

**ENIGMA INDEPENDENT EVENT AUDITS**  
Unbiased Intelligence for Senior Marketers

**2017 Los Angeles Auto Show**  
Los Angeles, California

**December 1-10, 2017**



**enigma**  
research



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- P2 Highlights
- P3 Event Experience
- P5 Manufacturer Exhibit Evaluations
- P9 Test Drives
- P11 Other Sponsors and Activations
- P13 Beverage Consumption
- P14 Product and Brand Preferences
- P20 Demographics
- P21 Tourism and Economic Impact
- P23 Comments and Methodology

## Most popular reasons for attending

- 1 For entertainment
- 2 To see concept vehicles
- 3 To keep up with new technology

## Most recalled non-manufacturer sponsors

- 1 State Farm
- 2 Galpin Motors
- 3 Prestone

## Most visited manufacturer exhibits

- 1 Toyota
- 2 Chevrolet
- 3 Ford

## Top beverages consumed on-site

- 1 Bottled or boxed water
- 2 Soda or soft drinks
- 3 Coffee or coffee drinks

## Most appreciated manufacturer exhibits

- 1 Tesla
- 2 Maserati
- 3 Audi

## Top preferred brands of attendees

- Auto insurance: AAA
- Bank: Bank of America
- Liquor: Grey Goose vodka and Jack Daniel's whisky

## Most popular features within manufacturer exhibits

- 1 Star Wars themed vehicles (Nissan)
- 2 Vintage 1968 Subaru (Subaru)
- 3 Clothing and merchandise store (Porsche)

## Tourism and economic impact

- Percentage non-local: 28%
- Estimated hotel room nights: 17,500
- Estimated economic impact: \$27.4M

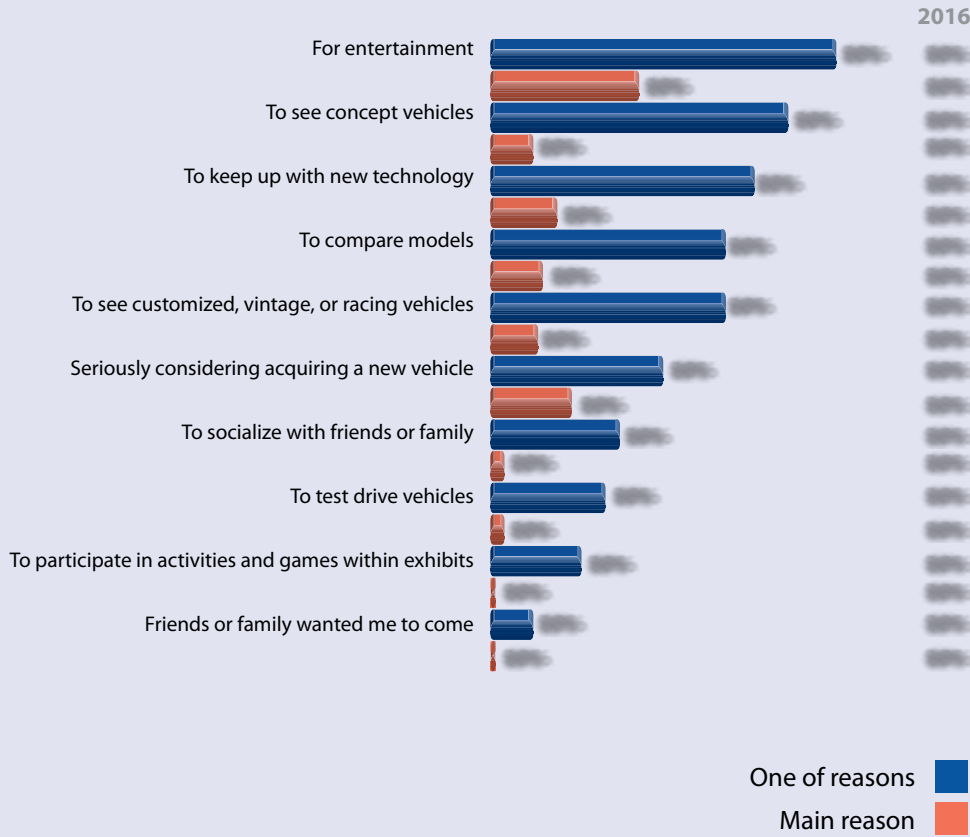
## Most popular feature attractions

- 1 Galpin's Hall of Customs
- 2 Nissan Star Wars vehicles (in Atrium)
- 3 The Garage

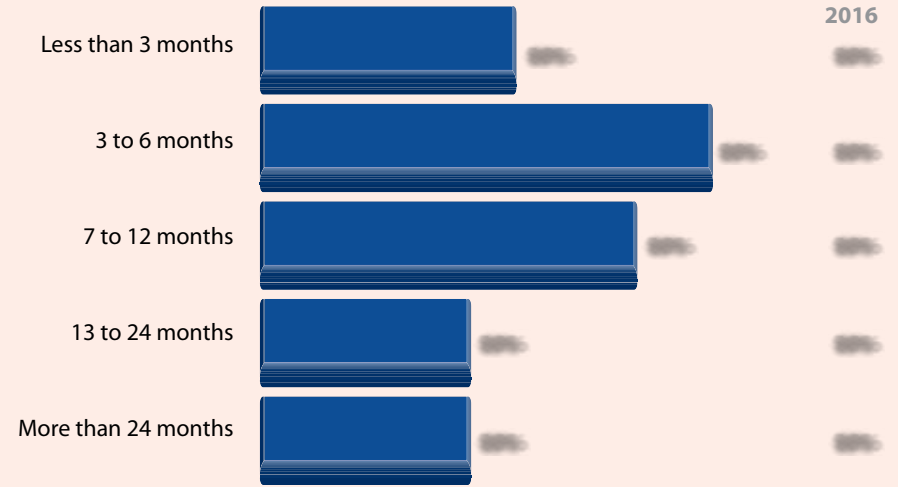
## Best attendee comments

- "Make Jaguar F-type test drives known! The website said nothing about luxury vehicle test drives before the event".
- "Need a kids play area so we can test drive the cars. Each company had different rules about who could ride".
- "Use video guide to introduce different vehicle models in different languages".

## Reasons for attending event (aided)



## Time frame for next vehicle acquisition (among those seriously considering)



## Event ratings

excellent good fair poor



2016

Quality of exhibits



2016

Variety of exhibits



2016

Cleanliness



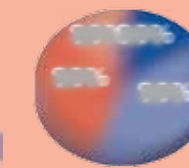
2016

Value for admission price



2016

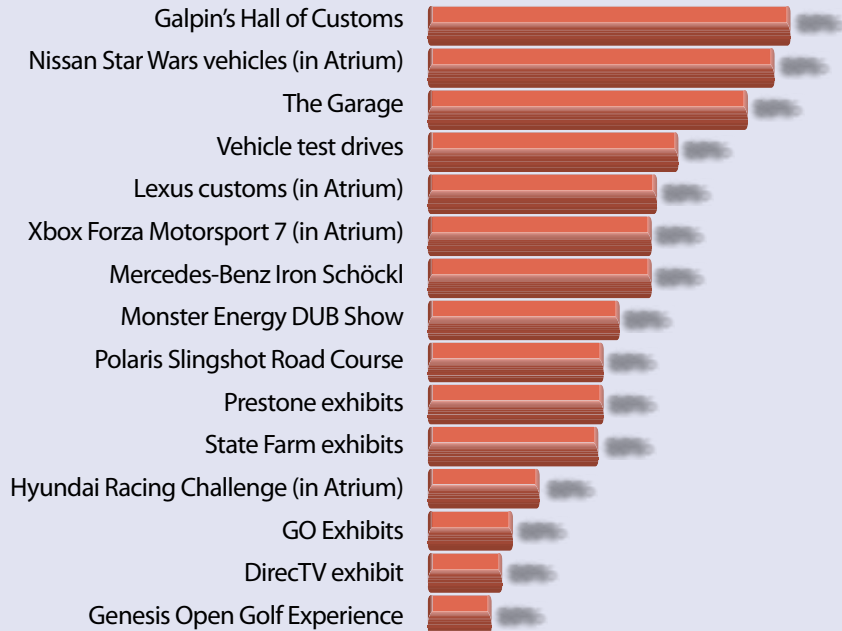
Variety of food and beverage



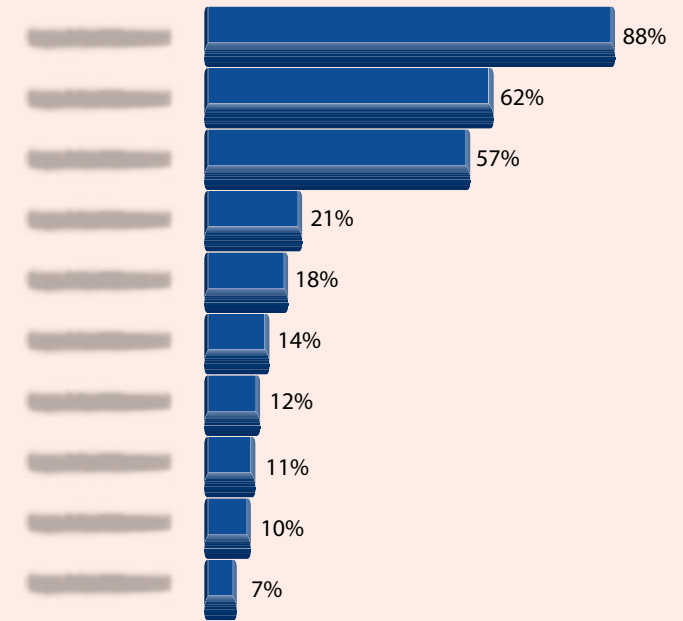
2016

Quality of food and beverage

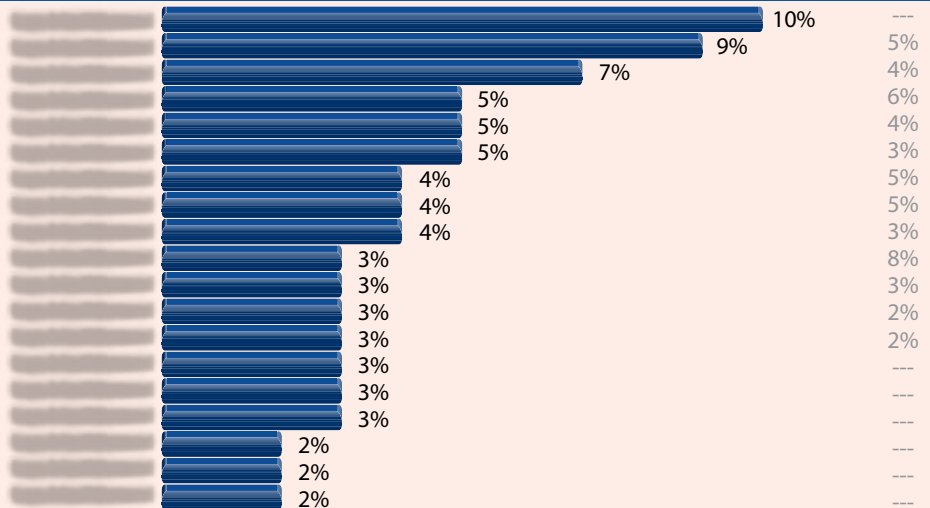
## Feature attractions visited at show



## Types of attractions enjoy experiencing within manufacturer exhibits



## Brand of favorite vehicle at show (unaided)



# Manufacturer Exhibit Evaluations

PREVIEW  
VERSION



	Toyota	Chevrolet	Ford	Mercedes-Benz	Tesla	Dodge	Nissan	Porsche
<b>PARTICIPATION RANKING</b>	1	2	2	4	5	6	7	8
	2016	2016	2016	2016	2016	2016	2016	2016
<b>ENHANCEMENT RANKING</b>	3	7	2	5	21	1	17	12

## PARTICIPATION

	Toyota	Chevrolet	Ford	Mercedes-Benz	Tesla	Dodge	Nissan	Porsche
Entered exhibit	100%	100%	100%	100%	100%	100%	100%	100%
Saw from outside	100%	100%	100%	100%	100%	100%	100%	100%
Did not see	100%	100%	100%	100%	100%	100%	100%	100%

