



2011 Update 2



Media Preview February 9-10
First Look for Charity February 10
Public Show February 11-20
www.ChicagoAutoShow.com

DATES
2011

Social Media: The Newest Final Frontier (at least for now)

Around our office, the second day of the 2011 Chicago Auto Show Media Preview is getting a lot of action. We've put together a plan that is already creating buzz and getting a newly influential crowd through the doors of the Chicago Auto Show. So while Johannes Gutenberg may have changed the world with the printing press and Henry Ford may have helped push society into a new age of production, the 2011 Chicago Auto Show knows one thing is certain: Social Media is a definite force to be reckoned with, and we want to help make sure this interactive game is one the auto industry can win.

Before the Thursday night stars start twinkling over First Look for Charity, manufacturers have been given the opportunity to invite a limited number of this new breed of media to make the world of a global auto shows their oyster—and each manufacturer can define its own destiny via these new relationships.

"Each manufacturer has specific groups that are important to it and have been well-defined by their existing social media departments," said Chicago Auto Show General Manager Dave Sloan. "What we want to do is open up our show as a giant content provider for them. Some might want to address safety influencers, while others are into design, style, motorsport, future fuels, whatever! We're leaving it up to everyone to identify those who influence others and invite them to the show, where we will provide them with credentials. The rest, as they say, will play out as it plays out. We think it's an exciting idea, and we know we're not alone."

From moms on Twitter to environmental bloggers to those with big Facebook followings, these guests will be given an unprecedented preview of the 2011 Chicago Auto Show. While the group will be large, the beauty is that each manufacturer will get to engage with its short-listed guests in person.

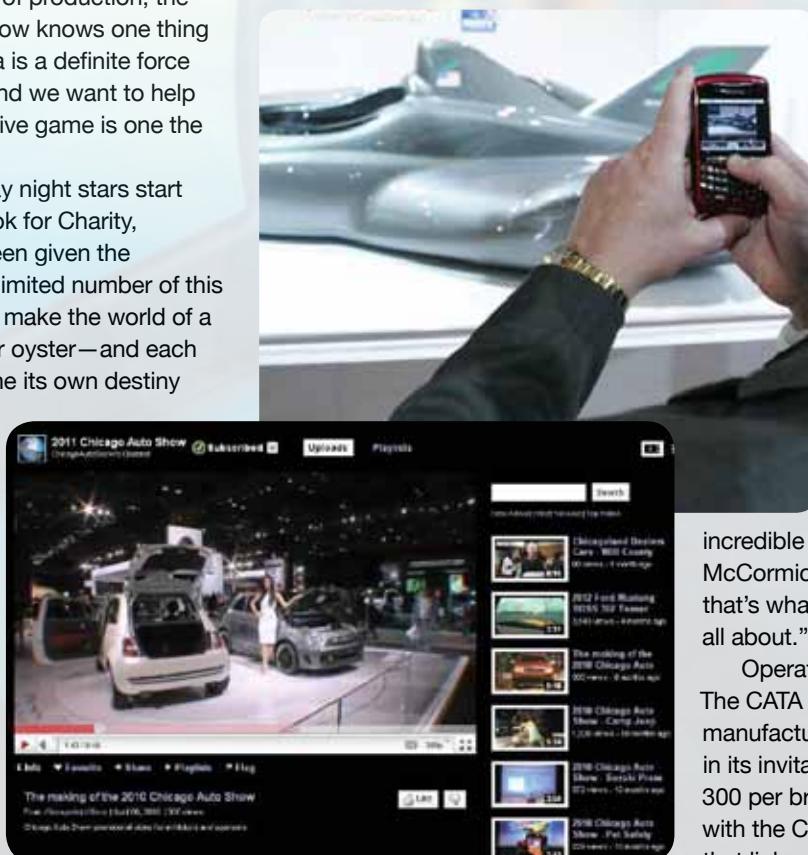
"Some of our manufacturers really 'get this' and are ready to exploit it to their full advantage," said Chicago Auto Show Chairman Kevin Mize. "We're ready to work with all of our exhibitors to not only use this day to maximize their media preview efforts, but also to set the stage for using those same avenues of contact for the 10-day public run of the show. After all, once the media leave town, there's this

incredible show that moves people from McCormick Place to dealerships. And that's what auto shows are truly all about."

