

Washington, DC Auto Show 2023 In Review

WASHINGTON, DC
AUTO SHOW 



Washington, DC Auto Show 2023 Show Recap



The **Washington, DC Auto Show**, recognized as one of the top five auto shows in the United States welcomed back vast crowds in 2023. Proving that auto shows have begun trending back up following the pandemic, the 2023 Washington, DC Auto Show drew from a region of nearly 10 million residents (third largest Combined Statistical Area in the U.S.) and saw a substantial increase across all measured categories:



- Attendance for the **2023 show increased by 107%** year-over-year.
- The indoor and outdoor Ride N' Drives exceeded expectations resulting in more than **9,500 total drives**.
- Over 350 members of the media covered the show, with more than 45 recorded and live TV appearances, and over 30 earned media articles.
- Social engagement across all channels saw an increase of 602% with over 275,000 accounts reached.
- @WashAutoShow channels gained more than 2,000 new followers across all three channels - Facebook, Twitter, and Instagram.
- Website traffic increased by 80% year-over-year and page views increased by 101%.
- Manufacturers reported an influx of "true" shoppers and higher interest in EVs. According to Foresight Research, 73% of 2023 DC Auto Show attendees intend to purchase a new car or truck within the next 12 months.

Washington, DC Auto Show

We are the Public Policy Show!



The Washington, DC Auto Show is known as the “Public Policy Show” for its proximity to the halls of power in the United States. This year’s Public Policy Day and the following ten days of the 2023 DC Auto Show featured the following:

- A visit by two senior Biden Administration officials - **Energy Secretary Jennifer Granholm** and **White House Climate Advisor Ali Zaidi** - to review EV tax credit vehicle eligibility.
- Keynote address on by Senator Tom Carper (D-Del).
- NHTSA Administrator Ann Carlson, Senator Lisa Murkowski (R-AK), Representative Debbie Dingell (D-MI), and NTSB Board Member Michael Graham.
- More than 150 Capitol Hill and Federal Agency Staffers.



Energy Secretary Jennifer Granholm and White House Climate Advisor Ali Zaidi address members of the media in the DC Auto Show's EV Pavilion.



Energy Secretary Jennifer Granholm checks out the new all-electric Chevy Silverado during her visit to the 2023 DC Auto Show.



Senator Tom Carper (D-Del) addresses a full house on Public Policy Day to kick off the 2023 show (above left). Public Policy Day also included the *U.S. News & World Report* “Best Cars for the Money Awards” (above right). More than 500 members of the media registered for this year’s Public Policy Day.



Washington, DC Auto Show 2023 Highlights



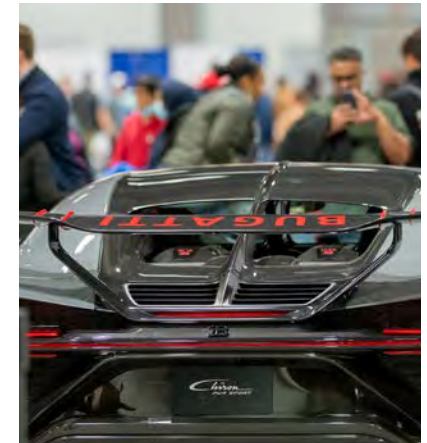
Senator Tom Carper (D-DE) toured the show floor after his keynote address on Public Policy Day (top left) and more than 150 Capitol Hill and Federal Agency Staffers toured the show floor on the same day (top center). The GSA FedFleet Training & Expo was held in person for the first time since January 2020 (top right). In addition to Energy Secretary Jennifer Granholm and White House Climate Advisor Ali Zaidi, NHTSA Administrator Ann Carlson (below left), NTSB Board Member Michael Graham (below center), and Rep. Debbie Dingell (below right) all visited the show floor at various times.



Washington, DC Auto Show 2023 Highlights



Crowds lined up, even wrapping around the convention center at one point, to see all new product from the world's top automakers, including the Ford Bronco, Chevy Corvette 3LT Stingray Convertible, All-Electric Chevy Silverado, and a \$4 million Bugatti Chiron in the exotic cars exhibit.