## ACTIONS TAKEN (among those who entered)

	Toyota	Chevrolet	Ford	Mercedes-Benz	Tesla	Dodge	Nissan	Porsche
Sat in vehicle	100%	100%	100%	100%	100%	100%	100%	100%
Listened to presenter	100%	100%	100%	100%	100%	100%	100%	100%
Spoke with specialist	100%	100%	100%	100%	100%	100%	100%	100%

## SPECIAL FEATURES EXPERIENCED (among those who entered)

Watched show on Toyota Live stage	100%	Looked at 100-year Chevrolet truck timeline kiosk	100%	Took photo at Ford GT Photo Deck	100%	Looked at AMG Donut Shop wall	100%	Looked at solar panels on display	100%	Played or watched Demon drag race game	100%	Looked at or took photos of Star Wars themed vehicles	100%	Looked at clothing and merchandise	100%
Took Action Photo with skate board or hockey equipment	100%	Used sports card themed photo kiosk	100%	Saw or watched Raptor Dueling Simulators	100%	Received Tesla drawing in cardboard frame	100%	Entered contest to win \$45000 towards vehicle	100%	Played or watched e-Pedal driving game	100%	Played or watched Panamera driving game	100%		
Put photo on giant wall mosaic	100%	Played or watched electronic Design Studio feature	100%	Saw or watched NASCAR Xbox game	100%					Tried VR experience	100%				
Used Olympic photo kiosk	100%	Played Snapcodes Snapchat treasure hunt game	100%	Used Lego figure activity	100%					Used Star Wars photo kiosk	100%				
		Played or watched Robot Tech Studio feature	100%	Tried future mobility VR experience	100%					Tried Intelligent Mobility interactive experience	100%				
				Tried Fantastic Face wind-in-face exhibit	100%					Added photo to giant mosaic wall	100%				

## EXTENT ENHANCED EVENT EXPERIENCE (among those who entered)

	Toyota	Chevrolet	Ford	Mercedes-Benz	Tesla	Dodge	Nissan	Porsche
Greatly enhanced	100%	100%	100%	100%	100%	100%	100%	100%
Somewhat enhanced	100%	100%	100%	100%	100%	100%	100%	100%
Did not enhance	100%	100%	100%	100%	100%	100%	100%	100%

## MORE LIKELY TO PURCHASE BRAND THAN BEFORE THE SHOW (among those who entered)

Japanese owners	100%	100%	100%	100%	100%	100%	100%	100%
European owners	100%	100%	100%	100%	100%	100%	100%	100%
Korean owners	100%	100%	100%	100%	100%	100%	100%	100%
General Motors owners	100%	100%	100%	100%	100%	100%	100%	100%
Ford-Lincoln owners	100%	100%	100%	100%	100%	100%	100%	100%
FCA owners	100%	100%	100%	100%	100%	100%	100%	100%

# Manufacturer Exhibit Evaluations

PREVIEW  
VERSION



	Honda	Jaguar-Land Rover	Acura	BMW-Mini	Kia	Lexus	Audi	GMC
<b>PARTICIPATION RANKING</b>	8	10	10	10	13	14	15	16
	2016	2016	2016	2016	2016	2016	2016	2016
<b>ENHANCEMENT RANKING</b>	4	6	24	13	11	16	7	14

## PARTICIPATION

	Honda	Jaguar-Land Rover	Acura	BMW-Mini	Kia	Lexus	Audi	GMC
Entered exhibit	100%	100%	100%	100%	100%	100%	100%	100%
Saw from outside	100%	100%	100%	100%	100%	100%	100%	100%
Did not see	100%	100%	100%	100%	100%	100%	100%	100%

## ACTIONS TAKEN (among those who entered)

	Honda	Jaguar-Land Rover	Acura	BMW-Mini	Kia	Lexus	Audi	GMC
Sat in vehicle	100%	100%	100%	100%	100%	100%	100%	100%
Listened to presenter	100%	100%	100%	100%	100%	100%	100%	100%
Spoke with specialist	100%	100%	100%	100%	100%	100%	100%	100%

## SPECIAL FEATURES EXPERIENCED (among those who entered)

Looked at winning Indianapolis 500 race car	100%	Looked at clothing and merchandise display	100%	Played or watched NSX GT3 VR game	100%	Saw or took photos with Kia hamster	100%	Looked at Story of Lexus display cases	100%	Looked at underside of elevated pickup	100%
Obtained Honda Smart Band bracelet	100%	Played or watched driver assistance game	100%	Entered contest to win ARX-05 experience	100%	Used Stinger Pinterest photo feature	100%				
Played Dream Machine cannon firing game	100%	Played Jaguar racing game	100%			Used Kia hamster photo booth	100%				
Received a prize or gift	100%					Played Turbo game kiosk	100%				
Tried HondaLens VR experience	100%										
Visited owners lounge	100%										

## EXTENT ENHANCED EVENT EXPERIENCE (among those who entered)

	Honda	Jaguar-Land Rover	Acura	BMW-Mini	Kia	Lexus	Audi	GMC
Greatly enhanced	100%	100%	100%	100%	100%	100%	100%	100%
Somewhat enhanced	100%	100%	100%	100%	100%	100%	100%	100%
Did not enhance	100%	100%	100%	100%	100%	100%	100%	100%

## MORE LIKELY TO PURCHASE BRAND THAN BEFORE THE SHOW (among those who entered)

Japanese owners	100%	100%	100%	100%	100%	100%	100%	100%
European owners	100%	100%	100%	100%	100%	100%	100%	100%
Korean owners	100%	100%	100%	100%	100%	100%	100%	100%
General Motors owners	100%	100%	100%	100%	100%	100%	100%	100%
Ford-Lincoln owners	100%	100%	100%	100%	100%	100%	100%	100%
FCA owners	100%	100%	100%	100%	100%	100%	100%	100%

# Manufacturer Exhibit Evaluations

PREVIEW  
VERSION



Volkswagen

Genesis

Maserati

Alfa Romeo

Jeep

Subaru

Cadillac

Volvo

Mazda

**PARTICIPATION RANKING**

16	2016	16	2016	19	2016	20	2016	21	2016	22	2016	23	2016	24	2016	25	2016
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**ENHANCEMENT RANKING**

18	---	29	---	28	---	20	---	10	---	9	---	25	---	14	---	---	---
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**PARTICIPATION**

Entered exhibit	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Saw from outside	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Did not see	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

**ACTIONS TAKEN** (among those who entered)

Sat in vehicle	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Listened to presenter	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Spoke with specialist	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

**SPECIAL FEATURES EXPERIENCED** (among those who entered)

Played or watched GTI driving game	100%	Entered contest to win \$45000 towards vehicle	100%	Looked at vintage 1968 Subaru	100%	Saw Carpool Karaoke feature	100%	Tried or watched Test Your Reaction challenge	100%
Played or watched VR automated driving experience	100%							Experienced Volvo Innovations VR	100%

**EXTENT ENHANCED EVENT EXPERIENCE** (among those who entered)

Greatly enhanced	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Somewhat enhanced	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Did not enhance	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

**MORE LIKELY TO PURCHASE BRAND THAN BEFORE THE SHOW** (among those who entered)

Japanese owners	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
European owners	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Korean owners	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
General Motors owners	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Ford-Lincoln owners	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
FCA owners	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

# Manufacturer Exhibit Evaluations

PREVIEW  
VERSION



	Chrysler	Redspace	Hyundai	Infiniti	Lincoln	RAM	Buick	Fiat	Mitsubishi
<b>PARTICIPATION RANKING</b>	25	27	28	29	30	31	32	33	34
	2016	2016	2016	2016	2016	2016	2016	2016	2016
<b>ENHANCEMENT RANKING</b>	25	--	22	27	19	30	31	23	32
	2016	2016	2016	2016	2016	2016	2016	2016	2016

## PARTICIPATION

	Chrysler	Redspace	Hyundai	Infiniti	Lincoln	RAM	Buick	Fiat	Mitsubishi
Entered exhibit	100%	100%	100%	100%	100%	100%	100%	100%	100%
Saw from outside	100%	100%	100%	100%	100%	100%	100%	100%	100%
Did not see	100%	100%	100%	100%	100%	100%	100%	100%	100%

## ACTIONS TAKEN (among those who entered)

	Chrysler	Redspace	Hyundai	Infiniti	Lincoln	RAM	Buick	Fiat	Mitsubishi
Sat in vehicle	100%	100%	100%	100%	100%	100%	100%	100%	100%
Listened to presenter	100%	100%	100%	100%	100%	100%	100%	100%	100%
Spoke with specialist	100%	100%	100%	100%	100%	100%	100%	100%	100%

## SPECIAL FEATURES EXPERIENCED (among those who entered)

Entered contest to win \$45000 towards vehicle	100%							Entered contest to win \$45000 towards vehicle	100%
Tried or watched #Hyundai Winning Catch feature	100%								
Entered contest to win Sonata and Best Buy card	100%								
Entered contest to win Super Bowl trip	100%								
Played or watched swag trivia contest	100%								
Experienced QX50 VR				100%					
Listened to jazz ensemble					100%				
Entered draw to win \$45000 towards vehicle						100%			
Received Mitsubishi tote bag									100%

## EXTENT ENHANCED EVENT EXPERIENCE (among those who entered)

	Chrysler	Redspace	Hyundai	Infiniti	Lincoln	RAM	Buick	Fiat	Mitsubishi
Greatly enhanced	100%	100%	100%	100%	100%	100%	100%	100%	100%
Somewhat enhanced	100%	100%	100%	100%	100%	100%	100%	100%	100%
Did not enhance	100%	100%	100%	100%	100%	100%	100%	100%	100%

## MORE LIKELY TO PURCHASE BRAND THAN BEFORE THE SHOW (among those who entered)

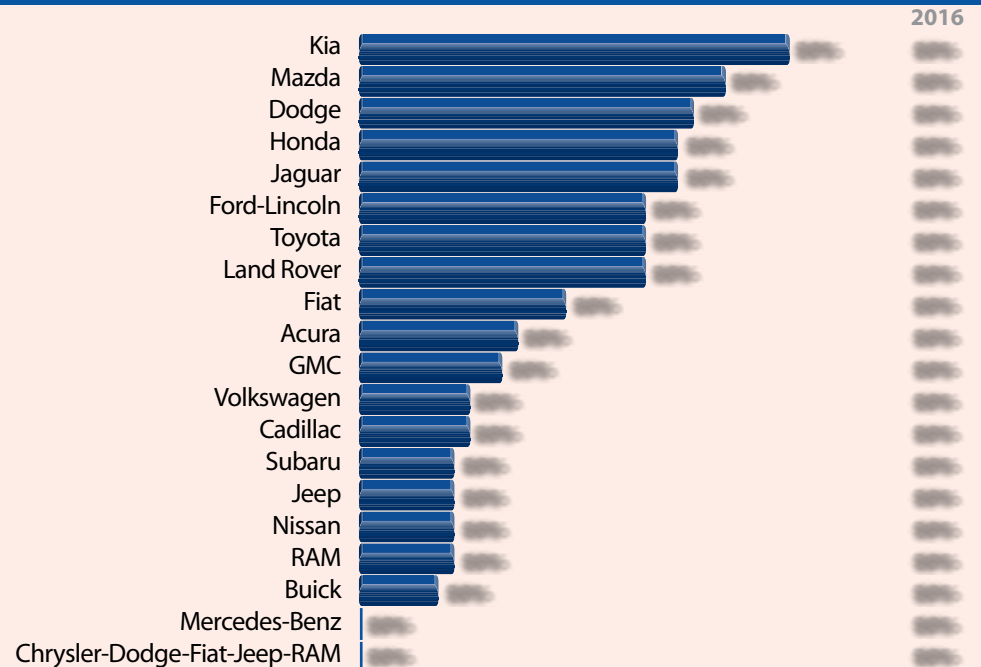
	Chrysler	Redspace	Hyundai	Infiniti	Lincoln	RAM	Buick	Fiat	Mitsubishi
Japanese owners	100%	100%	100%	100%	100%	100%	100%	100%	100%
European owners	100%	100%	100%	100%	100%	100%	100%	100%	100%
Korean owners	100%	100%	100%	100%	100%	100%	100%	100%	100%
General Motors owners	100%	100%	100%	100%	100%	100%	100%	100%	100%
Ford-Lincoln owners	100%	100%	100%	100%	100%	100%	100%	100%	100%
FCA owners	100%	100%	100%	100%	100%	100%	100%	100%	100%



