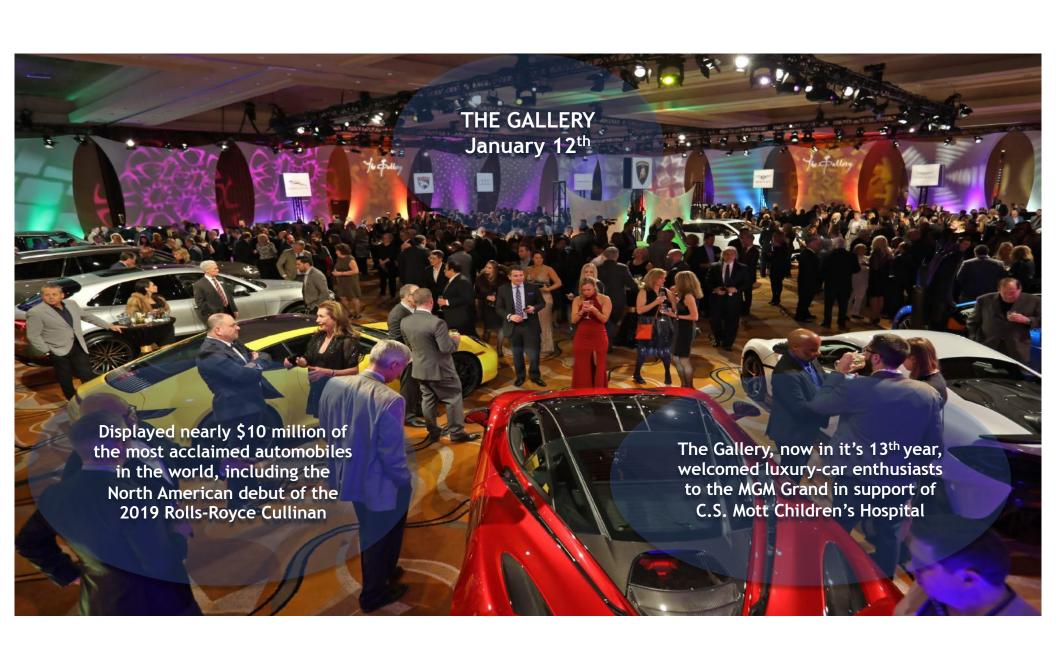
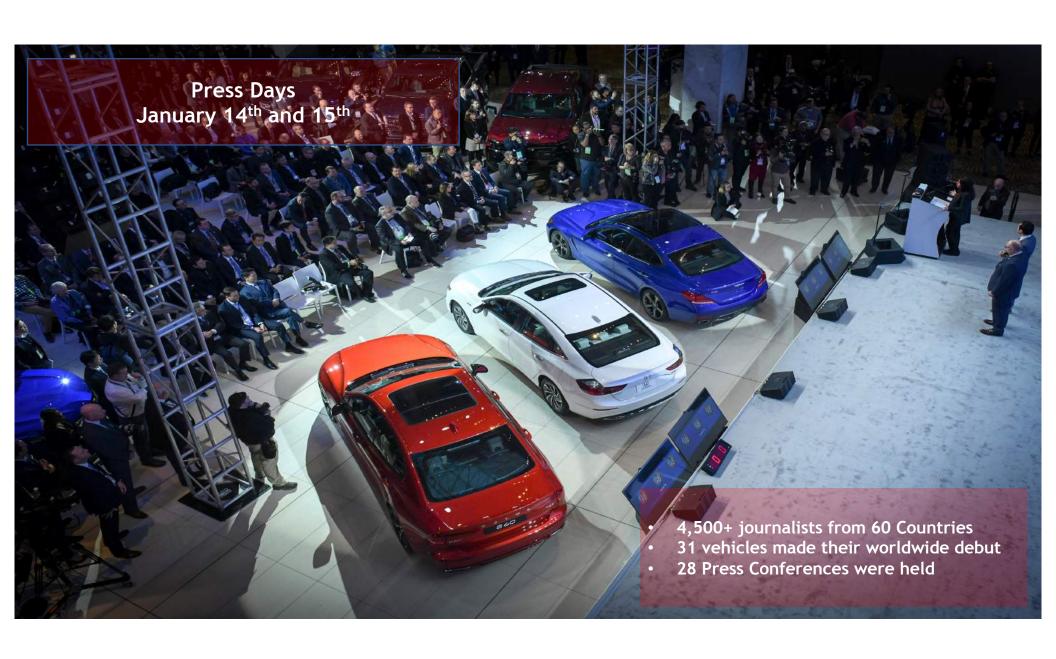




