

Press Kit: The 2013 Chicago Auto Show



Table of Contents

Welcome to the 2013 Chicago Auto Show.....	3
Quick Reference Guide.....	4
105 th Edition of the Chicago Auto Show.....	5
First Look for Charity.....	6-7
First Look for Charity 2013 Benefactors.....	8
Media Preview Snapshot	9
Social Media Preview (#SMP13) Overview	10
Driving Engagement Awards: <i>Presented by Word of Mouth Marketing Association (WOMMA)</i>	11
Technori Pitch Takes the Stage at the Social Media Preview.....	12
Automotive Roundtable Discussions during #SMP13	13
NBC5 Chicago Auto Show TV Special Nets Emmy	14
Chicago Auto Show Presents University Students with Video Achievement Award	15
Chicago Auto Show Launches Mobile App	16
#CAS is Trending.....	17
Women Take the Wheel.....	18
Media Preview Schedule	19
Social Media Preview Schedule	20
Special Days at the Chicago Auto	21
Official Hotel Media Advisory.....	22-23
CATA Quick Facts	24
CATA Officers	25
CATA Staff Directory.....	26-27
Getting to the Show	28-31
Handicapped Accessibility.....	32
Parking.....	33
FAQ.....	34-35
Image Gallery.....	36-39



Welcome to the 2013 Chicago Auto Show

Dear Media Member,

We're excited to welcome you to the **2013 Chicago Auto Show, the 105th edition**. We're proud to be the nation's largest consumer auto show, and the world's largest on a single level.

As the auto show season gains momentum, the Chicago Auto Show is poised to make its mark this coming February. According to a 2012 Foresight Research Study, the Chicago Auto Show is the show with the highest consumer awareness, attendance and post-show dealer interaction. Indeed, the Foresight study concluded, **"The attendees at the Chicago Auto Show appear to be more enthusiastic, more motivated, and more engaged in coming to and participating in the auto show than most cities."**

This year, the Chicago Auto Show shifts its public dates (**February 9-18, 2013**) to accommodate more attendees, boosts its Media Preview schedule and returns its premier black-tie First Look for Charity event to its original home on Friday evening (**Friday, February 8**) prior to the opening of the public show. These changes are all designed to give consumers the best opportunity to attend and maintain Chicago's status as one of the nation's premier auto shows

As much as this show is intended to awe and inspire our visitors, this press kit is also intended to ensure that you have the most newsworthy material available at your fingertips. In addition to the information found here, we will also regularly update the Media Info section of our website, which can be found at <http://www.chicagoautoshow.com/media/>. The Chicago Auto Show's communications team will also be on hand for assistance in the Continental Media Center, located in room N426 of McCormick Place, to answer questions or arrange executive interviews.

On behalf of the entire Chicago Auto Show team, we are thrilled to have you in Chicago and thank you for your interest in the 2013 Chicago Auto Show. If you have any questions, please contact one of our members from the communications team, and we will be glad to assist you. Follow all the live updates **@ChiAutoShow** and **Facebook.com/ChicagoAutoShow**.

Best Regards,

Mark Bilek
Director of Communications & Technology
P: (630) 424-6082
E: mbilek@drivechicago.com

At the show starting February 4, 2013
P: (312) 791-6606 / F: (312) 791-660



Quick Reference Guide

EVENT: The 2013 Chicago Auto Show, the 105th edition

PRODUCER: The Chicago Automobile Trade Association (CATA)

WEBSITE: www.chicagoautoshow.com

LOCATION: McCormick Place on Lake Shore Drive at 23rd Street

PUBLIC SHOW HOURS: 10 a.m. to 10 p.m. February 9-17, 2013
10 a.m. to 8 p.m. Monday, February 18, 2013



ADMISSION: General admission to the 2013 Chicago Auto Show is **\$12 for adults** (ages 13 - 61), **\$6 for children** (ages 7 - 12) and **\$6 for senior citizens** (ages 62 and up). Any child 6 years or younger may enter the show free of charge when accompanied by a paying adult. Advanced ticket sales are available online at www.drivechicago.com.

Weekday discount tickets, which are \$6 off general adult admission tickets, are available at area new-car dealers and from participating banks. Weekday group discounts are also available. Please contact Donna Young for group rates at dyoung@cata.info.

EXHIBITIONS: North America's largest auto show, the 2013 Chicago Auto Show spans more than one million square feet of contiguous one-floor space of the McCormick Place complex displaying multiple world and North American introductions and 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, plus hundreds of interactive, aftermarket, accessories and auto-related exhibits, competition vehicles, antique and collector cars. The Chicago Auto Show also features several indoor test tracks and outdoor ride-and-drive opportunities.

HISTORY: First staged in 1901, the Chicago Auto Show is the largest auto show in North America and has been staged more times than any other auto exposition. This year marks the show's 105th edition.

Two-day Media Preview featuring approximately 2,000 registered media and an additional 1,500 invited influencers, shouters and followers.

- MEDIA PREVIEW:**
- Nation's only social media day, branded #SMP13, to feature structured events including WOMMA Social Media Campaign Award, Technori Pitch event and Autoweek, Edmunds.com, Cars.com and M2W/AskPatty.com Roundtables.
 - Multiple national and regional television specials.

KEY DATES:	Media Preview	Thursday, February 7 – Friday, February 8
	First Look for Charity	Friday, February 8 (7 – 11 p.m.)
	Public Show	Saturday, February 9 – Monday, February 18 (Presidents' Day)
SPECIAL DAYS:	Woman's Day	Tuesday, February 12
	Food Drive Days	Wednesday, February 13 – Friday, February 15
	Telemundo Hispanic Day	Friday, February 18



105th Edition of the Chicago Auto Show

For the first time since 1998, the show will open to the public on a Saturday this year on February 9. This date switch allows the public show to remain open for ten days and take advantage of Presidents' Day on Monday, February 18. The additional holiday will allow our exhibitors to reach a new limit of attendees viewing their vehicles on display at the show.

Dates shift for the Chicago Auto Show's two-day Media Preview to Thursday, February 7 and Friday, February 8. The second day of the Media Preview will benefit from the move because its social media focus will reach across more active users on social media platforms.



“From years past, we know that Presidents’ Day at the Chicago Auto Show is very well attended and by moving our dates slightly to take advantage of this day, we are ensuring as many people as possible can attend our show.” – Michael Ettleson, 2013 Chicago Auto Show Chairman

Consequently, the Chicago Auto Show's black-tie benevolent event, First Look for Charity, will shift from Thursday to Friday, February 8.



The 2013 Chicago Auto Show is officially sanctioned by the International Organization of Motor Vehicle Manufacturers. Chicago is one of four U.S.-based auto shows to carry OICA sanction, the others being Los Angeles, Detroit and New York. Founded in Paris in 1919, it is known as the Organisation Internationale des Constructeurs d'Automobiles.



2013 First Look for Charity Friday Night, Green Light!

Excitement is high for the 2013 edition of First Look for Charity, when the event moves from Thursday to Friday evening. Attendees welcome the chance to celebrate and dance longer into the evening, on an amazing show floor that will stay open until 11 p.m.

First Look for Charity is:

- The benevolent black-tie event where Chicagoans receive a sneak peek of the Chicago Auto Show
- Held the evening before the auto show opens its 10-day public run at McCormick Place
- A highly-anticipated annual event where attendees can stroll the show floor amid opulence
- An event that has raised more than \$34 million for area philanthropies in the past 21 years

First Look for Charity guests will be treated to first-rate hors d'oeuvres and beverages and can enjoy entertainment by famous musical Million Dollar Quartet and Beatles tribute band American English.



