

# CHICAGO AUTO SHOW

FEB 10-19 | McCORMICK PLACE | #CAS18  
CHICAGOAUTOSHOW.COM

MEDIA PREVIEW FEB. 8-9  
FIRST LOOK FOR CHARITY FEB. 9  
PUBLIC SHOW FEB. 10-19

## CHICAGO: THE NATION'S LARGEST AUTO SHOW

At a time when many within the industry are questioning the relevance of auto shows, the Chicago Auto Show continues to shine as brightly as ever. Why? Because Chicago follows its strong media preview with an unparalleled consumer show – utilizing its media preview to generate buzz that spins turnstiles and revs up sales.

The Chicago Auto Show has never lost sight of its biggest asset: the consumer. Exhibitors put their best foot forward in Chicago by bringing the latest vehicles and concepts, building world-class displays and providing interactivity within their exhibits to keep show-goers engaged. According to one manufacturer executive, “The Chicago Auto Show not only jump-starts car sales for the region, but it helps stimulate automotive purchases across the entire country.” Quite simply, Chicago outperforms other shows in reaching car buyers.

In Chicago, manufacturer participation, public anticipation and an unmatched venue create the perfect template for a 21st-century auto show that serves OEMs, media and attendees. Chicago is unique in its blend of new product, significant reveals, meaningful keynote addresses and compelling technology and industry forums. Together they create a noteworthy snapshot of the automotive landscape that effectively forecasts what's next in the industry.

Together with a strong media preview and an unparalleled consumer experience, the Chicago Auto Show stands ready to deliver on its promise as the nation's consumer auto show.



## MEDIA PREVIEW WELCOME HIGH-PROFILE KEYNOTES



The 2018 Chicago Auto Show Media Preview will officially open on Thursday, Feb. 8 with the Midwest Automotive Media Association (MAMA) breakfast. MAMA President Jill Ciminillo will present the MAMA Family Vehicle of the Year award and introduce keynote speaker Thomas Doll, President and CEO of Subaru of America, Inc.

Doll joined SOA in 1982. In 1991, Doll became vice president of business and strategic planning. In April 2009, Doll was promoted to chief operating officer. In April 2013, Doll was promoted to president. Doll received a bachelor's degree in accounting from Villanova University and a master's degree from Drexel University.



Hinrich Woebcken, CEO of the North America Region, Volkswagen and president and CEO of Volkswagen Group of America, Inc., will be the guest speaker at the Economic Club of Chicago (ECC) Luncheon. Woebcken oversees Volkswagen activities in the United States, Mexico and Canada. Prior to joining Volkswagen, Woebcken worked for 30 years in the automotive industry for Tier 1 suppliers and OEMs. A native of Germany, Woebcken earned a degree in industrial engineering from University of Applied Science, Rosenheim, Germany, in 1985.

Founded in 1927 to serve as a forum for Chicago's business community, the ECC is one of Chicago's finest business groups and has a decade-long association with the Chicago Auto Show. The ECC has grown to become a premier institution, providing elite members of the business world a platform to express and discuss economic, business and social issues. The ECC luncheon at the Chicago Auto Show is a cornerstone event of the Chicago Auto Show Media Preview, boasting speeches from Bill Ford, Jim Press, Henrik Fisker, Ralph Gilles, Jonathan Browning and Yoshi Inaba.

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## GALA EXPECTED TO GENERATE \$3 MILLION FOR CHARITY

As it enters its 27th year, First Look for Charity has helped raise nearly \$48 million for Chicago-area charities. The black-tie gala will be 7 – 11 p.m. on Friday, Feb. 9. Tickets are \$275 and are available at [FirstLookforCharity.org](http://FirstLookforCharity.org).

Attendees at the charity gala will be treated to complimentary hors d'oeuvres; champagne, wine, beer and soft drinks; and special entertainment presented by the automakers in their displays. Benefactors in attendance also have the chance to win a new Ford Mustang or Expedition, both compliments of Ford and your Chicagoland and northwest Indiana Ford dealers.



“The Chicago Auto Show is uniformly regarded as one of the finest auto shows in the nation, but the charitable cause demonstrates that this auto show is about more than just vehicles and accessories,” said John Hennessy, chairman of the 2018 show. “It’s also about giving something back to the community.”

The 18 organizations participating in this year’s First Look for Charity predominantly are children-oriented. Some operate on a global level; others, locally. The charities use the proceeds they receive in

their efforts in the Chicago area.

