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### **Revving it up in Detroit**

*NAIAS prepares to raise curtain on world stage*

### **For Immediate Release**

DETROIT, Mich., Dec. 18, 2014 – With just under a month to go until the 2015 North American International Auto Show (NAIAS) opens its doors to the international press Jan. 12-13, the good news continues to pour into Detroit. One of the most important automotive events on the planet, NAIAS is consistently the strategic choice of global automakers to launch their new products on Detroit's world stage.

"Consumer confidence is high, production numbers and automotive sales continue to climb, and the global industry is stronger than it's been in years. And our manufacturer partners have committed to bring their most important, global vehicle reveals to Detroit," said Scott LaRiche, chairman, NAIAS 2015.

NAIAS 2015 highlights include:

- **40-50 global and North American product launches** during Press Preview, Jan. 12-13
- **The Gallery** on January 10, an ultra-luxury evening featuring over \$6 million worth of exotic vehicles and attendees will enjoy dinner by world-renowned Chef Wolfgang Puck
- **First ever "Technology Showcase"** designed to explore the integration of automotive and high-tech advancements in vehicles, Jan. 12-15
- A **strategic industry platform** with every key player – and thinker – in the global automotive arena gathering at Detroit's Cobo Center

- **Industry Preview**, a two-day meet-up and exhibition that brings together 30,000 automotive analysts, designers, engineers, brand managers and auto enthusiasts from around the world, Jan. 14-15
- **Historic night of giving** – more than \$5 million is expected to be raised at Charity Preview, Jan. 16, bringing to \$100 million the total raised for children’s charities since the event was established by the Detroit Auto Dealers Association in 1976

“The Detroit show is a reflection of the health and excitement of the global industry,” said LaRiche. “It’s all part of a positive new energy and exciting new vibe that’s prevalent in the city and in our industry. We feel it every day.”

NAIAS is consistently ranked along with other top shows in the world including Geneva, Frankfurt, Paris, Tokyo, Beijing and Shanghai.

“It helps that we attract more industry CEOs and the largest media audience in North America,” he said. “The public show draws over 800,000 people from all over the U.S. and Canada.”

### **A City Reborn**

In the midst of an urban revival, NAIAS will share in the vibe of billions of dollars’ worth of development currently underway in the city and a booming restaurant, hotel, sports, entertainment, residential and retail upsurge that has young people flooding to Detroit in search of an urban living experience. A new cooperative relationship between business and government has moved Detroit into the metro fast lane and is making it a vibrant, trendy destination for young people, artists, businesses and visitors.

### **A Venue Renovated**

The \$300 million Cobo Center renovation means the city has a world class facility suitable for a world class show. Complementing the spectacular three-story, glass-enclosed riverfront Atrium and Grand Riverview Ballroom are additional ballrooms and meeting rooms; new carpeting, lighting and additional gathering spaces in the concourse. A new outdoor digital screen at the corner of Washington and Congress will give the outside world an inside view of the show and allow them to share in the excitement.

### **A Future Re-envisioned**

In addition to viewing more than 750 of the most exciting new vehicles in the global auto industry, attendees will get a sneak peek into the re-envisioned automobile during the NAIAS Technology Showcase. Visitors can see the automotive advanced technology through exhibits in Hall E and discussions with industry experts on the Atrium stage. Glimpse manufacturing's future with the world's first full-size, working 3D-printed car, the Strati, the game-changing vehicle and brainchild of Phoenix-based technology company Local Motors. Attendees will be able to ride in the made-from-scratch automobile on the Shell Innovation Track located in the Technology Showcase, Jan. 12-15.

### **Media Matters**

Media representatives will find that NAIAS offers the amenities and support services on every journalist's wish list. The world-class Michelin Media Center has been expanded and moved to the Grand Riverview Ballroom for closer proximity to press events. The 40,000-square-foot, high-tech, integrated facility will provide more than 1,000 working seats, a computer center, catered café, lounge, coat check and other amenities for the more than 5,100 credentialed media representatives from 60 different countries who are expected to attend. In addition, a 100' X 20' screen will stream updated, real-time social media feeds.

During Press Preview over 40 press events are scheduled with industry leaders and consolidated into two high-intensity days. Additionally, media will have access to The Gallery, a magnificent collection of ultra-luxury, performance and exotic vehicles, on Sunday, Jan. 11 from 9 am – 11 am, at MGM Grand Detroit.

To receive NAIAS media credentials by mail, registration must be completed online at [naias.com](http://naias.com) by Dec. 19; after Dec. 19, credentials will be available for pickup at Cobo after Jan. 2, 2105. All applications must be received by Dec. 31, 2014.

Information about travel and hospitality, airfare discounts and reservations can be found online at [naias.com](http://naias.com). Premier Sponsor Delta Air Lines is offering discounts on select coach and first class fares for domestic originating and for international originating coach and business class fares.

## **About the Show**

What is widely recognized as a premier global stage, NAIAS welcomes more than 225 OEMs, automotive suppliers, and automotive-related business exhibits, hosts more than 2,000 auto-related companies and their executives from more than 28 countries and offers a premier venue for nearly 50 worldwide and North American vehicle debuts.

Now in its 27th year as an international event, the NAIAS is among the most prestigious auto shows in the world, providing unparalleled access to the automotive products, people and ideas that matter most, upclose and in one place. Administered by Executive Director Rod Alberts, the NAIAS is one of the largest media events in North America, and the only auto show in the United States to earn an annual distinguished sanction of the Organisation Internationale des Constructeurs d'Automobiles, the Paris-based alliance of automotive trade associations and manufacturers from around the world.

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Press Preview: Mon-Tue, Jan. 12-13, 2015

Industry Preview: Wed-Thu, Jan. 14-15, 2015

Charity Preview: Fri, Jan. 16, 2015

Public Show: Sat-Sun, Jan. 17-25, 2015

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