



As of 1-11-18. Subject to revision. Some events run multiple days. Events are listed via the day that they start.

## SATURDAY, JANUARY 13

**The Gallery: January 13**  
Cobo Center, 6:30 - 11:00 p.m.

This ultra-luxury automotive event is the official kick-off to NAIAS and features nearly \$10 million in vehicles. Guests have the opportunity to experience some of the most amazing vehicles the world has to offer and interact with execs from participating brands. Presented by Hewlett Packard Enterprise along with our sponsors: Delta Air Lines, MGM Grand Detroit, Verizon Telematics and Exclusive Media Partner Hour Detroit and Dbusiness. Silent auction proceeds to benefit C.S. Mott Children's Hospital. For additional information, visit [naias.com/tickets/the-gallery](http://naias.com/tickets/the-gallery).

## SUNDAY, JANUARY 14

**Press Preview: January 14 - 16**  
Cobo Center, 1/14 (12:00 - 6:00 p.m.), 1/15-16 (7:00 a.m. - 7:00 p.m.)

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. 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: January 14 - 21**  
Atrium and PlanetM Hall, Cobo Center, 1/14-1/18 (12:00 - 6:00 p.m.), 1/19 (6:00 - 9:00 p.m.), 1/20 - 21 (10:00 a.m. - 6:00 p.m.)

This mobility showcase will open the doors to over 150,000 sq. ft. of displays, both static and dynamic. Industry-leading speakers will be delivering presentations daily. For more information, visit [naias.com/automobili-d](http://naias.com/automobili-d).

**Society of Automotive Analysts (SAA): January 14**  
Gem Theater, 10:45 a.m. - 2:45 p.m.

The 31st Annual Automotive Outlook Conference event will feature a panel of leading analysts and economists including Kevin Riddel of LMC Automotive, Emily Kolinski Morris of Ford Motor Co., Jamie Albertine of Consumer Edge Research, and Mark Fulthorpe of IHS Automotive. Topics will include the overall economic outlook, overall vehicle sales outlook, electrification trends, global production trends, and Wall Street's view of the industry -- looking into the health of the industry and risks going forward. The event will also feature a keynote speaker. The event begins with a brunch at 10:45 a.m.; speakers/presentations go from 11:45 a.m. to 2:45 p.m. For agenda and registration, go to: [SAAauto.com](http://SAAauto.com).

## MONDAY, JANUARY 15

**North American Car, Truck and Utility Vehicle of the Year: January 15**  
Cobo Center, Atrium Stage, 7:55 a.m.

The 25th annual awards program recognizes vehicles that have become benchmarks in their respective segments.

**Plastics News/2018 Plastics in Automotive Conference: January 15 - 16**  
Detroit Marriott Renaissance Center

The largest conference in North America on the development of automotive plastics. The conference will look at how the reimagined automotive market will affect the plastics industry and drive new automotive experiences. Featuring sessions with

automakers and major suppliers on innovations and opportunities in interiors, exteriors, functional coatings, materials, purchasing and design, all centered on the future of transportation. 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).

**Automotive Press Association Executive Networking Reception**  
Cobo Center, 1/15 (5:30 - 7:30 p.m.)

The Automotive Press Association (APA) will host an Executive Networking Reception at the 2018 North American International Auto Show.

Entrance to the APA Executive Networking Reception is FREE for all APA members; however, each member must RSVP their attendance. Additionally, each member may invite one (1) guest to the Executive Networking Reception.

To RSVP, please email Bruce Weimtraub at [automotivepressassociation@gmail.com](mailto:automotivepressassociation@gmail.com).

## TUESDAY, JANUARY 16

**Automotive News World Congress: January 16-17**  
Detroit Marriott Renaissance Center

The 42nd annual Congress takes place just steps away from the North American International Auto Show. Speakers include CEOs of Ford, Nissan, PSA, Porsche and Mazda NA, AutoNation; Presidents of Infiniti, Global Cadillac, Audi of America, Lear, OESA and many more. Tue: Supplier Panel. Wed: NAFTA Panel. Keep up with the breathtaking pace of the industry's epic transformation -- Join nearly 1,000 delegates at the most important congress of the year. Learn. Network. Succeed. Learn more and register now: [autonews.com/worldcongress](http://autonews.com/worldcongress). 313.446.6041 or [congress@autonews.com](mailto:congress@autonews.com).

**Roadshow by CNET presents the Shift Awards: January 16**  
Cobo Center, The Roadshow Stage - Hall C, 10:35 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.