Washington, DC Auto Show 2023 Highlights



Over 9,500 Total Ride N' Drives!



We are not only the **Public Policy Show**, we are also becoming known as **The EV Show**. The 2023 DC Auto Show featured multiple opportunities for attendees to participate in Ride N' Drives, including an all-new Hyundai indoor EV Ride N' Drive featuring the 2023 Hyundai IONIQ 5, an indoor Toyota Tundra back-up assist trawling demo and test track, an outdoor Toyota exclusive Ride N' Drive, and an outdoor EV Ride N' Drive, sponsored by Pepco's EVsmart division, with consumers getting to drive their choice among four electric vehicle models on the streets of Washington, D.C. More than 9,500 total drives were taken during the 2023 show.



Washington, DC Auto Show 2023 Earned Media Recap



News Coverage Across All Major Networks

All major Washington, DC broadcast television stations made appearances during opening weekend of the 2023 Washington, DC Auto Show. More than 45 recorded and live TV appearances were conducted. In addition to these live shots, the Auto Show received **1,110 editorial mentions** and **gained 212.39 million in potential reach**.

Ethiopian-led broadcast stations, the multi-segmented Voice of America networks, and international reporters focused on the Public Policy side of the show.



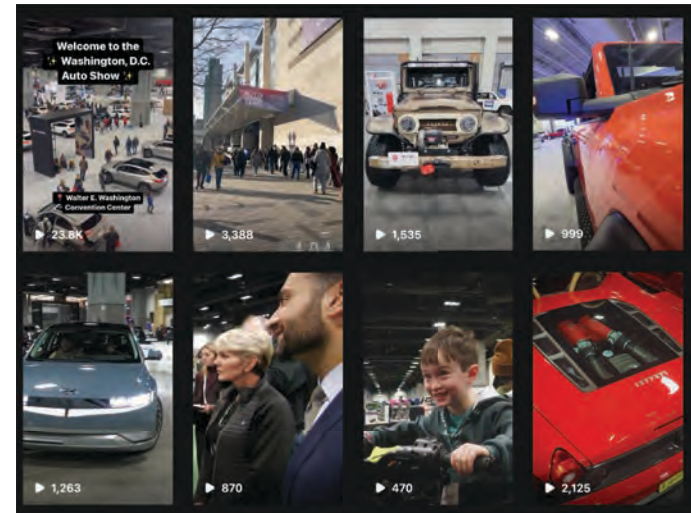
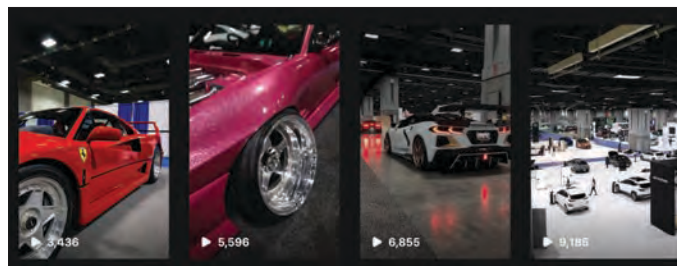
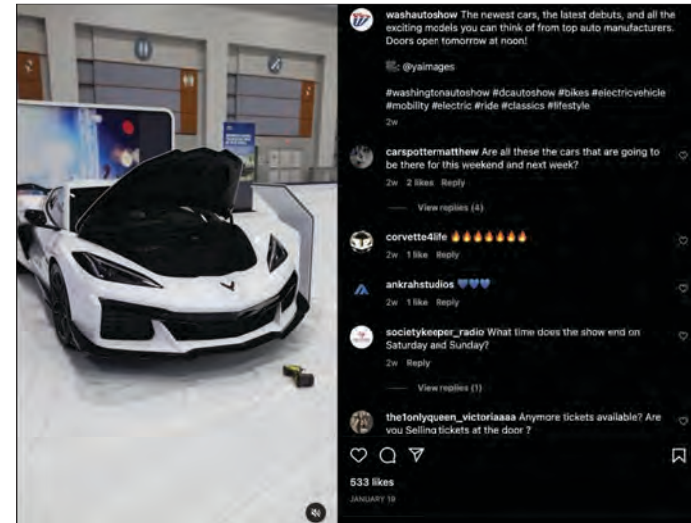
Washington, DC Auto Show 2023 Social Media Channels



Significant Gains Across All Social Media Channels

Increases in coverage and engagement across all major social media platforms.