First Look for Charity stands as one of Chicago's greatest one-day fundraisers, raising more than \$2 million to benefiting charities. Ticket purchasers can direct the proceeds from their purchase to benefit any or all of the participating charities. Tickets are \$250 each.

"The Chicago Auto Show is uniformly regarded as the finest auto show in the country, but the charitable cause demonstrates that this auto show is about more than just vehicles and accessories: it's also about giving back to charities within our community."

- Michael Ettleson, 2013 Chicago Auto Show Chairman



2013 First Look for Charity (cont.) *Friday Night, Green Light!*

Two lucky guests will also win the event's grand prizes: a 2013 Buick Encore and a 2013 Hyundai Santa Fe. Santa Fe compliments of Hyundai Motor America and Chicagoland and Northwest Indiana Hyundai Dealers. Encore compliments of Buick and Chicagoland Buick-GMC dealers. Vehicle winners must be present.

2013 Hyundai Santa Fe



2013 Buick Encore



First Look for Charity 2013 Benefactors:



Media Preview Snapshot

The Media Preview for the 2013 Chicago Auto Show will kick off on **Thursday, February 8** with the **Midwest Automotive Media Association (MAMA) breakfast**, where MAMA will present the third-annual Family Vehicle of the Year award. Keynoting the breakfast will be Andy Goss, President and CEO at Jaguar Land Rover North America.



“2013 is a milestone year for Jaguar with the launch of all-wheel-drive sedans and for Land Rover with an all-new Range Rover. The Chicago Auto Show is a huge opportunity for us to present Jaguar Land Rover at a time when we are more relevant than ever, particularly in the Midwest markets like Chicago.” – *Andy Goss*



As in years past, the first day of the Media Preview will feature a number of manufacturer-related press events, including confirmed conferences from BMW, Chevrolet, Ford, Kia, Nissan, Ram, Shelby, Toyota and Volkswagen. The **Economic Club of Chicago** will return to host a luncheon event featuring guest speaker Henrik Fisker, co-founder, executive chairman, and chief designer at Fisker Automotive.

Fisker co-founded Fisker Automotive in August 2007. From 2001 to 2005, Fisker held prominent design positions at Ford Motor Company. He was creative director at Ingeni, Ford's London-based design and creativity center. At Aston Martin he served as a member of the Board of Directors and design director. There he designed the Aston Martin V8 Vantage and was responsible for the production launch design of the DB9, variants of which were James Bond's preferred vehicles.



“I am delighted to have the chance to talk about the unique story of Fisker Automotive to such an influential group. The dream I had of bringing an environmentally conscious luxury sedan from a concept to reality has been fulfilled by the Fisker Karma and I look forward to sharing some of that experience and insight with this distinguished audience,” – *Henrik Fisker*

Social Media Preview (#SMP13) Overview

The second day of the Media Preview, also known as the Social Media Preview or a Twitter-friendly #SMP13, will be held on **Friday, February 9.**

For the past two years, manufacturers, exhibitors and media outlets have taken advantage of the Social Media Preview to host press and marketing events geared directly toward the buying public – particularly those active in the social media space.

For example, last year Toyota announced its 100 Cars for Good program and Nissan unleashed the refreshed 2013 370Z on Social Media Day. Manufacturers and exhibitors are welcome – and encouraged – to invite up to 300 of their followers, influencers and advocates to attend their program or event.

The Social Media Preview will welcome back a number of manufacturer-specific events this year in addition to the following events hosted by the show producers:

- **“Driving Engagement Awards”** Presented by Word of Mouth Marketing Association (WOMMA)

WOMMA to honor one manufacturer for the best social media campaign of 2012 and one individual who best leverages social media during #SMP13.

- **Technori Pitch Event**

Local Chicago startup companies take the stand and pitch their latest innovations to #SMP13 audience.

- **Roundtable Discussions**

*#SMP13 will play host to roundtable discussions
Hosted by: Autoweek, Edmunds, Cars.com and M2W/AskPatty.com*



“Chicago Auto Show manufacturers and exhibitors continue to express the value of the Social Media Preview. Each year we continue to provide more structure to the event to offer a tremendous platform for media success. This year, we expect the refreshed #SMP13 to double in size.” – Dave Sloan, Chicago Auto Show General Manager

Driving Engagement Awards Presented by Word of Mouth Marketing Association (WOMMA)

Organizers of the 2013 Chicago Auto Show have teamed up with the Word of Mouth Marketing Association (WOMMA), the official non-profit trade association dedicated to the word of mouth and social media marketing industry, to collectively present the “Driving Engagement Awards” at the 2013 Media Preview. WOMMA will host a breakfast at the show’s Social Media Preview on Friday, February 8, 2013, to announce the award recipients.



“We recognize the power of digital influence and want to honor those who spark social media conversations and engagement between automotive brands and consumers.” – *Mark Bilek, Director of Communications and Technology, Chicago Auto Show*

Two Driving Engagement awards will be presented. The first is **Best Social Media Campaign by an Automobile Manufacturer**. This award will be presented to an automaker that best engages with consumers through a recent social media campaign with measureable results.



The second award is **Top Digital Influencer Engagement at the 2013 Chicago Auto Show**. This award will be presented to an individual influencer who leverages social media throughout the 2013 Social Media Preview to engage with other attendees, influencers, automotive media and manufacturers.

“Our goal is to help increase the use of credible, ethical and effective social media and word of mouth marketing at the Social Media Preview and throughout the public show. We want and need to reward the folks in the auto industry who are providing a stepping stool for everyone else.”
– *Suzanne Fanning, WOMMA President*

Technori Pitch Takes the Stage at the Social Media Preview

Creative thinkers with brilliant, revolutionizing ideas bring their blueprint plans for success to Technori Pitch and, for the first time, to the Chicago Auto Show Media Preview.

Technori Pitch is a monthly event where Chicago's most innovative companies have the chance to pitch their latest technologies before an audience of entrepreneurs, executives and enthusiasts. This year, Chicago entrepreneurs will take the stage at the Social Media Preview to present their automotive-related innovations to manufacturers and media alike.



“Startup companies have become a global phenomenon, each with the opportunity to become much greater than the sum of its parts. The Chicago Auto Show is a perfect partner to help us achieve our goal of positioning Technori Pitch participants in front of an influential crowd, and we applaud show organizers’ efforts in supporting local Chicago startups.”
– Seth Kravitz, CEO and Co-founder of Technori

The Technori Pitch event will open with a keynote from Howard Tullman, founder of Tribeca Flashpoint Academy, a premier digital arts college and venture with Robert DeNiro’s Tribeca Enterprises. The four startup companies scheduled to present include:

- Parking convenience pioneers, SpotHero and FasPark
- Auto repair estimate app Body Shop Bids
- Budgeting tool Motozuma.com.

Following each presentation, each hopeful business will be on the hot seat for a three-minute Q&A session where the audience will be invited to submit questions directly from their mobile devices.

Roundtable Discussions during #SMP13

The Social Media Preview will play host to three automotive roundtable discussions, each hosted by a well-respected automotive media outlet including *Autoweek*, Edmunds and Cars.com. These discussions will focus on current automotive trends or issues and feature some of the industry's top executives and experts. Additionally, M2W - The Marketing to Women Conference - and AskPatty.com will host a discussion that will focus on the use of new forms of media and a closer look at how women utilize these channels to drive brand buzz and increase sales.

The logo for Autoweek, featuring the word "AUTOWEEK" in a bold, black, sans-serif font with a white outline, set against a black background.

