



# 2011 Wrap Up



**Media Preview February 8-9**  
**First Look for Charity February 9**  
**Public Show February 10-19**  
[www.ChicagoAutoShow.com](http://www.ChicagoAutoShow.com)

**2012**  
**DATES**

## Show's draw still magic with public, Mfgs

The 2011 Chicago Auto Show closed with rave reviews and in the process enjoyed a 10 percent increase in attendance over its 10-day run when compared to a year ago.

"We enjoyed an opening weekend stronger than in 2010, but gave some of those gains back on Valentine's Day," said auto show general manager Dave Sloan. "But heightened interest in a recovering auto industry coupled with a warmer-than-normal February and strong buzz in the community helped achieve the show's gains. Our closing Saturday was among

the best days we've ever had. Our manufacturers and dealers had hoped to see a bump in interest this year, and they weren't disappointed." (see "Showroom Sales Spike" below)



"I'd also say that the cooperation we had with McCormick Place in reducing the evening parking fees at surrounding lots was effective in bolstering our post-6 p.m. crowds," said Sloan. "We are excited to watch how the increase in auto show attendance is translating to a

boost in sales for dealerships."

## Showroom sales spike in wake of show

For more than a century, if there is one thing the Chicago Auto Show does better than any other, it is to bring consumers and cars together. And thanks to great deals from manufacturers, a reenergized appreciation of new cars and technology, pent-up demand—and some cooperation from Mother Nature—dealers around Chicago are experiencing a dramatic post-show bump in sales.

With four distinct indoor test tracks, an almost endless sea of expertly marketed vehicles, an amazing array of interactive hands-on displays and a natural love affair that Americans have with personal mobility, visitors to the 2011 Chicago Auto Show had every opportunity to imagine themselves as the proud owner of a new car—and now those elements have come together, translating to floor traffic and sales.

"At the show, people ask questions, explore and compare vehicles, and have a chance to actually feel the wheel in their

hands," said Kevin Mize, chairman of the 2011 Chicago Auto Show. "At that point, the motivation machine starts up, and by the time show goers get home, many are ready to turn their fantasy into the next resident of their garage."



The energy and subsequent dealership activity created by the show is more than spotty or anecdotal. It's widespread and apparently transcends all lines and styles.

**John Guido, Arlington Heights Ford, Arlington Heights, Illinois**

*"January was a tough month and the first two weeks of February were a disaster. We lost three days due to the blizzard and our sales people were down in the dumps even before the snow hit. But then the auto show steamroller started and it absolutely made a difference. We always say, 'the best time of the year to buy a car is during the auto show,' and we weren't kidding. All the manufacturers*

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have promotions, the biggest rebates, incentives, special deals and leftover 2010 models they want to move.”

“The show opened up and it did its magic,” he continued. “It was like someone opened the gates for a solid 14 days. For example, we sold 10 new cars this past Friday, then 18 Saturday, 10 more on Monday. We had nine dealer trades in one day! That tells me that there’s activity all over and it’s exciting.

“As for the Ford dealers in Chicago region, I’ve seen sales sheets that were in the 50-60 unit range, with four dealers who sold 100 or more new units. So, does the auto show work? You tell me.”

“As an employer, the best part is that I’m passing out the biggest checks I’ve handed out in a long time, and now we’re going to get out another big round of them again. That means that those salespeople will be out in the community spending it which will help spur the rest of the economy. It feels great.”

**Denise Guardino, Bill Jacobs Auto Group (BMW, Mini, Land Rover, Chevrolet), Suburban Chicago**

“We were holding our breath in anticipation of the big storm, then the snow hit and we closed for two days. Well, for the last 10 days we didn’t have enough people on the floor to handle the traffic. We wound up with Land Rover #1 ranking in the region, #2 for BMW, #1 for Mini—and it was all fresh business, not holdovers. We’re so encouraged.

“We’ve also had tremendous feedback on the (Land Rover) Evoque, which could only have originated from auto show activity and interest. The only place they could have seen it was at the show as there’s only one brochure per dealership produced.



“Overall, we’ve been enjoying double digit sales days with units sold in the high teens both Saturday and Monday, and the traffic isn’t slowing down. There’s clearly impact from the auto show that affects what’s going on in dealerships.”