## Test drove vehicles at show



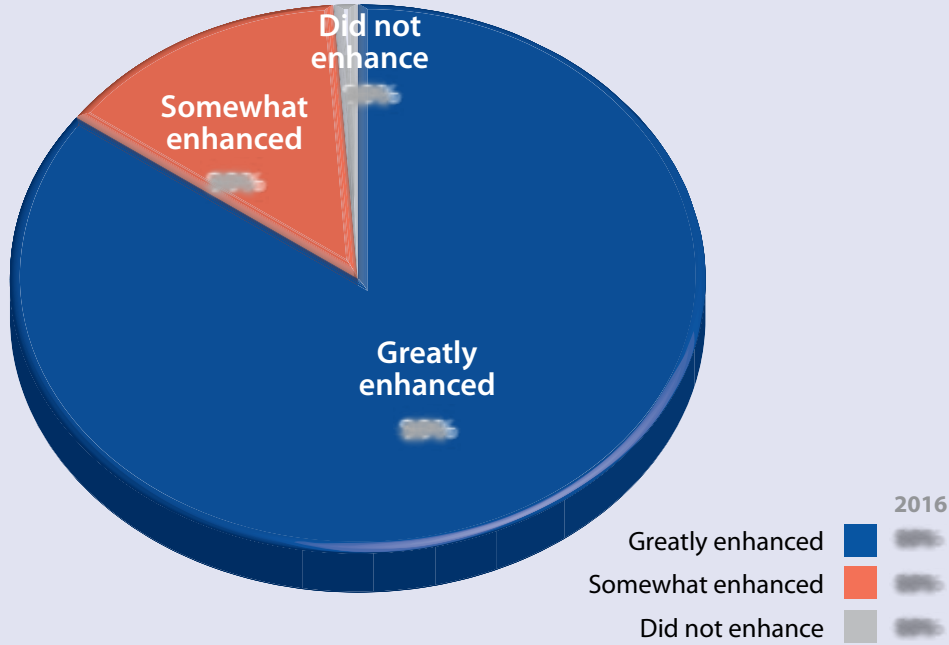
## Brands tested at show (among test drive participants)