Autoweek's Associate Publisher and Editorial Director Dutch Mandel will host "Everything Is The Message – Media Are How We Get There." The panel will include David Armano, managing director, Edelman Digital, Chicago; Scott Monty, global head of social media, Ford Motor Company, Dearborn; and Simon Sproule, CVP, Nissan Marketing Communications, Tokyo.



Bill Visnic, senior editor from **Edmunds**, will host the second discussion entitled "The Driverless Car: How Do We Get There From Here." Confirmed guests include head of Advanced Driver Assistance Systems Business Unit, NAFTA for Continental Automotive, Christian Schumacher and Nady Boules, the director of GM R&D's Electrical and Controls Integration Research Lab.



Cars.com Managing Editor Dave Thomas will host "Social Meets Mobile: How the Smartphone Revolution is impacting automotive publishing." This panel will discuss how mobile is changing the car-buying process. Car shoppers and enthusiasts alike are using smartphones and other mobile devices as a routine part of the research and buying process for new cars.



M2W - The Marketing to Women Conference - and AskPatty.com will host "Getting Social with Women: How New Media Channels Can Drive Brand, Buzz and Biz." The panel will take a look at how social media channels are made for women, and how this synergy can have an enormous impact on brands and drive business forward. Sue Mead, automotive journalist and author, will moderate the panel made up of the following experts: Mary T. Henige, director, social media & digital communications, General Motors Company; Jane Collins, director of market research, BlogHer; and Jill Ciminillo, automotive writer and social media director, Barrington Broadcasting Group. The panel of digital and social media experts will provide insights that will help fuel brands to find success with female consumers – because women mean business.



NBC5 Chicago Auto Show TV Special Nets Emmy

For the second consecutive year, NBC 5 Chicago received an Emmy for its coverage of the 2012 Chicago Auto Show in the category ***“Outstanding Achievement for Special Event Coverage-Live.”***

The NBC 5 Chicago team worked closely with the Chicago Automobile Trade Association, the board of directors and 2012 Chicago Auto Show Chairman Steve Foley to produce the special. WGN News Chicago competed in a related category for its edited special event coverage of the 2012 Chicago Auto Show.

“NBC5’s win and WGN’s nomination confirm the commitment of the city’s media to promote the nation’s premier auto show.”
– **Michael Ettleson, 2013 Chicago Auto Show Chairman**



NBC 5 Chicago and its sister station, Telemundo Chicago, are once again media partners for the 2013 Chicago Auto Show. This year, the “NBC5 Presents the 2013 Chicago Auto Show” TV special is scheduled to air on Saturday, February 9 – the opening day of the public show!

“We’re thrilled to have received this prestigious honor again this year. We look forward to our continued association with the Chicago Automobile Trade Association and the Chicago Auto Show.”
– **Larry Wert, NBC5 Chicago President and General Manager**

The award-winning 2012 Chicago Auto Show telecast team included: Matt Piacente, Executive Producer; Geoff Glick, Carol Cooling, Producers; Ed Mann, Patrick Lake, Tony Vitale, Jan Golden, Trisha Hockings, Alison Ebert, Charles Bennette, Co-Producers; Brant Miller, Host/Reporter; Charlie Wojciechowski, Art Norman, LeeAnn Trotter, Cheryl Scott, Alicia Roman, Reporters; Jessica Kelly, Lici Lytle, Field Producers.



Chicago Auto Show Presents University Students with Video Achievement Award

Lights, camera, action!

For the first time the Chicago Auto Show is providing local university students the opportunity to gain real-world video production experience with the all-new 2013 Video Achievement Awards.

Participating student groups will have exclusive access to the Social Media Preview on February 8, 2013, where they can capture footage and conduct necessary interviews. Students will work in teams of two to four where they will collaborate on the assignment to write, film, edit and produce a video.

The winning film will be showcased to thousands of 2013 Chicago Auto Show attendees throughout the run of the show and will be uploaded to ChicagoAutoShow.com for all to view. Judged on clear, effective communication and visually-appealing production, Chicago Auto Show management will select just one team to win the Video Achievement Award.



“We created the Chicago Auto Show Video Achievement Award to give local college and university students a platform to produce and edit a video that has the potential to reach thousands. Our hope with this program is to provide students with a vehicle to success with real-world production experience.”
– Dave Sloan, Chicago Automobile Trade Association President and Chicago Auto Show General Manager



The Chicago Auto Show will select the winning team and present the 2013 Video Achievement Award on February 15, 2013. Beyond bragging rights, the winning team will receive a prize package including a plaque for the school, complimentary Chicago Auto Show tickets and a \$100 value worth of gift cards – per student.

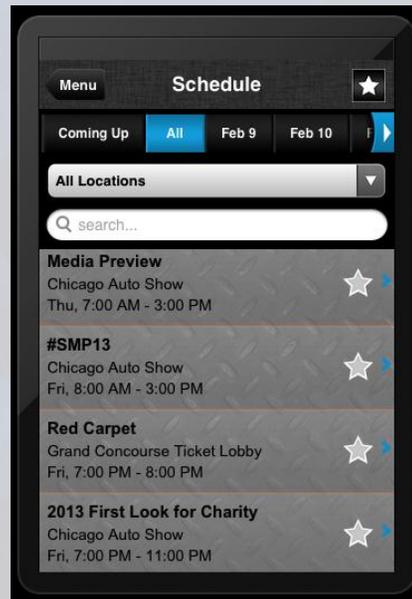
Chicago Auto Show Launches Mobile App

The Chicago Auto Show has launched its first-ever mobile app, designed with the digital consumer in mind. With an easy-to-navigate interface and innovative functions, fans can now stay connected to the show while on the go. The new mobile app is designed to heighten digital experience for attendees.

“The launch of the Chicago Auto Show mobile app marks a new milestone in the way the Chicago Auto Show connects with consumers,” said Michael Ettleson, 2013 Chicago Auto Show chairman. “Even beyond our fans’ experience, we’re constantly looking to provide value to our automakers and sponsors, and there’s plenty of room for consumer/brand engagement within the app.”

In anticipation of the 105th edition of the nation’s largest auto show, the Chicago Auto Show launched a completely redesigned and refreshed website, with mobile capabilities in mind. The mobile app compliments the refreshed website by offering an on-demand schedule of events, detailed map of manufacturer exhibits on the show floor, interactive videos, image galleries, aggregated social media feeds with real-time updates, a camera icon and filter to upload and share photos, and much more.

Fans can download the Chicago Auto Show mobile app through the iTunes App Store or Google Play. For more information, please visit ChicagoAutoShow.com.



#CAS is Trending

As part of a greater social media campaign strategy to drive awareness and interest among various audiences, the Chicago Auto Show hosted a successful Twitter #CASChat with popular blogger Momma Cuisine (@MommaCuisine). According to Paper.li, a content curation website, the hashtag #CASChat made “Today’s Top Tweets Report” – alongside Coca-Cola and its Super Bowl plans. Throughout the hour long Twitter chat, the #CASChat hashtag garnered nearly 1.4 impressions and a whole new batch of followers.

Today's top tweets report

Home TOPICS PHOTOS VIDEOS SHARE 600 SUBSCRIBE

Tuesday, Jan. 22, 2013 | Read current edition | Archives

Top 10 Twitter Pics of the Week

Shared by Pete Cashmore

mashable.com - Drake Bell, former star of the Nick hit show Drake and Josh, tweeted a picture of the show's cast earlier this week. They're a bit older, sure, but hopefully just as goofy as before. The friendly f...

