



# 2017 NORTH AMERICAN INTERNATIONAL AUTO SHOW INDUSTRY EVENTS

As of 1-3-17 – Subject to revision

## SATURDAY, JANUARY 7

**The Gallery** – MGM Grand Detroit. This ultra-luxury automotive event is the official kick-off to NAIAS and features a strolling dinner by world-renowned chef Wolfgang Puck. Guests have the opportunity to experience some of the most amazing vehicles the world has to offer and interact with executives and designers. Presented by Hewlett Packard Enterprise along with our sponsors: Bose, Coldwell Banker Weir Manuel and MGM Grand Detroit. Silent auction proceeds to benefit C.S. Mott Children's Hospital. For additional information, contact Michele Hendrick, mhendrick@dada.org or online at [naias.com/tickets/the-gallery/](http://naias.com/tickets/the-gallery/).

## SUNDAY, JANUARY 8

**AutoMobili-D** – Atrium and Planet M Hall, Cobo Center. This mobility showcase will open the doors to over 120,000 sq. ft. of displays, both static and dynamic. Press events will run from 2:00 p.m. – 6:00 p.m. with the hall remaining open until 7:00 p.m.

**Society of Automotive Analysts (SAA)** – Gem Theater, Detroit. Join the SAA at its 30th Annual Automotive Outlook Conference. The event will feature three panels: 1) an economic overview, vehicle production outlook and sales forecast; 2) the dealership of tomorrow, new mobility business models and highlights of the 2017 Global Automotive Consumer Study; and 3) a look to the future with Karma Automotive's CFO discussing its go-to-market strategies, and Denso's CTO looking at the latest technologies that will connect vehicles to each other. The event begins with a brunch at 11:00 a.m.; speakers/presentations go from noon to 3:00 p.m. For agenda and registration, go to: [SAAauto.com](http://SAAauto.com).

**National Association of Minority Auto Dealers/IHS Markit Diversity Volume Leadership Awards** – Cobo Center. NAMAD/IHS Markit Diversity Volume Leadership Awards is the only fact based award in the industry focused on ethnic minority, millennial and women purchases of new cars and trucks. The NAMAD/IHS Markit Awards will be presented annually to Automobile Manufacturers and brands that have the highest new vehicle registrations by ethnic minorities. The registration data is/will be obtained using IHS Markit and its Automotive Systems. The model year will be based on the 2016 Model Year Personal New Vehicle Registrations (October 2015 through September 2016). This is an invitation-only event.

**The MAIN Event20** – The Max M. Fisher Music Center, Detroit. This exclusive and popular, multi-faceted event celebrates the launch of NAIAS, awards global industry innovators, rewards the best next generation of transportation designers, and the latest inspirational fashion designs (via LIVE runway). Featured this year is executive Tisha Johnson, Senior Director of Design at Volvo Car Group who will receive the Industry Innovator of the Year award. Event begins at 6:00 p.m. with Executive/Designer Awards & presentations, immediately followed by strolling dinner, fashion showcase, drinks and networking. Media is welcomed to attend: [mainevent20.com](http://mainevent20.com).

## MONDAY, JANUARY 9

**Press Preview** – Cobo Center. Media and corporate registration, located at concourse level Hall C, opens at 6:30 a.m. Main show floor opens at 7:00 a.m. Press conferences begin at 6:30 a.m. Refer to the NAIAS Press Conference Schedule at [naias.com/press/press-conference-schedule/](http://naias.com/press/press-conference-schedule/) for the most recent schedule.

**North American Car, Truck and Utility Vehicle of the Year** – Atrium Stage, Cobo Center, 6:50 a.m. The 24th annual awards program recognizes vehicles that have become benchmarks in their respective segments.

**AutoMobili-D** – Atrium and Planet M Hall, Cobo Center. Planet M Hall will be open from 11:00 a.m. – 6:30 p.m. featuring over 120 companies. Press conferences for AutoMobili-D companies will begin at 3:00 p.m. on the Atrium Stage.

