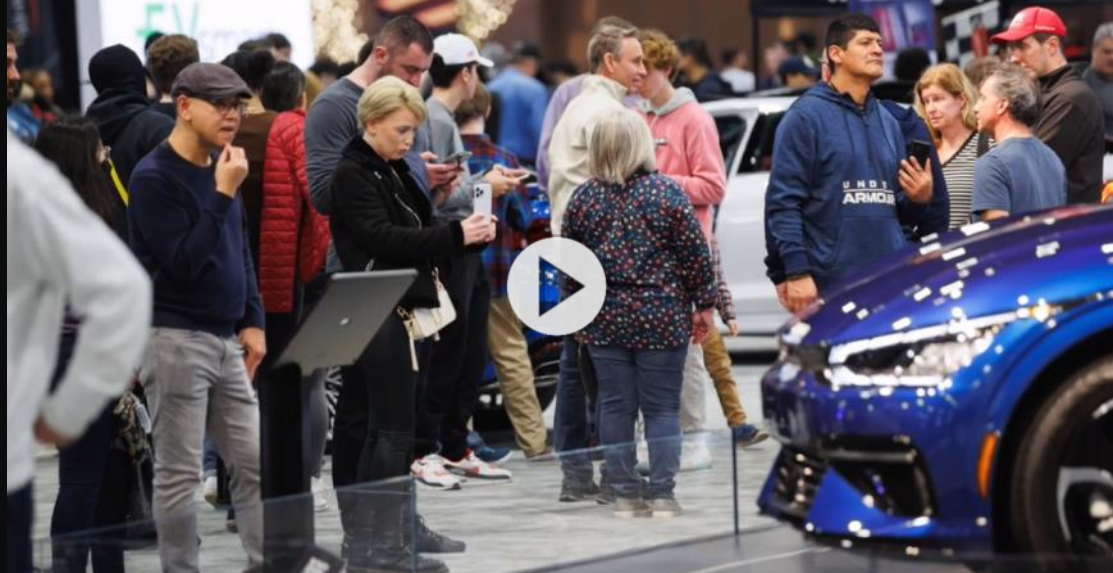


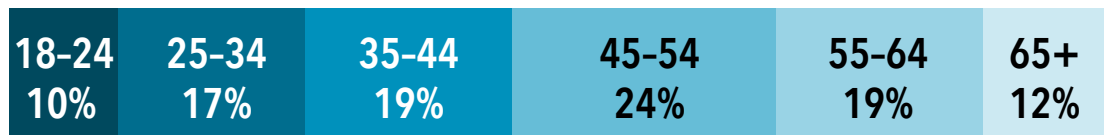
2022 RECAP



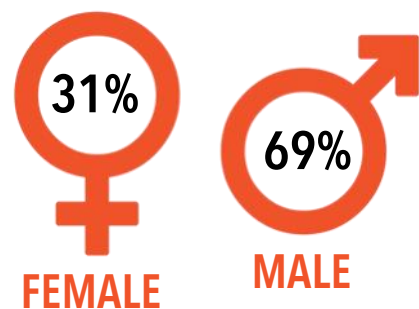
OFFICIAL ATTENDANCE: 138,517

ATTENDEE DEMOGRAPHICS

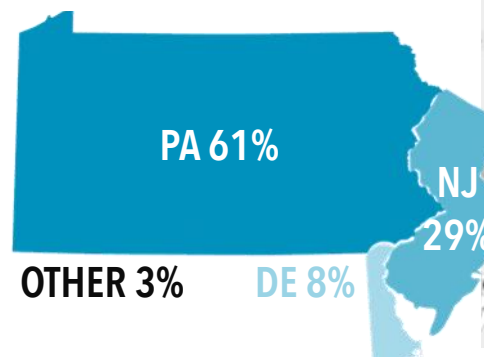
AGE



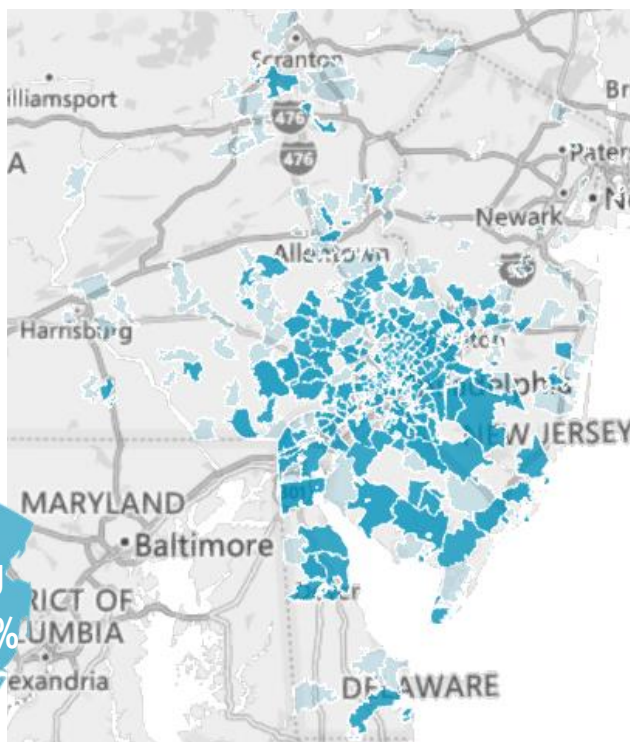
GENDER



STATE OF RESIDENCE



ZIP CODE HEAT MAP



HOUSEHOLD INCOME

<\$15K	4%
\$15-29K	4%
\$30-44K	8%
\$45-59K	10%
\$60-74K	13%
\$75-99K	13%
\$100-149K	19%
\$150-199K	14%
\$200K+	14%

THE AUTO SHOW, ELECTRIFIED

As the auto industry moves rapidly towards electrification, there is no better place to showcase new vehicles and technology than an auto show. At the 2022 Philly Auto Show, an all-new, all-BEV test track on the main showroom floor was incredibly well-received by participating brands and attendees alike, and plans are already being made to increase the track size and scope for 2023.

“If consumers have taken a ride in an EV – just being carried around in one, not actually driving it – they’re three times as likely to consider buying one as someone who hasn’t.”
 - J.D. Power Electric Vehicle Consideration Study



