



December 15, 2015

Every January, all roads lead to Detroit and, in 2016, automakers will arrive hitting on all cylinders. We're experiencing record-breaking vehicle sales as automakers are engineering and delivering the most technologically advanced cars and trucks the world has ever seen.

The 2016 North American International Auto Show (NAIAS) remains a critical part of global automakers' strategic launch and brand strategies and, soon, Detroit's world stage will host 40+ of the most important product reveals presented over two jam-packed days during Press Preview, Jan. 11-12, 2016.

NAIAS will open its doors Jan. 11-24 to a transformed Cobo Center which recently underwent a nearly \$300 million transformation. The change is remarkable and attendees and exhibitors will truly experience a world-class venue.

There's a lot new at the NAIAS, too. When you enter the show floor, you'll immediately notice that the floor plan has changed significantly. We work diligently throughout the year to accommodate the requests of our OEM partners. The changes to the show floor reflect our response to those requests, and position brands in a balanced way. We encourage you to view the show floor map and what's on tap for the upcoming show on NAIAS.com, so that you can plan ahead for your visit.

Beyond the impact on the global automotive industry of the news made during NAIAS Press Preview, the annual economic boost to the region is a big one: over \$400 million in economic impact plus millions of dollars raised annually for children's charities in Southeast Michigan at Charity Preview, the largest single-night fundraiser in the nation. In 2015, we exceeded \$100 million raised since the DADA established Charity Preview in 1976 by raising \$5.3 million, and we're looking for continued success in the years to come as the economy continues to surge.

We appreciate the ongoing partnership with local, national, and international media and have enjoyed the relationships made along the way. On behalf of the entire team at the 2016 North American International Auto Show, thank you for your interest and support.

See you at the show.

Sincerely,

Paul Sabatini

Chairman, 2016 North American International Auto Show
Owner, Lincoln of Troy, Troy, Michigan