

2009 NAIAS Statistics Report

INTERNATIONAL SHOW # (1989)	21
DETROIT SHOW #	93
YEARS OF DETROIT SHOWS	102

TOTAL EXHIBITS	131
Main Hall Manufacturer Exhibits	49
Michigan Hall Manufacturer Exhibits	1
Main and Michigan Hall Other Exhibits	21
Cobo Arena Exhibits	4
Concourse Exhibits	27
Meeting Room Exhibits & Affiliated Companies	29

PRESS CONFERENCES	34
Manufacturer Press Conferences	25
Additional Press Conferences/Events	9

VEHICLE INTRODUCTIONS	1989-2009	
Total Vehicle Introductions	1160	53
Production Total	596	38
Worldwide Production	421	21
North American Production	166	16
Concept Total	564	15
Worldwide Concept	423	13
North American Concept	126	2
Special Introductions	4	1

ECONOMIC IMPACT TO METRO DETROIT	\$350 Million
<i>(Estimate according to David Sowerby, C.F.A., portfolio manager and chief market analyst at Loomis Sayles & Co.)</i>	

MEDIA CREDENTIALS	5,387
Percent of Total Represented by International Press	27%
Countries Represented by Media	49
States Represented by Media	41
Stations Participating in Show Radio	15

INDUSTRY PREVIEW ATTENDANCE	14,366
Countries Represented by Industry	10
# of Companies Represented by Industry	989

CHARITY PREVIEW ATTENDANCE	6,747
Charity Preview Contributions Donated	\$2.6 million
Total Number of Participating Charities	12

PUBLIC SHOW ATTENDANCE	650,517
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MSNAutos.com - OFFICIAL NAIAS 2009 WEBSITE	
# of Page Views	31 Million
# of Video Streams	2 Million