



2016 NORTH AMERICAN INTERNATIONAL AUTO SHOW

Statistics Report

TOTAL EXHIBITS

256

OEMs	50
Other Main Floor & Hall E	32
Concourse Exhibits & Show Radio	25
Sponsors, Meeting Room Exhibits & Affiliated Companies	149

PRESS CONFERENCES

39

OEM Press Conferences	21
Additional Press Conferences/Events	18

VEHICLE INTRODUCTIONS

1989 - 2016

2016

Total Vehicle Introductions	1,528	61
Production Total	855	45
Worldwide Production	642	44
North American Production	213	1
Concept Total	666	9
Worldwide Concept	512	9
Auto Show Debut	7	7

ECONOMIC IMPACT TO METRO DETROIT

Estimate according to David Sowerby, C.F.A., Portfolio Manager and Chief Market Analyst at Loomis Sayles & Co.

\$430 Million

MEDIA CREDENTIALS

5,068

Percent of Total Represented by International Press	26%
Countries Represented by Media	60
States Represented by Media	40

INDUSTRY PREVIEW ATTENDANCE

39,788

Countries Represented by Industry	25
Number of Companies Represented by Industry	2,000

CHARITY PREVIEW ATTENDANCE

13,075

Charity Preview Contributions Donated	\$5.2 million
Total Number of Participating Charities	8

PUBLIC SHOW ATTENDANCE (Including Industry Preview and Charity Preview)

815,575



2016 NORTH AMERICAN INTERNATIONAL AUTO SHOW

Statistics Report

WORLDWIDE INTRODUCTIONS - 53

CONCEPT - 9

Acura Precision

Audi h-tron quattro

Buick Avista

Kia Telluride

Nissan IDS

Nissan Titan Warrior

Toyota/Kymeta Collaboration Vehicle

VLF Automotive 745-HP Force 1 V10

Volkswagen Tiguan

PRODUCTION - 44

Audi allroad quattro

BMW M2 Coupe

BMW X3 M40i

Buick Envision

2017 Chevrolet Cruze Hatchback

2017 Chrysler Pacifica

2017 Chrysler Pacifica Hybrid

2017 Chrysler Pacifica Mopar Edition

Ford F-150 SuperCrew

Ford Fusion Energi

Ford Fusion Hybrid

Ford Fusion Platinum

Ford Fusion V6 Sport

Genesis G90

2017 GMC Acadia

2017 GMC Acadia Denali

2017 Honda Ridgeline

2017 Honda Ridgeline Black Edition

2017 Infiniti Q60

Infiniti Q50

Infiniti QX60

Jeep Compass 75th Anniversary Edition

Jeep Grand Cherokee 75th Anniversary Edition

Jeep Patriot 75th Anniversary Edition

Jeep Renegade 75th Anniversary Edition

Jeep Wrangler 75th Anniversary Edition

Jeep Wrangler Unlimited 75th Anniversary Edition

2017 Kia Forte

2017 Kia Forte5

Lexus LC 500

2017 Lincoln Continental

2017 Lincoln Continental Black Label Edition

Mercedes-Benz AMG S63 Cabriolet Edition 130

Mercedes-Benz AMG S65 Cabriolet

Mercedes-Benz AMG SLC43

Mercedes-Benz E220d

Mercedes-Benz E300

Mercedes-Benz E350e

Mercedes-Benz SLC180

Porsche 911

Porsche 911 Turbo

2016 Toyota Prius liftback

VLF Automotive Destino

Volvo S90

NORTH AMERICAN INTRODUCTIONS - 1

PRODUCTION - 1

smart Cabrio

AUTO SHOW INTRODUCTIONS - 7

2016 Chevrolet C7.9 Racecar (Michelin booth)

2017 Chevrolet Bolt EV

Chrysler 200S Mopar Edition

Dodge Stage 3 Mopar Concept

Ram Rebel X Mopar Edition

Unique Fabricating Super Sport Utility Vehicle
Concept

Volkswagen Golf R Touch