- @WashAutoShow channels gained more than 2,000 new followers across all three channels (Facebook, Twitter, and Instagram), with Instagram receiving the most for a second year in a row - **an impressive 1,342 new Instagram followers!**
- Social engagement across our channels also showed significant growth - **an increase of 602% with over 275,000 accounts reached.**
- From the 21 videos posted during the 2023 show, there were more than **73.445 views**. These numbers conclude that the DC Auto Show followers resonate with the message that our show team is presenting.



Washington, DC Auto Show 2023 Website Traffic

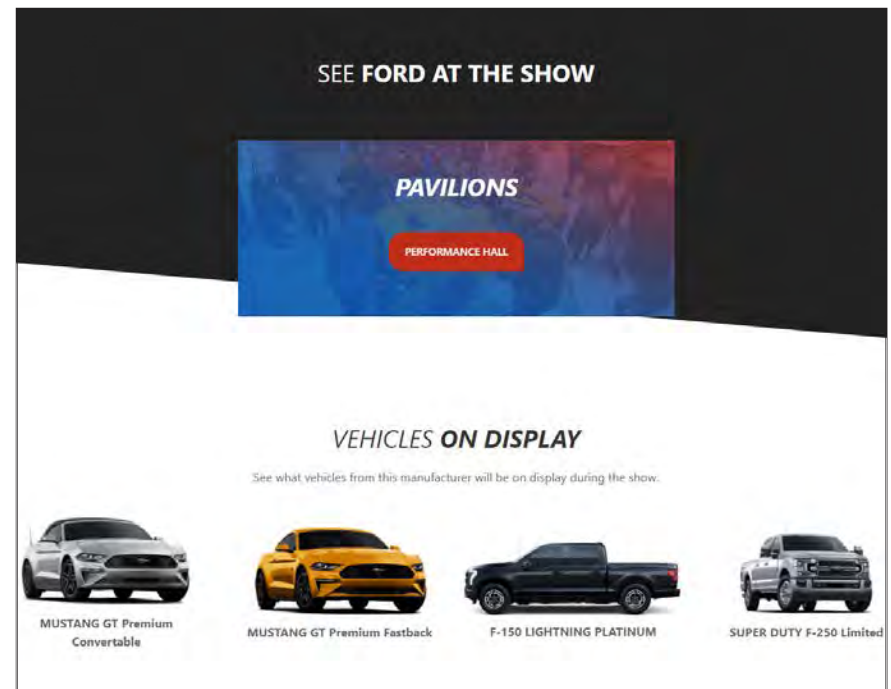


Increased Website Traffic

In Fall 2022, the Washington, DC Auto Show launched a new website, creating a more engaging site that displayed exhibit halls, activations, brands, and vehicles featured at the show. The new website included dedicated OEM branded pages and a vehicle directory showcasing the models on display at the 2023 show. This design strategy provided more brand awareness and impressions for our OEM partners.

The new site design and marketing strategy provided excellent ROI with an **80%** increase in website traffic compared to last year. The decision to create pages dedicated to our OEM partners as well as the vehicles directory provided a **101%** increase in page views as users spent more time on the site and viewed more pages. 2023 website highlights include:

- 423,000+ Users
- 622,000+ Sessions
- 1.45 million+ Page Views
- 80% increase in website traffic year-over-year (see below)



SEE YOU AT THE 2024 SHOW!

JANUARY 18, 2024: PUBLIC POLICY DAY

JANUARY 19-28, 2024: CONSUMER DAYS

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