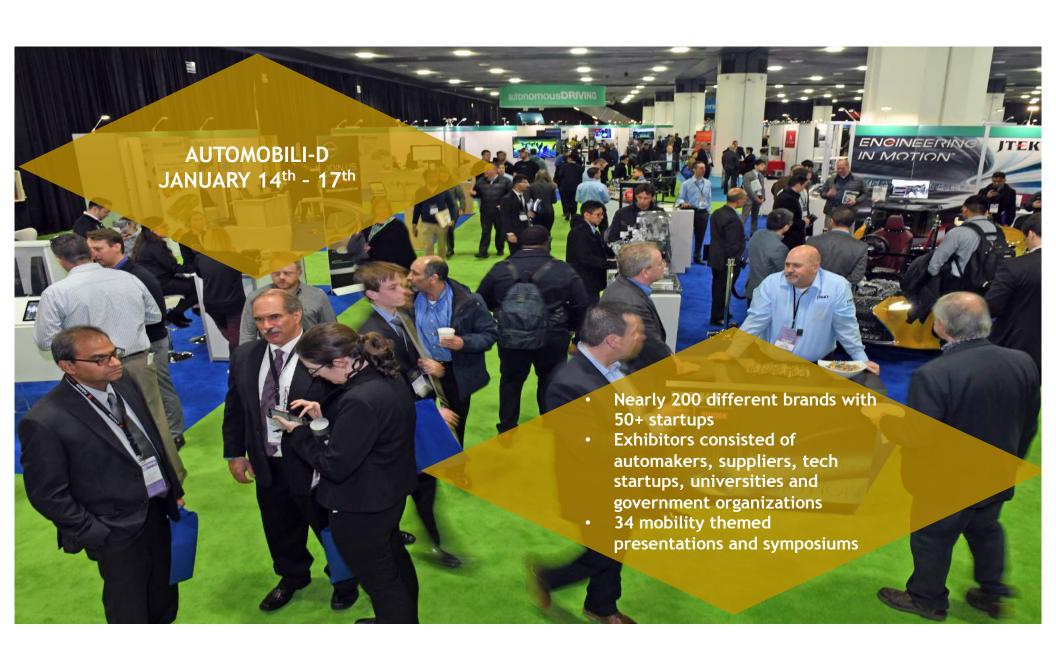
Steel Market Development Institute is recognized as a Premier Sponsor of NAIAS

