

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

'WHAT DRIVES HER' LUNCHEON AND PANEL ON FEB. 9



The Chicago Auto Show will host the second annual "What Drives Her" industry networking event and panel discussion to be held 10:30 a.m.-1 p.m. Friday Feb. 9 – the Chicago Auto Show's final Media Preview day. With presenting sponsorship from the Alliance of Automobile Manufacturers, organizers have partnered with A Girls Guide to Cars and Women in Automotive to host the event, which will feature a robust lineup of female speakers who will discuss the integral role women play within the auto industry as contributors, consumers and drivers of purchasing decisions.

Chicago Automobile Trade Association Board Member Kelly Webb Roberts will open the event and introduce Scotty Reiss, who will discuss the future of automotive and the importance of female leadership roles within a largely male-dominated industry. Leaning into Ford Motor Company's sixth annual Trend Report, Reiss will guide a conversation amongst a panel of influential women leaders to gather diverse perspectives on how this year's trends will shape the future — from what takes place on the road to in the workplace.

The Coffee Chat (10:30 a.m.–12 p.m.) lineup features an intentionally diverse lineup of industry women, including:

- Cars.com Editor-in-Chief Jennifer Newman
- Facebook's Industry Manager, Auto Team, Kim Stonehouse
- Ford's Mini and Medium Utility Marketing Manager Cristina Aquino
- General Motors Women's Retail Network Director Celeste Briggs
- National Automobile Dealer Association Director of Instructor Led Training and Business Development Camron Wilson
- Steel Market Development Institute (SMDI) Vice President, Automotive Market, Dr. Jody Hall

Following the opening session, Cox Automotive's Michelle Krebs will kick off the luncheon and panel session with a discussion surrounding the auto industry's massive transformation, opportunities for women within the industry and incorporating more female thinking into vehicles and the marketing of vehicles. Krebs will moderate a panel of influential women at automotive manufacturers who will shed light on the strides their respective manufactures are taking in this area.

The Luncheon & Panel (12-1 p.m.) session includes the following panelists:

- Fiat Chrysler Automobiles Director of NAFTA Brand Advertising Marissa Hunter
- Hyundai Senior Group Manager of Brand Marketing and Advertising Monique Kumpis
- Kia Director of Marketing Communications Kimberley Gardiner
- Nissan Director, Chief Marketing Manager Anne Corrao

The What Drives Her event is one example of how Chicago Auto Show organizers engage this very important cohort. When it comes to the public, Foresight Research reports the Chicago Auto Show has an almost even split of male and female attendees: 54 percent, male; 46 percent, female.

"There continues to be a remarkable uptick in female attendance year over year," said CATA's Kelly Webb Roberts. "As the nation's largest consumer auto show, the Chicago Auto Show is proof that males and females are equal players and the gender gap has closed."

The Alliance of Automobile Manufacturers is the presenting sponsor for the second-annual What Drives Her luncheon. Event partner sponsors include the SMDI, Facebook and Cox Automotive.



CARS.COM NEWEST PREMIER PARTNER



Cars.com, a leading online automotive marketplace, is the latest brand to sign on as a premier partner of the 2018 Chicago Auto Show, Feb. 10-19 at McCormick Place. With premier partner status, Cars.com will enjoy category exclusivity and power the show's new BUZZHUB, a space designed for social media engagement featuring a 21-ft. wall broadcasting real-time trending feeds, giant #CAS18 block letters for pose-worthy moments, enlarged Instagram frame and charging stations to refuel attendees' smartphones. The new #CAS18 BUZZHUB also is home to live radio broadcasts and Best of Show voting kiosks.

"As the nation's largest auto show quickly approaches, exhibitors and sponsors are lining up and ready to engage the masses," said Chicago Auto Show Chairman John Hennessy. "According to Foresight Research, 65 percent of people who visit the Chicago Auto Show are there to shop – a statistic that applies to all exhibitors, even sponsors. We're thrilled to have Cars.com as the latest to join the Chicago Auto Show premier partner roster."

