



NYIAS IMPACT REPORT 2024

**PRESCRIPTION
FOR SUCCESS**

DRIVING INNOVATION FOR 125 YEARS

For 125 years, the New York Auto Show has been a vital exposition for generations of car buyers. The show provides attendees unparalleled access to the latest automotive trends, motivating new vehicle sales, and amplifying the automotive community's agenda in the heart of one of the world's most unique settings – New York City.

Our commitment is to continue to create the best platform that helps shape the future of mobility for generations to come.





76%

OF ATTENDEES SAY
THE NEW YORK AUTO
SHOW IS THE ONLY
AUTOMOTIVE- RELATED
EVENT THEY ATTEND.

THE SHOW THAT NEVER SLEEPS



“New York brings consumers, the media, and industry together and extends its messaging far beyond the region. New York is a unique hybrid event like no other and as a result plays a key role in branding, marketing, sales, and media outreach.”

— **Mark Schienberg**, President of the New York International Automobile Show



“We love auto shows. There is no better place to test the reaction of people (to our products) than a good auto show.”

— **José Muñoz**, President & Global COO, Hyundai Motor Company, and President and CEO, Hyundai & Genesis Motor North America

WHY THEY ATTEND



52%

ARE SHOPPING FOR
THEIR NEXT VEHICLE

70%

TO LEARN ABOUT EVs &
OTHER NEW TECHNOLOGY

75%

WANT TO SEE THE NEW
CARS AND TRUCKS

BUYER INTENTIONS



40% 

INTEND TO BUY A NEW VEHICLE IN THE
NEXT 12 MONTHS

66% 

INTEND TO BUY A NEW VEHICLE IN THE
NEXT 24 MONTHS

IT'S ABOUT EXPLORING AND LEARNING

66%

OF VISITORS INDICATED
THAT ATTENDING THE
SHOW INFLUENCED THEIR
DECISION TO PURCHASE
A VEHICLE

4½

DWELL
TIME HOURS

59%

ATTEND THE NEW
YORK AUTO SHOW
EVERY YEAR

12%

FIRST TIME
VISITORS TO
THE SHOW

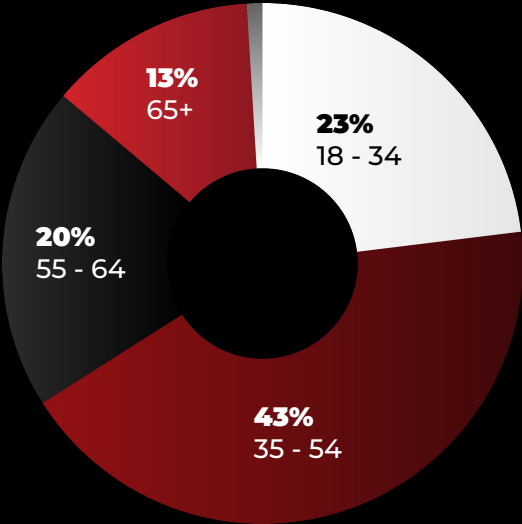
79%

REPORTED A
HIGH LEVEL OF
SATISFACTION
WITH THE SHOW



ATTENDEES INSIGHTS

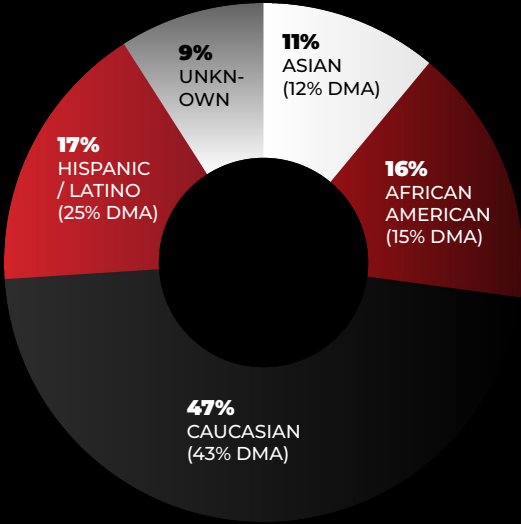
AGE



FIRST-TIME BUYERS?