**Mark Scarpelli, president Raymond Chevrolet and Raymond Kia, Antioch, Ill.**

“There’s no doubt in my mind that the auto show was one of the huge factors of what’s behind this sea change in sales we’ve been experiencing. People were coming in asking to see cars such as the Camaro ZL1 and the Volt—and the only place they could have seen them is at the show.

“The floor traffic turned into strong sales that peaked this past Saturday with 38 new units out the door. We saw far more floor traffic after the show than we did last year with the ‘Cash for Clunkers’ program.”  
**Chuck Piano, Nissan of Orland Park, Infiniti of Orland Park**

“There’s been a major influx that’s directly attributable to the auto show. I’ve had more than a couple of people ask if the Essence concept was going to be built as a production car and others who said it was so popular that they couldn’t get close to the QX56. She’s a new customer now.

“We’ve been blessed with steady sales all year, but the show has given up a definite boost—as it always does.”

So was it the auto show alone?

“Certainly not,” said Chicago Automobile Trade Association Chairman Steve Foley. “But we have a lot of factors that have come together to take the boost the show normally produces and put it into overdrive. The pent-up demand, special auto show incentives, exciting new products and a highly energized show have all come together to create this result. What we have to do now is keep the ball rolling. At least from the dealer and manufacturer side, I don’t sense it will slow down.”

## Blizzard challenge bested by experienced crews

No matter how many schools, banks, businesses and roads the historic snowstorm of 2011—the third largest snowfall in Chicago history—forced to close, it still couldn’t touch the Chicago Auto Show. Thanks to the phenomenal teams who work together to produce the show, despite the total shutdown of Lake Shore Drive and a monthlong barrage of white stuff that eclipsed all records for snow, the Chicago Auto Show opened as planned and on time.

“The set-up of our show is really a well-crafted timeline of events that has to happen in a very specific order,” said Chris Konecki, executive vice president of the CATA and director of operations for the Chicago Auto Show. “Our contractors came through with absolute professionalism and a high level of skill that kept us from missing a step or losing any significant amount of time.”

“We got McCormick Place involved as early as Monday (Jan. 31) so that we could move the trucks into place to mobilize them more effectively,” said Pete Carroll, general manager of GES. “Everyone at the building is owed a huge ‘thank you’ for their cooperation in this logistical challenge. Some of our biggest problems revolved around removing snow from the rooftops of the trailers, but we were able to keep our crews rotating to keep them warm and effective.”

“What to many cities would have been a strangling storm of epic proportion turned into a speed bump in the production of the nation’s biggest auto show,” said Konecki. “Many thanks to the very professional men and women who make the Chicago Auto Show happen.”

Oddly, a week after this storm, the show opened with almost totally clear streets from a stretch of unusually warm weather that stayed with the show through its close on Feb. 20.

## Another Chicago First: Four Ride and Drive Tracks

Experiential marketing isn't new, but it broke through old barriers at the 2011 Chicago Auto Show when four brands rolled out exhibits that put potential customers into the seats of their products. To accomplish that on the floor of the show is a testimony to the capabilities of McCormick Place, the vision of those who produce such exhibits and the professional cooperation of the exhibit hall's safety team.

Jeep returned with a more remarkable setup than ever, showing off its Grand Cherokee and Wrangler amidst a course replete with falling snow that amazingly was absent outside the building. Toyota built a 50,000 square foot construction zone that allowed passengers to experience firsthand the handling ability of its trucks and SUVs. Thankfully, no hard hats were required, as drivers were all professionally trained—and the construction zone was the first in recorded history to be welcomed by those who encountered it.

Similarly, Ford put its all-new Explorer through the ringer with a teeter-totter and a terrain made of sand. And, to “quietly” round things out, the Chevy Volt showed off its eco-friendly side on a track that was literally blooming with tulips, trees and grass.

“The sky is the limit at the Chicago Auto Show,” said Dave Sloan, president of the CATA and general manager of the Chicago Auto Show. “We love indoor test tracks because they give thousands who

visit the show a unique experience while illustrating the very sophisticated technology available in vehicles today.”

At the end of the day, the numbers speak for themselves. Chicago? Four. Everyone else? Um, we're still waiting.



## Jim Farley @ MAMA Breakfast

Keynoting the show's media preview was Jim Farley, Group Vice President of Global Sales Marketing and Service for Ford Motor Company, who updated the current success of Ford's 2011 models. The Explorer was named Truck of the Year and has brought 1,200 new jobs to the south side of Chicago.