ATTENDEES' FAVORITE VEHICLES

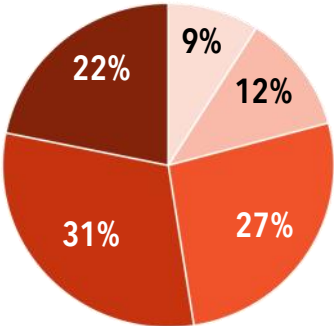
- 1) FORD F-150 LIGHTNING
- 2) KIA EV6
- 3) JEEP GRAND WAGONEER
- 4) FORD MUSTANG MACH-E
- 5) JEEP WRANGLER

3 OF THE TOP 5 VEHICLES WERE FEATURED ON THE e-TRACK!

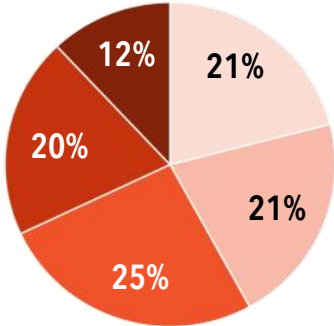
PURCHASE INTENT

In the next 5 years, how likely are you to buy an EV?

EXTREMELY VERY MODERATELY SLIGHTLY NOT AT ALL



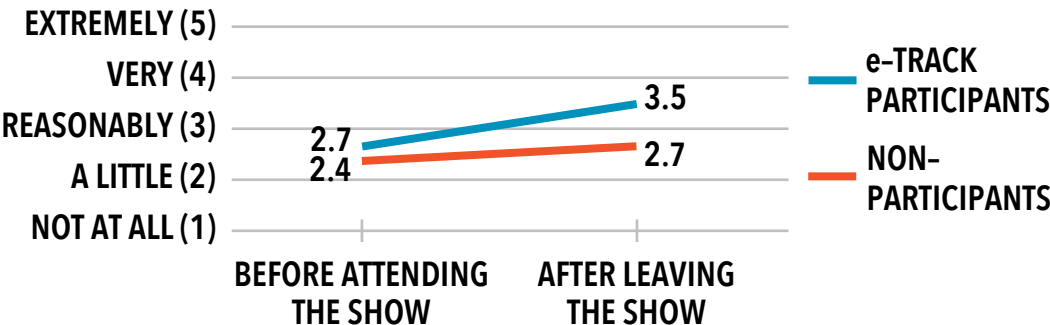
e-TRACK PARTICIPANTS



NON-PARTICIPANTS

ATTENDEE EDUCATION

How knowledgeable were/are you about driving, charging and maintaining an EV?



88% of e-Track participants (and 66% of all ride & drive participants) said their ride & drive experience will impact their next vehicle purchase.

ATTENDEE SURVEY FINDINGS

PURCHASE INTENT

49% of 2022 attendees reported being in the market to purchase or lease a new vehicle in the next 12 months

74% of those in-market attendees found the auto show helpful with their purchase decision

50% of in-market attendees added brands they weren't previously considering as a result of their auto show visit