18-34 represent almost 20% of 1st time attendees

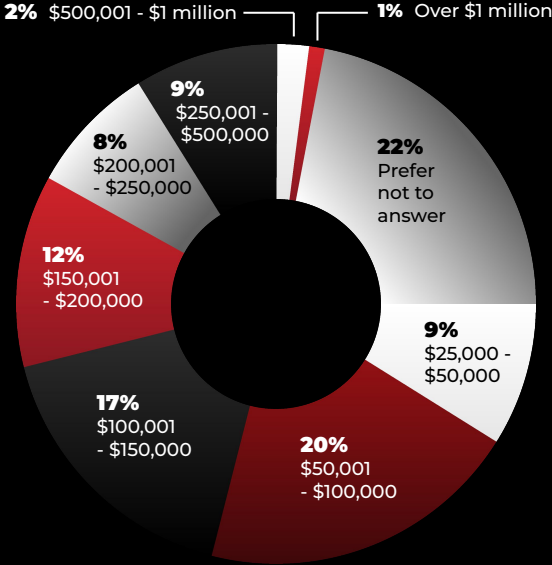
DIVERSITY



Within the racial minority group:

Asian: 21%, AA: 30%
Hispanic Latino: 32%

INCOME



49% OVER \$100,000
20% OVER \$200,000

CHARGING UP ELECTRIC

ELECTRIC VEHICLE RIDERSHIP SKYROCKETS

Ridership on the New York Auto Show's expanded **EV Test Track** rose 20% over 2023 with show attendees more engaged than ever in their desire to experience and learn about electric vehicles. The track included vehicles from **Cadillac, Chevrolet, Ford, Kia, Lexus, Lucid, Nissan, and Volkswagen.**

78%

INCREASED THEIR CONSIDERATION OF AN EV

20%

INCREASE IN RIDERSHIP OVER 2023

36%

RODE IN AN EV FOR THE FIRST TIME

40%

HAD LITTLE TO NO KNOWLEDGE OF EVS BEFORE VISITING



An Award-Winning Event: The New York Auto Show was chosen as a 2024 Power of Associations Silver Award winner for its Electric Vehicle Test Track.

WHERE RIDE EXPERIENCES WERE BORN



110,000

ATTENDEES EXPERIENCED A
RIDE AND DRIVE

- EV1 Ride and Drive Showed the future of EVs 15 years earlier
- Jeep took a leap 20 Years ago in New York and continue to be trend setter
- Ford Bronco joins the experience in 2024

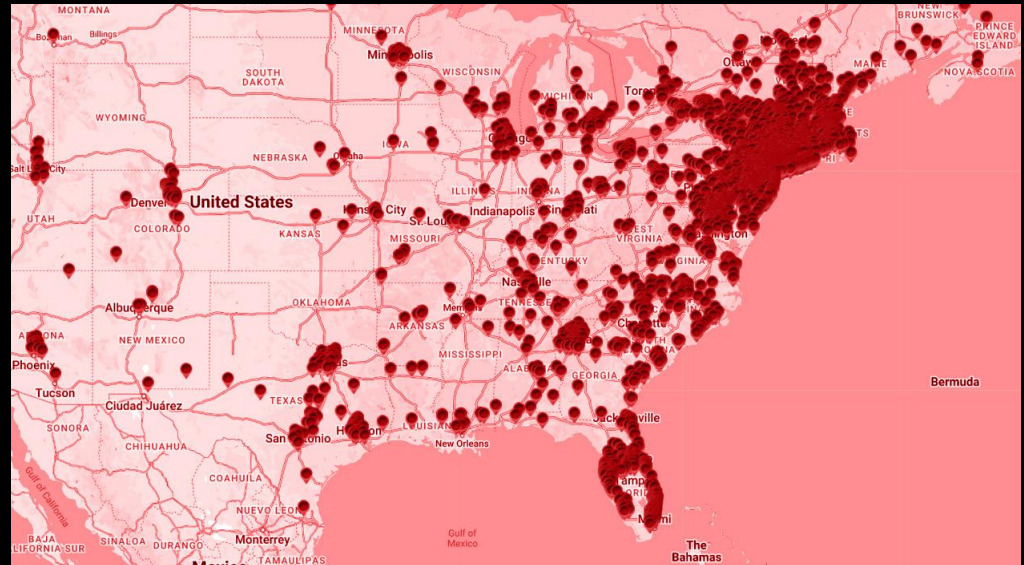
A GLOBAL EVENT IN THE LARGEST DMA VEHICLE SALES AREA

