



2010 Update 1



Media Preview February 10-11
First Look for Charity February 11
Public Show February 12-21
www.ChicagoAutoShow.com

2010
DATES

Momentum Rolls in Windy City

Oh yeah. "Like sands through the hourglass, these are the days of our lives..." No wait, that was a soap opera opening! But what could be better than that to talk about the upcoming auto show season. SEMA's in the bag already, then LA, then Detroit, then Chicago. The nice difference this year is that—amazingly—the tenor of the country seems to be either getting used to it or it's actually getting better out there. It depends on who you listen to, of course, or who you believe. But



the fact of the matter is that the second word of any auto show is "show," and people from all walks of life, from all corners of the country still want to find either a new, perhaps greener or more fuel efficient, automobile, crossover, truck, pickup, whatever. Or—and it's just as valid a reason as any to visit the show—they're just looking to escape for a while.

Auto shows serve both constituencies well. As an

cont'd on pg. 2

Chrysler's Marchionne to Address Economic Club at Chicago Auto Show

Sergio Marchionne, CEO of Chrysler Group LLC, will address the Economic Club of Chicago (ECC) at the group's annual Chicago Auto Show luncheon meeting on Feb. 11, 2010. The event will be held at 12 p.m. CST in the Vista Ballroom of McCormick Place during the show's media preview.

"We are pleased and grateful that Mr. Marchionne has accepted our invitation," said Grace Barry, president of the ECC. "The auto show luncheon meeting has become one of our organization's most popular events, set with the backdrop of the nation's biggest auto show. We look forward to adding Mr. Marchionne's name to the list of prestigious guest speakers we've enjoyed over the years."

"Chicago's is the biggest display Chrysler builds for any show anywhere in the world," said OICA-sanctioned Chicago Auto Show Chairman John Phelan. "The attention Sergio Marchionne and his Chrysler team generated at the recent Business Plan meetings in Auburn Hills demonstrates the intense interest in the direction of this company. Like the rest of the business world, we're eager to hear more about the exciting turnaround of Chrysler and his vision for the future."

Marchionne was named chief executive of Chrysler Group LLC in June 2009 and remains Chief Executive Officer of Fiat S.p.A. and of Fiat Group Automobiles, responsibilities he assumed in June 2004 and February 2005, respectively. Marchionne is a barrister, solicitor and chartered accountant. He obtained a Bachelor of Laws from Osgood Hall Law School at York University in Toronto, Canada. He also holds a Master of Business Administration from the University of Windsor, Canada. He was born in Chieti, Italy, and has dual Canadian and Italian citizenships.

Founded in 1927, the ECC is one of the nation's most influential forums for the dissemination of economic, business, political and social views, through its regular membership meetings. Invited speakers include industry leaders, heads of state and policy makers.

The Economic Club of Chicago luncheon event is by invitation only. Media who wish to attend the event should visit <http://www.chicagoautoshow.com/mediaaccess/index.asp> to register for the show's two-day preview. The password to register for media credentials is Media2010.

...Momentum cont'd

informational and motivational tool, it's tough to beat the vibe that's created by cramming a thousand or so models onto a show floor and letting the public come and drool over them—and then there's the cars, too! (rimshot, please) As an entertainment destination, auto shows provide an astounding assault on the senses, no matter which sense you choose. (And before you ask, yes, all senses including smell, too. What's a day at the auto show without a full frontal nasal-assault from a cinnamon churros stand, huh!?)

The media preview will kick off Tuesday night, Feb. 9 with a welcome for all media from our bestest buddies at Bridgestone; a choice of dinners—depending on how good your PR Rep chapstick is tuned—after that in any number of remote or not-so-remote locations around town; a good night's sleep on the banks of the sometimes-frozen Chicago River; and the next thing you know you'll be awake and rarin' to hit that shuttle bus to the most astounding convention center anywhere—the

incomparable McCormick Place—and the MAMA breakfast will begin a hell of a ride filled with news, executives, catching up with what's going on in the industry, and then more news. That night (the 10th) we'll reprise the "Sweet Home Chicago" party with a blues, burgers and brewski theme, and then back again the next morning for more news at McPlace. Then you can get outta here and clear the way for letting the Chicago Auto Show do what it does best: Influence consumers on where they're going to spend their automotive bucks. After all, that's the real reason manufacturers put on an auto show, isn't it?! Yessir, it is.

So go register. Get ready. Get lots of rest. See the other shows because they're important, too. We like all shows to do well, you know, and there's enough news to spread around this year so we're not going to be covetous of what happens at other places. You'll want to be here, just like any other year. Plus—you get to do it in Chicago.