## Time frame for next vehicle acquisition (among test drive participants)



## Extent enhanced show experience (among test drive participants)

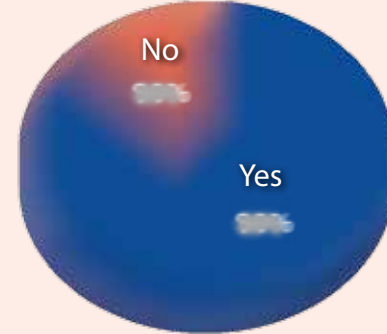


## More likely to consider brands tested

Participants purchasing within next 12 months



Other participants



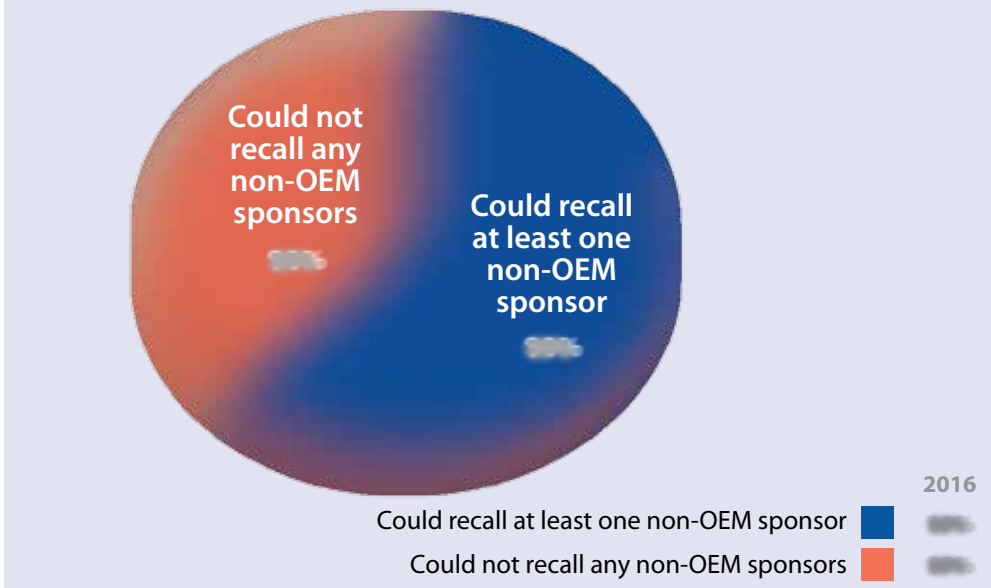
2016  
Yes ■  
No ■

2016  
Yes ■  
No ■

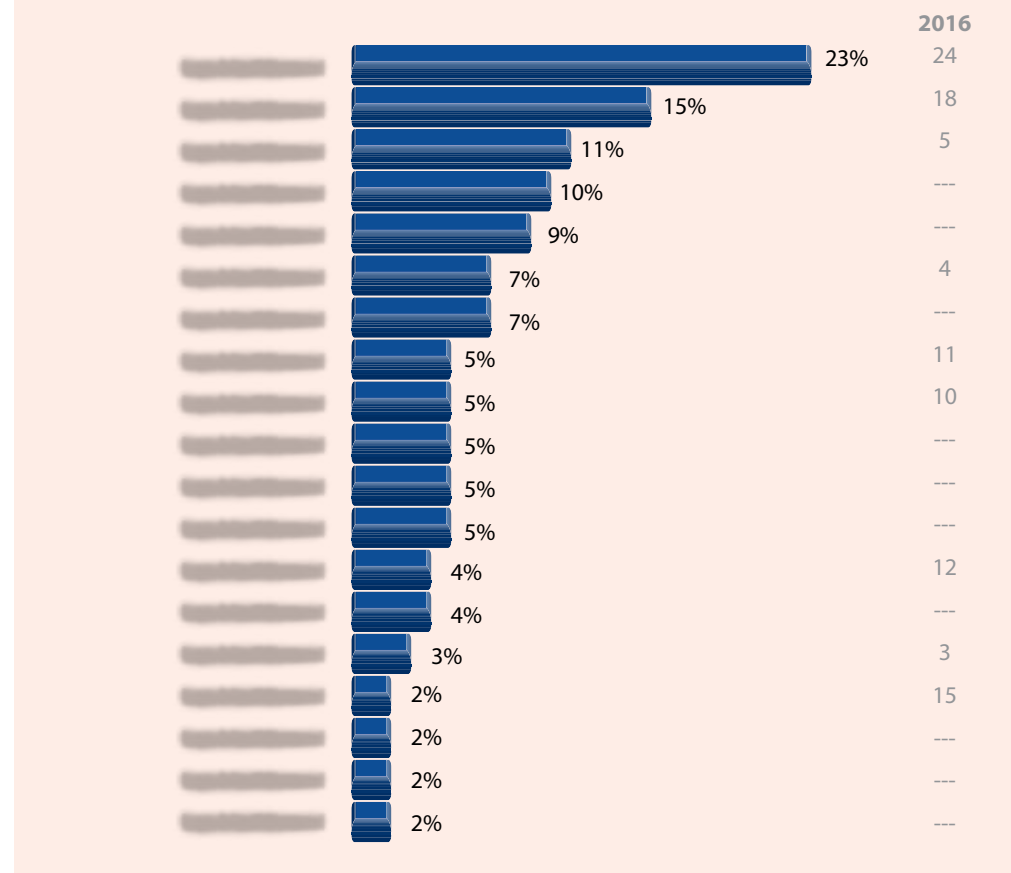


# Other Sponsors and Activations

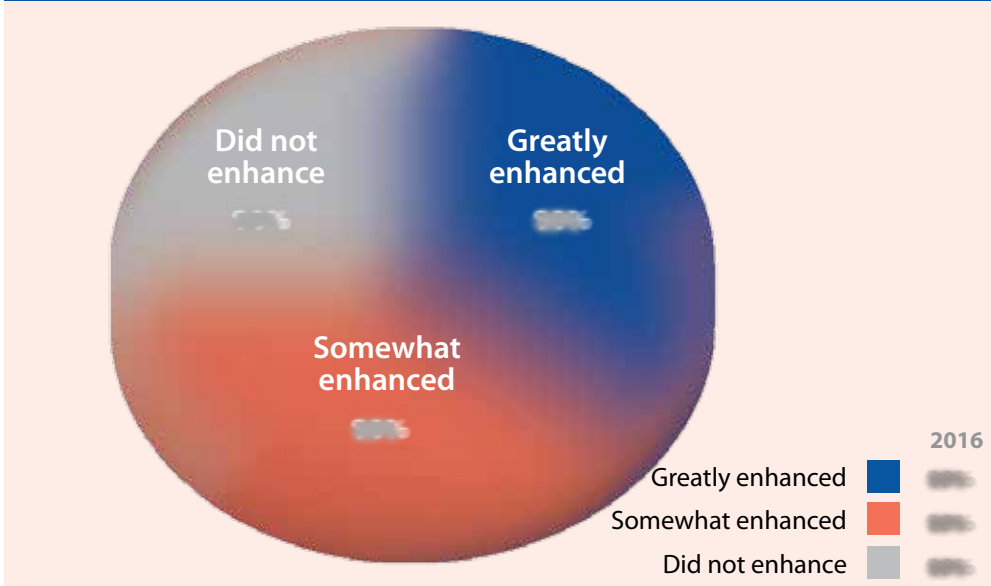
## Non-OEM sponsor recall



## Non-OEM sponsors (Top 3 unaided among those who could recall sponsors)

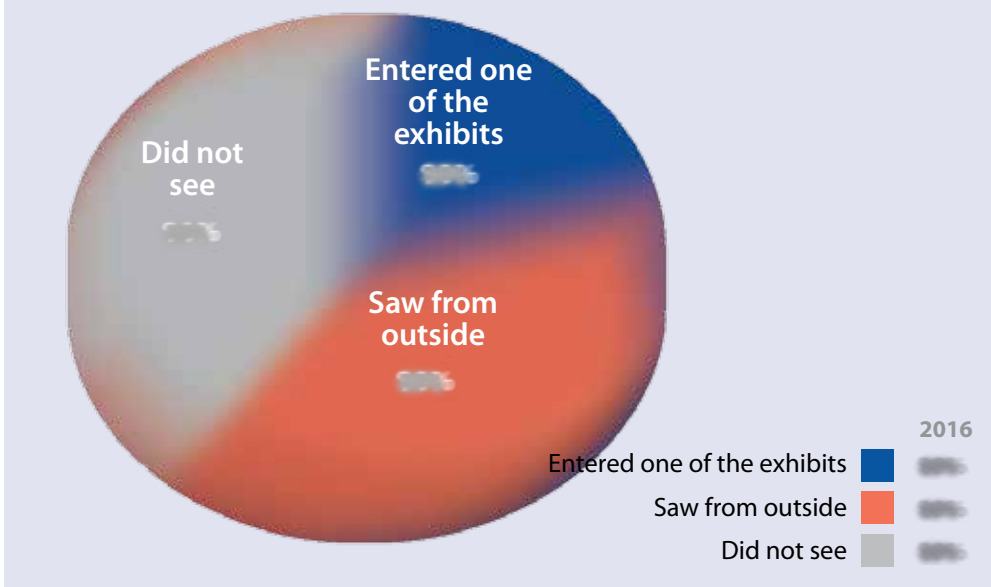


## Extent to which non-OEM sponsors and brands enhanced experience



# State Farm Exhibit Participation

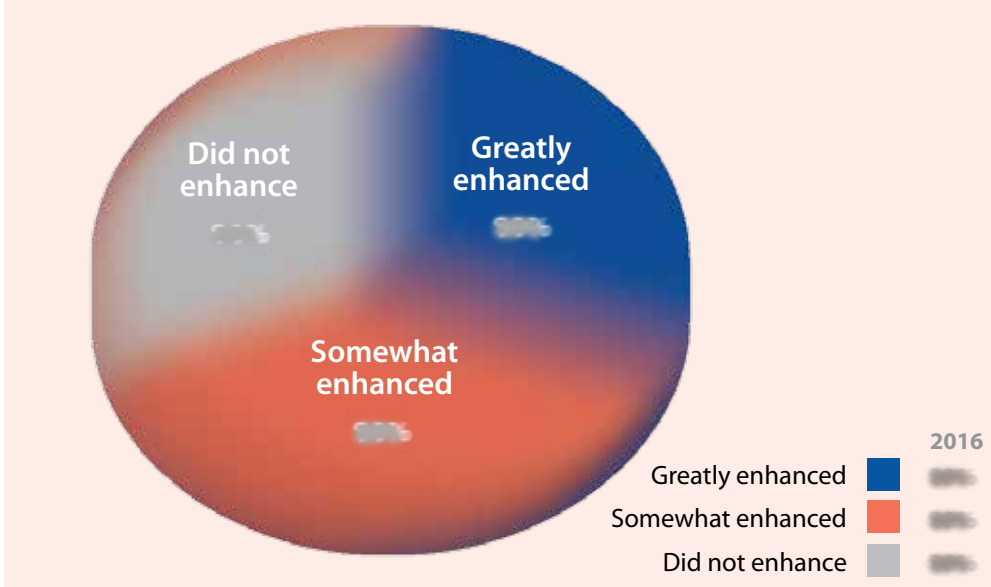
## State Farm Exhibit participation



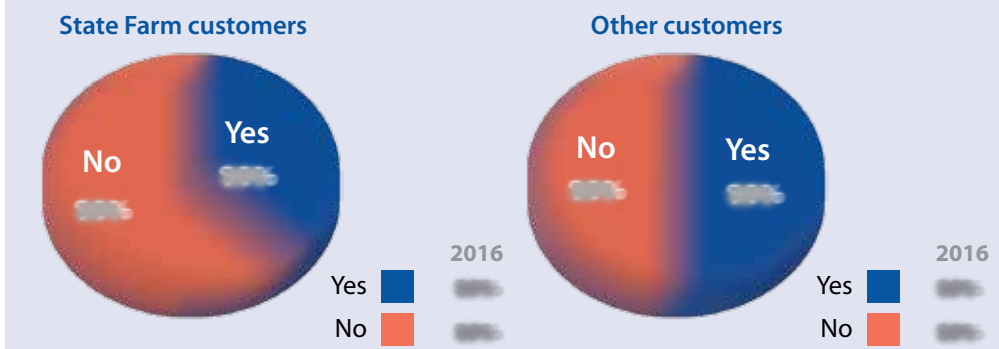
## Activities experienced (among those who entered)



## Extent enhanced show experience (among those who entered)



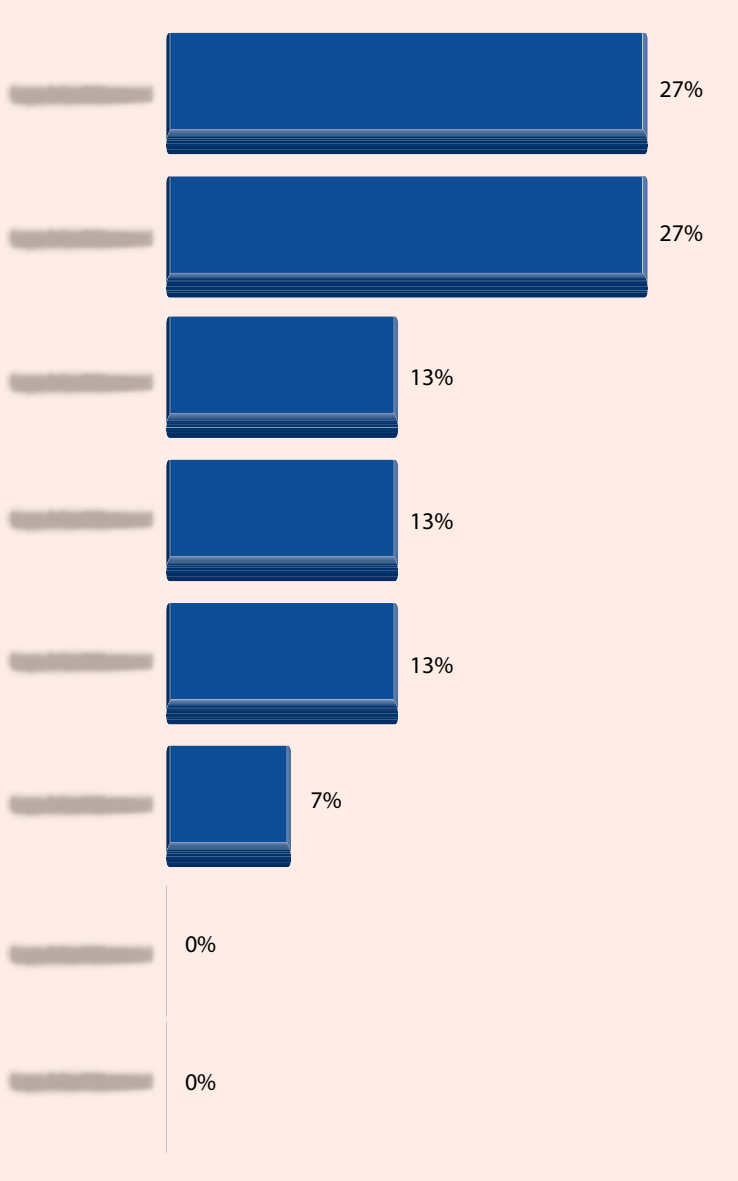
## More likely to consider State Farm than before the show (among those who entered)



# Beverage Consumption

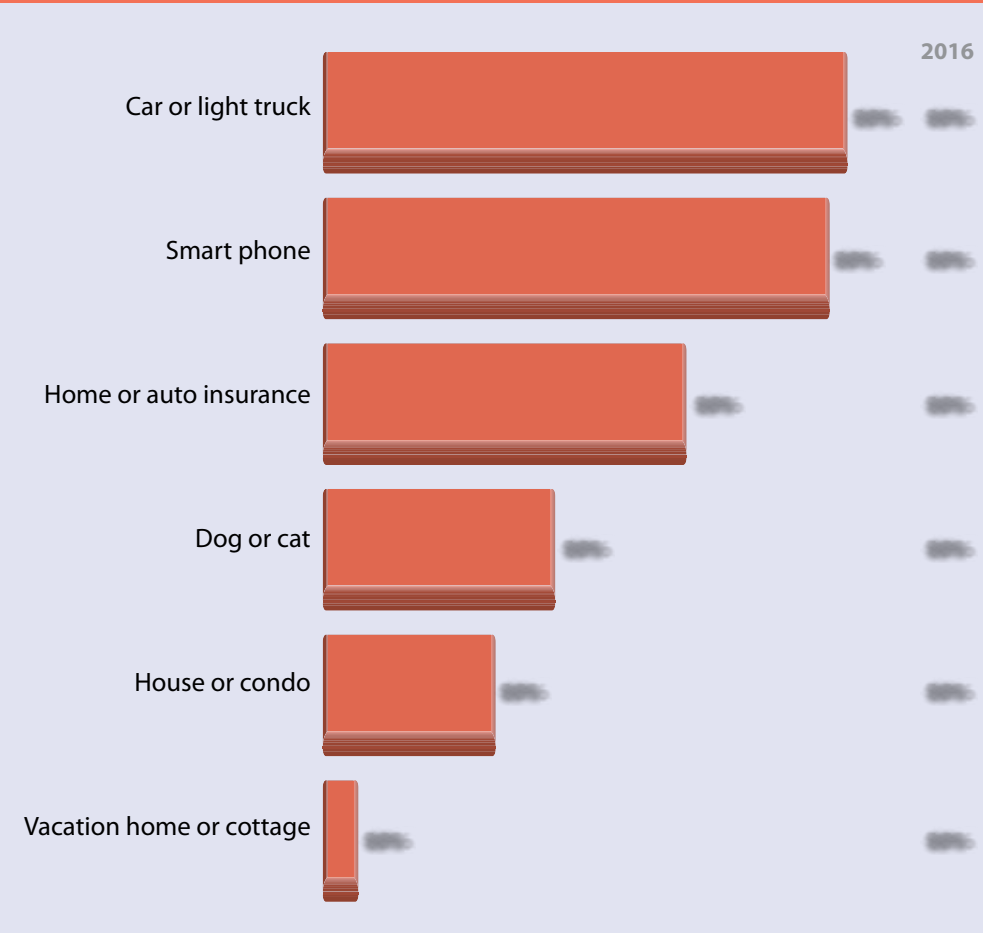
Beverages consumed on-site	Percentage consumed on-site	Average daily consumption (among consumers)
Bottled or boxed water		
Soda or soft drinks		
Coffee or coffee drinks		
Energy drinks		
Beer		
Juice		
Liquor or spirits		
Wine or wine drinks		
Other beverages		

