

**2019 NAIAS POST SHOW REPORT
PRESENTED TO
STEEL MARKET DEVELOPMENT INSTITUTE**



The background of the slide features several stacks of dark blue event tickets. Each ticket has a graphic of a car wheel and the text "FUTURE MOBILITY MADE StrongerWithSteel" in white and green. The Steel Market Development Institute logo, which includes a green star and the text "Steel Market Development Institute", is also visible on the tickets.

Steel Market Development Institute is recognized as a Premier Sponsor of NAIAS

The NAIAS Executive Director and Committee would like to thank
Steel Market Development Institute for their extensive and continued support of NAIAS



THE GALLERY January 12th

Displayed nearly \$10 million of
the most acclaimed automobiles
in the world, including the
North American debut of the
2019 Rolls-Royce Cullinan

The Gallery, now in its 13th year,
welcomed luxury-car enthusiasts
to the MGM Grand in support of
C.S. Mott Children's Hospital



Press Days
January 14th and 15th

- 4,500+ journalists from 60 Countries
- 31 vehicles made their worldwide debut
- 28 Press Conferences were held



INDUSTRY PREVIEW DAYS
JANUARY 16th and 17th

- Only show in North America with dedicated “Industry Days”
- 35,000+ auto and tech industry executives, designers, and analysts attended
- 1,679 Companies and 26 Countries represented

AUTOMOBILI-D
JANUARY 14th - 17th

- Nearly 200 different brands with 50+ startups
- Exhibitors consisted of automakers, suppliers, tech startups, universities and government organizations
- 34 mobility themed presentations and symposiums



CHARITY PREVIEW JANUARY 18th

- 10,000+ attendees
- 4 Million dollars raised for 8 charities
- World's largest annual single-night fundraiser
- Musical performance by "Your Generation In Concert" on the Atrium Stage



EDUCATION DAYS JANUARY 24th and 25th

- 400+ Detroit Public School pre-k students participated in “PNC Grow Up Great Day” on Thursday, January 24th
- Activities were provided to spark the imagination and to give a fun and engaging look at the auto industry
- Age appropriate hands-on activities were also provided
- Ally served as the sponsor of NAIAS Education Day on Friday, January 25th





PUBLIC SHOW
JANUARY 19th - 27th

- Total ticketed attendance was 774,179
- Hundreds of thousands of people from around the world came to experience new products and technology
- 2019 NAIAS had a \$430 Million economic impact to Metro Detroit

**STEEL MARKET DEVELOPMENT INSTITUTE
DISPLAY PHOTOS**





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ATTENDANCE REPORT, STATISTICS REPORT AND TV AND RADIO ADVERTISING



NORTH AMERICAN INTERNATIONAL
AUTO SHOW

Day/ Event	Record Holder	2018	2018 Cumulative	2019	2019 Cumulative
Press Preview	N/A	5,078	N/A	4,568	N/A
Industry Preview	2016 39,788	39,247	39,247	35,185	35,185
Charity Preview	1999 17,500	12,714	\$ 5,085,600 51,961	10,072	\$ 4,028,800 45,257
Saturday	2000 118,877	112,043	164,004	83,916	129,173
Sunday	2000 121,205	106,473	270,477	101,310	230,483
MLK Day Monday	2005 93,115	47,514	317,991	71,314	301,797
Tuesday	2004 83,296	75,090	393,081	69,129	370,926
Wednesday	2017 59,301	58,825	451,906	50,928	421,854
Thursday	2003 55,178	53,315	505,221	52,910	474,764
Friday	2015 79,205	78,327	583,548	71,489	546,253
Saturday	2003 142,865	124,205	707,753	122,601	668,854
Sunday	2002 106,121	100,605	808,358	100,757	769,611
Monday	1998 45,457				
Total	2003 838,066		808,358		769,611

Bold & italics indicates a record number

2019 STATISTICS REPORT

PARTICIPANTS

OEMs	42
Other Main Floor & Hall E	235
Concourse Exhibits & Show Radio	24
Sponsors, Meeting Room Exhibits & Affiliated Companies	96
AutoMobili-D Brands	215

VEHICLE INTRODUCTIONS

44

Worldwide Debuts	31
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MEDIA CREDENTIALS

4,568

Percent of Total Represented by International Press	19%
Countries Represented by Media	60
States Represented by Media	36

CONTENT DELIVERED

Press Conferences	28
Presentations/Symposiums	34

INDUSTRY PREVIEW ATTENDANCE

35,185

Countries Represented by Industry	26
Number of Companies Represented by Industry	1,679

CHARITY PREVIEW ATTENDANCE

10,072

Charity Preview Contributions Donated	\$4.02 million
Total Number of Participating Charities	8

TOTAL TICKETED ATTENDANCE

774,179

ECONOMIC IMPACT TO METRO DETROIT

\$430 Million

Estimate according to David Sowerby, C.F.A., Ancora Advisors



NORTH AMERICAN INTERNATIONAL
AUTO SHOW

autöMOBILI^D
NAIASDETROIT



January 19 - 27
naias.com



January 19 - 27
naias.com



STEEL MARKET DEVELOPMENT INSTITUTE WAS
MENTIONED IN 50% OF THE TV AND RADIO AD ROTATION

**STEEL MARKET DEVELOPMENT INSTITUTE
MARKETING RECOGNITION**



Steel Market Development Institute

The Steel Market Development Institute, a business unit of AISI, increases and defends the use of steel by developing innovative materials, applications and value-added solutions for customers in the automotive, construction and packaging markets. SMDI automotive investors include: AK Steel Corporation, Algoma, ArcelorMittal and Nucor Corporation. For more information on SMDI auto, visit www.autosteel.org or follow [@SMDISteel](https://twitter.com/SMDISteel) on Twitter.

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2019 NAIAS Premier and Official Sponsors

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PREMIER AND OFFICIAL SPONSORSHIP BANNER

2019 PREMIER SPONSORS



Steel
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Lead Sponsors to Play Key Role at 2019 NAIAS

A host of Premier and Official Sponsors return to the 2019 NAIAS, joining a group of over 170 show sponsors and AutoMobili-D exhibitors. Hosting events and displays as well as providing exceptional promotional support, these Premier and Official Sponsors will have a significant presence at the show.

In addition to the returning top-level sponsors, NAIAS welcomes MAHLE to its new level of show participation as an Official Sponsor.

The 2019 NAIAS is pleased to greet and thank the following:

PREMIER SPONSORS

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Delta Air Lines
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Steel Market Development Institute
ZF Friedrichshafen AG

2019 NAIAS NEWSFLASH



We appreciate the ongoing support from
Steel Market Development Institute!