday, February 7 Showfloor open 8 a.m. - 2 p.m.

<u>Time</u>	<u>Event</u>	<u>Location</u>
8:00 a.m. -2:00 p.m.	MRE Snacks with Army	U.S. Army Booth
9:00-10:00 a.m.	Concept & Technology Showcase	Chicago Drives Electric Track
10:00-10:20 a.m.	Dune (formerly known as Antares) Walkaround	Overlanding Chicago
9:00-10:00 a.m.	VIP Tours	Grand Concourse
11:00-12:00 p.m.	VIP Tours	Grand Concourse

Chicago Drives Electric Expands to Two Indoor Test Tracks for 2025 Show

The Chicago Drives Electric indoor EV test track, powered by ComEd, welcomes new and returning brands to the 2025 show. Expanding from one track to two, this destination provides attendees the opportunity to get inside the latest EVs to experience the power of electrified vehicles. In addition to the ride-alongs, consumers can learn more about what EV ownership entails from product experts and other supporting partners like ComEd.

Participating manufacturers on the dual tracks include:

East Track:

- Chevrolet
- Dodge
- Ford
- Jeep
- Kia
- Toyota

West Track:

- BMW
- Cadillac
- Polestar
- Rivian
- VinFast
- Volkswagen



During the 2024 Chicago Auto Show, 71% of attendees who test drove or rode along in an EV at the show cited that their experience improved their opinion of owning an EV, and 53% of attendees who experienced an EV at the show said they were now more likely to purchase an electric vehicle.

“Based on the research, we learned that once people experience an EV, they feel more comfortable with the idea of owning one,” said Chicago Auto Show General Manager Jennifer Morand. “We look forward to bringing this popular, educational and hands-on experience back indoors to the Chicago Auto Show. In 2025, attendees will encounter more brands and models added to two EV test tracks, allowing consumers to cross-shop and experience a wide range of EVs all in one location.”

New VIP Tours at the Chicago Auto Show

Friday, Feb. 7 | 9 a.m. & 11 a.m.

New to the Chicago Auto Show this year are exclusive expert-guided tours of the show floor led by the best and brightest in the automotive industry. The 60-minute tours will be focused on family vehicles, SUV and outdoor vehicles, electrified vehicles and auto enthusiasts. These tours will cover the entire show floor and the content will be catered to each tour group based on category.

Each tour will provide an exclusive look at the show floor before it opens to the public and allow attendees to ask specific questions of the experts. Once the tour concludes, attendees are welcome to enjoy the show floor until 2 p.m.

Included in the VIP ticket is:

- Special access to the show floor ahead of opening day
- An exclusive, limited-edition Chicago Auto Show hat
- Shortened wait times at indoor ride along tracks
- One-on-one time with an automotive expert to ask questions
- Behind-the-scenes facts and history of the show

Each tour group will be limited to 20 attendees. All attendees must be 18 years or older. [Click here](#) for more information on each tour.



FastSensor: Last Call for OEM Activations

As previously announced, the Chicago Auto Show has partnered with FastSensor on the 2025 show to bring cutting-edge visitor engagement insights to exhibitors. Time is running out to engage with FastSensor on 2025 show installation. Interested OEMs can learn more at ChicagoAutoShow.com/FastSensor.






Sponsors - New and Returning - Add Value and Entertainment

Sponsors continue to show their support of the 2025 Chicago Auto Show with annual renewals from partners including AT&T, Cars.com, ComEd, Volta and U.S. Army. Drive Chicago joins the sponsorship line-up in 2025 as an official sponsor.

Premier


AN EXELON COMPANY

Official



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 Automotive Experience Alliance, Drive Shop, Ford, General Motors, Hyundai, Kia, MAMA, Stellantis, Subaru, Toyota, and Volta.

Sweet Home Chicago will be held on Thursday, February 6 from 8 to 11 p.m. at The Tap, conveniently located between the Hyatt Regency and the Marriott Marquis. This is a ticketed event. Tickets will be available at the Media Check-in counter at the Media Center (located in the Grand Concourse).

PARENTS Presents: Best Family Cars 2025



For many of us, our cars serve as our second homes. They're the spaces where we connect through music, explore new places, and transport our most precious cargo: our kids. But our cars are changing as quickly as our children do, and with each new model there is a lot to consider.

That’s why each year PARENTS enlists top family car experts to vote on the most family-friendly vehicles they’ve been testing to share their Best Family Cars Awards each year.

The PARENTS Best Family Cars 2025 awards will be presented during the Chicago Auto Show’s Media Preview on Thursday, Feb. 6.