The New York Auto Show draws attendees from all

50 states,

2 U.S. territories, and

81 countries.



The extraordinary reach of the New York Auto Show draws people from the entire eastern seaboard, encompassing half of the states with the highest vehicle sales while also amplifying the car companies messages beyond the four walls of the convention center to the entire U.S. and the world.

LEVERAGING THE POWER OF NYC

39B MEDIA
IMPRESSIONS

\$500M VALUE

2,142 REGISTERED MEDIA REPRESENTING

30 COUNTRIES

41.5K MENTIONS

Source: Critical Mention, an Inclusive Company, search: "New York Auto Show" and the "New York International Auto Show" (Jan 1st to July 30, 2024)



A MEDIA HUB

BROADCAST

96M **1.5K** **\$8.2M**

AUDIENCE

MENTIONS

VALUE

RADIO

1.9B **30K** **\$7.7M**

AUDIENCE

MENTIONS

VALUE

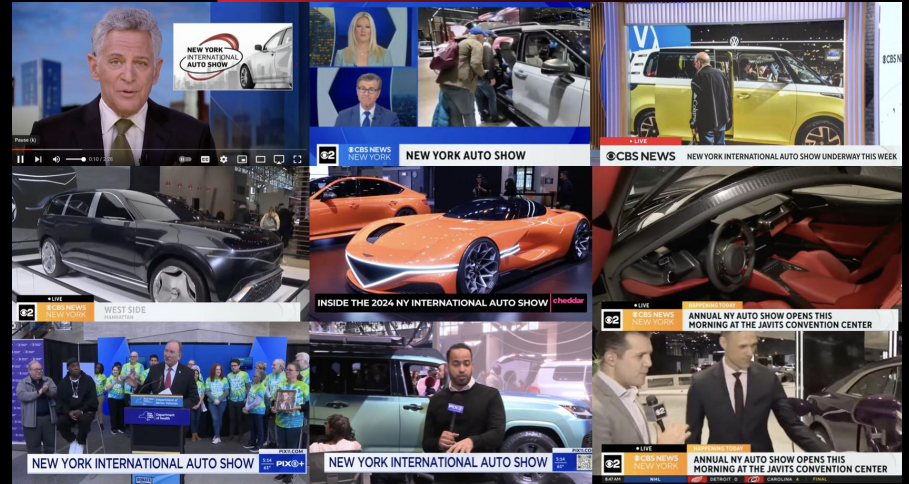
ONLINE & PRINT

37B **10K** **\$491M**

AUDIENCE

MENTIONS

VALUE



START SPREADIN' THE NEWS

Being in New York City allows manufacturers to leverage premier shows like ABC's "Live with Kelly and Mark," the number-one-rated morning show, to amplify their message.



"I love this..."

Kelly Ripa on ABC's Live with Kelly and Mark show.

A total of **twenty vehicles** from exhibitors were broadcast live across the country.

20

VEHICLES FEATURED
THROUGHOUT THE WEEK

2.3M

VIEWERS PER SHOW
FOR 5 EPISODES

Featured brands:

Volkswagen, Honda, Acura, Ford, Chevrolet, Polestar, Kia, Lexus, Porsche, Genesis, Infiniti, Nissan, Subaru, Hyundai, and Toyota

DIGITAL EXPERIENCE

The New York Auto Show website makes it easier than ever for users to stay connected and informed about one of the automotive industry's most iconic events.