**US-China Automotive Forum** – 5th Annual, invitation-only luncheon & discussion of connected and autonomous vehicles in the US and China, and related trends. Organized by Michigan Economic Development Corporation Auto Office, China Council for the Promotion of International Trade-Auto Committee, Michigan-China Innovation Center, and North American Chinese Coalition.

**Plastics in Automotive Conference: Driving Change** – Detroit Marriott at the Renaissance Center. The largest conference in North America for automotive suppliers working with plastic components and materials. This conference advances the discussion of cutting-edge trends, issues and opportunities influencing vehicle design and production. Featuring presentations from Tier One suppliers and noted experts on new innovations and challenges in such areas as lightweighting, speed to market, Industry 4.0 trends and advanced materials. Organized by Plastics News, this one-day conference offers networking with those in automotive plastics and a presentation from Plastics News' Automotive Newsmaker of the Year. Learn more at [plasticsnews.com/auto](http://plasticsnews.com/auto).

## TUESDAY, JANUARY 10

**Press Preview** – Cobo Center. Show floor opens at 7:00 a.m. Press conferences begin at 8:00 a.m. Refer to the NAIAS Press Conference Schedule at [naias.com/press/press-conference-schedule/](http://naias.com/press/press-conference-schedule/) for the most recent schedule.

**AutoMobili-D** – Atrium and Planet M Hall, Cobo Center. Planet M Hall will be open from 11:00 a.m. – 6:30 p.m. and press conferences will begin at 12:55 p.m. on the Atrium Stage.

**Automotive News World Congress** – Detroit Marriott at the Renaissance Center. The 41st annual Automotive News World Congress takes place January 10-11, just steps away from the NAIAS. Join the leaders of the industry at the most important congress of the year. Nearly 1,000 delegates will hear executives from Ford, Cadillac, Google, Uber, Bentley, GM, Daimler, BorgWarner, Continental, NADA and more share their strategies for tomorrow's success. Details and registration at [autonews.com/section/world-congress01](http://autonews.com/section/world-congress01). Questions: 313.446.6041 or [congress@autonews.com](mailto:congress@autonews.com).

**Roadshow by CNET Presents the Shift Awards** – The Roadshow Stage, Hall C, Cobo Center, 10:05 a.m. to 10:30 a.m. As tech sectors converge and cars become more complex, it's become harder for consumers to know what developments matter most for their lives. The Roadshow Shift Awards cut through the confusion to recognize the most innovative and important developments in the car industry each year.

**EyesOn Design Awards** – Atrium Stage, Cobo Center, 4:00 p.m. Awards are given to the best production and concept cars and trucks making their North American or worldwide debut at the NAIAS. Led by founding chair and noted designer, Thomas Gale, the awards are selected by the leaders of the automotive design community – active and retired heads of design at OEMs, transportation design chairs from top art schools and leading designers from other fields. Awards are also given for Innovative Use of Color, Graphics or Materials, Excellence in Interior Design, and Best User Experience. The EyesOn Design Awards are a benefit for the Detroit Institute of Ophthalmology, a division of Henry Ford Department of Ophthalmology. For further information, visit [eyesondesign.org/auto-show-awards/](http://eyesondesign.org/auto-show-awards/).

## WEDNESDAY, JANUARY 11

**Industry Preview** – Cobo Center. Sponsored by the Detroit Auto Dealers Association. Show floor access from noon – 9:00 p.m. No admittance after 8:00 p.m. Children 12 and under will not be admitted. For ticket information, call 248.283.5169, email [tickets@dada.org](mailto:tickets@dada.org) or online at [naias.com/tickets/#industry-preview/](http://naias.com/tickets/#industry-preview/).

**AutoMobili-D** – Atrium and Planet M Hall, Cobo Center. From two stages, one in the Atrium and the other in Planet M Hall, industry and thought leaders will lay out their vision of the automotive industry. For a full list of presentations, visit [naias.com/about/amd/schedule](http://naias.com/about/amd/schedule).