Farley commented on how important social media was to the launch of the Fiesta, and why it will be important to do the same for the new Explorer.

“First, we start early and we're flexible in the direction the campaign can take,” he said. “Then, we engage in a conversation with consumers and influencers—get the buzz building, and use that buzz to determine the direction we take next. We allow the customer to influence everything. But we need to be relevant and authentic. In short, we have to give our brand to others. Give your brand to others. That's not easy for a 107-year-old Fortune 10 company to do. Today, though, it's a vitally important thing to do.”



By employing the use of social media and Web-based marketing, Ford has taken advantage of the 82 percent increase in global social media use from the previous year.

“Ford ‘gets it’ (social media) and we're playing for keeps in a highly competitive new space. As we all know, digital and social media are the hottest marketing channels of the day. Just look at some of the figures. Between 2009 and 2010, Internet and mobile media were the only ones to grow in “share of time spent.” U.S. spending on online advertising has grown from nothing in 2000 to \$2 billion in 2011. It's estimated to reach \$5 billion in 2014. And of course, new online channels continue to explode onto the scene with upstarts like Twitter, Hulu and Foursquare joining the old favorites like Facebook, LinkedIn and YouTube.”

Farley's comments resonated with many in the audience who were prepping for the show's social media preview day.

## Chevrolet Camaro ZL1

Rick Scheidt, Chevrolet's vice president of marketing, told the media that Camaro has always been about bringing smiles to faces. If that's true—and there's no reason to argue with it—Camaro lovers the world over were grinning as the 2012 Camaro ZL1 crossed the stage.



The ZL1 is planned to launch early in 2012 and will feature a supercharged V-8 engine producing an estimated 550 horsepower. According to Scheidt and Chevy design boss Ed Welburn, this Camaro is the complete package, not just a new model with more power. Highlights include an updated transmission with higher torque capacity, dual-mode exhaust system first used on the legendary Corvette and Magnetic Ride Control suspension that will allow the driver to select their preferred style of driving: Touring or Sport.

To commemorate the centennial celebrations of both Chevrolet and the Indianapolis 500, Chevy also announced the release of a limited edition Camaro SS convertible replica of the 1969 pace model. The white car will feature orange stripes, the colors of the original 1969 pace car. Scheidt made the announcement, referencing the long history Chevrolet has shared with the Brickyard. A limited run of 500 pace car replicas will be manufactured this spring for Camaro enthusiasts and Indy fans.

## Volkswagen GLI

VW President and CEO Jonathan Browning said Volkswagen strives for its promise of "German Engineering for All," making its vehicles accessible to the greatest array of people.

"There are two parts to that promise, 'German Engineering' and 'For All,'" he said.

"Delivering on both of those is a real challenge, but also a real opportunity." Browning then revealed the new 2012 Volkswagen Jetta GLI.

In addition to the raised performance specs of the sedan that are sure to "turn on gearheads," the GLI features a Fender sound system, made by the iconic company famous for its

amplifiers and musical instruments. The choice to partner with Fender was announced in December 2010, with the tag line, "The best seat in the house is now behind the wheel."



## Suzuki

News from Suzuki centered around the brand's expanding social media network and the Facebook game contest "All Points." In Chicago the winner of this contest, Mark Rouch, was presented with the prize, a new 2011 Suzuki Kizashi.

Suzuki also announced that continued interest from consumers in the All Points game lead to the development of the Ring of Fire racing game and Live Large video contest. Suzuki plans to release versions of the Ring of Fire and Live Large games with options for Android users and Wii game consoles as well.

According to the brand, Suzuki continues to move forward in the industry, finishing the final quarter of 2010 with three consecutive months of year-over-year sales increases, acquiring numerous product awards, and implementing new marketing initiatives.



## Hyundai Genesis 5.0 R-spec & Veloster Rally Car

Hyundai President and CEO John Krafcik greeted media at the Chicago Auto Show with much excitement as Hyundai is celebrating its 25th anniversary in the United States. Krafcik offered up a wealth of information pointing to the brand's success over the last year. According to the CEO, in 2010, Hyundai broke its all-time sales record by selling over 500,000 vehicles.