TV Specials Produced from the Chicago Auto Show Floor



Friday, Feb. 7
7:00 p.m.



Saturday, Feb. 8
6:00 p.m.



Tuesday, Feb. 11
6:30 p.m.

Specialty Days and Attractions

Toyota Miles Per Hour

Sunday, February 9



Chicago Auto Show organizers have teamed up once again with the Chicago Area Runners Association (CARA) to produce the Toyota Miles Per Hour, an indoor run that guides participants through the 2025 Chicago Auto Show on Sunday, Feb. 9. Appropriately named, Miles Per Hour—sponsored by Toyota—challenges runners to see how far they can run in one hour, thus finding their own personal “miles per hour.” Once the 60 minutes are up, runners gather in the Toyota display for awards, photos and refreshments.

[Click here](#) for more information on Toyota Miles Per Hour.

Friday Night Flights

Friday, February 14

Back and better than ever, Chicago Friday Night Flights returns for another round at the 2025 Chicago Auto Show! Sip local craft brews and experience the Chicago Auto Show on Friday, Feb. 14. This is an exclusive ticketed event for automotive and beer enthusiasts alike, or just a fun evening out with friends in an indoor festival-like atmosphere.



Experience includes access to the Chicago Auto Show on Friday, Feb. 14, the opportunity to taste craft beers available from over 20 participating local breweries and a Chicago Friday Night Flights souvenir sampling glass.

[Click here](#) for more information and tickets.

Automotive Career Day

Wednesday, February 12

Students of all ages are invited to attend the 2025 Chicago Auto Show Automotive Career Day held on Wednesday, Feb. 12 at McCormick Place. Now in its second year, this fun and educational event will provide a unique opportunity for students to connect with leading automotive companies and explore a wide range of career opportunities in the dynamic automotive industry.

Participants include:

- BMW
- Illini Solar Car Team
- Illini EV Concept Team
- Powering Chicago
- Rivian
- UIC Society of Automotive Engineers
- U.S. Army



Official sponsors: Rivian, Powering Chicago & U.S. Army

[Click here](#) for more information on Automotive Career Day.

Family Zone

New to the Show Floor in 2025



New to the show floor this year is the Family Zone. This new, dedicated area on the show floor is designed to entertain families and allows kids to enjoy themselves while being immersed in the auto show experience.

In the Family Zone, kids can get their turn to hop behind the wheel on the power wheels track. Plus, enjoy plenty of hands on activities including the Toyota Tacoma fishing game, Rivian “Color by Number” van, and the Chicago White Sox pitching machine. Don’t miss the full-size Chevrolet Silverado toy replica, and the opportunity for kids to get their own drivers license through the Secretary of State.

Chicago Auto Show Media Preview

The 2025 Chicago Auto Show will host a two-day Media Preview on Thursday, Feb. 6 and Friday, Feb. 7. The Media Preview will feature traditional manufacturer press conferences, new vehicle walk-arounds, the latest technology demonstrations, and the opportunity to explore the show floor including the many test tracks.

Media Credentials

Journalists seeking access to the Media Preview must apply for credentials in advance. There is **NO ONSITE REGISTRATION**. Credentials that were submitted prior to January 20 will be mailed out. Any changes or new entries after the January 20 deadline will need to be picked up on-site at the Media Center. Media credential registration and tracking can be found [here](#). 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 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. - 9 p.m. (Must check in at Media Office, S401 in advance)

Media Credentials are not valid for First Look for Charity. Broadcast media wishing to access First Look for Charity must make a special request to the Chicago Auto Show communications team (contacts listed below).

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.

Concept & Technology Showcase

We invite manufacturers to showcase concept vehicles and demo the latest automotive 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. New this year, the Concept & Technology Showcase will be held on Friday, Feb. 7 from 9 a.m. - 11 a.m. on the show floor's Chicago Drives Electric track. Media Credentials are required for entry.

Social Influencers

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. 7. Influencers must **REGISTER IN ADVANCE**. Registration is open and can be completed [online](#). Influencers are also welcome to attend the public show.

Media Center

The Chicago Auto Show will host a pop-up media center adjacent to the show floor on Thursday, Feb. 6 and Friday, Feb. 7. Hours are 8 a.m. - 5 p.m. on Feb. 6 and 8 a.m. - 2 p.m. on Feb. 7. 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 \$173 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 the [Parking & Directions page](#).



