



NORTH AMERICAN INTERNATIONAL  
**AUTO SHOW**

autö**MOBILI**D  
N A I A S D E T R O I T

# 2017 STATISTICS REPORT

## **PARTICIPANTS**

OEMs	50
Other Main Floor & Hall E	126
Concourse Exhibits & Show Radio	27
Sponsors, Meeting Room Exhibits & Affiliated Companies	126
AutoMobili-D Brands	185

## **CONTENT DELIVERED**

Press Conferences	42
Presentations/Symposiums	40
Content Live Stream Views	213,766

## **VEHICLE INTRODUCTIONS**

<b>Production Total</b>	<b>45</b>
Worldwide Production	39
North American Production	6
<b>Concept Total</b>	<b>9</b>
Worldwide Concept	7
North American Concept	2
<b>Auto Show Introduction</b>	<b>15</b>
<b>Worldwide Entertainment Introduction</b>	<b>2</b>

## **MEDIA CREDENTIALS**

	<b>5,101</b>
Percent of Total Represented by International Press	26%
Countries Represented by Media	61
States Represented by Media	38

## **INDUSTRY PREVIEW ATTENDANCE**

	<b>38,384</b>
Countries Represented by Industry	27
Number of Companies Represented by Industry	2,274

## **CHARITY PREVIEW ATTENDANCE**

	<b>12,941</b>
Charity Preview Contributions Donated	\$5.17 million
Total Number of Participating Charities	8

## **PUBLIC SHOW ATTENDANCE**

## **ECONOMIC IMPACT TO METRO DETROIT**

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

**806,554**

**\$450 MILLION**



# 2017 STATISTICS REPORT

## WORLDWIDE INTRODUCTIONS - 46

### CONCEPT - 7

Audi Q8  
Ford Transit Connect Hybrid Taxi Prototype  
Infiniti QX50  
Nissan Vmotion 2.0

VLF X-Series  
Volkswagen I.D. Buzz  
Volvo XC90 Drive Me

### PRODUCTION - 39

Audi SQ5  
BMW 530e iPerformance  
BMW 540i  
BMW M550i xDrive  
Chevrolet Traverse High Country  
Chevrolet Traverse RS  
Dodge Challenger GT AWD  
Ford F-150  
Ford F-150 King Ranch  
Ford F-150 Sport  
Ford Mustang  
GAC EnSpirit  
GAC GE3  
GAC GS7  
GMC Terrain  
GMC Terrain Denali  
Honda Odyssey  
Jeep Wrangler Sport Freedom  
Jeep Wrangler Winter Edition  
Karma Revero

Kia Stinger GT  
Lexus LS 500  
Mercedes-Benz AMG GLA45  
Mercedes-Benz AMG GT  
Mercedes-Benz AMG GT C Edition 50  
Mercedes-Benz E-Class Coupe  
Mercedes-Benz GLA 250  
Mercedes-Benz GLA 4MATIC  
Mercedes-Benz S-Class Coupe Night Edition  
Nissan Rogue Sport  
RAM Rebel Black  
Subaru WRX  
Subaru WRX STI  
Toyota Camry XLE Hybrid  
Toyota Camry XSE  
Toyota NASCAR Cup-spec Camry  
Volkswagen Atlas R-Line  
Volkswagen Tiguan LWB  
Waymo Autonomous Pacifica

## NORTH AMERICAN INTRODUCTIONS - 8

### CONCEPT - 2

BMW X2  
Lexus UX

### PRODUCTION - 6

Audi A5 Cabriolet  
Audi S5 Cabriolet  
Ferrari GTC4Lusso  
GAC GA8  
smart Electric Drive Brabus  
Volvo V90

## AUTO SHOW INTRODUCTIONS - 15

Chevrolet Silverado Alaska Edition  
Chevrolet Silverado High Desert  
Chevrolet Colorado ZH2  
Chrysler Portal  
Dodge Challenger Shakedown  
Fiat 124 Spider MOPAR  
Ford Fusion Autonomous Prototype  
Hyundai IONIQ Autonomous Prototype

Jeep CJ66 Concept  
Magneti Marelli Luminator  
M-City Canvas Vehicle  
MSU Open CAV  
RAM Macho Power Wagon  
Rinspeed Oasis  
Roush P-51 Mustang

## WORLDWIDE ENTERTAINMENT INTRODUCTIONS - 2

Disney Pixar Lightening McQueen

LEGO® Batmobile from Chevrolet