Taking center stage at Hyundai's press conference was the unveil of the Hyundai Genesis 5.0 R-Spec by Vice President Mike O'Brien. Also, joining the press conference were rally and drift champ driver Rhys Millen, and Motocross professional Robbie Maddison. Millen did the intro honors for the Hyundai Veloster Rally Car as he'll be the pilot of the new racer when it hits the circuit. The Veloster is the newest Hyundai model.



Mike O'Brien



## R/T is Back as Dodge Unleashes Five New Performance Models



Ralph Gilles

From minivans to muscle cars, the Dodge brand introduced an entire lineup of new R/T performance models at the Chicago Auto Show.

"We have customers who love cars, who love the thrill of driving, but can only afford one car," said Ralph Gilles, President and CEO, Dodge Brand — Chrysler Group LLC. "Our Dodge R/T models give buyers the chance to stoke their love of driving while still taking care of their families and responsibilities. Driving these R/T models will absolutely leave a smile on their face."

"We're going back to our roots, when Dodge R/T meant a higher level of dynamic capability," Gilles added. "In addition to exterior design cues and sporty interiors, every Dodge R/T vehicle will have unique handling characteristics, high-tech, high-performing engines, special exhaust tuning, a sport-tuned suspension and performance tires that grip the road. These Dodge R/Ts have definitely earned their stripes."

**Dodge Charger SRT8 and Durango** The new product onslaught continued for the Dodge brand with the announcement that the Dodge Charger SRT8 will return for the 2012 model year.

"We're continuing the fast-paced rebuilding of Dodge as our performance brand, and the expansion of our SRT product lineup in 2012 is an important part of our rejuvenation," said Gilles. "The Charger SRT8 builds on the iconic four-door fastback coupe design of the all-new Charger and adds a much larger power band across the RPM range, along with intelligent performance attributes and safety and creature comforts for customers who are passionate about performance driving."

Dodge's new Durango is a driver's SUV that delivers on-road performance and capability by combining handling characteristics with the flexibility of a three-row SUV. But Dodge unveiled a Durango R/T model in Chicago that is ready to be winded through the turns with unexpected driving dynamics.

This performance version features a unique suspension tuning and the legendary 5.7-liter HEMI V-8 engine with fuel-saver mode and variable-valve timing sits under the Durango R/T's hood. It delivers 360 horsepower and 390 lb.-ft. of torque. The HEMI assists in a best-in-class 7,400 lb. towing capability. Durango R/T's exterior features a unique fascia with fog lamps, a body-color grille surround with black texture and xenon high-intensity discharge (HID) headlamps. Additionally, the Durango R/T will offer an exclusive "Redline Red" exterior paint color.

**Caravan R/T "Man Van"** Dodge is giving the Grand Caravan an extra dose of mojo for 2011 and they showed it in Chicago: The Grand Caravan R/T—a minivan that delivers the driving dynamics of a performance sedan and a little bit of attitude. Affectionately known internally within the company as the "Man Van," the Grand Caravan R/T throws down the gauntlet for a whole new level of cool transportation for families on the go.

At the heart of the 2011 Dodge Grand Caravan R/T is an all-new powertrain. The new 3.6-liter Pentastar V-6 engine is mated to a smooth-shifting six-speed automatic transaxle and delivers best-in-class horsepower (283 horsepower compared with 197 horsepower in the previous 3.8-liter V-6 engine) and more torque (260 lb.-ft. versus 230 lb.-ft.) without sacrificing fuel economy.

Uniquely designed both inside and out, the Dodge Grand Caravan R/T proves a driver doesn't have to give up a spirited driving experience or their identity when they have a family.



## 2012 Acura TL

The 2012 Acura TL established itself as a car of sophistication and refinement during its debut at the 2011 Chicago Auto Show. The Japanese luxury vehicle introduced a new look designed to improve aerodynamics and provide customers with a practical yet refined automobile.

Visually, the 2012 Acura TL stands out with a redesigned front and rear bumper. A 6-speed automatic transmission enhances the vehicle's performance, while the double-kick-



down feature allows the driver to complete a double downshift. With a new multi-clutch torque converter that reduces heat inside the transmission, the Acura TL offers increased fuel economy.

According to the brand, the new designs and features were shaped by Acura's smart luxury philosophy, which embraces the idea of less excess and more practicality for drivers. Jeff Conrad, vice president of Acura sales, referred to the new model as bold yet refined, two words that embody the name of the Acura brand.