The Chicago Auto Show and Cars.com will team up on a social media contest that encourages attendees to share their "Best of #CAS18" moments – a play on Cars.com's recently-announced Best of Awards. Fans who tag their favorite show moments with #CAS18 are entered to win daily prizes, including gas gift cards, as well as a grand prize.

"We're excited to be powering the all-new BUZZHUB at the Chicago Auto Show right in our very own backyard," said Cars.com's Chief Marketing Officer Brooke Skinner Ricketts. "Cars.com is all about creating meaningful connections between car shoppers and sellers, and our real-time, social content from the Chicago Auto Show is just one example of how we help shoppers find the right car at the right price from the right place. The BUZZHUB is a natural tie-in to Cars.com's efforts with a focus on consumer engagement at the auto show."

As the nation's largest auto show, the Chicago Auto Show spans more than 1 million square feet of contiguous floor space, displays multiple world and North American introductions and showcases a complete range of domestic and imported passenger cars, trucks, sport-utility vehicles, minivans and concept cars. In all, nearly 1,000 different vehicles will be on display including hundreds of interactive, aftermarket, accessory and auto-related exhibits, competition vehicles, antique and collector cars.

The 2018 Chicago Auto Show also will offer 3 indoor test tracks and 6 outdoor test drive opportunities and dozens of interactive exhibits located across the show floor.

CHICAGO AUTO SHOW: BY THE NUMBERS

What if we told you it takes just 10 days to construct the nation's largest auto show?

"As a major auto show, we're proud of the fact that we can turn an empty exhibit hall into a show-ready event with glistening automobiles ready for media and public consumption in just less than two weeks," said Chicago Auto Show Director of Show Operations Chris Konecki.

Here's a look at the Chicago Auto Show – by the numbers:

- 10 total days to complete the move-in process
- 30,000 feet of overhead truss
- 6,000 lighting instruments
- 1 million sq. ft. of flooring – both carpet and raised
- 100 semi-trailer loads of display material assembled
- 3 indoor test tracks (Jeep, Kia and Toyota) constructed and tested
- Nearly 1,000 of the latest cars, trucks and SUVs arrive and placed on the show floor



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2018 CHICAGO AUTO SHOW MEDIA PREVIEW NEWS CONFERENCE SCHEDULE

*This schedule is subject to change, valid as of Jan. 22, 2018.
Please visit ChicagoAutoShow.com/media for updates. Must be 18 for entry.*

Thursday, Feb. 8 Media Preview Schedule – Show Floor Open 8:30 a.m. – 5 p.m.

*Media Credential and government-issued photo ID required for show floor access. Proper business attire required.
Ticket required for ECC Luncheon, available in Media Center.*

Time	News Conference	Location
7:30–8:45 a.m.	MAMA / CATA Breakfast – Thomas Doll, President and COO of Subaru of America, Inc.	Grand Ballroom, S100
9:00 a.m.	Toyota News Conference	Toyota, South Hall
9:30 a.m.	Ford News Conference	Ford, South Hall
10:00 a.m.	Volkswagen News Conference	Volkswagen, North Hall
10:30 a.m.	Hyundai News Conference	Hyundai, North Hall
11:00 a.m.	Nissan News Conference - Snack	Nissan, North Hall
11:30 a.m.	Slingshot News Conference	Slingshot, North Hall
12–1:15 p.m.	Economic Club of Chicago Luncheon – Hinrich Woebcken, CEO of the North America Region, Volkswagen and president and CEO of Volkswagen Group of America, Inc.	Grand Ballroom, S100
1:30 p.m.	Subaru News Conference	Subaru, North Hall
2:00 p.m.	Jeep and Ram - Snack	Jeep, South Hall
2:30 p.m.	Steel Market Development Institute News Conference	Grand Concourse Media Stage
3:00 p.m.	MotorWeek - 2018 Drivers Choice Awards	Grand Concourse Media Stage
3:30 p.m.	Fiat News Conference - Reception	Fiat, South Hall

Friday, Feb. 9 Social Media Preview Schedule – Show Floor Open 8 a.m. – 2 p.m.