The site allows users to quickly find information about the show, stay up-to-date with all the latest news and events, and gain exclusive insights into everything happening at the show.

550K

UNIQUE VISITORS

1.7M

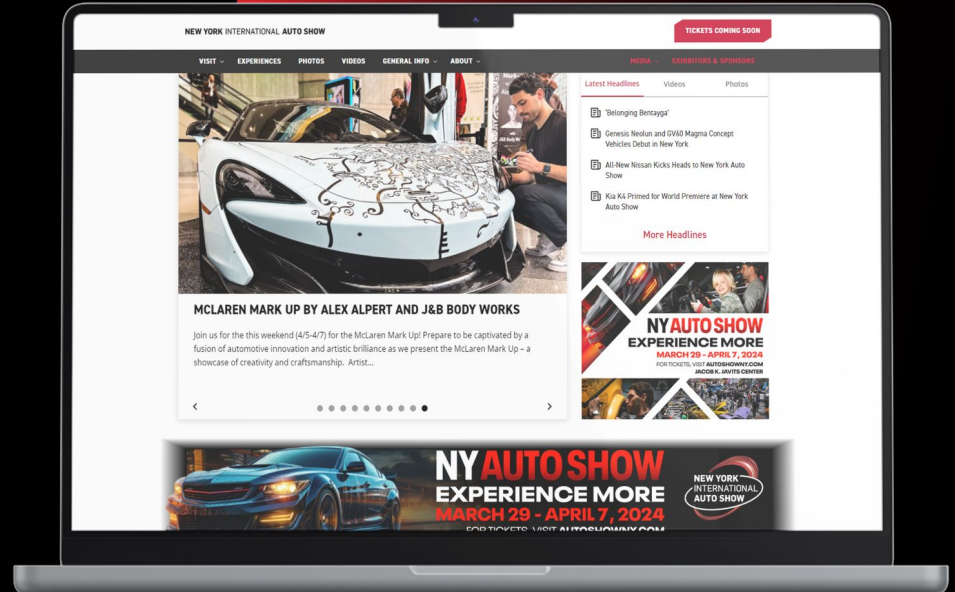
VIEWS

4.7M

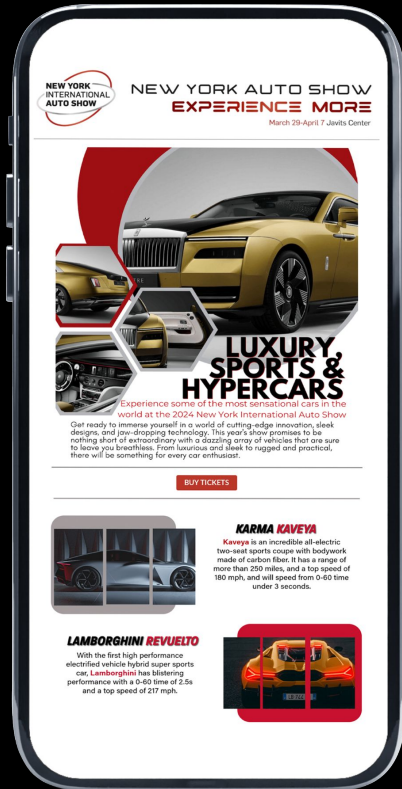
INTERACTIONS

820K

SESSIONS



YEAR-ROUND ENGAGEMENT



The New York Auto Show keeps our audience engaged year-round with social media posts and e-newsletters. Our vibrant and modern designed emails capture attention, making our updates and show promotions stand out.