## Economic Club of Chicago Luncheon

The Economic Club of Chicago hosted its special Chicago Auto Show meeting at McCormick Place, featuring Volkswagen President and CEO Jonathan Browning.

Browning addressed the club members, guests and media by explaining its strategy for U.S. success. He spoke about the opening of the Chattanooga, Tenn., facility and how it builds on previous VW accomplishments to root the company further in the American automobile industry.

After commenting on the company's community involvement, market strategy and overall achievements, Browning invited the audience to sit back and relive the Super Bowl by showing the critically acclaimed advertisements for the Passat and Beetle. He explained how the commercials were released on YouTube before the weekend, generating thousands of views even before kickoff on Sunday.



*Jonathan Browning*

## Shelby GT350

Shelby American broke tradition by using an auto show for the first time to introduce new products. John Luft, president of Shelby American wowed PonyCar fans by taking the wraps off the 2012 Shelby GT350 in Chicago. Luft and Gary Davis, vice president of production R&D spoke on specific features and the development process behind this automobile, sharing how the GT350 mirrors the original Shelby Mustangs in both look and intent. Styling cues that are an homage to the original

1966 Shelby abound.

The open top 2012 GT350 is the first convertible Shelby has released since 1970. According to Davis, only 350 will be made and distributed, with pricing anywhere from \$60,000 to \$90,000, depending on engine package. Shelby/Whipple/Ford Racing superchargers will up the output of the new 5.0L V8 to either 525 or 624 BHP. Other options include a short-throw shifter for the manual, a light bar, a one-piece drive shaft, and color-coordinated billet aluminum engine cap set.



## Five Axis Project Lexus CT 200h

While luxury is at the heart of Lexus, the automaker showed off a bit of its wild side at the 2011 Chicago Auto Show.

The Chicago Auto Show marked the debut of a highly modified Five Axis Project CT that proves hybrids can be aggressive. The CT 200h is complemented by a Five Axis custom widebody conversion, JDSU "Dark Passage" paint, and custom black accents. It sits low on a TEIN Flex coilover suspension system and custom 19-inch FIVE:AD forged wheels. The Five Axis Project CT also features a custom Ultrasuede® EcoDesign™ interior, custom touchscreen interface center console and a Stoptech High Performance Big Brake Kit on the front.

"For more than a decade, Americans have made Lexus the top luxury brand in the country because of its refined sedans and SUVs, but there's more to this company than meets the eye," said Paul Rohovsky, National Manager of Events and Promotions at Lexus. "Lexus brings new excitement to the

brand with vehicles like the LFA supercar and the youthful CT 200h entry-luxury hybrid. Our F Sport accessories allow customers the opportunity to turn up the performance quotient on a number of vehicles."



## Confirmed and Shown: Audi TT RS coming to America!

The introduction of the Audi TT RS to the U.S. market has been under consideration for several months. To gauge consumer passion for the high-performance car, Audi launched an innovative survey on its Facebook tab. After more than 11,500 fans expressed their enthusiasm for the Audi TT RS in just one month, and the American automotive media praised its dynamics, Audi executives concluded the car's time had come.

In addition to showing the car for the first time anywhere in North America at The Chicago Auto Show, Audi confirmed that the high-

performance sports coupe will arrive in U.S. dealerships by the third quarter of 2011

"With performance (0-62 mph in 4.2 seconds) and agility rooted in Audi motorsports success, the TT RS is truly an emotional sports car," explained Johan de Nysschen, President, Audi of America. "That emotion became abundantly clear as we explored interest across the country."

The 'Bring it to the U.S.' Facebook petition gathered in excess of 11,500 signatures in just one month, including many likely buyers.



## Toyota Matrix



Making its debut at the Chicago Auto Show with new changes for 2011 was the sporty five-door Toyota Matrix, deftly combining a fun-to-drive spirit with the utility of a small SUV and excellent fuel economy.

In 2011, the Matrix will feature:

- New Wheels and Interior Styling Improvements
- Choice of Two Efficient Four-Cylinder Engines
- Sporty S Model Features 2.4-Liter Engine and 17-Inch Wheels
- Smart Stop Technology added to Standard Star Safety System
- Toyota Care Complimentary Maintenance Plan

## RAM Tradesman

Ram Truck announced a new trim package aimed at one of the pickup truck category's largest traditional customer bases: the Ram Tradesman. The Tradesman is a value-priced option package designed to meet the hard-working needs of small businessmen, construction jobsites and commercial fleets.