Operationally, here's how it will work: The CATA will provide each exhibiting manufacturer a unique URL to include in its invitations. Those invited—up to 300 per brand—will be asked to register with the Chicago Auto Show through that link and to print out their 2011

"ticket." In this case, the ticket/credential will be a two-sided badge that grants unlimited access to the show floor—with the inviting manufacturer's name printed on the back. At the show's entry, those invited will be required to present a photo ID to ensure they are, in fact, the person who was invited (much like traditional media members).

As mentioned above, this credential will also have the



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Nissan to Warmly Welcome Media for Chicago

For the past seven years, the Chicago Auto Show has crafted a program to assist with travel and hotels for a significant gathering of A-list media to attend the show's two-day media preview. While show organizers are tremendously grateful for the contributions provided by the program's former sponsor, no deal is forever.

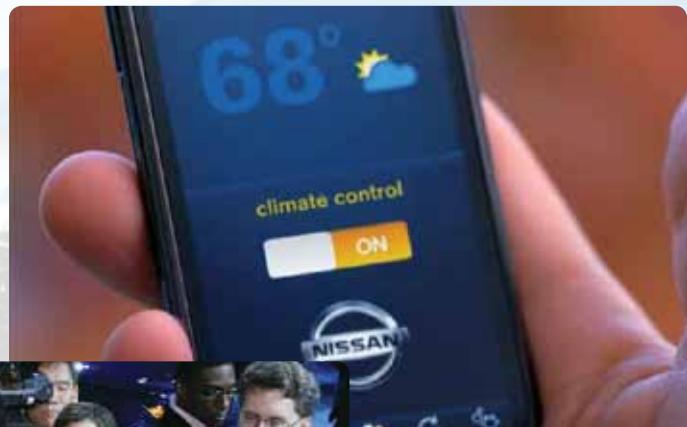
The Chicago Auto Show is proud to announce that Nissan North America has become the sponsor of the show's Media Travel Assistance Program. The program will deliver top-flight automotive, lifestyle and social media to be in the Windy City to carry on their work and bring news of the industry to viewers, readers and listeners.

"The Chicago Auto Show is a tremendous venue for consumers and media offering significant vehicle introductions and industry news, said Al Castignetti, vice



president and general manager, Nissan Division. "Nissan has quite a history with the show, and we are proud to sponsor the Media Travel Assistance Program and to work with the show organizers to help continue to bring top-tier media to such a newsworthy event."

"Becoming the sponsor of this program shows tremendous strength and confidence in their brands," said Kevin Mize, 2010 Chicago Auto Show chairman. "Nissan is obviously aware



that other manufacturers will be making news, but participating journalists won't be obligated to cover—or not cover—any brand in particular. This is something that's good for the industry, and we congratulate and warmly embrace that kind of thinking."

As in the past, the invited media for this program have been identified by show organizers via researching of a large group of manufacturers. They have ranked media or identified potential guests as strong automotive influencers in the social media.

"We then assemble a list of those who appear repeatedly as being important in the eyes of the manufacturers and start sending out invitations," said Chicago Auto Show General Manager Dave Sloan. "The actual arrangements are made by our contractor, G. Schmitz and Assoc., for program implementation." All inquiries about the plan should go through our Chicago Auto Show office, not through Nissan or G. Schmitz.

Nissan has displayed at the Chicago Auto Show since the brand appeared on American shores in the 1960s, and it values the tremendous consumer reach and impact it provides. This program also shows how valuable Chicago is to Nissan and to the industry by supporting its very successful media preview.