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1. Mattress Firm
2. AT&T
3. Connie's Pizza
4. T-Mobile
5. ABC 7 Chicago
6. Connie's Pizza
7. Society of Automotive Engineers @ UIC
8. Illini Solar Car
9. Illini EV Concept
10. NASCAR Events and Entertainment
11. Child Car Seat Safety
12. Chicago OEMC
13. Illinois Secretary of State
14. Northern Mustang Coral
15. Mini Cars This Exit/Perna-Seal Wax
16. U.S. Marine Corps
17. Illinois Tollway
18. Chicago Police/Cook County Sheriff's Office
19. Illinois State Police
20. Versiti Blood Drive

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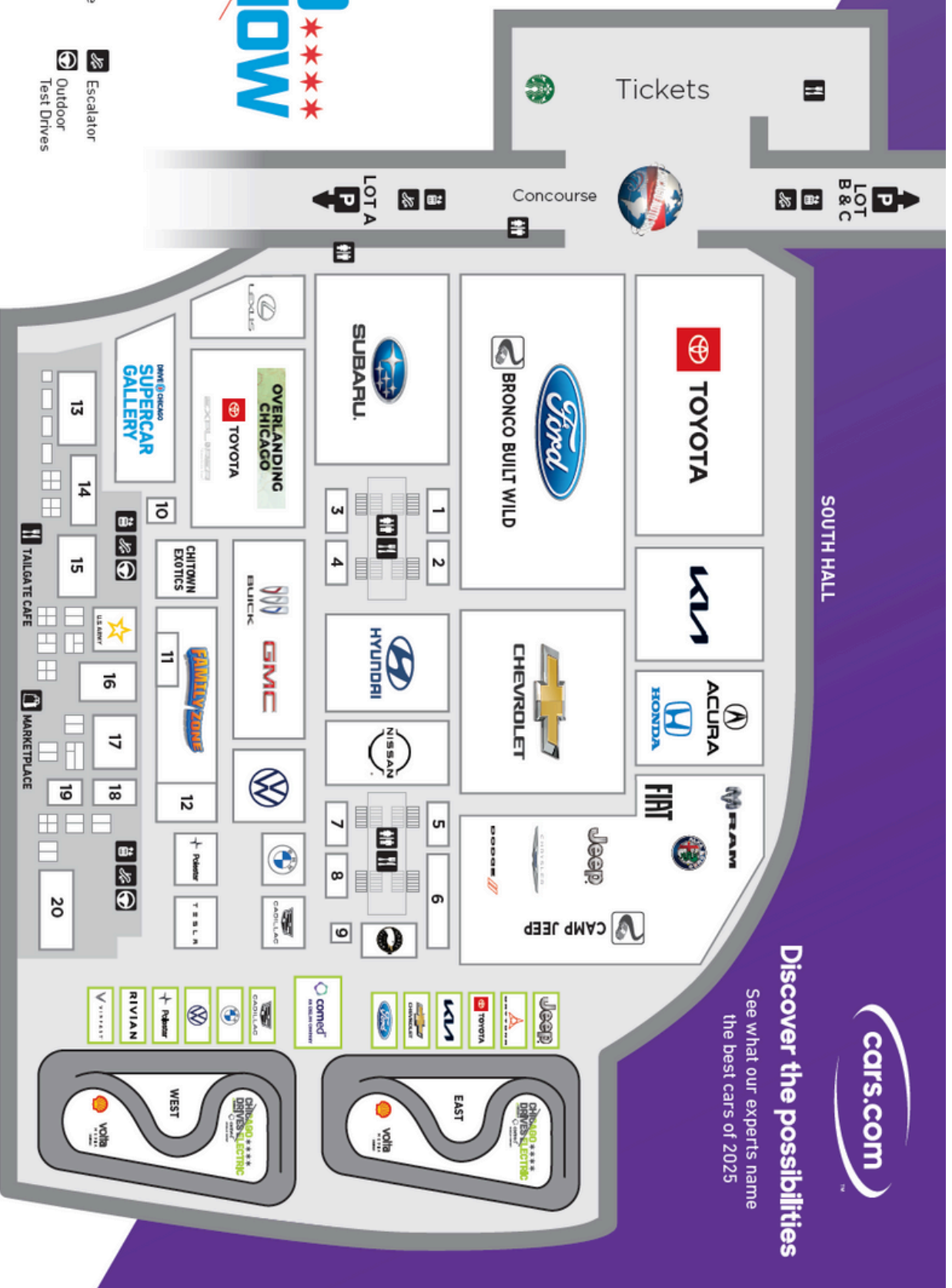
February 8-17

McCormick Place

- LEGEND**
- Restrooms
 - Test Track
 - Food
 - Marketplace
 - Parking
 - Elevator
 - Escalator
 - Outdoor Test Drives

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#CAS2025



Chicago Auto Show Map as of Jan. 24, 2025. Subject to change.