

2018 STATISTICS REPORT

PARTICIPANTS

OEMs	47
Other Main Floor & Hall E	189
Concourse Exhibits & Show Radio	29
Sponsors, Meeting Room Exhibits & Affiliated Companies	124
AutoMobili-D Brands	218

VEHICLE INTRODUCTIONS

Production Total	55
Worldwide Production	48
North American Production	7
Concept Total	4
Worldwide Concept	4
Auto Show Introduction	10

MEDIA CREDENTIALS

MEDIA CREDENTIALS	5,078
Percent of Total Represented by International Press	23%
Countries Represented by Media	60
States Represented by Media	37

CONTENT DELIVERED

Press Conferences	46
Presentations/Symposiums	24

INDUSTRY PREVIEW ATTENDANCE

INDUSTRY PREVIEW ATTENDANCE	39,247
Countries Represented by Industry	29
Number of Companies Represented by Industry	2,002

CHARITY PREVIEW ATTENDANCE

CHARITY PREVIEW ATTENDANCE	12,714
Charity Preview Contributions Donated	\$5.08 million
Total Number of Participating Charities	8

PUBLIC SHOW ATTENDANCE

ECONOMIC IMPACT TO METRO DETROIT

\$480 Million

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



NORTH AMERICAN INTERNATIONAL
AUTO SHOW

autö**MOBILI****D**
NAIASDETROIT