Social Media *cont'd from pg 1*

manufacturer's name on the back, allowing targeted hospitality specifically for those whom they invited, and might include food, drinks, giveaways and any number of creative options that will spark the interest of their social media "influencers."

Like the good PR professionals and marketers that we are, we're excited because this is an opportunity for both manufacturers and consumers. There are no hidden agendas. Just a stunning and exciting show to bring together car companies and media, both traditional and non-traditional.

In short, the second day of the 2011 Chicago Auto Show Media Preview is the newest frontier. Our mission is an exciting one: to explore new opportunities; to seek out new relationships and advocates; to boldly go where no auto show has gone before. (wait—did we steal that from someone? Oh well, they were fictional, anyway... let's use it)

VW's Jonathan Browning to Address Economic Club of Chicago at Auto Show

Jonathan Browning, president and CEO, Volkswagen of America, Inc. will be the featured speaker of the February meeting of the prestigious Economic Club of Chicago (ECC) luncheon, Feb. 9, 2011 at McCormick Place.

The event, which has become one of the most popular on the ECC calendar, will be held in the Vista Ballroom of the nation's biggest convention center, at noon during the two-day media preview of the auto show.

"With as much activity as there has been with Volkswagen and its brands over the past year, we know that Mr. Browning will be well received for this meeting," said Grace Barry, president of the Economic Club of Chicago. "Our members have grown to expect not only a great presentation from the industry leaders, but also enjoy the ability to view the show after the event. While we are a Chicago-based organization, our reach is international and Mr. Browning's perspective will be welcomed warmly by our members. We offer our sincere thanks and appreciation to him and Volkswagen for speaking to our members."

In June 2010, Jonathan Browning assumed responsibility for global directing of the Volkswagen Group's National Sales Company. In October 2010, Browning became President and CEO, Volkswagen Group of America, Inc. and President for the Volkswagen of America brand.

Browning has held numerous executive sales and marketing posts worldwide at General Motors (GM) and Ford Motor Company. He was Vice President of European Sales, Service and Marketing at the GM Group from 2001 to 2008, and also Chairman of Vauxhall Motors from 2006 to 2008, becoming GM Vice President of Global Sales, Service and Marketing in 2008. Browning worked for the Ford Group from 1997 to 2001, first as Executive Director of Marketing for Ford Europe and then as the Global Managing Director of Jaguar.

He is a native of Taunton, England, and received his masters of business administration from Duke University.



First Look for Charity

Nineteen years before Charles Lindbergh flew from New York to Paris, a golden pistol was fired in Times Square on Feb. 12, 1908, signaling the start of a car race between those two cities. The first checkpoint: Chicago. Nearly six months and 22,000 miles later, officials crowned the winner of what was billed as The Greatest Auto Race on Earth.

Follow that racecourse at this year's First Look for Charity, the black-tie benevolent event of the Chicago Auto Show. The show floor will boast cuisine that traces a path from the Big Apple to the City of Lights. Sample food and drink offerings from San Francisco, Japan, Berlin and more.

First Look for Charity gives attendees an elegant, inaugural look at the annual Chicago Auto Show; a method to help 18 deserving area charities; and an opportunity to win a new vehicle. This year, make that two new vehicles—a 2011 Honda CR-Z and a 2011 Hyundai Sonata.

The all-new Honda CR-Z sport hybrid introduces a sleek two-passenger coupe design with quick, sporty handling to the



gasoline-electric hybrid segment. The completely redesigned Hyundai Sonata delivers best-in-class fuel economy and raises the bar when it comes to features and technology offered within the midsize car segment.

Eighteen significant Chicago area charities will benefit from the more than \$2 million expected to be raised by First Look for Charity. You can direct the proceeds from your ticket purchase to any or all of them.