## Type of liquor or spirits consumed most (among those who consumed liquor or spirits)

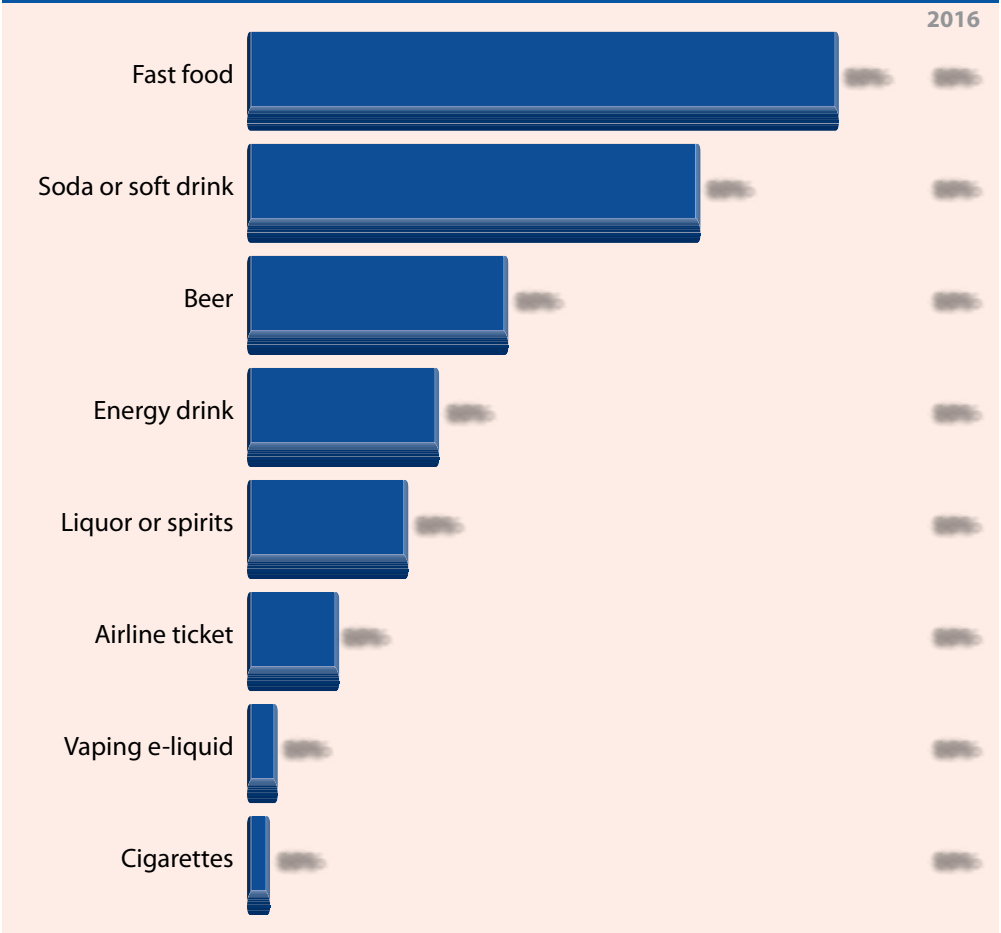


# Product Ownership and Use

## Product ownership



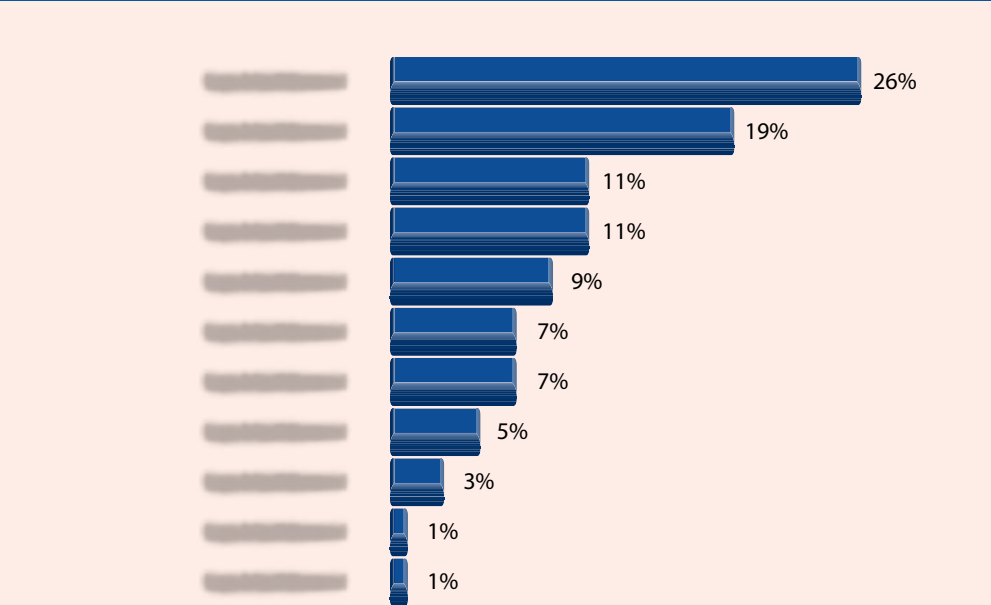
## Products purchasing within next 30 days



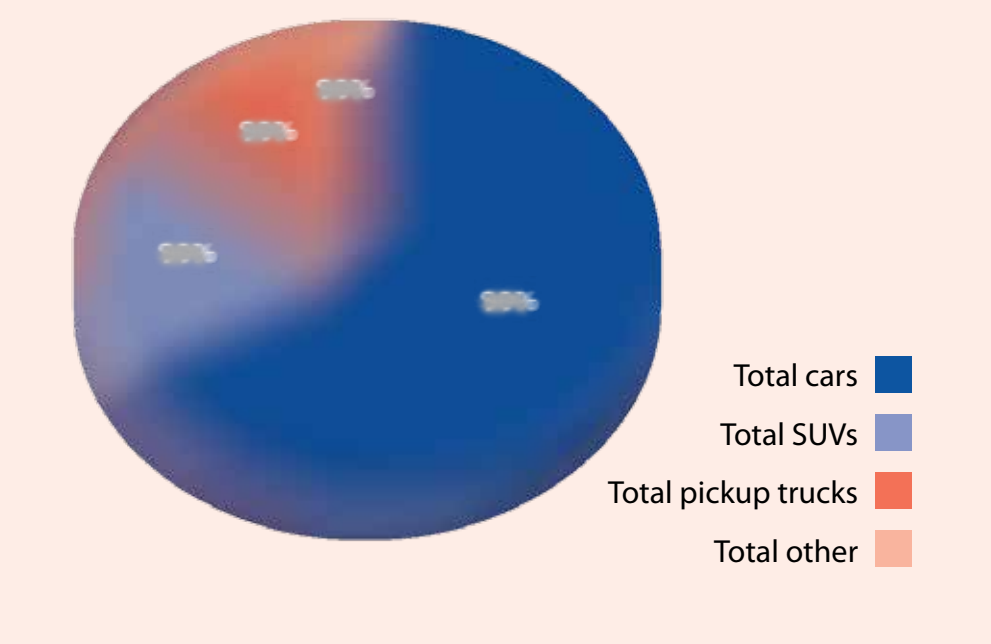
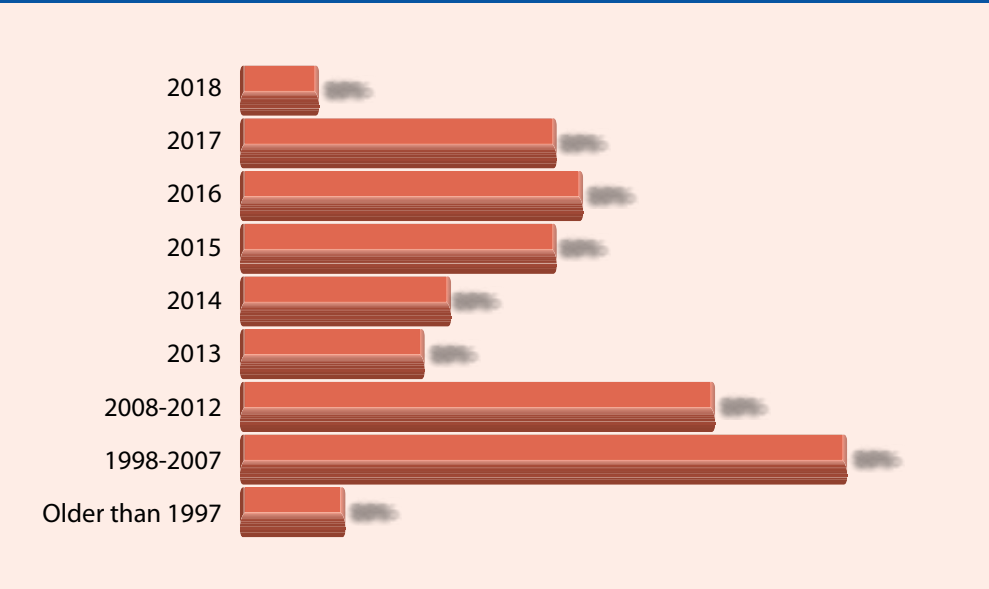
## Vehicle ownership



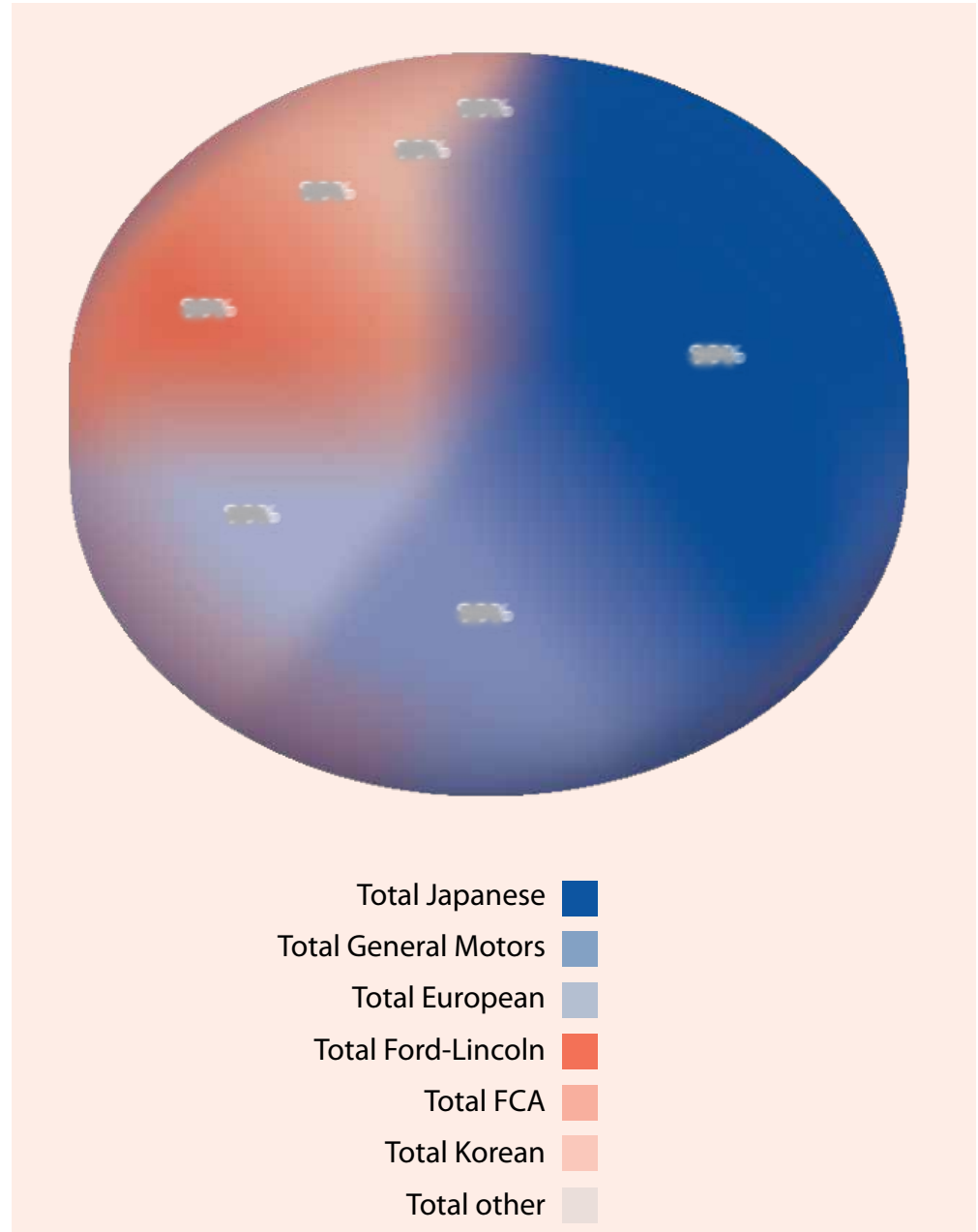
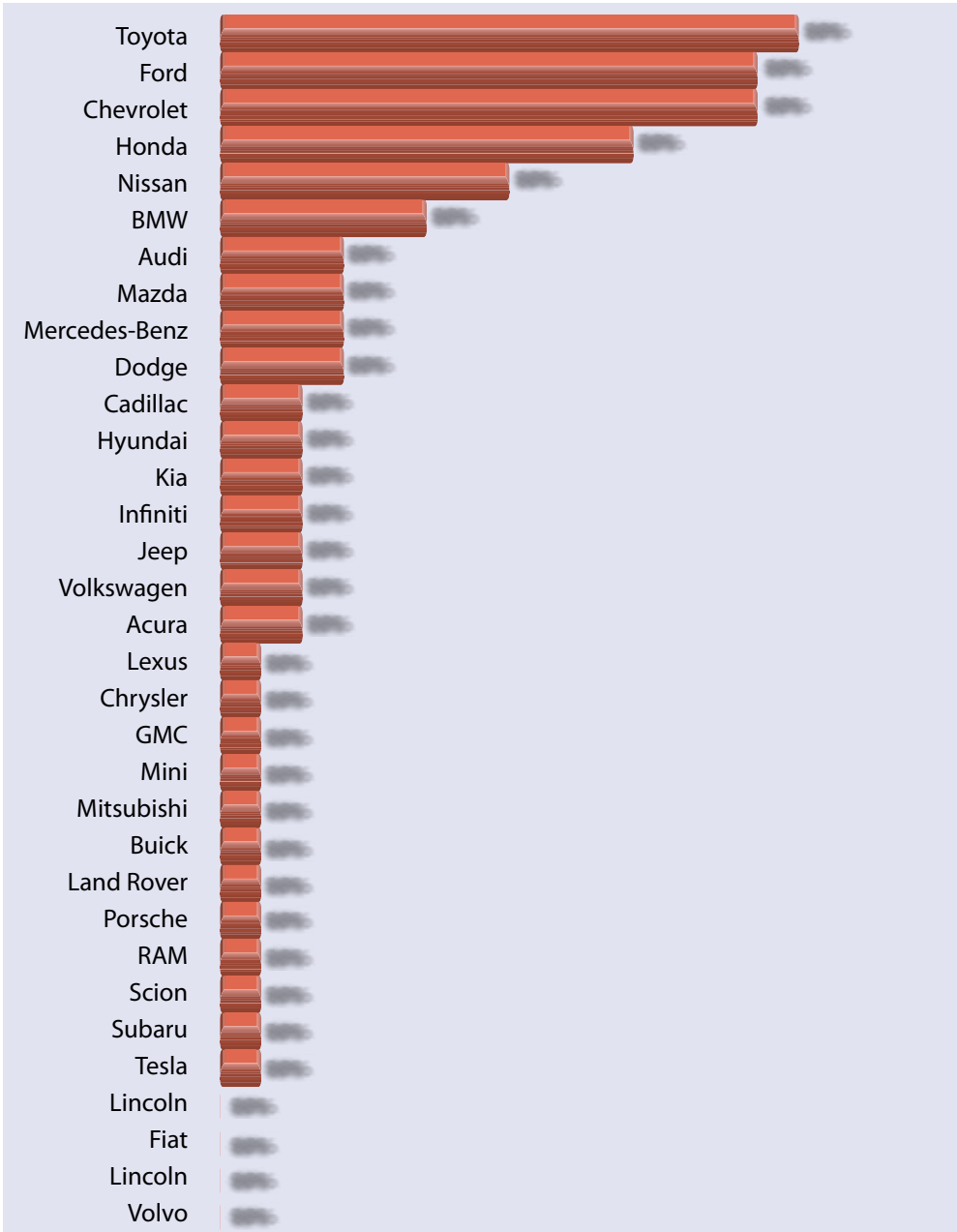
## Type of vehicle driven (among owners)