Join #CASChat on Tues 1/22 at 1pm CST & Win Tix to @ChiAutoShow

Shared by Chicago Auto Show

mommacuisine.com - I am so happy to be attending the Chicago Auto Show this year with my family. The Chicago Auto Show isn't just a place for car enthusiasts and collectors, it's a fun and affordable event for the en...

Coca-Cola to Run Its Own Game During the Super Bowl

Shared by Pete Cashmore

mashable.com - Coca-Cola is hoping some cross-media storytelling can maximize its estimated \$11 million-plus Super Bowl ad spend and that consumers are up for another game during the Big Game. The

Blizzard Releases Dramatic 'Starcraft 2: Heart of the Swarm' Opening

Shared by Pete Cashmore

mashable.com - Blizzard released the opening cinematic to Starcraft 2's upcoming expansion Heart of the Swarm Tuesday morning. The expansion brings new units to the competitive real-time strategy game, as well as...

Your brain, just brighter

lumosity Start Training

Speed Attention Memory Problem Solving Flexibility

HEARD ON TWITTER

Jackie Cuyvers **jackiecuyvers**

jackiecuyvers Today's top tweets report is out! paper.li/jackiecuyvers/... Top stories today via @WC_Chicago @Markedia 3 hours ago · reply · retweet · favorite

The additional #CASChat lineup included a “sneak peek” at the Chicago Auto Show with NBC5 Chicago (@nbcchicago) where followers received the latest show updates. A few participants won a VIP Chicago Auto Show experience which includes a night out at the Chicago Auto Show and then a shuttle bus ride to an auto-themed event at Reggie’s Rock Club where fans will be treated to food and a live band.

The last #CASChat of the series leading up to the Chicago Auto Show includes an interview with Technori’s CEO and Co-founder Seth Kravitz (@Technori and @SecondCityCEO) where fans will get a chance to discuss the latest innovations surrounding the auto industry on February 5 at 1 p.m. CST. Prizes for participants include exclusive tickets to attend the Technori Pitch Event during the Chicago Auto Show Social Media Preview on February 8.



Women Take the Wheel

The automotive industry has been viewed as a male-dominated industry for many years but, as time passes, the market continues to shift to a female consumer market. Women's purchasing power in the marketplace is on an incline and continues to grow. According to Forbes, women have full or partial say over a staggering \$80 billion worth of spending on cars and now represent 52 percent of new car buyers in the U.S.

Additionally, more women than men now hold driver's licenses for the first time in U.S. history, according to a recent study conducted by the University of Michigan's Transportation Research Institute, that reviewed gender trends in driver's licenses between 1995 and 2010. The gap is expected to continue to widen, with women taking the lead.

"We know that women continue to influence the decision when it comes to the car-buying process and it's truly game-changing for manufacturers," said Michael Ettleson. "Gone are the days that auto shows are just about pretty models showcasing shiny cars on carpet; most women are the ringleaders and want what's best for their family, and the Chicago Auto Show is the perfect place to peruse every vehicle at your leisure."

Historically, Women's Day has been filled with professional female guest speakers, manicure stations, delectable desserts and more. The Chicago Auto Show will again hold its annual Women's Day event this year on Tuesday, February 12. Admission to the show is offered at a half-price discount – at just \$6 a ticket – for all female attendees. The 2013 Chicago Auto Show's Women's Day is set to be a spectacular event that no lady will want to miss.



Tentative Feb. 7 Media Preview Schedule – Show Floor Open 8 a.m. – 5 p.m.

Please check in the Continental Media Center, www.ChicagoAutoShow.com for updates. Proper business attire and ticket are required for ECC Luncheon, tickets available at Continental Media Center.

<u>Time</u>	<u>Event</u>	<u>Location</u>
7:00 – 8:50 a.m.	MAMA/Auto Alliance Breakfast, Andy Goss, President and CEO at Jaguar & Land Rover North America	Grand Ballroom S100C
9:00 – 9:30 a.m.	Toyota	Grand Ballroom S100AB
9:40 – 10:10 a.m.	Kia	Kia Exhibit
10:20 – 10:50 a.m.	Nissan	Nissan Exhibit
11:00 – 11:20 a.m.	Volkswagen	Volkswagen Exhibit
11:30 – 11:50 a.m.	Chevrolet	Chevrolet Exhibit
12:00 – 1:20 p.m.	ECC Luncheon, Henrik Fisker, co-founder, executive chairman, and chief designer at Fisker Automotive	Vista Ballroom S406
1:30 – 1:50 p.m.	Ram	Ram Exhibit
2:00 – 2:30 p.m.	Ford, ST Performance Roundtable	Ford Exhibit
2:40 – 3:00 p.m.	Continental Automotive	Grand Concourse Media Stage
3:10 – 3:30 p.m.	Chrysler	Chrysler Exhibit
3:40 – 4:00 p.m.	Turtle Wax	Grand Concourse Media Stage
4:10 – 4:30 p.m.	Motorweek	Grand Concourse Media Stage

Tentative Feb. 8 Social Media Preview Schedule – Show Floor Open 8 a.m. – 3 p.m.

Please check in the Continental Media Center, www.ChicagoAutoShow.com, or manufacturer websites for updates. Social Media Preview is sponsored in part by Cars.com.

<u>Time</u>	<u>Event</u>	<u>Location</u>
7:30 – 8:30 a.m.	WOMMA Breakfast	Grand Concourse Media Stage
9:00 – 9:30 a.m.	Autoweek: Everything Is the Message	Grand Concourse Media Stage
9:00 – 9:30 a.m.	BMW, Product Walk Around	BMW Exhibit
9:00 – 9:30 a.m.	Ford, Racing Personality Appearances	Ford Exhibit
9:00 – 9:30 a.m.	Nissan, Performance Inspired B'Fast	Nissan Exhibit
9:30 – 9:40 a.m.	Fiat, 500L Walk Around	Fiat Exhibit
9:40 – 9:50 a.m.	Dodge, Mopar13 Walk Around	Dodge Exhibit
9:45 – 10:00 a.m.	Nissan, Performance Tour	Nissan Exhibit
9:45 – 10:15 a.m.	Edmunds: The Driverless Car	Grand Concourse Media Stage
9:50 – 10:00 a.m.	Jeep, Grand Cherokee Walk Around	Jeep Exhibit
10:00 – 10:15 a.m.	SRT, Viper Walk Around	SRT Exhibit
10:00 – 10:20 a.m.	Hyundai, Santa Fe Walk Around	Hyundai Exhibit
10:00 a.m. – 12:00 p.m.		Buick, "Samaritan's Feet" Event Buick Exhibit
10:00 a.m. – 12:00 p.m.		Nissan, Meet & Greet Steve Doherty Nissan Exhibit
10:20 – 10:40 a.m.	Hyundai Dealer Experience presentation by Bob Pradzinski, exec. dir. national sales	Hyundai Exhibit
10:30 – 11:00 a.m.	Cars.com: Social Meets Mobile	Grand Concourse Media Stage
10:40 – 11:00 a.m.	Hyundai, Presentation of best practices for static vehicle reviews, Kelsey Mays, industry editor Cars.com	Hyundai Exhibit
11:00 a.m. – 12:00 p.m.		Toyota, R&D with Tundra Chief Engineer, Mark Sweers Toyota Exhibit
11:15 – 11:45 a.m.	Honda, IndyCar driver appearance, Simon Pagenaud	Honda Exhibit
11:30 a.m. – 12:30 Noon		Technori Pitch Grand Concourse Media Stage
1:00 – 1:30 p.m.	M2M /M2W: Getting Social with Women	Grand Concourse Media Stage

Special Days at the Chicago Auto Show

Not that every day isn't a special day down at the Chicago Auto Show, but show organizers will again add structure to the 10-day run of the show. With more than 1,000 cars, trucks, sports utility, concepts, and specialty cars on display there is plenty to catch the eye.