225K

RECIPIENTS

SOCIAL MEDIA SUCCESS

31M

ORGANIC SOCIAL &
PAID SOCIAL REACH

332%

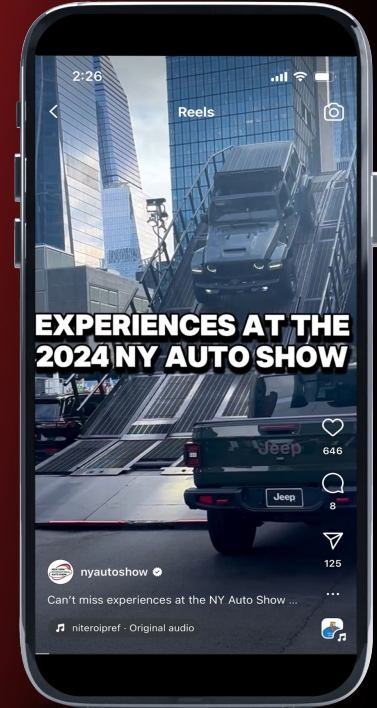
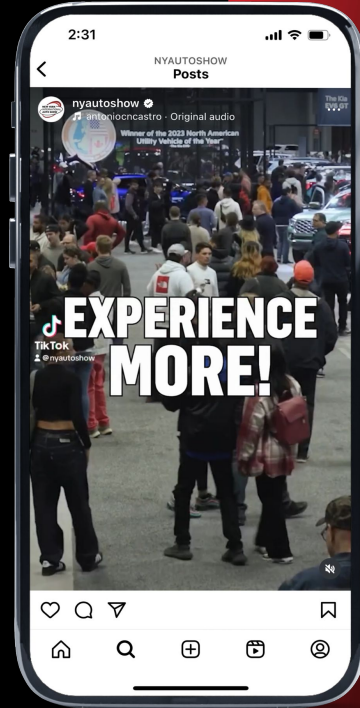
GROWTH IN ORGANIC SOCIAL
MEDIA ENGAGEMENTS

46%

INCREASE IN
ACCOUNTS REACHED

1.76M

INSTAGRAM IMPRESSIONS
DURING THE RUN OF THE
SHOW



EXECUTIVE NETWORKING

CONNECTING THE INDUSTRY

3 days of B2B programs focus on key facets of the business with important and timely content with major players in the industry.

B2B EVENTS INCLUDED:

- New York Automotive Forum
- Automotive Marketing Conference & Awards
- World Car of the Year Awards
- NYIAS EV Press Event
- World Traffic Safety Symposium

2,250+

ATTENDEES

399M

MEDIA IMPRESSIONS



NEW YORK AUTO FORUM

The New York Automotive Forum continues to draw top-level speakers and attendees including:

- **Jose Munoz**, President & Global COO, Hyundai Motor Company
- **Dimitris Psillakis**, Head of Marketing and Sales, Mercedes-Benz Cars North America
- **Jack Hollis**, EVP of Sales, Toyota Motor North America
- **Russell Wager**, VP, Marketing KIA
- **Andrew Savvas**, Chief Sales and Marketing Officer, Volkswagen
- **Dedra DeLilli**, Group Manager Sponsorships and Auto Shows, Toyota
- **Jen Brace**, Chief Futurist, Ford
- **Alexia Kurtz**, Experiential Marketing Manager, MINI
- **Marissa West**, President and SVP General Motors North America
- **Elena Ford**, Chief Dealer Engagement Officer, Ford Motor Company

418

ATTENDEES

4.2M

IMPRESSIONS

220

NEWS CLIPS



Produced by:



J.D. POWER



MARKETING CONFERENCE AND AWARDS



Automotive Marketer of the Year, Russell Wager, Vice President of Marketing, **Kia** America.

Executives include: Andrew Savvas, Chief Sales and Marketing Officer, **Volkswagen**; Kim Ito, Vice President of Marketing, **Mitsubishi**; Dedra DeLilli, Group Manager, Sponsorships and Auto Shows, **Toyota**; Jen Brace, Chief Futurist, **Ford**. Alexia Kurz, Experiential Marketing Manager, **MINI**; Shelly Pratt, Associate Director, Marketing Operations, **INFINITI**; and Bridget Hanrahan, Associate Director, Marketing Operations, **Subaru**.

