



2012 NAIAS STATISTICS REPORT



TOTAL EXHIBITS

166

Main Hall Manufacturer Exhibits	53
Michigan Hall Manufacturer Exhibits	14
Main and Michigan Hall Other Exhibits	19
Cobo Arena Exhibits	(closed)
Concourse Exhibits & Show Radio	31
Sponsors, Meeting Room Exhibits & Affiliated Companies	49

PRESS CONFERENCES

34

Vehicle Manufacturer Press Conferences	24
Additional Press Conferences/Events	10

VEHICLE INTRODUCTIONS

1989 - 2012

Total Vehicle Introductions	1292	42
Production Total	682	29
Worldwide Production	482	26
North American Production	189	1
Concept Total	597	15
Worldwide Concept	459	12
North American Concept	142	3

ECONOMIC IMPACT TO METRO DETROIT

(Estimate according to David Sowerby, C.F.A., Portfolio Manager and Chief Market Analyst at Loomis Sayles & Co.)

\$350 - 375 Million

MEDIA CREDENTIALS

5,265

Percent of Total Represented by International Press	29%
Countries Represented by Media	57
States Represented by Media	40
Stations Participating in Show Radio	13

INDUSTRY PREVIEW ATTENDANCE

23,043

Countries Represented by Industry	28
Number of Companies Represented by Industry	1,900

CHARITY PREVIEW ATTENDANCE

12,000

Charity Preview Contributions Donated	\$3 million
Total Number of Participating Charities	9

PUBLIC SHOW ATTENDANCE

770,932

MSNAutos.com - OFFICIAL NAIAS 2012 WEBSITE

Number of Page Views	20.6 Million
Number of Video Streams	146,980



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WORLDWIDE INTRODUCTIONS - 38

Concept - 12

Chevrolet Code 130R Concept
Chevrolet Tru 140S Concept
Chrysler 700c Minivan Concept
Honda Accord Concept
Lexus LF-LC Concept
Lincoln MKZ Concept

Nissan Pathfinder Concept
Smart-For-Us Concept
Tata eMO EV Concept
Toyota NS4 Concept
Volkswagen E-Bugster Concept
Volvo XC60 Plug-in Hybrid Concept

Production - 26

2013 Acura ILX Sedan
2013 Acura NSX
2013 Acura RDX
2013 Audi Q3 Vail Crossover
2013 Bentley Continental V8
2013 BMW ActiveHybrid 5
2013 Buick Encore
2013 Cadillac ATS
2013 Chevrolet Sonic RS
2013 Dodge Dart
2013 Falcon F7 Supercar
2013 Ford Fusion
2013 Hyundai Genesis Coupe

2013 Hyundai Veloster Turbo
2013 Mercedes-Benz 300 SL
2013 Mercedes-Benz E300 Hybrid
2013 Mercedes-Benz E400
2013 MINI Roadster
2013 Porsche 911 Carrera Cabriolet
2013 Porsche Cayman R
2013 Scion Racing/GReddy FR-S
2013 Shelby GT350 Limited Edition
2013 Shelby GT500 Super Snake
2013 Shelby GTS V6
2013 Volkswagen Jetta Hybrid
2013 Volvo C70 Convertible

NORTH AMERICAN INTRODUCTIONS - 4

Concept - 3

Chevrolet Miray Concept
Maserati Kubang SUV Concept

Renault ZOE Z.E. Concept

Production - 1

2013 Toyota Prius C