## Model year of vehicle driven (among owners)



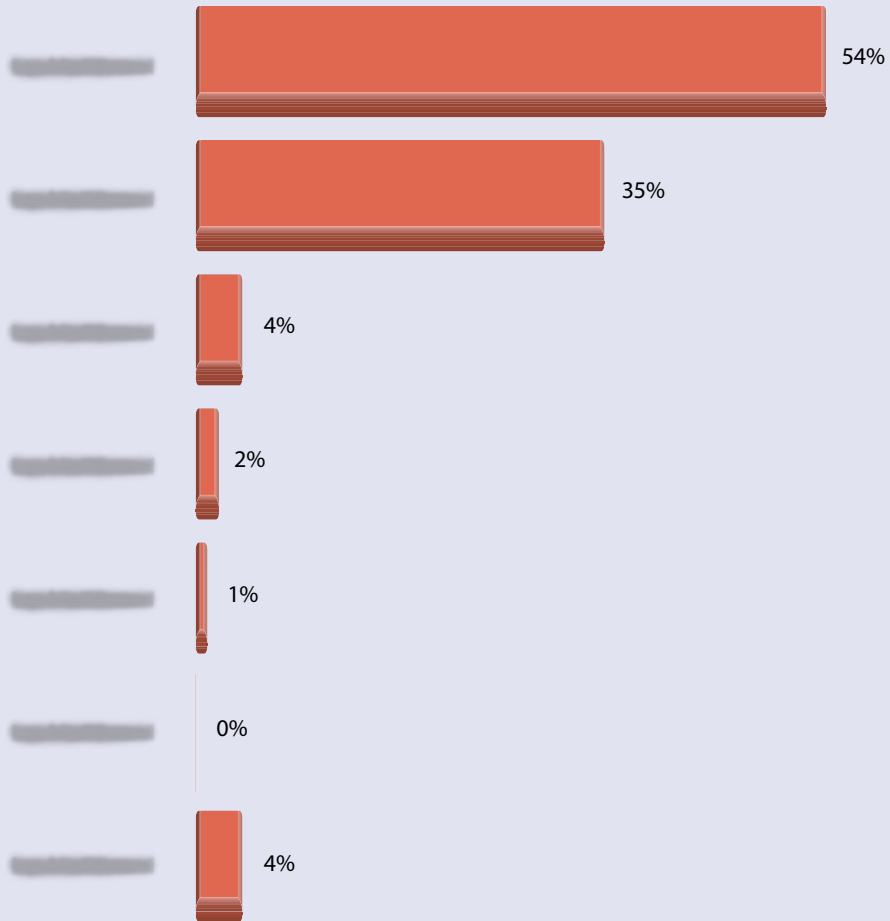
# Brand of Vehicle Driven (among owners)



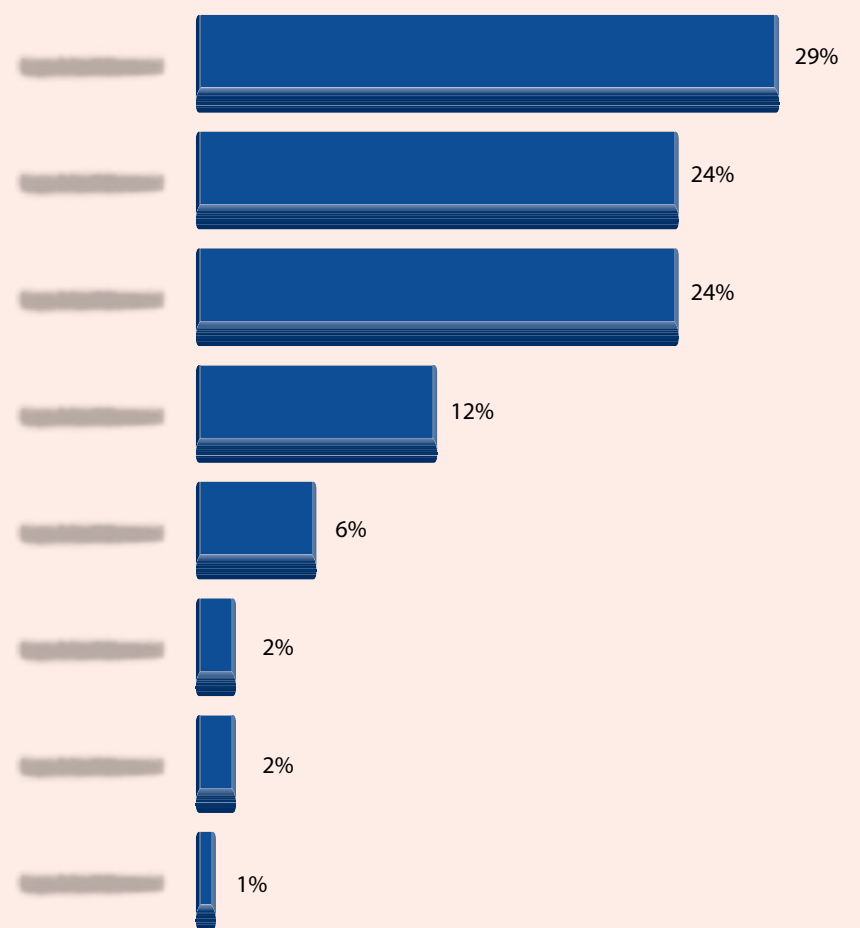


# Telecommunications Brand Preferences

### Smart phone or tablet used most often (among owners)

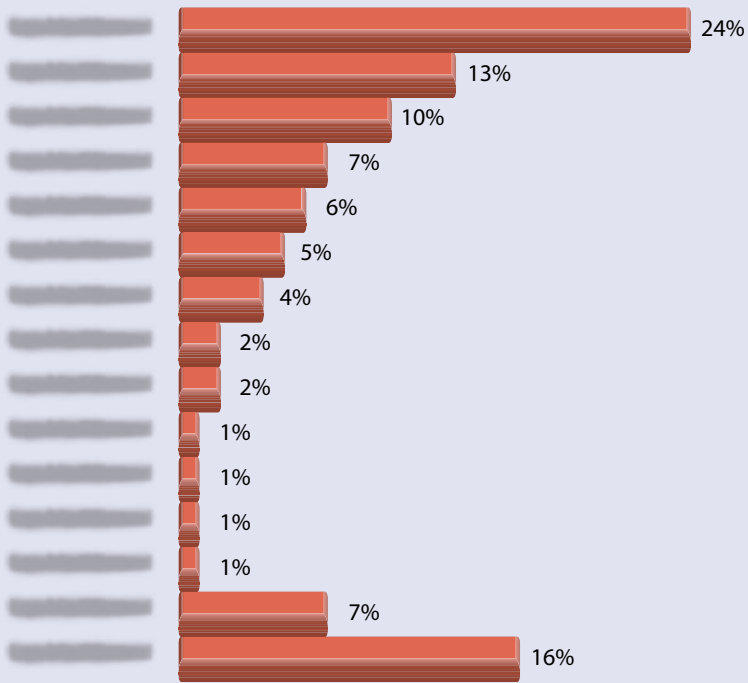


### Wireless service provider (among users)

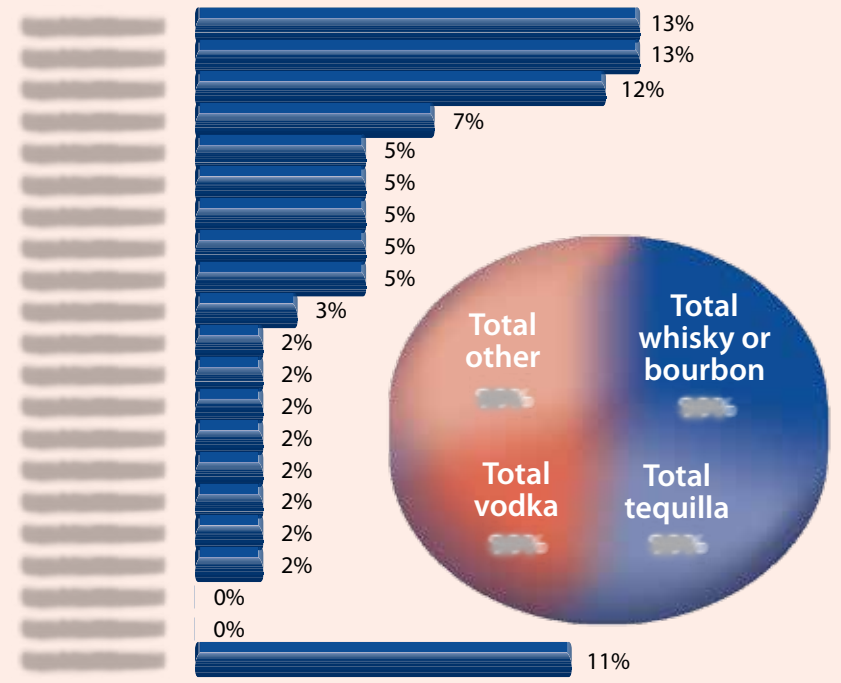


# Beverage Brand Preferences

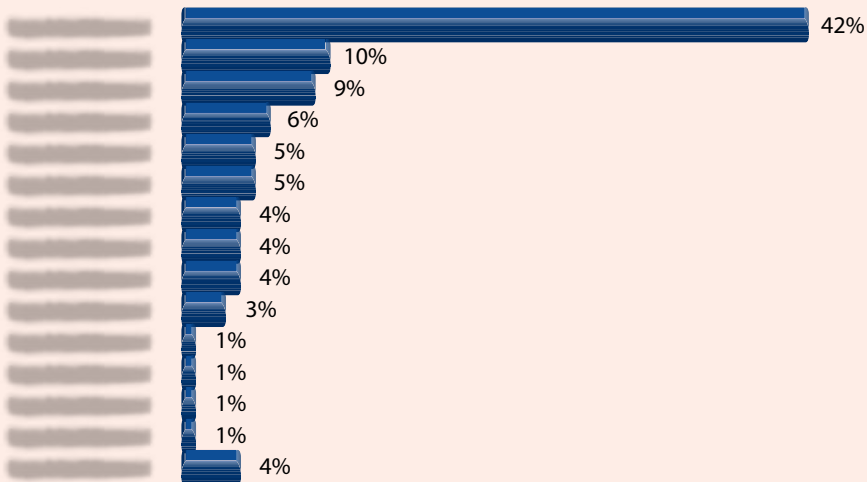
Beer brand drink most often (among beer drinkers)