355

ATTENDEES - INCLUDING 120
AUTOMOTIVE MARKETERS /
AGENCY EXECS

12.75M

IMPRESSIONS AND NEWS
STORIES GENERATED



WORLD CAR OF THE YEAR

For the past 20 years the **World Car Awards** remains the top global awards program drawing media and OEM executives in the hope of their vehicle receiving this one-of-a-kind prestigious award.

2024 WINNERS:

- KIA EV9** – WORLD CAR OF THE YEAR
- BMW 5 SERIES / i5** – WORLD LUXURY CAR
- IONIQ 5 N** – WORLD PERFORMANCE CAR
- KIA EV9** – WORLD ELECTRIC VEHICLE
- VOLVO EX30** – WORLD URBAN CAR
- TOYOTA PRIUS** – WORLD CAR DESIGN OF THE YEAR



1K+

ATTENDEES

383M

IMPRESSIONS

47

COUNTRIES
REACHED

79M

SOCIAL MEDIA
ENGAGEMENTS



WORLD TRAFFIC SAFETY SYMPOSIUM

Bringing traffic safety to the forefront for 35 years, the World Traffic Safety Symposium brings together safety experts, policymakers, law enforcement agencies, and the auto industry to help address some of the critical issues facing road users.

The 2024 Keynote Speaker was **National Transportation Safety Board Chair the Honorable Jennifer Homendy**.

Homendy joined the Symposium live via satellite from Baltimore, where the NTSB was actively investigating the Francis Scott Key Bridge collapse.

175

ATTENDEES



ELECTRIFYING INSIGHTS



EV PRESS CONFERENCE

The EV press conference included leaders laying out plans for mass EV adoption and electrification. The assembled media heard from the experts on topics ranging from consumer demand, sales forecasts, EPA standards, barriers to switch, infrastructure needs, incentives, education, awareness, and collaboration between manufacturers, government agencies, and other stakeholders.

KEYNOTE SPEAKERS

J.D. Power – Elizabeth Krear, Vice President, Electric Vehicle Practice: Addressed EV growth in 2023, the lag with mass market EVs and a revised forecast for 2024

Alliance for Automotive Innovation – John Bozzella, President & CEO: Discussed the future is electric: a shared and realistic vision of success when it comes to automotive electrification in the U.S.

New York Power Authority – John Markowitz, Senior Director, eMobility: Expanding charging infrastructure across New York State, encouraging consumer adoption of EVs and making it easier and more convenient to drive electric

National Automobile Dealers Association – Mike Stanton, President & CEO: EPA's final greenhouse gas emissions rule and consumer demand for EVs

Cision Brandwatch – Carlos Quirola, Senior Technical Consultant: Leveraging technology and data to help EV brands make sound business decisions

MEDIA MOMENTS



Among the vehicles unveiled and displayed at press events this year included: The 2024 **Porsche** Macan EV, 2025 **Porsche** Taycan Turbo S, 2025 **Polestar** 4, 2025 **Kia** K4, 2025 **Nissan** Kicks, 2025 **Hyundai** Tucson, 2025 **Hyundai** Santa Cruz, 2025 **Hyundai** Santa Cruz XRT, **Genesis** Neon concept, **Genesis** GV60 Magma concept and the 2025 **INFINITI** QX80.



LEVERAGING THE SHOW FOR GOOD CAUSES

At the NY Auto Show, we advance good causes and career opportunities.

\$25,000 Donation to the Red Cross

The Auto Show contributed \$25,000 to the Red Cross to purchase essential medical supplies for its mobile unit.

Donate Life Press Conference

The Auto Show hosted a high-profile press conference with the DMV, Donate Life New York, and Tracy Morgan to raise awareness about the critical need for organ and tissue donations.

Automotive Education and Career Day

Our dedicated Automotive Education and Career Day welcomed 750 students to explore career opportunities in the automotive industry, offering them valuable insights and inspiring the next generation of automotive professionals.