**Automotive News World Congress** – Detroit Marriott at the Renaissance Center. See details from Tuesday, January 10.

**Autoline Supplier Symposium** – Ford Motor Company Display, Cobo Center, 2:00 p.m. Attendees are welcome to listen to the different panel discussions on the top issues affecting Tier One suppliers. John McElroy, host of "Autoline" and WWJ commentator, will lead the discussions with panelists selected by the Original Equipment Supplier Association (OESA), the Japan Consul General, the Society of Manufacturing Engineers (SME) and the Center for Automotive Research (CAR). The entire program will also be posted at [Autoline.tv](http://Autoline.tv).

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# 2017

## NORTH AMERICAN INTERNATIONAL AUTO SHOW

### INDUSTRY EVENTS

#### THURSDAY, JANUARY 12

**Industry Preview** – Cobo Center. Sponsored by the Detroit Auto Dealers Association. Show floor access from 7:00 a.m. - 9:00 p.m. No admittance after 8:00 p.m. Children 12 and under will not be admitted. For ticket information, call 248.283.5169, email [tickets@dada.org](mailto:tickets@dada.org) or online at [naias.com/tickets/#industry-preview/](http://naias.com/tickets/#industry-preview/).

**AutoMobili-D** – Atrium and Planet M Hall, Cobo Center. From two stages, one in the Atrium and the other in Planet M Hall, industry and thought leaders will lay out their vision of the automotive industry. For a full list of presentations, visit [naias.com/about/amd/schedule](http://naias.com/about/amd/schedule).

**Multicultural Media Luncheon** – MGM Grand Detroit, 11:00 a.m. – 2:00 p.m. Actor and Director, Boris Kodjoe is keynote speaker at the 7th Annual Multicultural Media Luncheon. Kodjoe's topic will be "Building Brand Equity," produced by The Ajamu Group, LLC., and will honor ethnic groups for their achievements in the automotive industry. For more information, visit: [ajamugroup.com](http://ajamugroup.com) on the Upcoming Event tab.

**Autoline Supplier Symposium** – Ford Motor Company Display, Cobo Center, 2:00 p.m. See details from Wednesday, January 11.

#### FRIDAY, JANUARY 13

**Inforum Breakfast** – Detroit Marriott at the Renaissance Center, 7:30 a.m. – 9:30 a.m. Inforum's 15th Annual NAIAS Breakfast features a panel of top thinkers about the future of mobility and the consumer experience. Join us to learn how visionary companies are using virtual reality, innovative business models and entrepreneurial strategies to move companies forward. Publisher and editor of Automotive News, Jason Stein, will moderate a conversation on how consumers are changing automotive with Mary Lou Jepsen, founder, Openwater; Megan Stooke, CMO, Maven and Jason Vazzano, co-founder, Vectorform. Ticket information at [inforummichigan.org](http://inforummichigan.org). Immediately following the NAIAS Breakfast, Inforum's AutomotiveNEXT industry group brings together university students and industry executives for small-group dialogue on industry issues while students begin to build a professional network before they graduate.

**Charity Preview** – Cobo Center. Ribbon Cutting Ceremony on the Atrium Stage at 5:00 p.m., black tie. Charity Preview on Main Show Floor from 6:00 p.m. to 9:00 p.m. Ticket information available at 888.838.7500 or [naias.com/tickets/charity-preview/](http://naias.com/tickets/charity-preview/). VIP Ribbon Cutting Reception co-sponsors are Axalta Coating Systems, Cars.com, Delta Air Lines, Huntington Bank, MGM Grand Detroit, and Panasonic Automotive. Charity Preview evening is presented by Axalta Coating Systems. Huntington Bank is the Hospitality Sponsor. MLive Media Group is the Official Social Media Sponsor of Charity Preview. Pandora is the Official Music of NAIAS. Cars.com is the Charity Preview slipper provider. WXYZ-TV Channel 7 is the Official Broadcast Partner.