Women's Day: Tuesday, February 12

- Women will be admitted for just \$7. Manufacturers will present special women-oriented programs on the purchase and lease of cars and maintenance. It's day all about the ladies at the Chicago Auto Show.

"The economic purchasing power of women continued to grow in car buying markets in the U.S. in 2012. More women than men now have driver's licenses for the first time in U.S. history, according to a recent study by the University of Michigan's Transportation Research Institute. Women represent more than half of all new car buyers and influence up to 85 percent of all car purchases."
– Jody DeVere, CEO of AskPatti.com

Telemundo Hispanic Day: Tuesday, February 15

- On Telemundo Hispanic Day, Chicago Auto Show exhibitors develop and host Hispanic-flavored events. For more information about scheduled events, visit <http://www.telemundochicago.com>.

Presidents' Day is Family Day at the Chicago Auto Show: Monday, February 18

- Family fun is taking over the Chicago Auto Show on this day to celebrate and honor Presidents' Day. This is the first time in many years the Chicago Auto Show is open for Presidents' Day and is expected to be a great end to the nation's premier auto show.

Additional Popular Events:

- **Annual Chicago Auto Show Food Drive (Wednesday, February 13 – Friday, February 15)** Attendees can exchange three cans of food for a coupon good for a half-price discount off an adult admission.
- **Special Guest & Celebrity Appearances:** keep up to date on all the excitement happening at the Chicago Auto Show at ChicagoAutoShow.com for a full schedule of events and appearances.



Official Hotel Media Advisory

Luxurious Accommodations

The Sheraton Chicago Hotel & Towers is proud to be an official hotel partner for the 2013 Chicago Auto Show. Located on the Chicago River, just a short walk from Michigan Avenue, Navy Pier and Millennium Park, museums, shopping and entertainment, the Sheraton Chicago Hotel & Towers boasts spectacular views of Lake Michigan, the Chicago River or the Chicago skyline.

Guests enjoy deluxe accommodations, featuring:

- Sheraton's Sweet Sleeper Bed
- Restaurants and lounges
- Health club
- Indoor swimming pool
- Massage therapy



Sheraton Chicago Hotel & Towers

301 East North Water Street, Chicago IL 60611

As an official Chicago Auto Show hotel, the Sheraton Chicago Hotel & Towers is pleased to offer the Chicago Auto Show an exclusive rate of \$119.00 for single or double occupancy.

The Auto Show Rate includes:

- Complimentary in-room Internet access
- Complimentary pool and health club access
- Complimentary local paper and USA Today
- Complimentary shuttle from the Sheraton Chicago to McCormick Place based on schedule, service is not continuous
- Double Starwood Preferred Guest points to SPG Members. Not a SPG member? Sign up at <http://www.starwoodhotels.com/preferredguest/index.html>

To make a reservation at the special Auto Show rate, please contact the Sheraton Chicago Hotel & Towers at 1.800.233.4100 and mention booking code AUTO, or use the following link: <https://www.starwoodmeeting.com/Book/ChicagoAutoShow2013>



Official Hotel Media Advisory (cont.)

The Waldorf Astoria Chicago (formerly the Elysian) is proud to be an official hotel partner for the 2013 Chicago Auto Show. Some benefits of the partnership are as follows:

- An exclusive rate of \$225 for a Classic King guest room or \$285 for an upgraded Executive Suite
- Located in the chic Gold Coast neighborhood
- Extensive shopping, dining and nightlife are just a block away from the hotel

This remarkable experience comes complete with the following amenities:

- Spacious guest rooms, averaging 890 feet
- Advanced in-room technology
- LCD high-definition televisions
- Touch screen Voice-Over-IP telephone with complimentary national calling
- Complimentary wireless internet
- International channeling
- Integrated Bowers & Wilkins speaker system
- Concierge and guest ambassadors
- Laundry and dry cleaning services
- Complimentary access to the Elysian Spa and Health Club



Waldorf Astoria Chicago

11 East Walton, Chicago IL 60611

The Elysian was recently honored by Conde Naste Traveler Magazine as one of America's Best Hotels.

To make a reservation at this special rate, kindly contact the Waldorf Astoria Chicago at 800.500.8511, or if you have any further questions please contact the hotel at communicationcenter@elysianhotels.com.

CATA Quick Facts

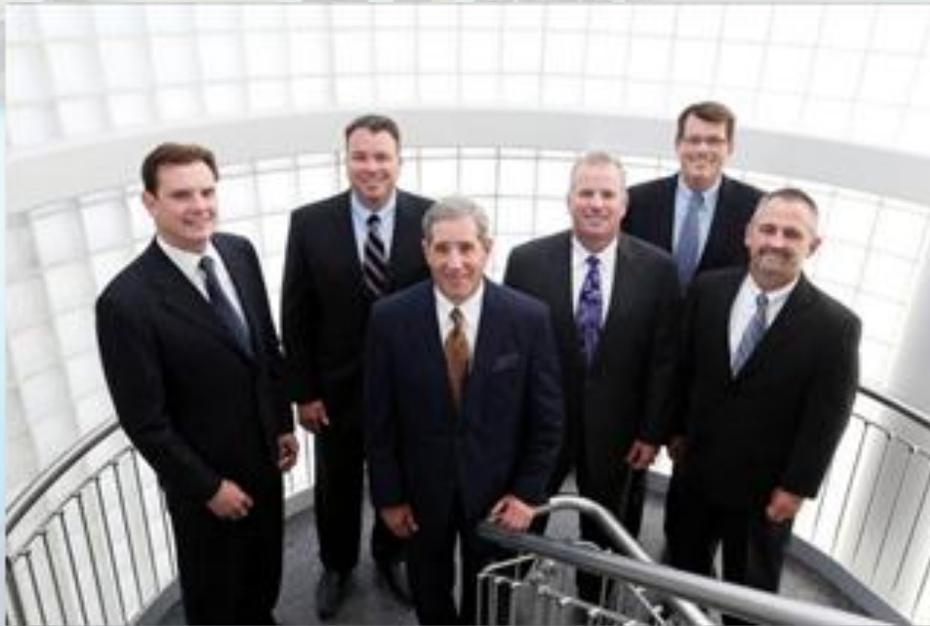
Information about the Chicago Automobile Trade Association

- ❖ Founded in 1904, the Chicago Automobile Trade Association (CATA) is the nation's oldest and largest metropolitan dealer organization.
- ❖ The CATA is comprised of more than 400 franchised new-car dealers plus an additional 150 allied members. The group's dealer members employ approximately 19,000 people in the metropolitan area.
- ❖ CATA dealerships contribute to the state, county and city tax base with gross receipts of approximately \$5.6 billion in new car sales alone; \$9.6 billion in new, used, parts and service. The extended impact of tax base contribution through CATA dealership employees make this group one of the largest tax constituencies in the city and state.
- ❖ The CATA's mission is to promote and maintain honesty and dependability; employ truth and accuracy in dealer advertising; strive to constantly improve business methods and ethics; and maintain fair competition to serve both dealer and customer.
- ❖ The CATA has produced the world famous Chicago Auto Show since 1935.
- ❖ The 2013 Chicago Auto Show will be the 105th exhibition.
- ❖ Manufacturers from around the world consider the Chicago Auto Show as North America's most significant consumer exposition.
- ❖ Hosted by the CATA, the annual First Look for Charity black-tie preview raises about \$2 million annually for 18 area charities, making it one of the city's largest single-day fundraising events.