And come on, everybody knows it's everybody's favorite show.

Official Hotel at a Great Price: \$115

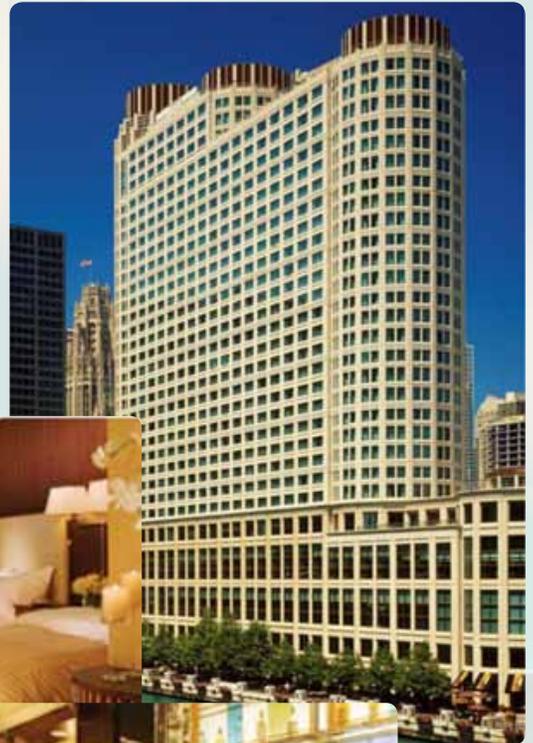
It's not over the river and through the woods, but it is just across the river from where we've been staying in the past. We're pleased to announce our 2010 Chicago Auto Show Official Hotel will be the Chicago Sheraton Hotel and Towers at the Chicago River (North side of the river so I guess they're Cub fans there).

The Sheraton Chicago is conveniently located for easy access to McCormick Place, the Grand Ave./Illinois St. corridor, and the busy Michigan Ave. "Magnificent Mile". The recently renovated Sheraton Chicago is offering Chicago Auto Show media, exhibitors, and attendees a fabulous rate and wonderful add-ons.

For \$115 you receive a traditional room, complimentary In-room internet access, complimentary health club and pool access, complimentary local paper, use of the complimentary McCormick Place Shuttle and Double Starwood Preferred Guest points. Room rates are subject to availability, shuttle service is based on pre-set schedule. For more information, click here: <http://www.sheratonchicago.com/downloads/factsheet.pdf>

Sheraton Chicago Hotel and Towers
301 East North Water St.
Chicago, IL 60611
312-464-1000

To make a reservation or to find out more information on the hotel click the link below.
<http://www.starwoodmeeting.com/Book/chicagoautoshow2010>
or call 800-233-4100 and mention booking code AUTO.



Shared Media Stage

At the 2009 Chicago Auto Show, the concept of a shared media stage was first used and embraced by numerous manufacturers and presenters who were grateful that Chicago was last sensitive to the economic conditions of the times and rose up to the occasion.

“Several manufacturers freely admitted that were it not for the shared area, they would have had to shelve legitimate news they needed to make, but wanted to do so with a minimum of impact to their PR and marketing budgets,” said John Phelan, 2010 Chicago Auto Show chairman. “The Grand Concourse Media Stage set amid those beautiful soaring bright trusses of McCormick Place provided everything anyone needed to conduct a first-rate news conference.”



The recipe was simple: Bring news.

“We’re pleased to announce that it was a big hit,” said Chicago Auto Show General Manager Jerry Cizek. “In our second time at bat with this, we’ll have a year’s experience head start with the concept under our belts that will clearly benefit those who use the cost-effective and media-friendly setup, replete with staging, lighting, and ease of access.”

Organizers from other shows huddled in corners taking notes like a group of well-dressed reverse engineers with cameras and palm recorders. (Quite fun to watch, actually!) The one ingredient other shows lack, though, is what all venues lack when comparing them to McCormick Place that would be: McCormick Place and the City of Chicago wrapped around it.

While the stage is available to all manufacturers, some may opt to conduct their business in the more traditional—and very effective—means of using their spacious McCormick Place exhibits.

“Chicago has such a terrific vibe and pace to it,” said Kia PR boss Alex Fedorak. “I applaud them on their ingenuity in providing manufacturers with options. I know we’ll be doing yet another major news event in our floor display, and we look forward to continued success in the Windy City.”

