Beat: Automobiles

The Nations Largest Auto Show 2016 Opens Today

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USPA NEWS - The social media buzz has successfully served to amplify this year's 108th Edition of The Nations's Largest Auto Show at McCormick Place in Chicago, IL. Today the Chicago Auto Show 2016 opened access to the public & almost every automobile brand you can think of was buffed and dressed to impress.

The Chicago Auto Show 2016 (#CAS16), The Chicago Automobile Trade Association (#CATA) and its exhibitors have literally rolled our their car show red carpet, to make the media, dealers, charities and their attending public feel welcome at "Sweet Home Chicago." Their signatured services offered an impressive schedule events which began on Wednesday: February 10th, 2016 with a Concept & Technology Garage connecting media with their #CAS16 PR Representatives, Designers, Engineers and Automakers and ending that day with a Nissan All-New Product Reveal reception held at Chicago's Fulton Market location. Thursday: The #CAS16 Media Center opened to support the immediate news coverage process of reporting and content delivery demands their show creates. News conferences were held and kicked off with the MAMA/Cox (Midwest Automotive Media Association) Automotive Breakfast featuring Mark LaNeve, Vice-President, U.S marketing, sales and service, Ford Motor Company. News conference continued throughout the day to keep the media/press updated with from new information, data and brand missions form automotive brands such as Kia, Ford, Ram, Nissan, Hyundai, Infiniti. The Economic Club of Chicago hosted a ticketed luncheon featuring Lex Kerssemakers, President & CEO, Volvo Car, USA. Toyota, Mercedes-Benz , Chrysler, Rand McNally. MotorWeek presented their 2015 Drivers Choice Awards and Chevrolet polished off the #CAS16 media day number one of two. The #CAS16 carried on into Thursday evening with a ticketed-access event held at "Sweet Home Chicago for live blues entertainment and dining until midnight (CST).
Friday: February 12th the Chicago Auto Show 2016 dedicated the day's media focus to social media activities starting out with a WOMMA ceremony & breakfast paired with a Digital Megaphone Viral Video Challenge orientation and announcement. The NRSF (National ROad Safety Foundation) presented their "Drive Safe Chicago" Awards. from the #CAS16 Grand Concourse Stage. "Distracted driving is a serious risk that needs to be addressed at all levels," said Colin Wickstrom, 2016 Chicago Auto Show chairman. "We hope the Drive Safe Chicago campaign
engages teens to be messengers both to their peers and to all drivers that distracted driving is dangerous driving." Eight automotive brands filled the morning in twenty-minute intervals with special media-centric activities that would engage the press and public with their digitally interactive varieties. Volkswagen hosted a tasty media lunch while Fifth Third Bank closed the day's #CAS16 social media focus with a "Celebrity Texting Challenge." The First Look For Charity (#FLFC #CAS16) event raised $2,610,280, the most in one year for the black-tie benefit since 2008. About 9,100 people attended First Look for Charity, which is held the evening before the auto show opens its nine-day public run and benefits more than a few area charities. Visit http://www.firstlookforcharity.org.
Founded in 1904, the Chicago Automobile Trade Association is the nation's oldest and largest metropolitan dealer organization. It is comprised of more than 400 franchised new-car dealers and an additional 150 allied members. The group's dealer members employ about 19,000 people in the metropolitan area. The association has produced the world famous Chicago Auto Show since 1935. The CATA´s generosity and commitment to the community is shown not only at the Chicago Auto Show´s "First Look for Charity" where last year more than $2.6 million was raised in one night for local beneficiaries, but throughout the year in countless episodes of humanitarianism and community involvement. Visit http://CATA.info for more information.

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