CATA Officers

The 2012-2013 Chicago Automobile Trade Association Board of Directors



2012-2013 CATA Executive Board: (L-R) Mike McGrath, Jr., Colin Wickstrom, Mike Ettleson, John Webb, Dave Sloan, Kurt Schiele.

**Michael Ettleson: 2013
Chicago Auto Show
Chairman**
Ettleson Cadillac-Buick-GMC
Ettleson Hyundai

**Kurt Schiele: CATA
Chairman & Chicago Auto
Show Vice Chairman**
Elmhurst BMW, Elmhurst Jaguar
& Elmhurst Toyota-Scion

John Webb: Vice Chairman
Packey Webb Ford

Colin Wickstrom: Treasurer
Wickstrom Chrysler-Dodge-
Jeep, Wickstrom Ford-Lincoln

Mike McGrath: Secretary
McGrath Lexus, McGrath
Acura, McGrath Honda &
McGrath Hyundai

CATA Staff Directory

Dave Sloan

*CATA President and Auto Show
General Manager*



(630) 424 - 6055

dsloan@drivechicago.com

Chris Konecki

*Executive Vice President and
Director of Auto Show Operations*



(630) 424 - 6075

ckonecki@cata.info

Mark Bilek

*Director of
Communications and
Technology*



(630) 424 - 6082

mbilek@drivechicago.com

Erik Higgins

*First Look for Charity Manager
and Director of Dealer Affairs*



(630) 424 - 6008

ehiggins@cata.info

Sandi Potempa

*Director of Special Events and
Exhibitor Relations*



(630) 424 - 6065

spotempa@cata.info

Tim McBride

Director of Marketing



(630) 424 - 6085

tmcbride@drivechicago.com

Jennifer Morand

*Senior Public Relations and
Social Media Manager*



(630) 424 - 6045

jmorand@drivechicago.com

Donna Young

Administrative Assistant



(630) 424 - 6045

dyoung@cata.info

CATA Staff Directory (cont.)

Monica Gostkiewicz

Communications Specialist



(630) 424 - 6016

monicag@drivechicago.com

Pam Grace

Meetings Coordinator and Receptionist



(630) 424 - 6035

pgrace@cata.info

Mary Beth Davis

Bookkeeper



(630) 424 - 6007

mbdavis@cata.info

Getting to the Show

Car:

FROM INDIANA Via the SKYWAY:

Take the Indiana Tollway, I-90 West, to the Chicago Skyway, to the local traffic lanes of the Dan Ryan Expressway, I-94 West to the Stevenson Expressway, I-55, North to Lake Shore Drive South, and follow the signs to McCormick Place.

FROM INDIANA Via I-80/I-94:

Exit I-80/I-94 on the Bishop Ford Expressway and proceed to the Dan Ryan Expressway, I-94 West to the Stevenson Expressway, I-55, North to Lake Shore Drive South, and follow the signs to McCormick Place.

FROM the NORTH, NORTHWEST or O'HARE AIRPORT:

Take the Edens Expressway, I-94, East to the Kennedy Expressway, I-90, East to the Dan Ryan Expressway, I-94 East. Continue east on the Dan Ryan, keeping to the right, exit North on the Stevenson Expressway, I-55, to Lake Shore Drive South and follow the signs to McCormick Place.

FROM the NORTHWEST or O'HARE AIRPORT:

Take the Northwest Tollway, I-90, East to the Kennedy/Dan Ryan, I-94, East to the Stevenson Expressway, North, I-55, to Lake Shore Drive South and follow the signs to McCormick Place.

FROM the WEST:

Take the Eisenhower Expressway, I-290, East to the Dan Ryan, I-94, East. Keep to the right and exit on the Stevenson Expressway, I-55 North. Proceed to Lake Shore Drive South and follow the signs to McCormick Place.

FROM the SOUTH:

Take the local traffic lanes on I-94 West, the Bishop Ford Expressway, to the Dan Ryan, I-94, West to the Stevenson Expressway, I-55 North to Lake Shore Drive South and follow signs to McCormick Place.

FROM the SOUTHWEST or MIDWAY AIRPORT:

Take the Stevenson, I-55, North to Lake Shore Drive South and follow the signs to McCormick Place.

Bicycle:

McCormick place has direct access to the Lakefront Trail. Bike parking is available along the Lakefront Trail. For more information on Bicycle access and the Lakefront trail, please visit <http://www.chicagobikes.org>.

Getting to the Show (cont.)

Public Transportation: CTA Bus

Chicago Transit Authority bus routes are a convenient travel option for those heading to the 2013 Chicago Auto Show at McCormick Place beginning Saturday, February 9th through Monday, February 18th. CTA bus service is available throughout the duration of the show.

CTA's #3 King Drive and #21 Cermak bus routes provide direct service to McCormick Place. #3 buses serve McCormick Place from North Michigan Avenue and the South Side every six to 15 minutes. #21 buses serve the West Side, operating to McCormick Place from North Riverside Park Mall approximately every 11 to 18 minutes and 16 to 20 minutes later on weekday evenings and Sunday evenings. Customers also can take the CTA's Red Line and transfer to #21 buses at the Cermak-Chinatown station. [#21 Cermak Route Map](#)

CTA also will operate two bus routes dedicated to Auto Show service. One route will provide convenient connections with CTA's rail lines downtown and Metra lines at Ogilvie Transportation Center, Union Station and LaSalle Street station.

The Auto Show buses will run from Saturday, February 9 until Monday, February 18. Auto Show buses start their trips from Ogilvie Transportation Center on Clinton at Washington, making stops south on Clinton to Jackson, east on Jackson to Wabash. A stop is also made on Columbus at 11th to serve the Museum Campus.

From Columbus and 11th, the buses run express to McCormick Place. Customers can connect to buses on Jackson from the Blue Line at Dearborn, the Red Line at State, and from Brown, Green, Orange and Pink Line trains serving the Adams/Wabash station (one block north of Jackson).

Service will operate approximately every 15 to 20 minutes on weekdays and approximately every 8 to 20 minutes on weekends between 9:30 a.m. and 11 p.m. each day, and until 9 p.m. on Monday, February 18. [Auto Show Special Map](#).

On weekends only, a shuttle service will operate from the Halsted station on the Orange Line approximately every 20 minutes beginning one half hour before the Auto Show opens to one hour after the event closes.

CTA Fares

For bus customers who use CTA fare media, fares are \$2 and transfers are an additional 25 cents. For rail customers the fare is \$2.25 and transfers are an additional 25 cents. Single ride from O'Hare is \$5. The fare for bus customers paying cash for a single-ride is \$2.25. Transfers are not available for customers paying fares in cash. Student reduced fare for ages 7-20 with a valid CTA Student Riding Permit: 1st ride is .75 cents and transfer is .15 cents between 5:30am and 8:30pm.

For further information about CTA service, call 836-7000 (all local area codes) or visit the CTA web site at www.transitchicago.com.



Getting to the Show (continued)

Public Transportation: METRA Train

Metra service from the north, west and southwest suburbs, connects to McCormick Place via CTA bus (see above).

Metra Electric Line service from the Loop and southern suburbs and South Shore service from northeast Indiana, stops on the lower level of McCormick Place. Parking at Metra and South Shore stations is best in the evenings and on weekends. Metra offers a \$7.00 round-trip pass on weekends, except for the South Shore line.

