



2017 IN REVIEW

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ABOUT THE SHOW

On February 8-12, 2017, attendees from all over the Greater Cincinnati region gathered at the Duke Energy Convention Center to explore the over **200,000 square feet** of displays from **34 manufacturers** featuring over **400 vehicles**. Guests also enjoyed appearances from local athletes, live music, three test drive events and a variety of special interactive exhibits while getting a close look at the latest advances in style and performance in the automotive industry.



ABOUT THE SHOW

The **2017 Cincinnati Auto Expo** was the 29th to be held since the show was reestablished in 1988 by the Greater Cincinnati Automobile Dealers Association (GCADA). This year's Expo was the **first dealer production of the show**, and featured a new decorator, new sponsors, an expanded marketing and PR budget and a variety of new attractions and exhibits to draw and entertain attendees.



NEW IN 2017

The 2017 Expo featured a new **Ride & Drive Center** where attendees could sign up to test drive 17 models from three manufacturers. In addition the front entrance to the show saw the return of the highly popular **Dream Machine Boulevard** display, with improved exhibit space and twice the vehicles as the 2016 exhibit. These features were popular with guests and local media, who broadcast several live spots from within the exhibits.



CONCOURSE ON 5TH

A new section of the show, the **Concourse on 5th** featured exhibits to increase the show's entertainment value. Displays included **Cars as Hollywood Stars**, a collection of classic cars from movies filmed in Cincinnati, a display by students at **University of Cincinnati** on the future of automotive design, a **Wine & Beer Garden** showcasing local craft beer and musical acts, and **The Photo Bus Cincy**, a restored VW bus converted to a photo booth.





GREATER CINCINNATI

MARKET AREA

Cincinnati sits at the center of a populous region straddling Ohio, Kentucky and Indiana known locally as the **Tri-State Area**. The majority of attendees were drawn from the 15 core counties making up the Cincinnati Metropolitan Area, depicted on this map in red. The show also attracted a large number of visitors who drove in from 20 surrounding counties, highlighted in grey.



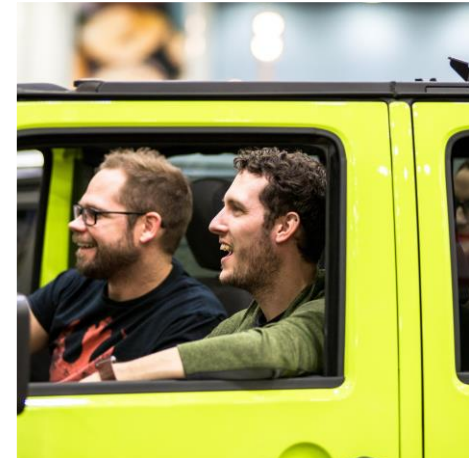
WHO LIVES HERE?

The region's robust manufacturing, higher education, healthcare and finance industries provide employment for a large workforce with above-average median income and home ownership. The results yield a healthy automotive market with customers that are eager to see the latest offerings from auto manufacturers at each year's show.



Greater Cincinnati is home to 2.2 million people, with a median income of \$56,826

Over 114,000 new vehicles were sold in the region in 2016, for over \$2.39 billion in new vehicles sales



More Fortune® 500 companies headquartered in Greater Cincinnati per capita than New York, Chicago or L.A.

ATTENDEE PROFILE

Attendees at the Cincinnati Auto Expo represented an **even demographic mix** of genders and age groups, with a **high average income and education** relative to the region. Advertising efforts were targeted to increase attendance among millennials, who represent the fastest growing segment among new car buyers. Data from this year showed an attendance by well qualified buyers from all market segments.



Income

16% earn over \$150k

12% earn between \$100k and \$149k

35% earn between \$50k and \$99k

Education

Advanced Degree: 20%

College Degree: 36%

Some College: 25%



Age Groups

18-34

31%

35-54

37%

55+

32%



55% Male

45% Female

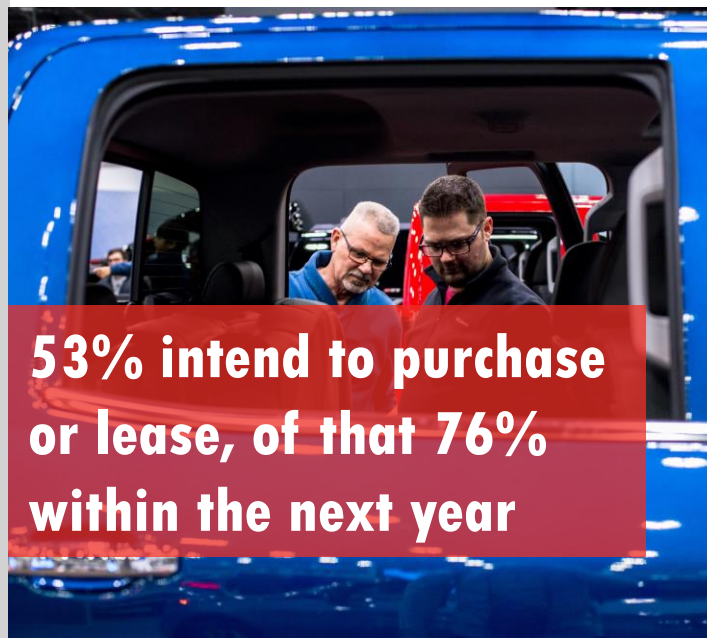
SHOW INFLUENCE

The Auto Expo attracts Cincinnati's serious car buyers, who reported that their visit was extremely influential on their ultimate purchasing decision. The majority of attendees plan on leasing or purchasing a new vehicle within the next year, and expect to spend well above the average national average of \$34,968.*

**SOURCE Kelley Blue Book, January 2017*



77% say their visit influenced decision



53% intend to purchase or lease, of that 76% within the next year



45% intend to spend over \$40,000 on their next vehicle

SHOW INFLUENCE

Attendees reported that they use their Auto Expo experience to **compare brands prior to visiting a dealership**. The majority reported that they added and/or deleted brands from their consideration **based on what they saw at the show**.



86% say they compared brands at the Expo



72% added brands



56% deleted brands

MEDIA COVERAGE

As the region's premier automotive event, the Cincinnati Auto Expo draws enthusiastic coverage from local media. Between advance radio interviews promoting the show, print and digital coverage of all the new features, and 55 on-site live broadcasts, the Expo generated over **22 million impressions**. Media coverage featured explorations of new advances in safety features, fuel economy, and autonomous driving technologies.



CHARITABLE ACTIVITY

Since 1988, the Expo has kicked off with a charity gala benefitting the **Cincinnati Children's Hospital Child Passenger Safety Program**. Since then, this event has expanded into a year-round partnership with GCADA and Evenflo Inc. called **Safe Travel for Kids!!™**. Many of the children's activities featured in our Safe Travel Family Zone at the Expo help promote child passenger safety. Several additional charities engage in fundraising and outreach at the show.



GCADA presents \$45,000 to Cincinnati Children's Hospital



Volunteers raise money for The Dragonfly Foundation, benefiting young cancer and bone marrow transplant patients



The Ohio Cobra Club fundraised for the Cystic Fibrosis Foundation

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2018 DATES

- **Move-In**
Monday, February 5
- **Public Dates**
Wednesday,
February 7 – Sunday,
February 11
- **Move-Out**
Monday, February 12

CINCINNATI
AutoExpo

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CONTACT US

For more information on the Cincinnati Auto Expo including exhibitor and sponsorship opportunities, please contact:

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