"The Ram Tradesman is named for—and aimed at—the heart of our business," said Fred Diaz, President and CEO, Ram Truck Brand, Chrysler Group LLC. "This is a hard-working truck for hard-working people. Durability, reliability and value for the money are the top three considerations for our customers. Their truck is the most important tool they own and one they'll use every day. The Ram Tradesman is a truck they can depend on."



Fred Diaz

## Chrysler 200 Convertible



Redesigned, re-engineered, re-packaged and re-priced for 2011, the Chrysler 200 Convertible made its auto show debut in Chicago.

"The coming out of the stylish new 200 Convertible at the Chicago Auto Show completes the brand transformation in conjunction with the largest consumer auto show in the country," said Olivier Francois, CEO — Chrysler Brand, Chrysler Group LLC. "The 200 Convertible is the fourth new vehicle introduced in the last three months coming on the heels of the debuts of the new 200 sedan and the Town & Country minivan and the introduction of the all-new flagship Chrysler 300. But starting in Chicago, the entire Chrysler product lineup is new for 2011."

## MotorWeek's Drivers' Choice Award

MotorWeek named the Chevy Volt as winner of its "Best of the Year" 2011 Drivers' Choice Award. Recognized as the best overall among MotorWeek's 13 award categories, the electric Volt also took top honors in the "Best Eco-Friendly" category.

"For all its game-changing technology, the Volt at heart is a great car that is fun to drive with none of the range-limiting drawbacks associated with electric vehicles," said Rick Scheidt, Vice President of marketing for Chevrolet. "MotorWeek's recognition of these attributes confirms what we are hearing consistently: that the Volt got it right out of the gate."

The individual winners of MotorWeek's other categories include:

- Best Small Car: Volkswagen Jetta
- Best Family Sedan: Hyundai Sonata
- Best Sport Sedan: BMW 5-Series
- Best Luxury Sedan: Infiniti M
- Best Sport Coupe: Cadillac CTS Coupe
- Best Performance Car: Ford Mustang GT
- Best Small Utility: Chevrolet Equinox
- Best Large Utility: Jeep Grand Cherokee/Dodge Durango
- Best Minivan: Honda Odyssey
- Best Pickup Truck: Ford F-Series
- Best Eco-Friendly: Chevrolet Volt
- Best Convertible: Mercedes-Benz E-Class Cabriolet
- Best Dream Machine: Audi R8 Spyder, Alfa Romeo 8C Spider Bentley Continental Supersports Convertible



MotorWeek Host John Davis

# The Show Gets Social

From ham and eggs to Hope and Crosby, it is clear that some things in life are simply meant to be together. Thanks to the Chicago Auto Show's bold experiment of turning over the second day of its media preview to a purely social agenda, manufacturers, marketers and public relations executives are growing more certain everyday that the auto shows and social media are a match made in marketing heaven.

During this year's media preview, the show gave its exhibitors the freedom to invite their most important social media influencers for an unprecedented preview the floor. And invite they did. In fact, close to 20 brands developed programs and hosted guests on the morning of Feb. 10. For example, Audi spoke face-to-face with a group of Facebook fans instrumental in bringing the TT RS stateside; Volkswagen rubbed elbows with music and sound fanatics for a Fender Premium Audio System sound experience; and Ford offered rides in the soon-to-be-in-Chicago Transit Connect Taxi. The list goes on.

At the end of the day, the Chicago Auto Show saw an influx of people through its doors, and exhibitors made lasting impressions on a powerful group who then told others via their various streams of contact.

"We've said it before and we'll say it again. Chicago is the place where buyer meets car," said Dave Sloan, who is the auto show general manager. "Now, as the industry continues to connect with consumers online, Chicago is committed to being the experimental home of a new wave of strategic social-izing."

"At Toyota, we considered the Social Media Day at the Chicago Auto Show a success," said Curt McAllister, Midwest Public Relations Manager at Toyota Motor Sales, U.S.A., Inc. "We had our guests go through our Toyota Drive Center experiential ride program, and the lion's share of those visitors were Social Media enthusiasts. Their tweets and blogs in advance of Public Days helped push a lot of show traffic to the Toyota Drive Center, resulting in nearly 22,000 show goers engaging our trucks and SUVs."

