

CHICAGO AUTO SHOW

#CAS2024



2024 SHOW HIGHLIGHTS

Welcomed **260,000 attendees** to the 2024 show

Added **2 new brands (Lucid & Tesla)** and welcomed a **brand back (Mazda)** to exhibit at the show

Nearly **doubled the number of brands** on the Chicago Drives Electric track from 2023

More than **80,000 in-vehicle experiences**

35 different models for consumers to ride in or drive



IN-VEHICLE EXPERIENCES

80,000 in-vehicle experiences at the show



50% of those who took an outdoor test drive said they are now more likely to purchase that vehicle or brand

Indoor test tracks featured:

Chicago Drives Electric – featuring 9 brands!
Ford Bronco Built Wild and Hyundai EV Test Track



WHO ATTENDS THE CHICAGO AUTO SHOW?

57%
male



43%
female



- **62%** of attendees are ages 25-55
- 45% of attendees are 12-month intenders; half of which plan to **purchase within 6 months**
- Nearly 40% of **first-time visitors added a brand** to consideration list as a result of attending
- **92% attended** in a group of 2 or more
- Nearly 70% have an annual **HHI of \$100,000+**



Average time at the show
3.5 hours

DRIVING PURCHASE



30% of first-time show visitors added a brand to their consideration list

75% of attendees report being **less likely to buy** from an absent brand



45%

of attendees plan to purchase a new vehicle within a year

76%

noted continuing their research online following the show

More than **50%** said attending the show increased their consideration of an EV or hybrid

71%

of individuals who rode along or test drove an EV said the experience improved their opinion of owning an EV

After experiencing an EV at the show, **53%** said they are more likely to purchase an EV

CHICAGO DRIVES ELECTRIC

POWERED BY  **comed**
AN EXELON COMPANY

100,000 total square-foot track

Nearly **2X** the number of participating brands from 2023

Featured **9 participating brands** spanning **20 different models**:

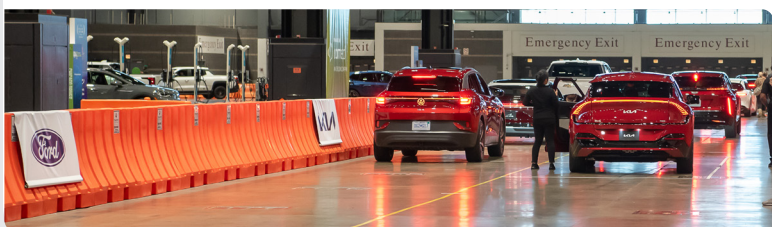
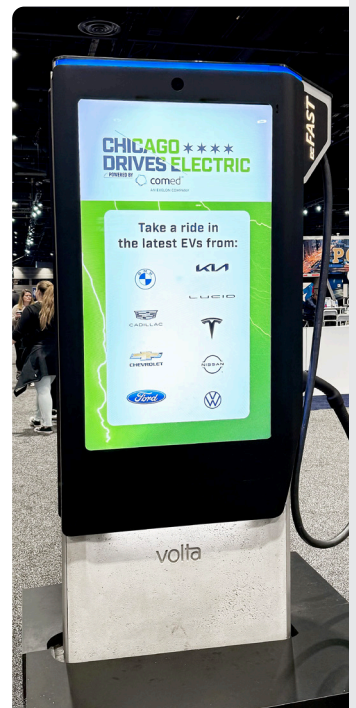


LUCID



Adapting to the EV Lifestyle

- Collaborated with non-automotive partners for educational panels, displays, and resources
- Showcased latest EV vehicle & charging technology
- News & broadcast stories covering Chicago Drives Electric reached more than 2.3 billion



GLOBAL MEDIA EXPOSURE



Media Preview Sets the Stage

- Significant world and national vehicle introductions
- Thousands of registered media outlets and social influencers
- National media fly-in program hosts 100+ top-tier journalists and influencers
- Concept & Technology garage provides media opportunity for rolling footage, experience latest technology + telematics
- Social Media Preview offers unique events geared toward a digital crowd