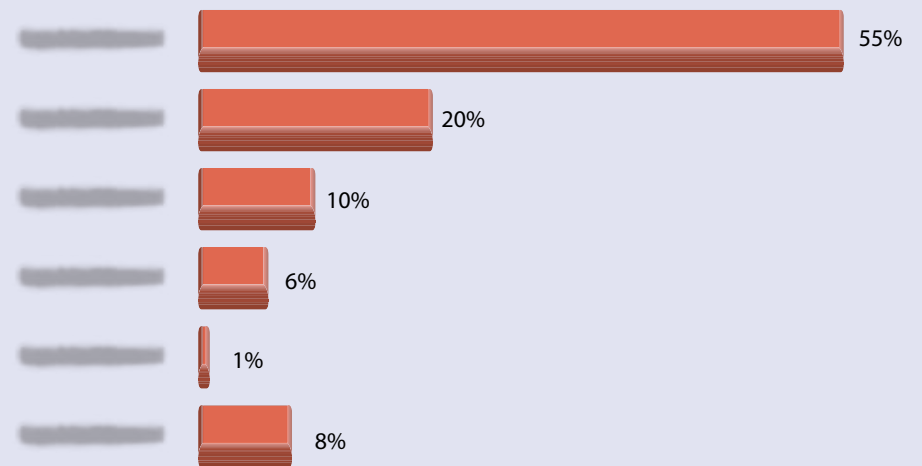
Preferred liquor or spirits brand (among liquor drinkers)



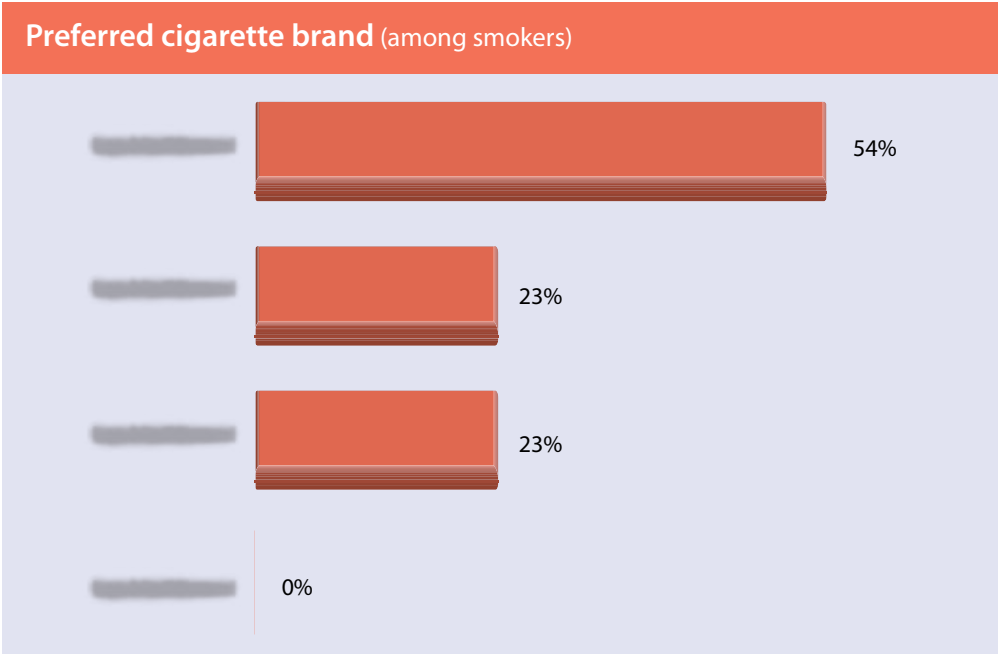
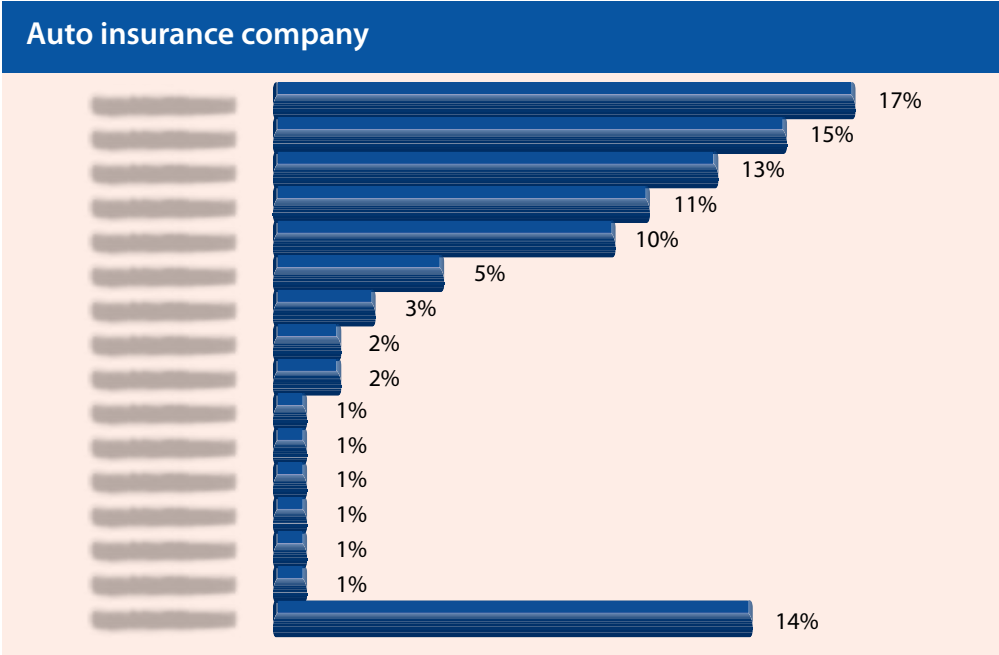
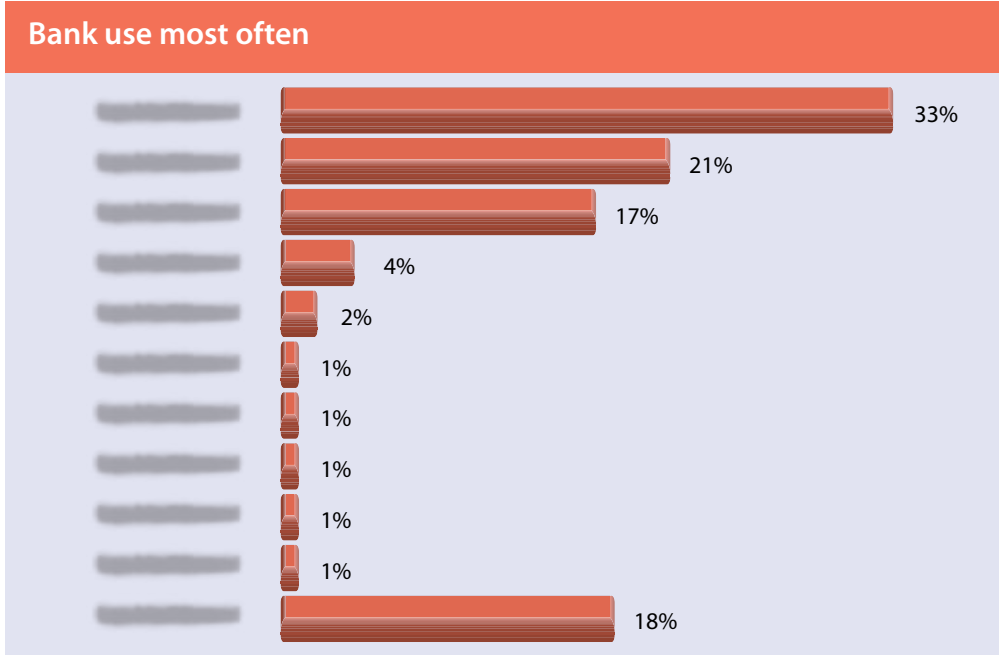
Soda brand drink most often (among soda drinkers)



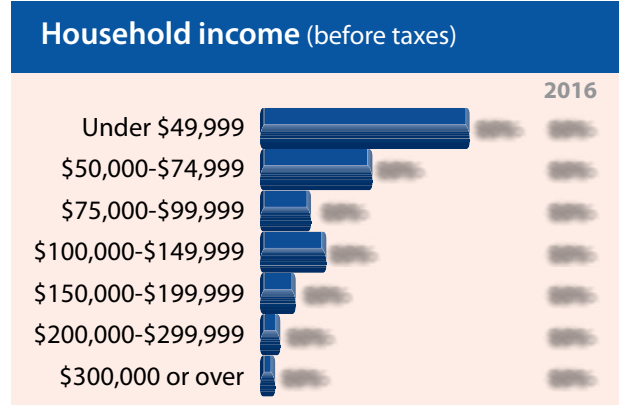
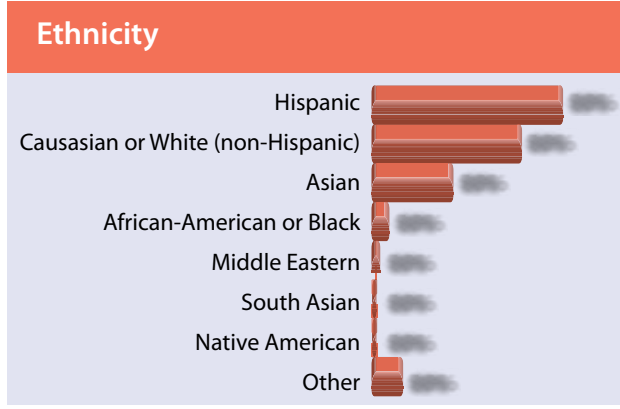
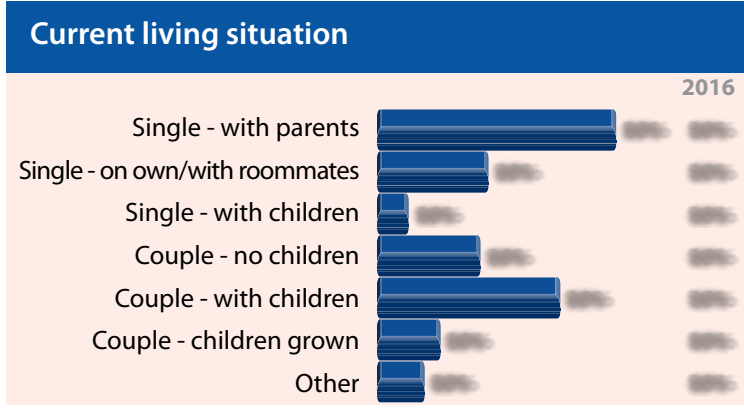
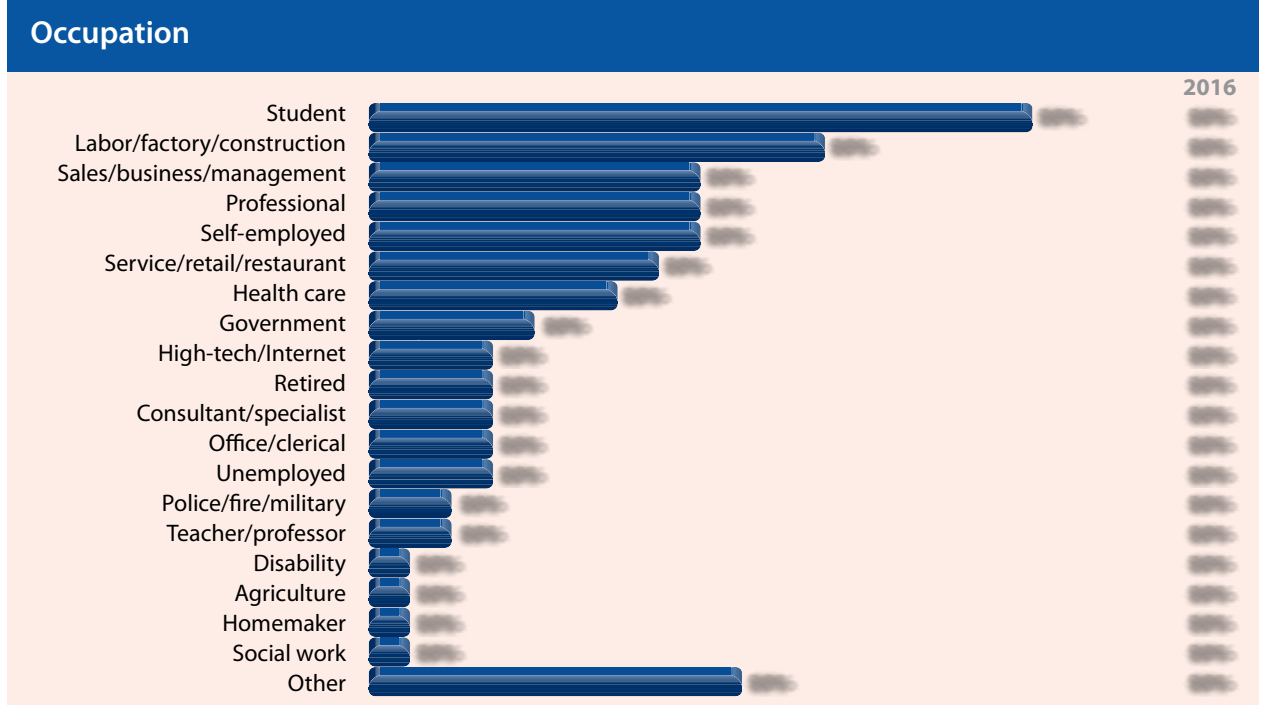
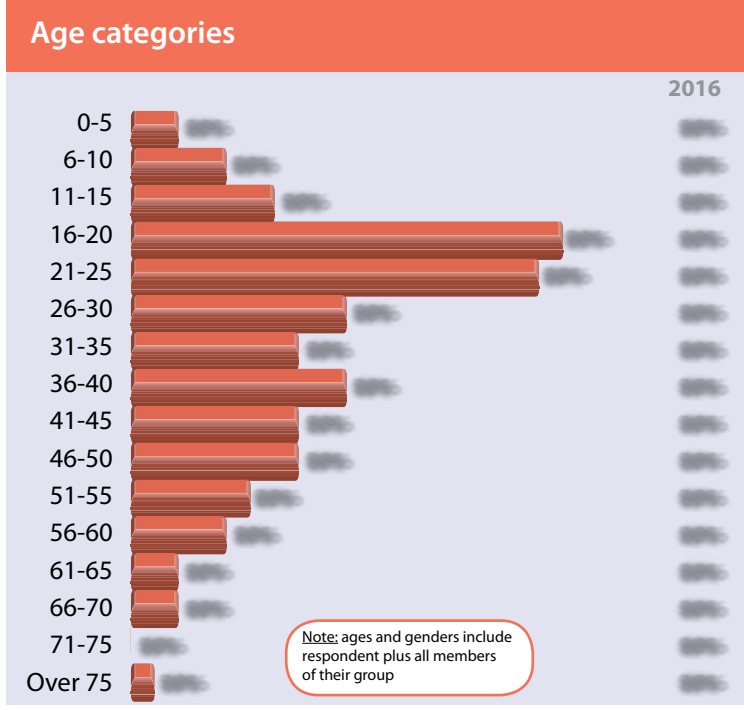
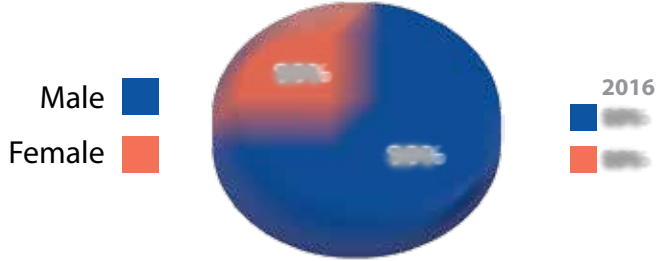
Preferred energy drink brand (among energy drink consumers)