## NEW WEBSITE, APP DESIGNED TO ENGAGE AND INFORM

As auto show season swings into high gear, the Chicago Auto Show has an all-new website and an official show app that are designed to be a digital companion, attracting, engaging and informing attendees. Boasting responsive design, improved navigation and dedicated sponsor, exhibitor and media microsites, ChicagoAutoShow.com hosts more than 1 million visitors in Q1 each year and nearly 1.75 million visitors annually.

The 2018 version of [ChicagoAutoShow.com](http://ChicagoAutoShow.com) is fully functional for all devices – desktop, tablet and mobile – allowing users the same experience whether they are at home or on the go. As well, the show’s rich past is on full display in pictures and videos in the site’s Show History. Finally, online and mobile ticketing are improved, allowing purchasers to share and save tickets with their mobile device.

The show’s dedicated Android and iOS app returns for its fifth year with improved ticketing, enhanced beacon and notification capabilities and detailed showfloor maps and vehicles on display listings. The free app can be found in both the Google Play Store and Apple App Store. Those downloading the app receive a \$3 discount off a full-price adult admission.

Both the website and app include innovative functionality that allows site visitors and app users to interact with

exhibitors as if they were on the show floor. No auto show has ever offered this feature, and, in conjunction with the site’s Vehicles on Display section and DriveChicago.com inventory solution, the Chicago Auto Show website is unmatched in customer-to-exhibitor interaction.

“We want our attendees to connect to the show on every level,” said 2018 Chicago Auto Show Co-Chairman Ray Scarpelli. “We will be providing free high-speed WiFi at the show to allow show goers to share their experience through social media, our website and our official Chicago Auto Show app.”

Also new to ChicagoAutoShow.com is an enhanced sponsor section featuring an interactive landing page. Prospective sponsors can gather key information and demographic data on Chicago Auto Show attendees and view a wide range of opportunities that may align with sponsor objectives – from consumer show activations to business-to-business industry events to onsite and digital branding. More information can be found at [chicagoautoshow.com/sponsor/](http://chicagoautoshow.com/sponsor/).

Media visiting the website are now able to register for media credentials, download high-resolution Chicago Auto Show images and video, locate recent news releases, view a show floor map and obtain the show’s 2018 press kit. The media section of the site is found at [chicagoautoshow.com/media/](http://chicagoautoshow.com/media/).

## ONLINE PRESS KIT

The official Chicago Auto Show Press Kit is available at [www.chicagoautoshow.com/media/online-newsroom](http://www.chicagoautoshow.com/media/online-newsroom).

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## WHAT DRIVES HER RETURNS TO THE CHICAGO AUTO SHOW



The Chicago Auto Show has teamed up with Women in Automotive and She Buys Cars to host the second annual What Drives Her industry networking event and panel discussion during the show's 2018 Media Preview. This event will be held Friday, Feb. 9 with the mission of honoring and celebrating women with leadership roles in the automotive industry as well as discussing future trends.

"We think it's important to continue facilitating discussion around this important topic, which is why we're excited to bring back What Drives Her," said Chicago Automobile Trade Association Board Member Kelly Webb Roberts. "The Chicago Auto Show remains a leading industry event connecting automakers with customers. This is great news for exhibitors,

particularly because women are driving the decision when it comes to purchasing a vehicle."

Ford's Global Trend and Futuring Manager Sheryl Connelly will kick off the 2018 program with findings from the brand's forthcoming 2018 Trend Report with a focus on females and how they'll drive the future of the auto industry. Then, Cox Automotive's Michelle Krebs will moderate a panel of influential women who hold leadership roles at manufacturers, including Monique Kumpis, senior group manager of brand marketing and advertizing at Hyundai and Kimberly Gardiner, director of marketing communications at Kia. Collectively, they'll take a deeper dive into the reality that while women dominate the car-buying decision, only few hold leadership roles within the industry.

The Chicago Auto Show will stream the event live via its Facebook page. The designated program hashtag will be #WhatDrivesHerCAS. To submit a speaker for consideration or to learn more about sponsorship opportunities, please contact the Chicago Auto Show's Director of Public Relations and Social Media Jennifer Morand at [jmorand@drivechicago.com](mailto:jmorand@drivechicago.com) or 630-424-6084.



