

# NAIAS STATISTICS REPORT



NORTH AMERICAN INTERNATIONAL  
AUTO SHOW®

<b>TOTAL EXHIBITS</b>	<b>157</b>
Main Hall Manufacturer Exhibits	52
Michigan Hall Manufacturer Exhibits	28
Main and Michigan Hall Other Exhibits	15
Cobo Arena Exhibits	1
Concourse Exhibits & Show Radio	24
Sponsors, Meeting Room Exhibits & Affiliated Companies	37

<b>PRESS CONFERENCES</b>	<b>34</b>
Vehicle Manufacturer Press Conferences	23
Additional Press Conferences/Events	11

<b>VEHICLE INTRODUCTIONS</b>	<b>1989 - 2011</b>	
Total Vehicle Introductions	1250	<b>53</b>
Production Total	653	38
Worldwide Production	456	22
North American Production	188	16
Concept Total	597	15
Worldwide Concept	447	10
North American Concept	139	5

<b>ECONOMIC IMPACT TO METRO DETROIT</b>	<b>\$350 - 375 Million</b>
(Estimate according to David Sowerby, C.F.A., Portfolio Manager and Chief Market Analyst at Loomis Sayles & Co.)	

<b>MEDIA CREDENTIALS</b>	<b>5,183</b>
Percent of Total Represented by International Press	28%
Countries Represented by Media	55
States Represented by Media	41
Stations Participating in Show Radio	11

<b>INDUSTRY PREVIEW ATTENDANCE</b>	<b>21,676</b>
Countries Represented by Industry	27
Number of Companies Represented by Industry	1,900

<b>CHARITY PREVIEW ATTENDANCE</b>	<b>10,649</b>
Charity Preview Contributions Donated	\$2.662 million
Total Number of Participating Charities	9

<b>PUBLIC SHOW ATTENDANCE</b>	<b>735,370</b>
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<b>MSNAutos.com - OFFICIAL NAIAS 2011 WEBSITE</b>	
Number of Page Views	16 Million
Number of Video Streams	1.5 Million

# NAIAS DEBUT LIST

## WORLDWIDE INTRODUCTIONS - 32



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### Concept - 10

Audi A6 Hybrid  
Ford Vertrek  
GMC Sierra All Terrain HD  
Honda Civic Coupe  
Honda Civic Sedan

Hyundai Curb  
Kia KV7  
MINI Paceman  
Porsche 918 RSR  
Toyota Prius c

### Production - 22

2012 Audi A7  
2012 Audi A6  
2012 Bentley Continental GT  
2012 BMW 1-Series Coupe  
2012 BMW 1-Series Convertible  
2012 BMW 650i Convertible  
2012 Buick Verano  
2012 BYD e6  
2012 Chevrolet Sonic  
2012 Chevrolet Camaro Convertible  
2011 Chrysler 300

2012 Ford C-Max  
2013 Ford C-Max Hybrid  
2013 Ford C-Max Energi  
2012 Ford Focus Electric  
2012 Hyundai Veloster  
2011 Jeep Compass  
2012 Mercedes-Benz Blue TEC 4Matic  
2012 Mercedes-Benz C-Class  
2012 Mercedes-Benz SLK  
2012 Toyota Prius r Hybrid  
2012 Volkswagen Passat

## NORTH AMERICAN INTRODUCTIONS - 21

### Concept - 5

Audi quattro  
General Motors EN-V Xiao  
General Motors EN-V Jiao

General Motors EN-V Miao  
Venturi America

### Production - 16

2011 Audi A8 W12  
2011 BMW 5 Series  
2012 BMW X1  
2011 Honda Odyssey  
2011 Hyundai Elantra  
2011 Kia Optima  
2011 Lexus CT Hybrid  
2012 Mazda 5

2012 Mercedes-Benz CLS  
2012 Mercedes-Benz E-cell (EV)  
2012 MINI Countryman  
2011 Porsche Cayenne Hybrid  
2012 Range Rover Evoque  
2012 Subaru Impreza  
2011 Volkswagen Touareg Hybrid  
2011 Volvo S60/V60