

Chicago Auto Show Media Preview Schedule

Thursday, February 6 | Showfloor open 8 a.m. - 5 p.m.

<u>Time</u>	<u>Event</u>	<u>Location</u>
7:30 a.m.	MAMA Breakfast Doors Open	Grand Ballroom S100
8:00-9:00 a.m.	MAMA Breakfast (sponsored by Czarnowski) <i>Keynote: Only Experience Can Re-Imagine the Auto Show; Jamie Gladstone, Executive Creative Director, Czarnowski</i>	Grand Ballroom S100
9:15-9:45 a.m.	Subaru Press Conference	Subaru
9:50-10:15 a.m.	Jeep Press Conference	Jeep
10:20-10:40 a.m.	Rivian Walkaround	Rivian
10:45-11:05 a.m.	Toyota Walkaround	Toyota
11:00-11:15 a.m.	Drive Safe Chicago Winner Presentation	Main Stage
11:20-11:50 a.m.	PARENTS Presents: Best Family Cars 2025	Main Stage
11:20-11:50 a.m.	ComEd Announcement of 2025 EV Rebates	ComEd
12:00-1:00 p.m.	Economic Club of Chicago Luncheon (<i>Ticketed Event</i>) <i>Keynote: The Creative Journey of American Car Design; Jason White, Assistant Professor, College for Creative Studies</i>	Grand Ballroom S100
12:30-1:15 p.m.	Automotive Experience Alliance (AEA): Driving Innovation & Value to the Entire Automotive Ecosystem <i>Panelists: Kevin Mazzucola, AEA Chairman; Jennifer Morand, AEA Vice Chair; Gina Maloto; Genesco Sports Enterprises; Matt O'Mara, Czarnowski</i> <i>Moderator: John Capano, EV&EX Agency/AEA Consultant</i>	Main Stage
1:30-2:30 p.m.	City Club of Chicago: The State of the Auto Industry in Illinois <i>Speakers: Lieutenant Governor Juliana Stratton; Larita Clark, CEO, MPEA</i> <i>Panelists: Alex Vetter, CEO, Cars.com; Jennifer Morand, President, Chicago Automobile Trade Association</i> <i>Moderator: Dan Gibbons, CEO, City Club of Chicago</i>	Main Stage
2:45-4:00 p.m.	What Drives Her...To The Off-Road Trail <i>Panelists: Kelsey Gerken, Cause Marketing & Bronco Off-Road Manager, Ford; Bridget Kramer, Jeep Wrangler Brand Manager, Jeep</i> <i>Moderator: Scotty Reiss, A Girls Guide to Cars</i> <i>2025 Awards Presentation: Best in Craft Media, Automotive Ally, Industry Trailblazer, Lifetime of Inspiration, and Best Retailer</i>	Main Stage
4:00-5:00 p.m.	BMW Innovators Reception: Celebrating female changemakers in the automotive industry and beyond. <i>Enjoy networking, appetizers, a custom cocktail station, and complimentary headshots. To attend, RSVP via email to Gina at gmaloto@genescosports.com.</i>	BMW
8:00-11:00 p.m.	Sweet Home Chicago (<i>Ticketed Event</i>)	The TAP - Hyatt Regency

Friday, February 7 | Showfloor open 8 a.m. - 2 p.m.

<u>Time</u>	<u>Event</u>	<u>Location</u>
8:00 a.m.-2:00 p.m.	MRE Snacks with Army	U.S. Army Booth
9:00-11:00 a.m.	Concept & Technology Showcase	Chicago Drives Electric Track
9:30-10:00 a.m.	Lucid Walkaround	Lucid
10:00-10:20 a.m.	Dune (formerly known as Antares) Walkaround	Overlanding Chicago
9:00-10:00 a.m.	VIP Tours	Grand Concourse
11:00 a.m.-12:00 p.m.	VIP Tours	Grand Concourse