Internet Car of the Year Joins Chicago Hardware Fest

Chicago has become the home of many significant automotive awards, all warmly embraced by the industry. From John Davis’ MotorWeek crew popping out their Driver’s Choice Awards to “Going to the dogs” with Bark, Buckle Up presenting the Pet and Doggie Friendliest Vehicles of the year. And yes, we do know there’s nothing more sexy than new sheet metal of a hot concept car—other than the big brown eyes of a doggie who is very definitely part of the family and deserving of safety, too!

Joining the group in 2010 will be a significant new award, when the Internet Car and Truck of the Year Awards (www.internetcarandtruckoftheyear.com) takes up annual residence at the Chicago Auto Show. The awards were announced by show organizers and Keith Griffin, founder of the new competition, which will make its inaugural presentations during the show’s media preview.

The Internet Car and Truck of the Year is “Where Internet Pros and Average Joes Pick the Car and Truck of the Year.” A jury of 12 automotive journalists is simultaneously selecting its top car and truck (including SUVs, pickups and crossovers) at the same time consumers on voting on their top picks in the same categories.

“It’s the first time Internet-savvy consumers will have the opportunity to select their Car and Truck of the Year in one



place at a Web site not dominated by manufacturer advertising. It’s only logical that we associate with the Chicago Auto Show, because it is the nation’s largest and most influential consumer auto show,” said Griffin.

Awards will be presented for Internet Car of the Year, Internet Truck of the Year, Consumer Internet Car of the Year, and Consumer Internet Truck of the Year. Winners of the Internet Automotive Journalism Contest will also be announced at the show.

In honor of its new Windy City home, voting for the consumer awards has been extended to Friday, Dec. 11 at 5 p.m. CST. Consumers can go to www.internetcarandtruckoftheyear.com to cast their votes and will be linked to the show’s main Web site: www.ChicagoAutoShow.com

Facebook—Show Blog— Social Media

Are you blogging your auto show experiences? You don't have any? Oddly enough, we do! Our communications specialist, Alex Navrotski, is keeping all the social nets populated but we need your help. You can always pop in with stuff you like about shows and stuff you don't like, too. By the time you get here we'll have it all ironed out so that all you have to do is write and we'll have a minimum of whining. Nice! Why not stop in and see whassup for the upcoming season and share a few stories, photos, whatever. After all, that's what blogs are about. Besides, you simply can't write any more about cars, can you? Perhaps you'd care

to opine about anything from cars to the best auto show hot dogs. We'll have to find that picture from two years ago with the world most eager media center hot dog eaters. Wow. Kobiashi stand back. These guys are coming for you!



Chicago Auto Show
Chicago Automobile Trade Assn
18W200 Butterfield Road
Oakbrook Terrace, IL 60181 USA
P: 630.495.2282 (CATA)
F: 630.495.2260
www.ChicagoAutoShow.com

Key Contacts

CATA President & Auto Show General Manager
Jerry H. Cizek III
630.424.6000 direct
jcizek3rd@cata.info

Executive Vice President
Dave Sloan
630.424.6055 direct
dsloan@DriveChicago.com

Director of Communications
Paul Brian
630.424.6069 direct
paulbrian@DriveChicago.com

First Look for Charity Manager & Director of Dealer Affairs
Erik Higgins
630.424.6008 direct
ehiggins@cata.info

Director of Special Events & Exhibitor Relations
Sandi Potempa
630.424.6065 direct
spotempa@cata.info

Director of Auto Show Operations
Chris Konecki
630.424.6075 direct
ckonecki@cata.info

Internet Director
Mark Bilek
630.424.6082 direct
mbilek@DriveChicago.com

Want to blog with us?

Tune into <http://www.chicagoautoshow.com/multimedia/blog/index.asp> for our 2010 Chicago Auto Show Blog. What's best about a good blog is the ability for someone chime in and say, "Hey, you're all wet! Don't you know that they read my publication on Pluto?! More Plutonians read my blog than anyone from Uranus—and I mean it!" (just heresay, of course, but darn good reading, we think.)

Did you register yet?

Shame on you if you haven't yet. Go to <http://www.chicagoautoshow.com/mediaaccess/index.asp> and click your way into registration heaven. In case you've missed it, the password for the media section is "Media2010" and it's case sensitive. Avoid long lines at registration when you arrive. Make your life simple. Don't be a Last Minute Louie who suffers the jokes of being made to show your ID, work history and blood type to the Media Center staff while you know that Perry White is waiting back at the Daily Planet for your story. Get ahead of the game and make yourself known to us.

Need a Quick Overview?

Click on the link for the show in a nutshell. You might even want to download this page to your PDA or cell phone or shoe—whatever you use—and keep it handy: http://www.chicagoautoshow.com/news/article.asp?ARTICLE_ID=132&