"For a first-time effort, Chicago's Social Media Day was a good day," said Ed Garsten, who heads up broadcast and social media for Chrysler. "From Chrysler Group's viewpoint, we had a very good turnout at our breakfast and for the walk around by Dodge Brand CEO Ralph Gilles. It was great to actually meet a lot of the people we had tweeted and communicated with online, and we received some good additional social media coverage from it."

"The social media day at the 2011 Chicago Auto Show was a nice innovation that we hope continues," said Brad Stertz of Audi. "We used it to thank the people who signed our 'Bring the TT RS to the U.S.' Facebook petition—a social media effort that sealed the company's decision to sell that sports car here. Because of Chicago's central location, we were able to host families from Texas and Oregon at our event. The show floor layout also made it comfortable to give our fans a full presentation on the Audi TT RS and a lunch at our stand."

Brian Chee, VW's digital marketing manager, said: "I found social media day valuable. We tried it as a test and received a pretty fair number of registrants. I don't know how many people blogged about the experience or how it contributed to overall volume and sentiment yet, but I think the CAS approach was spot-on. By enabling the registration process I was able to configure the opportunity as I wished. Next year, if they do it again, I will do more and have a more structured event. Bottom line, however, was traffic in the booth and what I saw was consistent and promising. On the minus side I saw a number of my old friends from my press days, so you could claim that it boiled down to just another press day! Perhaps the reality is that it is exactly where social media is—somewhere in between press and public and as such is potentially a great tool with which to expand our message reach."



# Chicago Auto Show Charity Benefit Raises \$1.9 Million



2011 Chicago Auto Show Chairman Kevin Mize

Eighteen area charities Feb. 10 shared in nearly \$2 million raised by the 2011 Chicago Auto Show's benevolent event, First Look for Charity, and two attendees left with the keys to new cars. The black-tie benefit, which is held the evening before the auto show opens its 10-day public run, raised \$1,905,060, boosting its total to more than \$30 million over 20 years.

"First Look for Charity is a great instrument for the area's new-car dealers to show the positive impact they have on their community," said Kevin Mize, chairman of this year's auto show. "All the benefiting charities are involved locally, so the money that's raised in Chicago stays in Chicago."

To everyone's delight, First Look stepped up the evening's entertainment with musical additions from the North Mississippi All Stars, jazz impresario Rick Braun, and the incomparable KC and the Sunshine Band entertaining throughout the evening.

"Never before was the food as extensive or impressive as this year's First Look," commented Mize. "The samplings encompassed tastes from around the world, mirroring 'The Great Race' of 1908 and cuisines from New York to Paris—the long way!"

As the name of the event implies, those who attend First Look for Charity are part of the premier viewing of each year's Chicago Auto Show. Tickets to the fund-raiser are \$250 each, and purchasers can elect to have their proceeds equally benefit all participating charities, or any one charity for which they have an affinity. For the event, the auto show floor is replete with a variety of food and beverage stations.

A highlight of the evening was the drawing for the event's grand prizes, a 2011 Honda CR-Z and a 2011 Hyundai Sonata Turbo. Geneva's Keith Egly won the former and Janice Cacciatore of Park Ridge won the latter. Egly, whose girlfriend is involved with the Misericordia Women's Auxiliary, said he was considering donating the CR-Z to Misericordia Heart of Mercy, one of the event's 18 beneficiaries. Cacciatore said she was likely to keep her car for her 15-year-old son, who starts driver's education classes this spring. Cacciatore and her husband, Tim, directed the proceeds of their ticket purchase to the Ray Graham Association for People with Disabilities, another charity participating in the event.

Other organizations involved in the 2011 First Look for Charity included Autism Speaks; Boys & Girls Clubs of Chicago; Catholic Charities of the Archdiocese of Chicago; and Catholic Charities, Diocese of Joliet.

Also, Children's Memorial Hospital; The Cradle Foundation; Cystic Fibrosis Foundation; Evans Scholars Foundation; Franciscan Community Benefit Services; and March of Dimes.

And, Respiratory Health Association of Metropolitan Chicago; Special Olympics Illinois; Spina Bifida Association of Illinois; St. Coletta's of Illinois Foundation; St. James Hospital & Health Centers; and the Jesse White Tumbling Team.