Media Coverage Highlights

- **8,500+** news placements with a reach of **10.6 billion**
- **2,300+** broadcast placements with a reach of more than **427 million**
- **165+ million** paid media and digital impressions

3 TV specials produced from the show:
ABC, CBS and WGN



DRIVE CHICAGO

Host Drive Chicago Radio Show on **WLS-AM Saturday mornings**

Highlight manufacturer news year-round, feature as on-air guests

DriveChicago.com curates **local dealer inventory**

Includes **new-vehicle reviews** and **YouTube video content**



2024 SPONSORS



DIGITAL LIFT

The digital lift that comes from the show begins with the anticipation of the show's opening and spikes during and directly after the show. The Chicago Auto Show team takes the content collected during the show and feeds its digital media machine all year long. Content generated from this year's event had an organic reach of **140M+** across public profiles and **2M+** engagements.

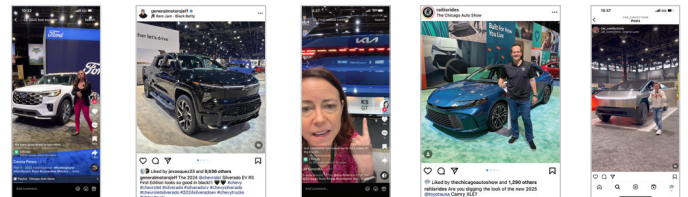
CAS social media accounts garnered more than **10 million** social media impressions

10% organic growth in followers on CAS accounts

4 million + views on CAS Instagram Reels

24 million views on #ChicagoAutoShow TikTok videos

875+ YouTube Videos produced from the show reaching more than 38.2M subscribers



Digital Lift

The idea that ALL brands who participate in the Chicago Auto Show **receive a lift** – not just during the show, but **throughout the entire year.**

CORNERSTONE EVENTS



First Look for Charity

First Look for Charity

- Hosted nearly 8,000 guests for Chicago's premier black-tie gala
- Raised \$2.8 million for 18 local charities
- An affluent crowd: nearly 50% have HHI of \$200K and above and have graduate or professional degrees
- Gave away a 2024 Chevrolet Blazer



MAMA Breakfast

Midwest Automotive Media Association (MAMA) Breakfast

- Presents Annual "MAMA's Favorite Vehicle" Award
- Features keynote speakers
- More than 500 industry representatives and media in attendance



Economic Club of Chicago

Economic Club of Chicago Luncheon

- Brings together affluent business community in Chicago
- Features keynote speakers
- 600 business executives and media in attendance

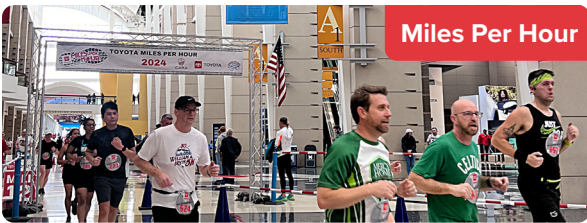


What Drives Her

What Drives Her

- 7th year of the program that brings together leading females within the auto industry
- Presented 5 awards in various categories celebrating female leaders and advocates
- 550+ What Drives Her related news placements reaching 369 million

ATTRACTING NEW AUDIENCES



Miles Per Hour

Miles Per Hour

- Partnership with Chicago Area Runners Association targets non-traditional audience
- Surpassed previous years' figures, attracting 650 total runners from 11 different states
- Coverage highlights across local broadcast stations



Chicago Friday Night Flights

Chicago Friday Night Flights

- 650+ attendees sampled more than 20 different local craft beers
- Drew Millennial audience - 54% of attendees were 25-44



Automotive Career Day

Automotive Career Day

- New program for 2024
- Hosted 1,400 local students for educational panels and career fair

Chicago Auto Show is brought to you by the Chicago Automobile Trade Association

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