The New York Auto Show continues to be a powerful platform for promoting charitable initiatives and fostering future careers in the automotive field.



TOP OF THE HEAP

Oxford Economics rates top ten cities across the world for economic performance

NYC #1 out of 1,000 largest cities

“The Cities topping the Economics category are the **Engines of the world economy**”

“**New York takes the top spot**, as it has the largest city economy in the world - by far.”

“...although the city’s economy suffered more than many other American Metros during the pandemic, it has **rebounded strongly** and its **fortunes look positive** for the future.”

2024 GLOBAL CITIES INDEX

1	NEW YORK, UNITED STATES	100.0
2	LOS ANGELES, UNITED STATES	97.0
3	SAN JOSE, UNITED STATES	95.3
4	SEATTLE, UNITED STATES	91.4
5	SAN FRANCISCO, UNITED STATES	91.2
6	DALLAS, UNITED STATES	90.2
7	LONDON, UNITED KINGDOM	86.4
8	CHICAGO, UNITED STATES	86.1
9	PARIS, FRANCE	85.8
10	TOKYO, JAPAN	84.7

MONUMENTAL SWITCH

CHANGE IS IMPORTANT ESPECIALLY WHEN IT MAKES THINGS BETTER

T3expo



Exhibitor cost fell as much as 8% in 2024

Labor Price Structure Held for 2025

The New York Auto Show hired a new general contractor, **T3 Expo**. Their strategy proved to be a major success in controlling costs for exhibitors while providing the highest quality service.

3 CHEERS

THERE WERE A LOT MORE...



"I wanted to send a special shout-out to T3 for being so easy to work with. **They went 'above and beyond'** and I look forward to working with T3 for years to come."

— **Account Director**, Czarnowski Collective

"Ourteam said it was **one of the best crews** they have had in a long time."

— **Account Director**, George P. Johnson

"This would be the **quickest closing for a major show we ever had**. That is outstanding. It usually takes us months to close out a large show."

— **VP Client Services**, EWI Team

IMPACT OF ABSENT BRANDS



32%

WERE LESS LIKELY TO
CONSIDER OR BUY
THE ABSENT BRAND

“More than half of the respondents in Germany, Japan, China, and the U.S. say their next car will be a different brand. Looking at different age groups, Generation Z respondents in all four regions showed the lowest degree of brand loyalty.”

— **Wards Automotive,** July 2024

125 IN 2025

For 125 years, the New York Auto Show has been an innovative marketing event, evolving alongside the automobile industry. Standing the test of time, it remains the premier venue for manufacturers to showcase their latest advancements and connect with consumers and the media.

The Show will continue to be a major marketing event for years to come.



JOIN US IN 2025 FOR OUR 125TH!

INDUSTRY & MEDIA DAYS

April 15 to 17, 2025

AUTOMOTIVE FORUM

Tuesday, April 15, 2025

WORLD CAR AWARDS, OEM PRESS CONFERENCES, EV PRESS CONFERENCE, MARKETING CONFERENCE & AWARDS PRESENTED BY MEDIA POST

Wednesday, April 16, 2025

WORLD TRAFFIC SAFETY SYMPOSIUM

Thursday, April 17, 2025

CONSUMER DAYS

April 18 to 27, 2025

OPENING CEREMONY

Saturday, April 19, 2025



THANK YOU TO OUR SPONSORS



METHODOLOGY

These survey results are drawn from a sampling of all ticket purchasers that opted in to be contacted by the show. These individuals were first contacted on May 29th and subsequently received 3 additional requests to participate in the survey. The survey was closed on June 25th, being open to respondents for 28 days. Individuals responding had the opportunity to be selected for a variety of incentives ranging from gift cards to premium tickets to the 2025 New York Auto Show.

A total of 3,867 individuals completed the survey. While this was a random sampling the individuals responding were highly representative of both the ages and ethnicity of the NY DMA.