Now in its 20th year, First Look for Charity appears prominently on the calendars of both socialites and car buffs. The black-tie affair enables participants to behold the nation's largest auto show in grandeur. Enjoy hors d'oeuvres, champagne, wine, soft drinks and desserts while strolling a show floor that boasts more than 1,000 new vehicles—dozens on display for the first time anywhere.

Black-tie attire mandatory!
CR-Z compliments of American Honda
Motor Company. Sonata compliments of Chicagoland and Northwest Indiana Hyundai Dealers. Vehicle winners must be present at time of drawings.

It's as easy as pie...

The truth is, while baking is not always easy, enjoying a perfectly golden slice of apple pie always is. For 2011 media registration, we'll do all the baking (approval, printing and mailing) if you can just share with us the ingredients (your name, address, company, title...etc). By registering in advance, you can skip the annoying line at the buffet and just sit down and enjoy the good stuff.

If you weren't registered last year or didn't receive the "welcome" Email, you can always register the old-fashioned way and go to <http://chicagoautoshow.com/media/> and click on the Media Credentials Requests link. By registering online, you can avoid the long lines when you arrive at the show and prevent those who registered online from getting the best seat in the house as you're filling out paperwork.

Exhibitors can register for credentials, as well. Primary contacts for each organization should visit <http://www.chicagoautoshow.com/exhibitors/> and click the Credential Registration/ Tracking link. The password for this year is Exhibitor2011 (case sensitive). Exhibitors can list their primary contact information and request credentials for booth staffing.

We're looking forward to receiving your RSVP to the best party of the season. If you register online, the media preview will truly be as easy a pie...whatever the origin of that particular phrase, we like it and we like making your life easy.

Official Hotel

Living out of a suitcase isn't our favorite thing, either, but at the Chicago Auto Show we know how to have a good time. Keeping this in mind, we are happy to announce the 2011 Chicago Auto Show official hotel will once again be the Chicago Sheraton Hotel and Towers. Right on the river at Columbus Drive, the Sheraton Chicago not only offers easy access to great city life, it also offers an exclusive \$115 a night rate to show media, exhibitors and attendees. This way, we can all have our cake and eat it too.

Guests registering with the 2011 Chicago Auto Show will be treated to more than a luxurious stay at the beautiful hotel. Along with newly renovated and updated rooms, guests registering with the 2011 Chicago Auto Show will also be treated to a number of Sheraton Chicago perks not usually included with standard room rates. For example, guests with the show will also receive: complimentary in-room Internet access, health club and pool access, local newspaper and USA Today, use of the McCormick Place Shuttle (please note that the McCormick Place shuttle service is based on a pre-set schedule), and Double Starwood Preferred Guest points.

To make a reservation at the special Auto Show rate, please call (800) 325-3535 or visit <http://www.starwoodmeeting.com/Book/chicagoautoshow2011> and mention booking code AUTO.

For more information on the Sheraton Chicago, please follow this link to the Sheraton Chicago Fact sheet: <http://www.sheratonchicago.com/downloads/factsheet.pdf>



The officers of the Chicago Automobile Trade Association wish everyone a joyous holiday season and a prosperous new year.

Pictured are (front) 2011 Chicago Auto Show Chairman Kevin Mize of O'Hare Honda and O'Hare Hyundai, Des Plaines, Ill.; Kurt Schiele, Elmhurst BMW, Jaguar Elmhurst, Elmhurst Toyota-Scion, Elmhurst, Ill., treasurer; CATA Chairman Steve Foley Jr., of Steve Foley Cadillac-Bentley and Rolls-Royce, Northbrook, Ill.; Back row: Mike Ettleson of Ettleson Cadillac-Buick-GMC and Ettleson Hyundai, Hodgkins, Ill., vice chairman; John Webb of Packey Webb Ford, Downers Grove, Ill., secretary; and Dave Sloan, CATA president and general manager of the Chicago Auto Show.

The CATA is the nation's oldest and biggest metropolitan franchised new-car dealer association and has produced the annual Chicago Auto Show since 1935.



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