# Other Brand Preferences



# Demographics of Attendees

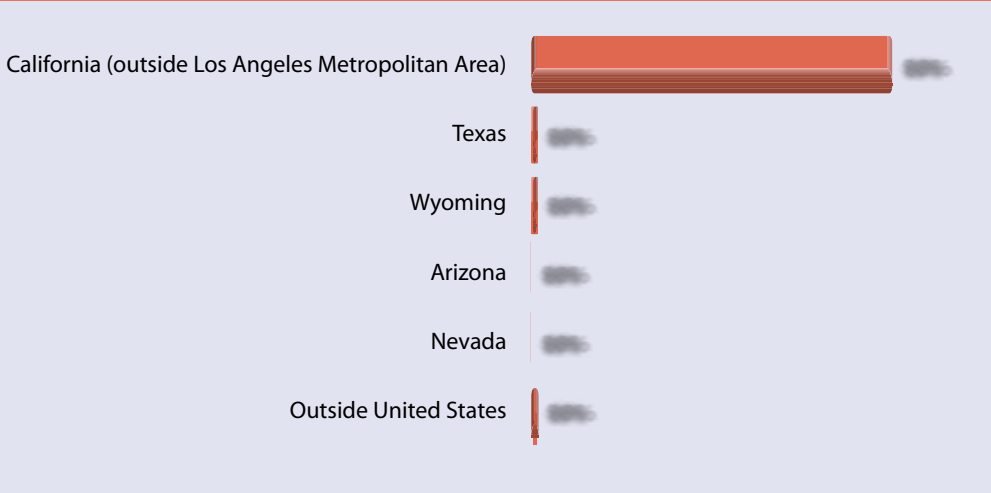


## Estimated attendance

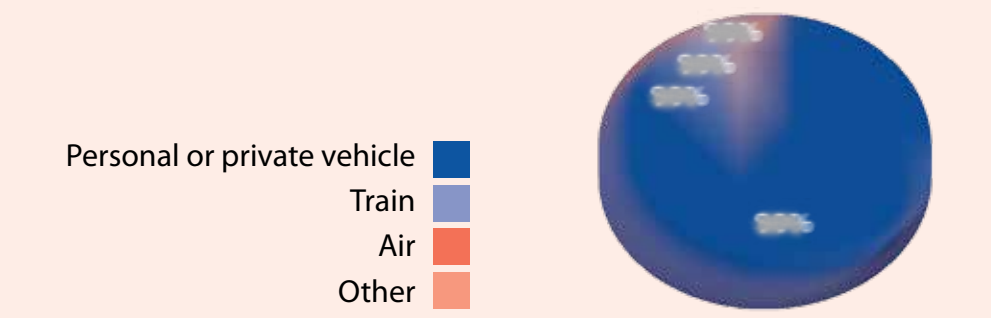
	2017	2016
Total person-visits (from published attendance)		
Average visits per person		
<b>Estimated unique attendees</b>		
Total locals (Los Angeles Metropolitan Area)		
Total non-locals (outside Los Angeles Metropolitan Area)		
<b>Estimated unique attendees</b>		

<b>Average nights stayed</b> (all non-locals)		
<b>Attendee hotel/motel room nights</b>		

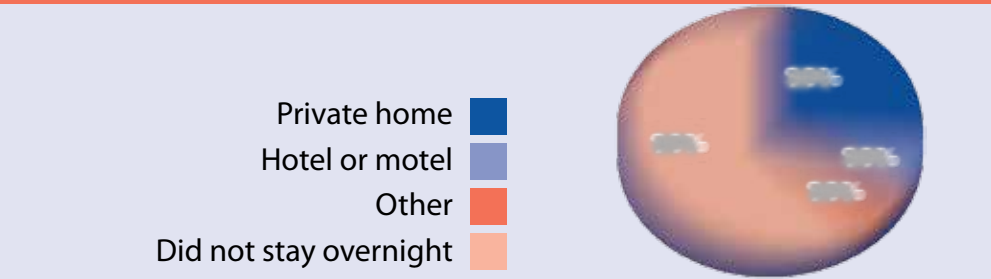
## Place of residence (among non-locals)



## Transportation to region (among non-locals)



## Accommodations in region (among non-locals)



# Economic Impact of Attendees



	2017	2016				
<b>Total spending by non-locals</b>	██████████	██████████	<b>Spending by non-local attendees</b>		<b>Spending by local attendees (not economic impact)</b>	
<b>Economic impact (Industry output)</b>	██████████	██████████	Accommodations	██████████	Admission tickets	██████████
Direct and indirect	██████████	██████████	Admission tickets	██████████	Parking and fuel	██████████
Induced	██████████	██████████	Parking, fuel, and repairs	██████████	Concessions at venue	██████████
<b>Total employment supported (full-year job equivalents)</b>	██████████	██████████	Concessions at venue	██████████	Restaurants outside venue	██████████
<b>Total taxes supported</b>	██████████	██████████	Restaurants outside venue	██████████	Shopping and retail	██████████
Federal	██████████	██████████	Groceries	██████████	Retail clothing	██████████
State	██████████	██████████	Shopping and retail	██████████	Ride share services	██████████
Local	██████████	██████████	Other entertainment	██████████	Public transit or taxis	██████████
			Ride share services	██████████	<b>Total spending by locals</b>	██████████
			Car rentals	██████████		
			Retail clothing	██████████		
			Public transit or taxis	██████████		
			<b>Total spending by non-locals</b>	██████████		

# Comments from Attendees

PREVIEW  
VERSION

"Add more model trims for each car manufacturer."

"Awesome show. Was disappointed that I wasn't able to sit in the Jeep that I want. Kinda lost my interest now."

"Boring for someone going for consecutive years. It feels the same and nothing much new."

"Chevrolet needs to be in the test drives. I wanted to test drive the Camaro for years now and never was able to."

"Enjoyed it immensely. Will attend next year and purchase a weekend early bird ticket."

"Feature an area for kids where they show battery cars (i.e. Peg Perego and other brands). Like an auto show for kids so they feel related."

"Having exotic cars lined up behind ropes does not help a photographer or someone looking to admire the vehicle from multiple angles."

"I don't mind the money for the tickets but the parking prices kind of sucked."

"I took my kid so we could go on the Slingshot ride and the Mercedes-Benz that goes up a ramp then swinging down. But all the rides are 18 and over we were very disappointed."

"I very much appreciated the opportunity to buy an early entry ticket. Other friends I've spoken to were intrigued by the opportunity to see the show without crowds."

"It needs more supercars such as Ferraris, Lamborghinis, Buggattis, and McLaren!"

"It seems that every year there is less free merchandise being given away, including brochures."

"Make Jaguar F-type test drives known! The website said nothing about luxury vehicle test drives before the event."

"Move it back to Thanksgiving week!"

"My oldest son enjoyed the show. Especially all the race cars you had. Thank you so much for the great experience and God bless you."

"Need a kids play area so we can test drive the cars. Not fun that each company had different rules about who could ride."

"Needs a rich variety of food and places to eat. Me and my friends sat on the floor and ate. Pretty ridiculous."

"Saw lots of video at the show. It was a nice touch by the manufacturers!"

"The Nissan exhibit didn't have the GTR, Tesla didn't have the Roadster, Cadillac didn't have CTS-V coupe, Subaru didn't have the Evo."

"Use video guide to introduce different vehicle models in different languages."



Enigma Independent Event Audits provide unbiased data for senior marketers. Leading event marketing brands subscribe to confidential reports. Event promoters and marketing agencies are not involved in the data collection. Unauthorized copying or distribution is strictly prohibited.

## Survey technique

Survey method	Unbiased, online post-event survey
Field dates	One week commencing Sunday evening
Sampling method	Proprietary algorithm featuring targeted pay-per-click ads and other databases
Sample size	Approximately 1000 respondents
Incentive for respondents	\$200 Visa gift card

## Verification

- Skill-testing questions at end of survey verify actual attendance
- Names and email addresses of respondents collected
- Subscribers may request skill-testing response data or email lists for independent verification

## About Enigma Research Corporation®

- World's leading event research firm
- Approximately 1000 events surveyed since 1993
- Offices in New York, Toronto, and Santa Monica

## Other Enigma Independent Event Audits

- No list of events is publicly distributed. Consultants must be contacted for a list of scheduled events.