For all schedule and fare information call RTA Travel Information at 836-7000 (all local area codes) or visit <http://www.rtachicago.com>

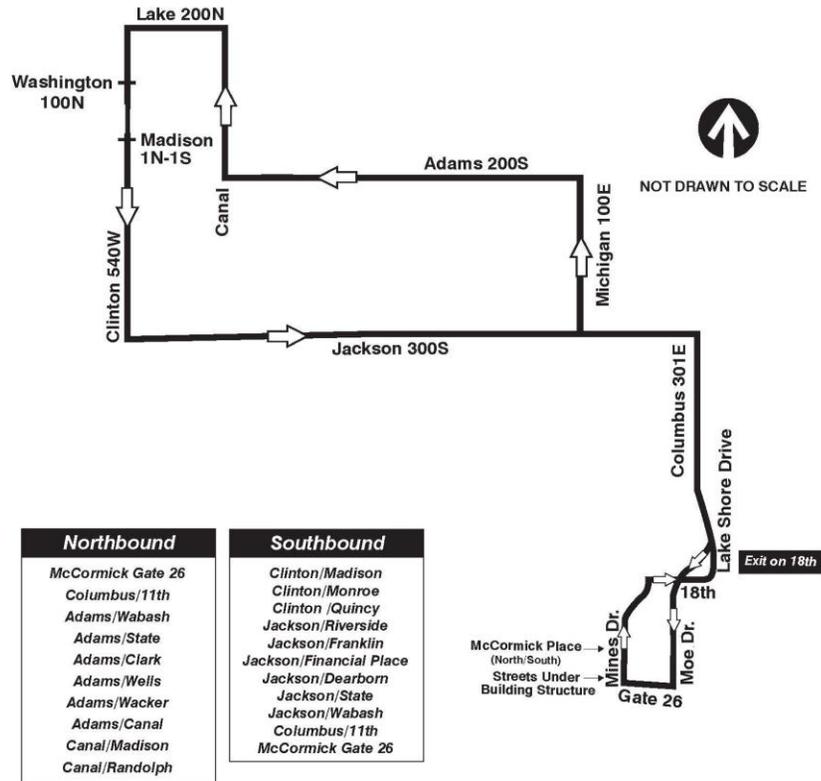
Public Transportation: PACE Bus

Pace will provide service to the 2013 Chicago Auto Show at the McCormick Place from Saturday, February 9 through Monday, February 18 during all show hours.

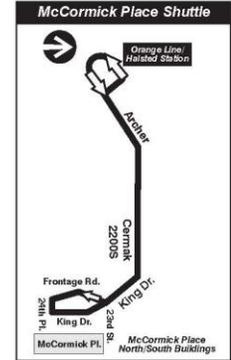
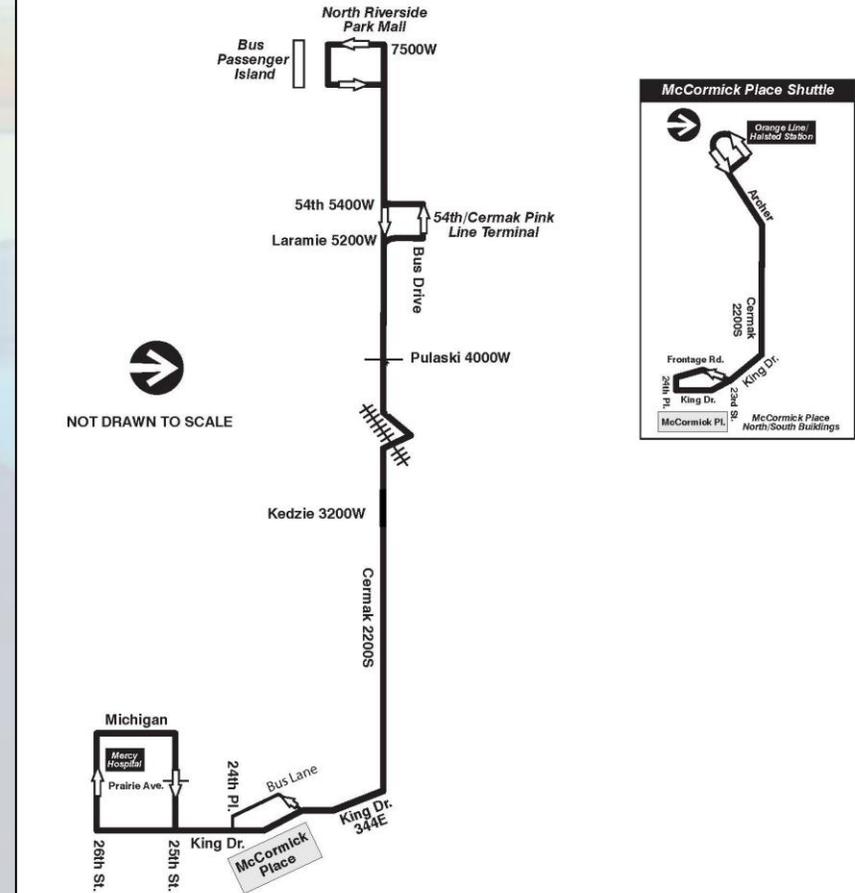
Fare for Pace customers are \$1.75 for adults and free for children seven years and younger. Seniors of age 65 and older also receive free fares with an RTA card. Transfers are an additional 25 cents. For all schedule and fare information, call Pace Travel Information at 847-364-7223 or visit <http://www.rtachicago.com/>.

Getting to the Show: Routing Maps

Auto Show Routing



21 Cermak



Handicapped Accessibility



McCormick Place offers many services to Chicago Auto Show visitors with disabilities, allowing them to enjoy the excitement of the show.

Services Available:

- Handicapped parking available in all McCormick Place parking garages
- McCormick Place Lot A offers an adjacent surface with extra handicapped spaces
- Valet parking available at the Hyatt Hotel lot adjacent to McCormick Place
- All outdoor entrances to the show have “push-to-open” button doors and ramps for show patrons with wheelchairs
- Accessible elevators to help navigate inside the show
- Scooter and wheelchair rentals offered by Scootaround, located at Gate 4 (west end of the Grand Concourse)
 - Submit rental inquiries at www.scootaround.com, or call 1-888-441-7575
- Trolley shuttles to the parking lot by American Sightseeing Chicago
 - Call 800-621-4153 to secure a shuttle with chairlift capacity

Parking

Overview

The 2013 Chicago Auto Show will be held at McCormick Place, which is located at Lake Shore Drive at 23rd St., Chicago, IL 60616. **Navigation system users will want to use the following street address: 2301 South Martin Luther King Drive, Chicago, Illinois, 60616.**

McCormick Place offers on-site parking. There are three main McCormick Place lots: A, B & C.

- Lot A: \$21 (or \$30 after 16 hours)
- Lot B: \$14
- Lot C: \$21

***After 6 p.m.** during Chicago Auto Show dates, parking rates will drop to \$10 for all three lots.

Parking fees can be paid by cash or credit card; VISA, MasterCard and American Express are accepted. Parking lots are open throughout event hours. Overnight parking is not available, and there are no in-and-out privileges.

Parking Lot Shuttles

Millennium Park Lot:

Shuttles on weekends only

Feb. 9 -10, Feb. 16-17:

10 a.m. – 11 p.m.

Pick up: Front entrance of Millennium Park Lot, Lower Randolph/Express Lane, Gate #3

Drop off/Return: McCormick Place South Building, Gate #2

Soldier Field Lot:

Shuttles available

Feb. 9-10: **10 a.m. – 10:30 p.m.**

Feb. 11-15: **10 a.m. – 11 p.m.**

Feb. 16-17: **10 a.m. – 10:30 p.m.**

Feb. 18: **10 a.m. - 9 p.m.**

Pick up: Soldier Field, Center Aisle, 18th St.