The Sonata was compliments of Chicagoland and Northwest Indiana Hyundai Dealers, and the CR-Z was provided by American Honda Motor Company.



Jazz trumpet star Rick Braun played throughout the evening



# Auto Show Happenings...



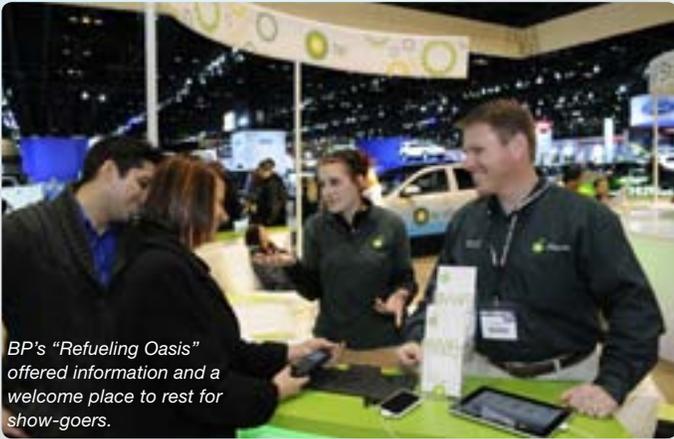
Chevy's "Time Splice" photos were a huge hit—and fun!



CATA Director Dan Marks at Ford's "Warriors in Pink" Mustang supporting the Susan G. Komen Foundation on Women's Day at the show



State Farm's Garage kept kids and adults without wrinkled fenders



BP's "Refueling Oasis" offered information and a welcome place to rest for show-goers.



Illinois Governor Pat Quinn announced a partnership with E350 to build more than 75 electric vehicle recharging stations across Illinois.



## Best In Show

Consumer voters proclaimed their favorites in five categories in the Chicago Auto Show's sixth annual "Best of Show" balloting.

In voting conducted over the 10-day public run of the nation's biggest auto show, winners in the contest's five categories were:

- Best All-New Production Vehicle: Chevrolet Camaro ZL1 (34 percent of vote)
- Best Concept Vehicle: Infiniti Essence (34 percent of vote)
- Best Green Vehicle: Chevrolet Volt (35 percent of vote)
- Best Exhibit: Jeep (24 percent of vote)
- Vehicle I'd most like to have in my driveway: Chevrolet Camaro

"Best of Show voting has become a benchmark measure, and winning in any category is quite meaningful for our manufacturers and exhibitors," said show chairman Kevin Mize. "In a year where attendance was up more than ten percent and we boasted four indoor test tracks, consumers had a better chance than ever to weigh the competitors and let their voice be heard."

Each of the first four winners beat out seven other vehicles. In the fifth category, "Vehicle I'd most like to have in my driveway," voters could choose from any of the nearly 1,000 vehicles on the show floor. According to the results, one-third of the voters considered the Chevrolet Camaro ZL1, a 2011 Chicago Auto Show world introduction, the Best All-New Production Vehicle. Interestingly, the all-new Audi A6 took runner-up honors with 16 percent of the vote.

For the second year in row, the extended-range-electric Chevrolet Volt was selected as Best Green Vehicle. No doubt the Volt was bolstered by its dramatic indoor-garden test track and informative technology display arena. Placing second was the all-electric Nissan Leaf.

Best Concept honors went to the stunning Infiniti Essence. The striking silver coupe captivated show goers and ran away with the category. The GMC Terrain HD and Lexus Five Axis Project CT tied for a distant second.

Returning to the top spot after a two-year hiatus as Best Exhibit was the Jeep brand. Jeep upped the ante this year with an all-new test track experience that featured a 20-foot drop and man-made snow. Coming up a close second was the Chevrolet display, which featured the Volt experience and a Hot Wheels spin camera that had attendees jumping for joy all show long.



Every year the tightest race of all is the pick for "Vehicle I'd most like to have in my driveway." This year featured the closest race in Best of Show's six-year run as the Chevrolet Camaro bested the Ford Mustang by just 11 votes. In all, nearly 8,000 consumers voted for best of show, which was sponsored by the Chicago Tribune and Cars.com. Each consumer who voted was entered for a chance to win one of ten Apple iPads.

The awards for Best of Show will be presented to the winning manufacturers at the annual Midwest Automotive Media Association Spring Rally.



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