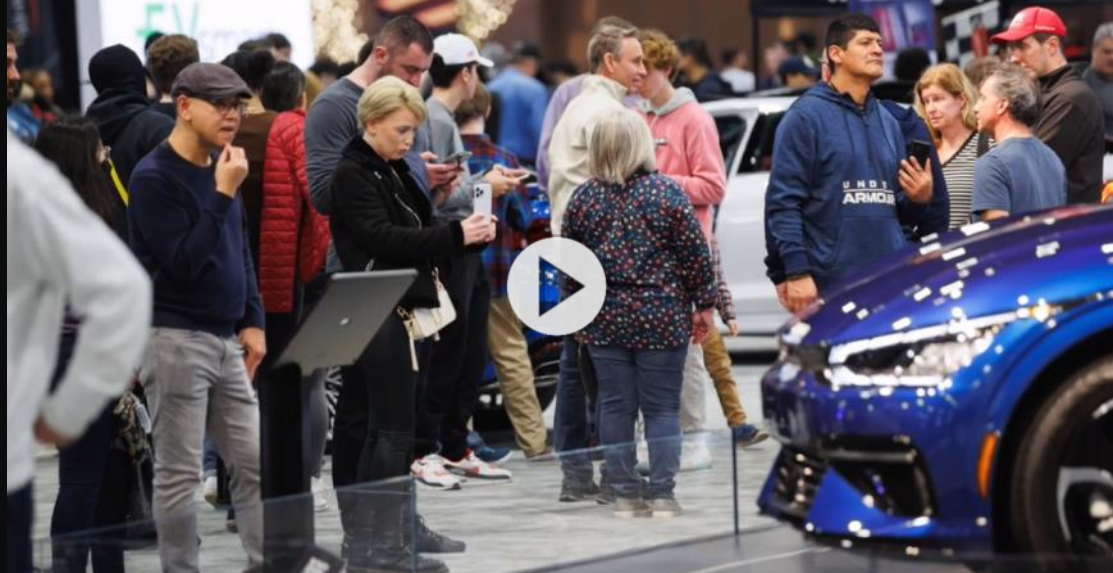


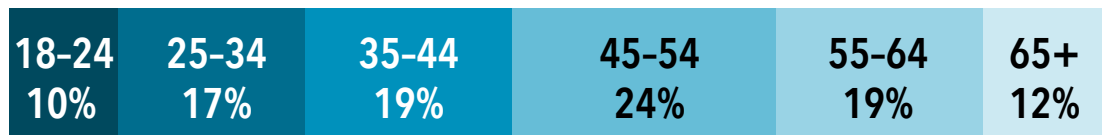
# 2022 RECAP



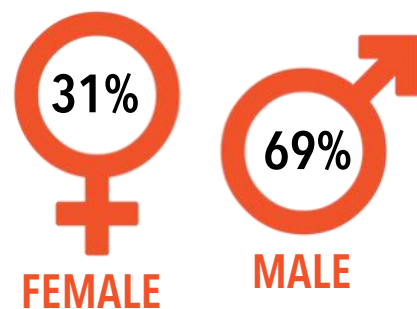
**OFFICIAL ATTENDANCE: 138,517**

## ATTENDEE DEMOGRAPHICS

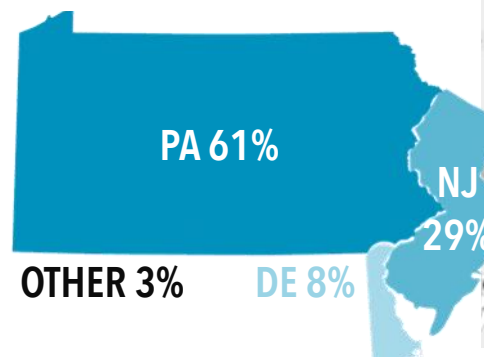
### AGE



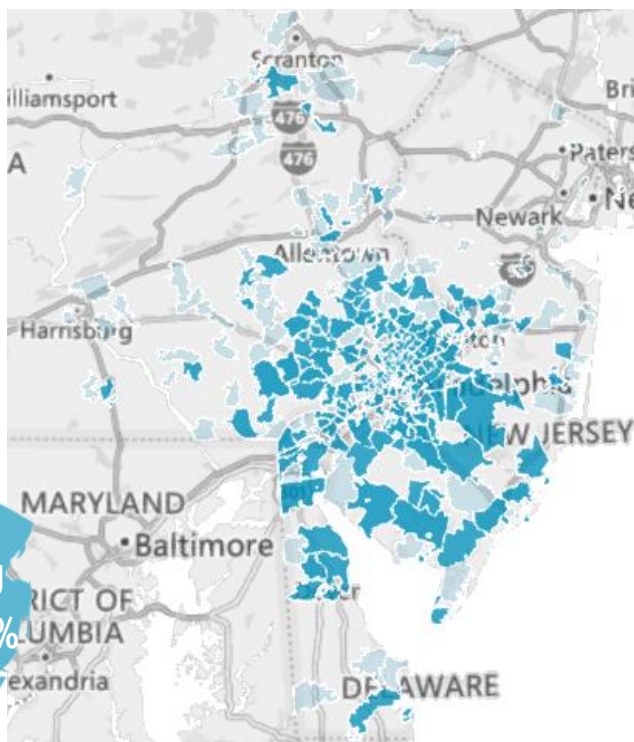
### GENDER



### 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

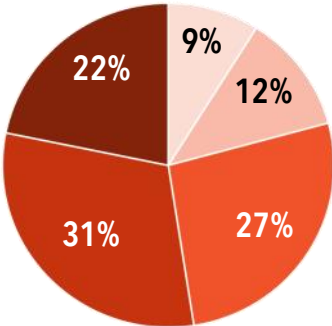
- 1) FORD F-150 LIGHTNING
- 2) KIA EV6
- 3) JEEP GRAND WAGONEER
- 4) FORD MUSTANG MACH-E
- 5) JEEP WRANGLER