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



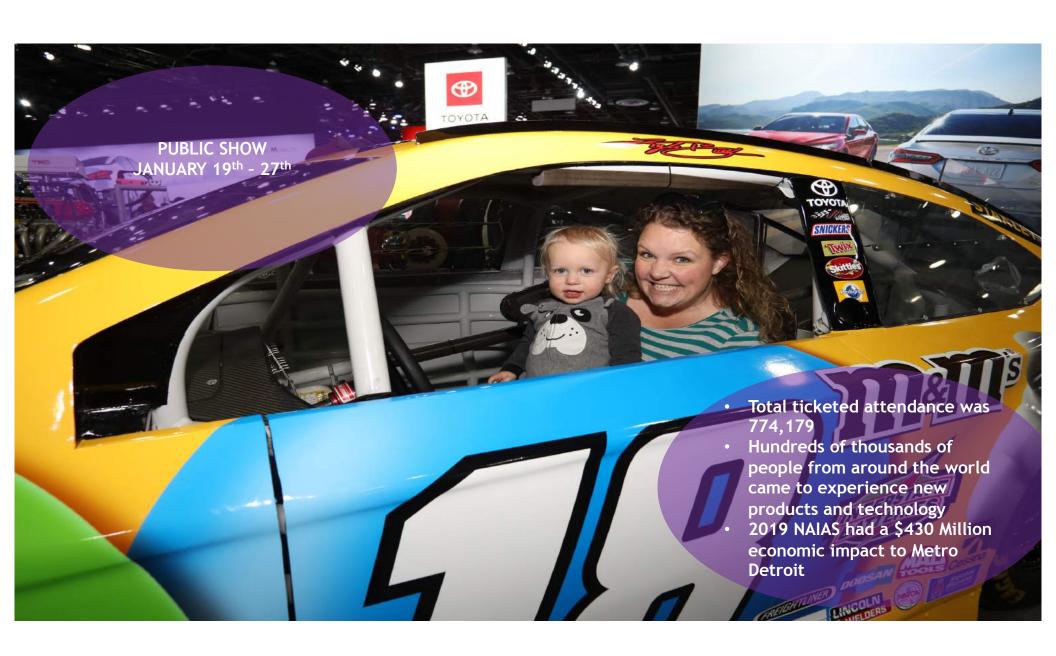


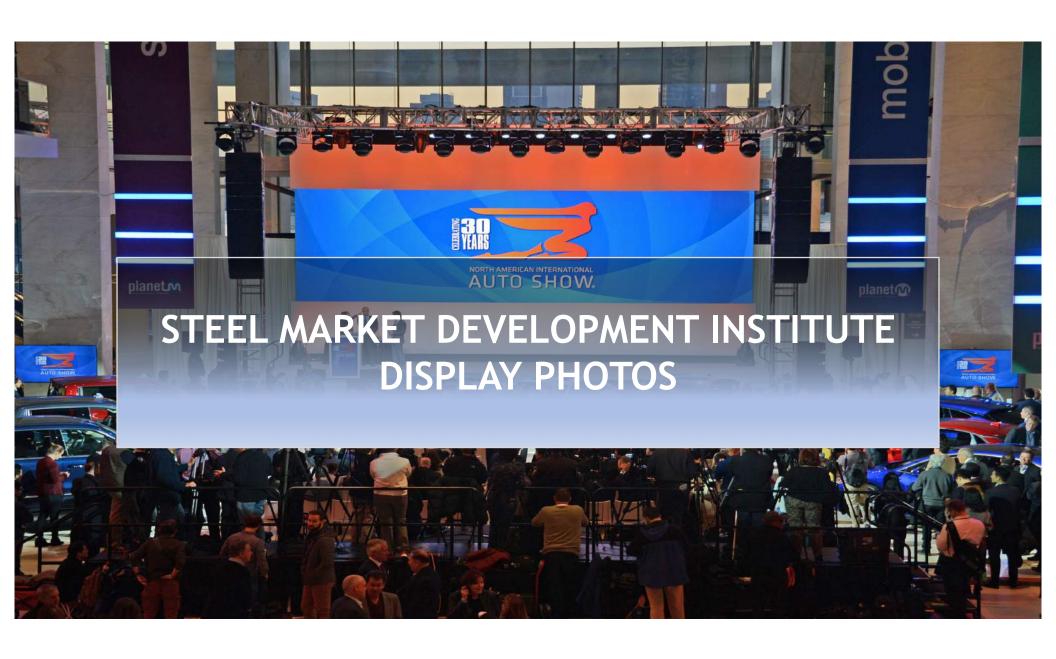




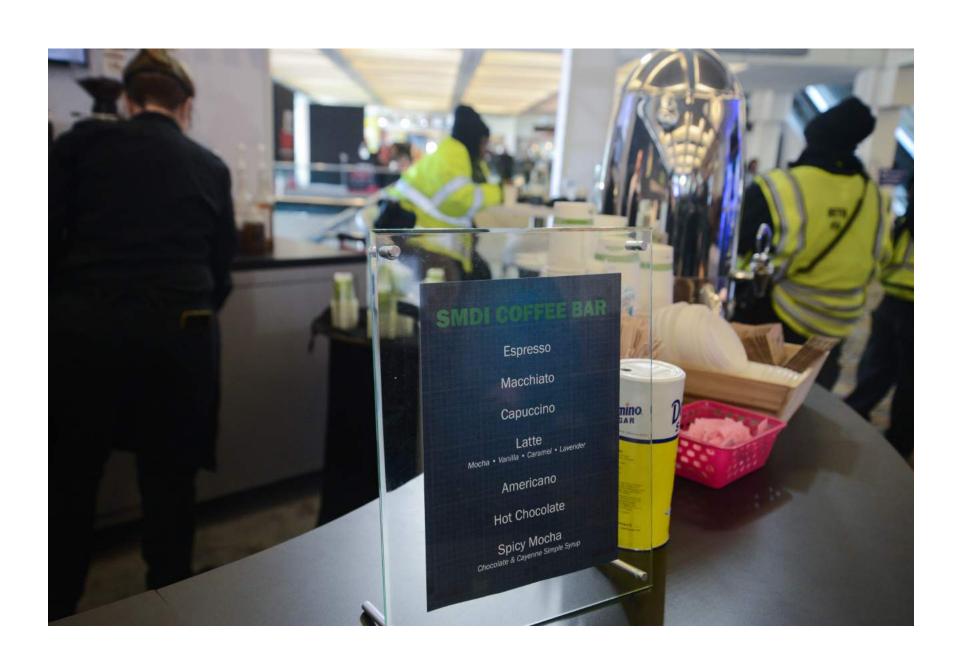


















Day/	Record		2018		2019
Event	Holder	2018	Cumulative	2019	Cumulative
Press Preview	N/A	5,078	N/A	4,568	N/A
	2016				
Industry Preview	39,788	39,247	39,247	35,185	35,185
	1999		\$ 5,085,600		\$ 4,028,800
Charity Preview	17,500	12,714	51,961	10,072	45,257
	2000				
Saturday	118,877	112,043	164,004	83,916	129,173
	2000				
Sunday	121,205	106,473	270,477	101,310	230,483
MLK Day	2005				
Monday	93,115	47,514	317,991	71,314	301,797
	2004				
Tuesday	83,296	75,090	393,081	69,129	370,926
	2017				
Wednesday	59,301	58,825	451,906	50,928	421,854
	2003				
Thursday	55,178	53,315	505,221	52,910	474,764
	2015				
Friday	79,205	78,327	583,548	71,489	546,253
	2003				
Saturday	142,865	124,205	707,753	122,601	668,854
	2002				
Sunday	106,121	100,605	808,358	100,757	769,611
	1998				
Monday	45,457				
	2003				
Total	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 AutoMobi**l**i-D Brands 215 **VEHICLE INTRODUCTIONS** 44 Worldwide Debuts 31 **MEDIA CREDENTIALS** 4,568 Percent of Total Represented by International Press 19% Countries Represented by Media 60 States Represented by Media 36 CONTENT DELIVERED 28 Press Conferences 34 Presentations/Symposiums **INDUSTRY PREVIEW ATTENDANCE** 35,185 Countries Represented by Industry 26 1,679 Number of Companies Represented by Industry **CHARITY PREVIEW ATTENDANCE** 10,072 Charity Preview Contributions Donated \$4.02 million Total Number of Participating Charities 774,179 **TOTAL TICKETED ATTENDANCE ECONOMIC IMPACT TO METRO DETROIT** \$430 Million

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









January 19 - 27



























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





#### 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 on Twitter.

PREMIER SPONSOR PAGE



PREMIER AND OFFICIAL SPONSORSHIP BANNER

# 2019 PREMIER SPONSORS















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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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ZF Friedrichshafen AG

2019 NAIAS NEWSFLASH



We appreciate the ongoing support from Steel Market Development Institute!