**Autoline Supplier Symposium: January 16**  
Cobo Center, ZF Display, 2:30 p.m.

The Autoline Supplier Symposium returns once again to the 2018 North American International Auto Show. Autoline's John McElroy conducts a series of interviews with senior automotive supplier executives discussing some of the most important challenges in the industry. This year Autoline is collaborating with the Original Equipment Suppliers Association (OESA) and with the Detroit Regional Chamber of Commerce MichAUTO, to choose panel members and topics. The shows will later be posted to the Autoline website and on its YouTube channel.

**EyesOn Design Awards: January 16**  
Cobo Center, Atrium Stage, 4:00 - 5:00 p.m.

Awards are given to the best production and concept vehicles 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

*Continued on reverse side.*



NORTH AMERICAN INTERNATIONAL  
**AUTO SHOW**  
2018 | DETROIT  
COBO CENTER



# INDUSTRY EVENTS

design chairs from top art schools and leading designers from other fields. Awards are also given for Innovative Use of Color, Graphics and Materials, Excellence in Vehicle Harmonization Design, 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 [eyesondesigncarshow.com](http://eyesondesigncarshow.com).

## WEDNESDAY, JANUARY 17

**Industry Preview : January 17 - 18**  
**Cobo Center, 1/17 (12:00 - 9:00 p.m.) and 1/18 (7:00 a.m. - 9:00 p.m.)**

Sponsored by the Detroit Auto Dealers Association. Connect and share insights with nearly 40,000 automotive professionals and analysts representing over 2,200 companies from around the world. This unique networking and professional development opportunity brings together the key individuals responsible for the cutting-edge products, technologies and services on display at NAIAS.

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).

## THURSDAY, JANUARY 18

**Multicultural Media Luncheon: January 18**  
**MGM Grand Detroit Meetings & Events Center, 11:00 a.m. - 2:00 p.m.**

AROD/Alex Rodriguez, Former NY Yankee and World Series Champion will keynote the event with the main topic being "Maintaining Brand Authenticity."

The event will also honor ethnic groups in the Automotive Industry. Sponsored by Toyota. Open to the Public. Purchase tickets at [ajamugroup.com](http://ajamugroup.com) on Upcoming Event tab.

## FRIDAY, JANUARY 19

**Inforum Breakfast: January 19**  
**Detroit Marriott Renaissance Center, 7:30 - 9:30 a.m.**

Inforum's 16th Annual NAIAS Breakfast will feature a panel led by Marcy Klevorn, executive vice president and president of mobility for Ford Motor Co. Ticket information is 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: January 19**  
**Cobo Center, Ribbon Cutting Ceremony 5:00 p.m.,**  
**Charity Preview 6:00 - 9:00 p.m., AFTER 9:00 p.m. - midnight**

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, Comcast Spotlight, Delta Air Lines, Huntington Bank, MGM Grand Detroit, and Pandora Automotive. Charity Preview evening is presented by Axalta Coating Systems. Huntington Bank is the Hospitality Sponsor. Advance\_360 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.

## SATURDAY, JANUARY 20

**Auto Show 5k Race: January 20**  
**DNR Outdoor Adventure Center, 8:30 a.m.**

The route will be along the Dequindre Cut, ending in time for the opening of the Public Show. Registration is \$32 through January 19, or \$35 on race day. Awards will be given to the top three "masters" male and female winners, and top three overall male and female winners. All participants receive a finisher's medal and long-sleeve technical tee.

## WEDNESDAY, JANUARY 24

**NAIAS Education Day: January 24**  
**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. For more information, contact Lacey Ward at [lward@dada.org](mailto:lward@dada.org), 248.458.1127 or go online to [naias.com/ned.htm](http://naias.com/ned.htm).

## THURSDAY, JANUARY 25

**NAIAS Education Day/ PNC Grow Up Great: January 25**  
**Cobo Center, 8:30 a.m. - 3:00 p.m.**

This day is 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 26

**WXYZ - TV Channel 7 Family Day: January 26**  
**Cobo Center Atrium, 11:00 a.m. - 7:00 p.m.**

Musical performances, giveaways and a chance to meet your favorite on-air personalities from 7 Action News.

### NAIAS PUBLIC SHOW HOURS

#### SATURDAY, JANUARY 20 - SATURDAY, JANUARY 27

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

#### SUNDAY, JANUARY 28

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

**Ticket Prices:** Adults: **\$14**; Seniors: **\$7**; Children age 7-12: **\$7**, children six (6) and under are **FREE** when accompanied by a parent or guardian.

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