Drop off/Return: Gate #27, Grand Concourse, Lower Level

31st St. Lot:

Shuttles available

Feb. 9-18:

10 a.m. – 10:30 p.m.

Drop off/Return: Gate # 26 (Lower Grand Concourse)

Exhibitor Hotel Shuttle (Credential required):

Shuttles available

Feb 7: **7 a.m. – 7 p.m.**

Feb 8: **7 a.m. – 12 a.m.**

Feb 9-17: **8 a.m. – 11 a.m. & 7:30 p.m. – 10:30 p.m.**

Feb 18: **8 a.m. - 11 a.m. & 7:00 p.m. – 9:00 p.m.**

Pick up: Sheraton Chicago Hotel & Towers (Convention entrance)

Drop off/Return: McCormick Place South Building, Gate #3

Frequently Asked Questions

What are 2013 Chicago Auto Show's dates and hours?

The 2013 Chicago Auto Show is open to the public from February 9-18, 2013.

***Show hours:**

February 9-17: 10 a.m. – 10 p.m.

February 18 (Presidents Day): 10 a.m. – 8 p.m.

When is First Look for Charity held and what are the event hours?

The benevolent 2013 First Look for Charity black-tie event will take place this year on Friday, February 8 from 7-11 p.m.

What are the 2013 Media Preview dates?

The 2013 Media Preview of 2013 Chicago Auto Show will be held on Thursday, February – Friday, February 8.

What is the 2013 Chicago Auto Show ticket price?

Admission prices are as follows:

- \$12 for adults
- \$6 for seniors ages 62 and older
- \$6 for children ages 7-12
- Free admission for children 6 and younger when they accompany a paying adult (family members only)
- Weekday discount coupons (\$6 off the regular adult admission) available at various area new-car dealers.

What entrance will accept these tickets?

All entrances will accept tickets. Those entrances are:

- Level 1, West Lobby South Building (adjacent to Gate 2)
- Level 3, Grand Concourse
- Level 2, North Building

How do I purchase tickets for admission to the Chicago Auto Show?

To avoid lines, you can purchase tickets in advance at ChicagoAutoShow.com. You can also purchase tickets on-site at the box offices located at the entrances to the show (cash and credit cards will be accepted).

Do you offer discounted school or group rates?

The Chicago Automobile Trade Association will again be offering discounted tickets to the 2013 Chicago Auto Show for schools and groups. Groups of 20 or more will receive a discounted rate of \$6 per ticket. These tickets may be used on one of the following days: Monday, February 11 through Friday, February 15 and Monday, February 18. Chaperones for the students will be given complimentary tickets; the ratio that we use is 1:10.



Frequently Asked Questions (cont.)

Are wheelchairs and motorized scooters available for rent at the Chicago Auto Show?

Wheelchairs and motorized scooters are available for rent at the McCormick Place. To make a reservation, please contact Scootaround's toll-free hotline at 1-888-441-7575. Motorized scooters are \$50 a day; wheelchairs are \$20. For more details, visit ScootAround.com. Scootaround is located at Gate 4 of McCormick Place (on the west end of the Grand Concourse).

Can we actually ride in the vehicles in the interactive test tracks?

Yes, all show attendees can ride as passengers with the professional drivers on the five designated tracks.

Are you offering any special or themed days this year?

We sure are, and even have some special pricing available.

- Tuesday, February 12: Women's Day. Women are admitted for \$6. Manufacturers will present special women-oriented programs on the purchase and lease of cars and maintenance.
- Wednesday, February 13 through Friday, February 15: Chicago Auto Show Food Drive. Show patrons who bring three cans of food will receive a coupon for \$6 admission. All food will be donated to A Safe Haven Foundation.
- Friday, February 15: Telemundo Hispanic Day. For more information, visit <http://www.telemundochicago.com>.

What are my parking options closest to the Chicago Auto Show/McCormick Place?

McCormick Place offers on-site parking. There are three main McCormick Place lots: A, B & C.

- Lot A: \$21 (or \$30 after 16 hours)
- Lot B: \$14
- Lot C: \$21

*After 6 p.m. during Chicago Auto Show dates, parking rates will drop to \$10 for all three lots.

Parking fees can be paid by cash or credit card; VISA, MasterCard and American Express are accepted. Parking lots are open throughout event hours. Overnight parking is not available, and there are no in-and-out privileges.

Image Gallery: <http://www.chicagoautoshow.com/media/gallery.aspx?galleryid=1045>

Images are intended for editorial use only and are copyright of the Chicago Automobile Trade Association. Please contact Mark Bilek at mbilek@drivechicago.com for permission and rights. Visit: <http://www.chicagoautoshow.com/media/onlinenewsroom/index.asp> to download images.

Once finalized, the 2013 floor plan will be available at <http://www.chicagoautoshow.com/media/onlinenewsroom/index.asp>

2013 Chicago Auto Show Logo



Mike Ettleson



McCormick Place Complex



2013 Chicago Auto Show Logo



Kurt Schiele



McCormick Place Complex



Chicago Automobile Trade Association Logo



Dave Sloan



McCormick Place Complex



OICA Logo



CATA Headquarters



McCormick Place Complex



DriveChicago Logo



McCormick Place Complex



McCormick Place Complex



Image Gallery (cont.)

The 2012 Show: http://www.chicagoautoshow.com/multimedia/cas_photo_gallery.aspx

The 2012 Chicago Auto Show



The 2012 Chicago Auto Show



The 2012 Chicago Auto Show



The 2012 Chicago Auto Show



The 2012 Chicago Auto Show



The 2012 Chicago Auto Show



The 2010 Chicago Auto Show



The 2012 Chicago Auto Show



The 2012 Chicago Auto Show



The 2012 Chicago Auto Show



The 2012 Chicago Auto Show



The 2012 Chicago Auto Show



The 2012 Chicago Auto Show



The 2012 Chicago Auto Show



The 2012 Chicago Auto Show



The 2012 Chicago Auto Show



Image Gallery (cont.)

The 2012 Show: http://www.chicagoautoshow.com/multimedia/cas_photo_gallery.aspx

The 2012 Chicago Auto Show



The 2012 Chicago Auto Show



The 2012 Chicago Auto Show



The 2012 Chicago Auto Show



The 2012 Chicago Auto Show



The 2012 Chicago Auto Show



The 2012 Chicago Auto Show



The 2012 Chicago Auto Show



The 2012 Chicago Auto Show



The 2012 Chicago Auto Show



The 2012 Chicago Auto Show



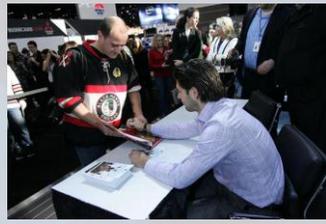
The 2012 Chicago Auto Show



The 2012 Chicago Auto Show



The 2012 Chicago Auto Show



The 2012 Chicago Auto Show



The 2012 Chicago Auto Show



Image Gallery (cont.)

First Look for Charity in 2012: <http://www.chicagoautoshow.com/2012-first-look-for-charity/>

2012 First Look for Charity



2012 First Look for Charity



2012 First Look for Charity



2012 First Look for Charity



2012 First Look for Charity



2012 First Look for Charity



2012 First Look for Charity



2012 First Look for Charity



2012 First Look for Charity



2012 First Look for Charity



2012 First Look for Charity



2012 First Look for Charity



Historical Images: <http://www.chicagoautoshow.com/historic-images/>

1901: Motorette Exhibit



1941 Plymouth



1953 Chevrolet Corvette



2002 Cadillac Cien