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

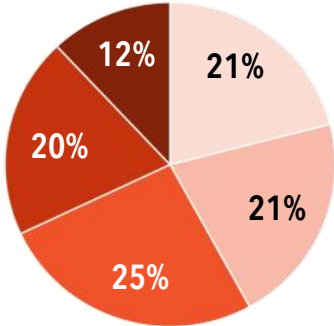
## PURCHASE INTENT

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

EXTREMELY VERY MODERATELY SLIGHTLY NOT AT ALL



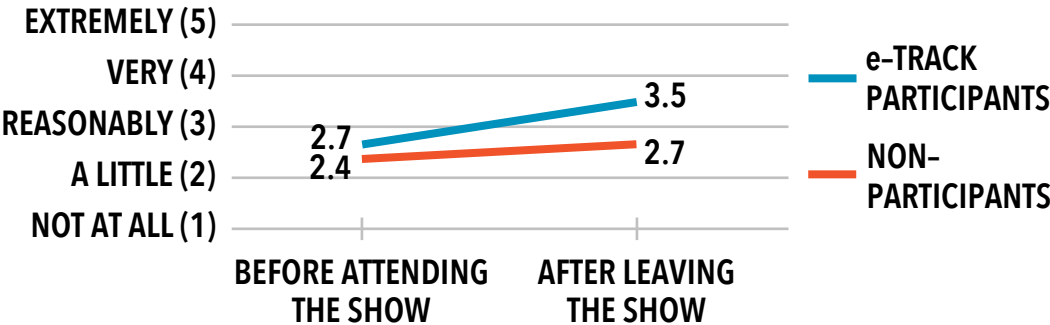
e-TRACK PARTICIPANTS



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

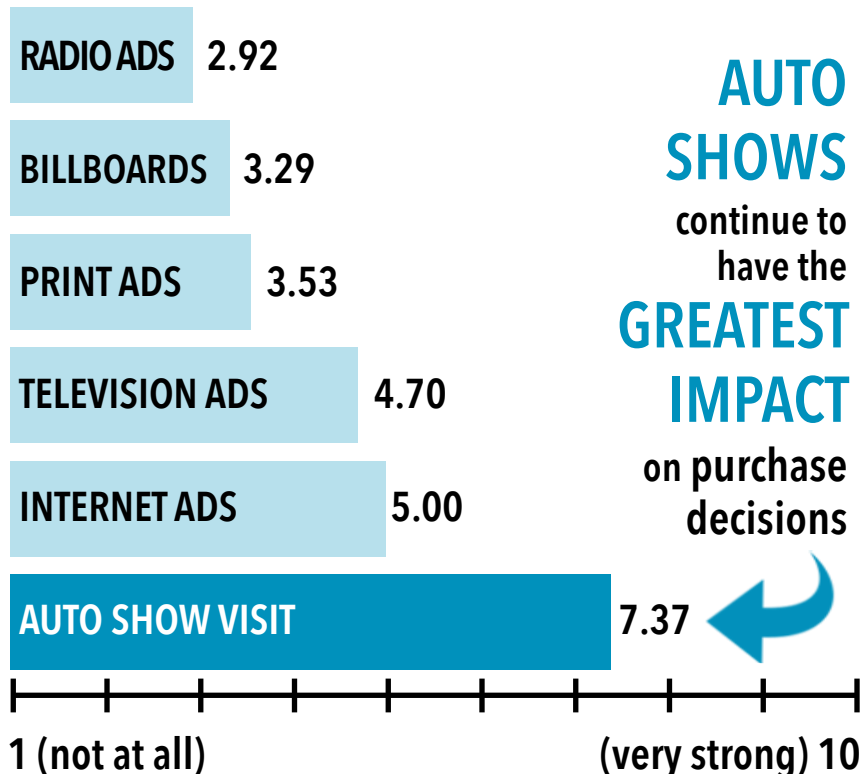
## PURCHASE HORIZON

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



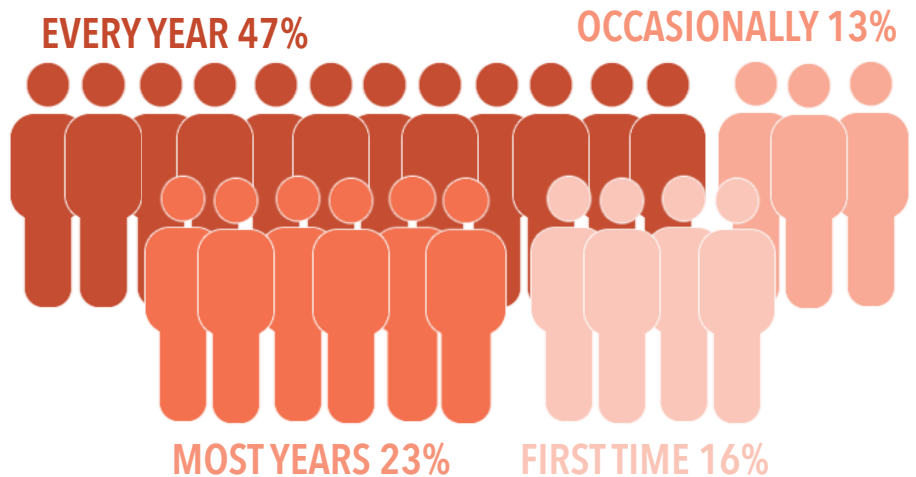
OEM DISPLAYS: 3.36



**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**