

2019 STATISTICS REPORT

PARTICIPANTS

OEMs	42
Other Main Floor & Hall E	235
Concourse Exhibits & Show Radio	24
Sponsors, Meeting Room Exhibits & Affiliated Companies	96
AutoMobili-D Brands	215

VEHICLE INTRODUCTIONS **44**

Worldwide Debuts	31
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MEDIA CREDENTIALS **4,568**

Percent of Total Represented by International Press	19%
Countries Represented by Media	60
States Represented by Media	36

CONTENT DELIVERED

Press Conferences	28
Presentations/Symposiums	34

INDUSTRY PREVIEW ATTENDANCE **35,185**

Countries Represented by Industry	26
Number of Companies Represented by Industry	1,679

CHARITY PREVIEW ATTENDANCE **10,072**

Charity Preview Contributions Donated	\$4.02 million
Total Number of Participating Charities	8

TOTAL TICKETED ATTENDANCE **774,179**

ECONOMIC IMPACT TO METRO DETROIT **\$430 Million**

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



NORTH AMERICAN INTERNATIONAL
AUTO SHOW

autöMOBILI 
NAIASDETROIT