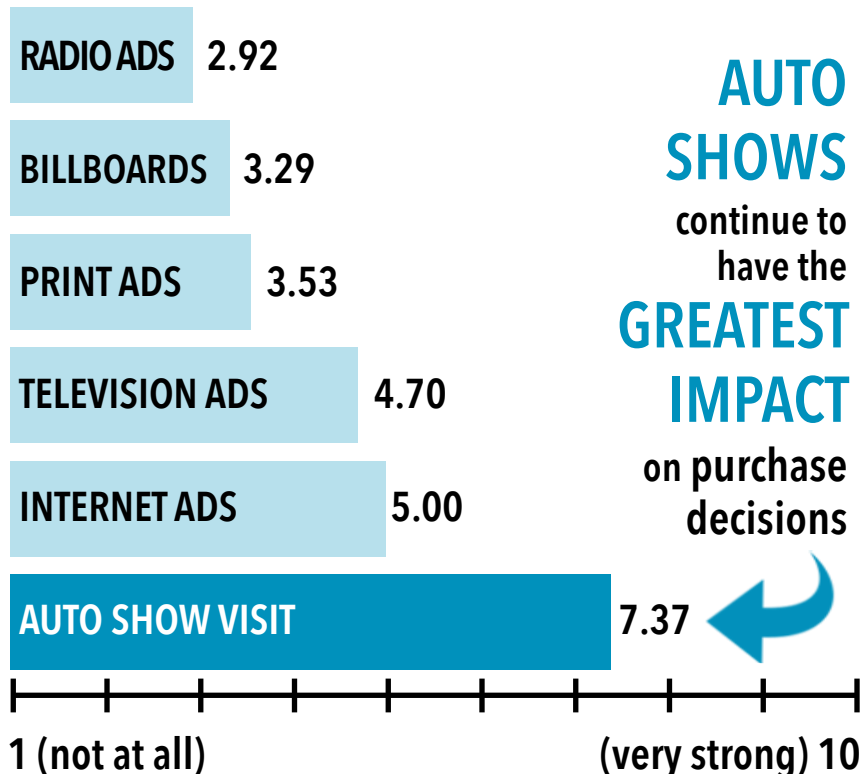
PURCHASE HORIZON

I plan to purchase a new vehicle within...

1 WEEK **2%** ■ 1 MONTH **6%** ■ 6 MONTHS **33%** ■ 1 YEAR **59%**

MEDIA INFLUENCE

How strongly do(es) _____ affect your purchase decision?



REMEMBER:

Each year, we conduct a follow-up survey 11 months after the show to see how attendee purchase intent translates into actual sales.

Historically, the percentage of attendees who go on to purchase a vehicle following the show has always been higher than those reporting to be in the market when leaving the show.

NEXT STEPS

- 37%** GET MORE INFO
- 20%** SHOP FOR PRICE
- 6%** IDENTIFY DEALERS
- 20%** CONDUCT TEST DRIVES
- 8%** ARRANGE FINANCING
- 8%** PURCHASE

SHOW AWARENESS



SAW/HEARD AUTO SHOW
ADVERTISING



SAW/HEARD AUTO SHOW
NEWS STORY



USED THE PHILLY AUTO SHOW
WEBSITE

SHOW RATINGS

OVERALL: 3.39



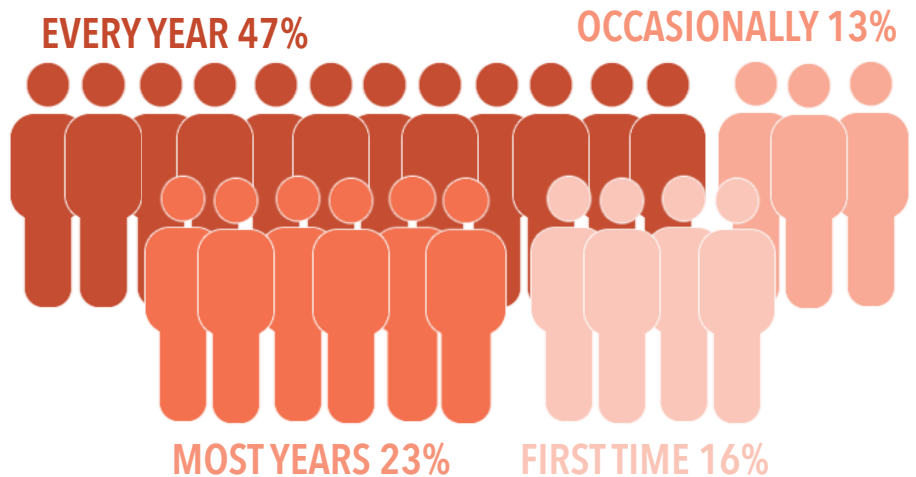
OEM DISPLAYS: 3.36



78% of attendees rated the 2022 show **GOOD** (3/5),
EXCELLENT (4/5) or **OUTSTANDING** (5/5)

ATTENDEE LOYALTY

I attend this auto show...



AVERAGE TIME SPENT
ON THE SHOW FLOOR

3 HOURS **4** MINUTES

QUESTIONS? Contact Mike Gempp
mike@phillyautoshow.com | (610) 733-2800

**SAVE THE DATES: 2023 PHILLY AUTO SHOW
JANUARY 28 – FEBRUARY 5**