Media Credential/Social Media Credential and government-issued photo ID required for show floor access.

Time	News Conference	Location
8:30–9:00 a.m.	Volkswagen News Conference & Breakfast	Volkswagen, North Hall
9:15 a.m.	National Road Safety Foundation Award	Grand Concourse, Media Stage
9:30 a.m.	BMW	BMW, South Hall
10:00 a.m.	MOPAR News Conference & Coffee	MOPAR, South Hall
10:30 a.m.–1 p.m.	What Drives Her at the 2018 Chicago Auto Show	Grand Concourse, Media Stage
10:30 a.m.	Acura	Acura, South Hall
11:00 a.m.	Hyundai	Hyundai, North Hall
11:30 a.m.	Kia	Kia, North Hall
12:00 p.m.	Mazda	Mazda, North Hall

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MEDIA PREVIEW POISED TO DELIVER NEWS

With vehicle introductions from Fiat, Ford, Hyundai, MOPAR, Nissan, Polaris/Slingshot, Subaru, Toyota and Volkswagen, keynote addresses from Thomas Doll and Hinrich Woebcken and the impressive What Drives Her Luncheon, the Chicago Auto Show Media Preview is poised to deliver noteworthy industry news. Here's a quick rundown of key events.

Wednesday, Feb. 7

- Concept & Technology Garage. Credentialed media are invited to attend the Concept & Technology Garage from 1:30 to 3:30 p.m. in the F2 Hall of McCormick Place. The Concept & Technology Garage is your opportunity to connect one-on-one with PR representatives, designers and engineers from dozens of automakers.

Thursday, Feb. 8

- The Chicago Auto Show Media Center opens at 7 a.m. and is located in Room N426.
- MAMA breakfast featuring Thomas Doll, President and COO of Subaru of America, Inc., starts promptly at 8 a.m. in McCormick Place's Grand Ballroom. Doors open at 7:30 a.m. Media or Exhibitor Credentials are required for entry.
- Plan on attending one of the nation's premier platforms for business news at the Economic Club of Chicago Luncheon with speaker Hinrich Woebcken, CEO of the North America Region, Volkswagen and president and CEO of Volkswagen Group of America, Inc. The luncheon, presented by Fifth Third Bank, begins at noon in the Grand Ballroom. Tickets and proper business attire are required. Obtain your ticket at the Media Center credential desk.
- Please join us for Sweet Home Chicago at 8 p.m. and continuing until midnight. The location is Reggies Chicago, 2105 S. State St., Chicago. Tickets are required and are available at the Media Center credential desk.

Friday, Feb. 9

- The second day of the media preview features product introductions, news conferences, social media activities and media events. The morning kicks off with the Volkswagen News Conference and Breakfast at 8:30 a.m. in the Volkswagen display.
- "What Drives Her" industry networking event and panel discussion, 10:30 a.m. - 1 p.m. at the Grand Concourse Media Stage.

NATION'S LARGEST SHOW SET TO OPEN

The 2018 Chicago Auto Show begins its 10-day run at McCormick Place at 10 a.m. Saturday, Feb. 10. With more than 1 million sq. ft. of exhibit space, the show is the largest in North America and has been held more times than any other auto exposition on the continent.

As in previous years, the Chicago Auto Show will host an array of special events throughout the show, including:

- Women's Day: Tuesday, Feb. 13. Women are admitted for \$7. Manufacturers present special women-oriented programs on the purchase, lease and maintenance of vehicles.
- Chicago Auto Show Food Drive: Wednesday-Friday, Feb. 14-16. Show patrons who bring three cans of food will receive a coupon for a \$7 adult admission. All food will be donated to A Safe Haven Foundation.
- Telemundo Hispanic Heritage Day: Friday, Feb. 16. Manufacturers develop and host Hispanic celebration events throughout the show.
- Family Day: Monday, Feb. 19. The Chicago Auto Show will host family-friendly events on Presidents Day.

The show is open from 10 a.m. to 10 p.m. daily from Feb. 10-19, with the exception of Monday, Feb. 19, when the doors close at 8 p.m.



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