## DRIVE SAFE CHICAGO CONTEST AIMS TO REDUCE DISTRACTED DRIVING

Teens from Chicagoland, Illinois and neighboring states are invited to help spread the word about the dangers of distracted driving via the fourth annual Drive Safe Chicago PSA Contest. The contest invites teens to submit ideas for a 30-second public service announcement about distracted driving. It is sponsored by The National Road Safety Foundation, a nonprofit group that promotes safe driving, in conjunction with the Chicago Auto Show.

Three finalists will be selected and an Emmy Award-winning director will come to their schools to develop their ideas into finished TV public service spots. The public will then cast votes to select the grand prize winner, who will get a \$2,000 prize. The winning spot will debut at the 2018 Chicago Auto Show. It will also air on the nationally syndicated TV show "Teen Kids News" on 220 TV stations nationwide. The first runner-up will receive \$1,000 and the second wins \$500.



"Even as today's cars have technical innovations helping prevent crashes and protect occupants in the event of one, distracted driving continues to be a major risk for drivers," said 2018 Chicago Auto Show Chairman John Hennessy.

"We are pleased to have the Drive Safe Chicago contest engage young people as messengers to their peers and to all drivers that distracted driving is dangerous driving."

Teens who live in Illinois, Wisconsin, Indiana and Iowa are invited to enter by sending a script or storyboard for a TV ad that reminds people not to drive distracted. Entries must be received by Jan. 8, 2018, and the winner will be announced at the Chicago Auto Show.

All entrants will receive two free tickets to the Chicago Auto Show. Information about distracted driving and the Drive Safe Chicago Contest, including contest rules and entry form, can be seen at [nrsf.org/teenlane/content/drive-safe-chicago](http://nrsf.org/teenlane/content/drive-safe-chicago).

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## OFFICIAL HOTELS OFFER CONVENIENCE, LUXURY

The Chicago Auto Show is proud to announce partnerships with the Hyatt Regency McCormick Place and the Waldorf Astoria Chicago. Directly connected to McCormick Place, the upscale Hyatt offers unprecedented convenience to the show floor, and the Waldorf, located in Chicago's Gold Coast, provides "five star" amenities for corporate executives. As official hotel partners, both hotels are offering exclusive rates for Chicago Auto Show media, exhibitors and attendees.

The Hyatt Regency McCormick Place will offer exclusive rates starting at \$167 for single, double, triple or quad occupancy. Rates at the Hyatt include premium internet access and complimentary pool and health club access. In addition, the Hyatt is offering special rates starting at \$121 for those attending First Look for Charity.

As an official hotel partner for the Chicago Auto Show, the Waldorf Astoria Chicago is pleased to offer the Chicago Auto Show an exclusive rate of \$247/night for a deluxe King guest room or \$305/night for an upgraded Waldorf Suite. Those rates include high-speed, wireless internet, local and national phone calls and access to the Waldorf Astoria Spa & Health Club.

Rates are subject to availability and booking deadlines. For more information or to book your room, see the Official Hotels page at [chicagoautoshow.com/about-the-show/official-hotels/](http://chicagoautoshow.com/about-the-show/official-hotels/).



## CHICAGO AUTO SHOW ADDS NEW MARKETING AND SPONSORSHIP DIRECTOR

The Chicago Automobile Trade Association (CATA), producer of the Chicago Auto Show named Jim OBrill as its Director of Marketing. Effective immediately, OBrill will oversee marketing for the nation's largest auto show and serve as the primary contact for show sponsors.

"We're thrilled to have Jim join the CATA to collaborate with our established team on marketing and sponsorship efforts," said David Sloan, CATA president and Chicago Auto Show general manager. "We constantly strive to offer a superior experience to auto show attendees, exhibitors, sponsors and association members and, with Jim's strong background, we look forward to the innovative thinking and fresh ideas that he will bring to the table."

OBrill joins the CATA with more than 15 years of experience in the field. OBrill's previous work encompassed everything from banking and agency work to radio promotions. Most recently, OBrill was a senior account manager at leading experiential marketing agency, Mosaic, where he developed and executed national programs and tours for clients such as Procter & Gamble, Costco, Hershey's, Target and Starbucks. Prior to that, OBrill served as the first promotion manager at 97.1 FM The Drive where he established a full promotions department, sponsorship opportunities and generated new campaigns for clients such as Ravinia Festival, Buffalo Wild Wings and XFINITY.



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