**Studio 25** – Cobo Center. The official after-party of NAIAS. Doors open to the Grand Riverview Ballroom at 8:30 p.m. with Your Generation in Concert performing. For ticket information, contact 248.643.0250. Charity Preview ticket purchase required for purchase of ticket to Studio 25. Hewlett Packard Enterprise is the Entertainment Sponsor.

#### SATURDAY, JANUARY 14

**North American International Auto Show 5k Race** – Starting at Joe Louis Arena at 8:30 a.m. The route will be along the Detroit Riverfront and through Milliken Park, ending in time for the opening of the Public Show. Awards will be given to the top three masters male and female, and top three overall male and female winners. All participants receive a long sleeve technical tee and a finisher's medal. Register online at [runsignup.com/Race/MI/Detroit/AutoShow5K](http://runsignup.com/Race/MI/Detroit/AutoShow5K).

#### TUESDAY, JANUARY 17

**The Kroger Co. of Michigan, Military Day** – Cobo Center. Military Day will be presented by The Kroger Co. of Michigan. Military and veterans in uniform, or with military ID, will receive complimentary access to the show and \$9 tickets for up to two accompanying family members.

#### WEDNESDAY, JANUARY 18

**NAIAS Education Day** – Cobo Center, 8:30 a.m. – 3:00 p.m. NAIAS Education Day provides a customized educational experience for school groups of all ages. More than 4,000 area young minds will have the opportunity to become further engaged by taking part in pre-and post-show lesson plans, brief tours hosted by experts in their fields of interest, and taking part in hands-on activities offered throughout various exhibits. Sponsored by Ally. Support for Education Day is also provided by Shell and Great Lakes Army Recruiting Battalion. For more information, contact Lacey Ward at [lward@dada.org](mailto:lward@dada.org), 248.458.1127 or go online to [naias.com/hed.htm](http://naias.com/hed.htm).

#### THURSDAY, JANUARY 19

**NAIAS Education Day/PNC Grow Up Great** – Cobo Center, 9:00 a.m. – 1:00 p.m. NAIAS Education Day/PNC Grow Up Great is a day solely focused on pre-K students activities in science, technology, reading, engineering, arts, and mathematics education. PNC will host more than 400 Detroit Public School pre-K students in support of Grow Up Great, its \$350 million, multi-year bilingual initiative in early childhood education. Students will participate in a number of educational activities, including an Arts and Scraps project and classroom based workshops on the show floor. Students will be led to the NAIAS show floor where they will participate in a group photo, enjoy a parade with local mascots and take part in hands-on activities throughout several of the exhibits.

#### FRIDAY, JANUARY 20

**WXYZ - TV Channel 7 Family Day** – Cobo Center. Musical performances, giveaways and a chance to meet your favorite on-air personalities from 7 Action News.

#### SATURDAY, JANUARY 21

**Automation Workz** – Cobo Center. Automation Workz is a family friendly scavenger hunt consisting of hands-on iSTEAM (invention, Science, Technology, Engineering, Arts and Mathematics) activities to assist adults and students to overcome their math anxiety in a fun competitive way. Automation Workz will make a comeback at the 2017 NAIAS in Rooms 140A-C from 1:00 p.m.-5:00 p.m. The goal of Automation Workz is to translate hands-on activities into math lingo and math problems to prepare participants to master math word problems on standardized exams. For additional information visit [autoworkz.org](http://autoworkz.org).

### NAIAS PUBLIC SHOW HOURS

#### SATURDAY, JANUARY 14 – SATURDAY, JANUARY 21

**Public Show – Cobo Center**  
9:00 a.m. – 10:00 p.m. (No admittance after 9:00 p.m.)

#### SUNDAY, JANUARY 22

**Public Show – Cobo Center**  
9:00 a.m. – 7:00 p.m. (No admittance after 6:00 p.m.)

**Ticket Prices: Adults: \$13; Seniors: \$7; Children: 7-12; \$7, six and under free when accompanied by a parent or guardian.**

**To order tickets online, or for more information, visit [naias.com](http://naias.com).**