

ENIGMA INDEPENDENT EVENT AUDITS
Unbiased Intelligence for Senior Marketers

2017 NEW YORK INTERNATIONAL AUTO SHOW
New York, New York

April 14-23, 2017



enigma
research



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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 GEICO
- 3 DUB

Most visited manufacturer exhibits

- 1 Ford
- 2 Dodge
- 3 Toyota

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 Lexus
- 2 Lincoln
- 3 Subaru

Top preferred brands of attendees

- Wireless services: Verizon
- Auto insurance: GEICO
- Energy drink: Red Bull

Most popular features within manufacturer exhibits

- 1 LED-covered Lexus IS
- 2 Dodge Demon drag race
- 3 Nissan Star Wars displays

Tourism and economic impact

- Percentage non-local: 27%
- Estimated hotel room nights: 19,200
- Estimated economic impact of attendees: \$48.7M

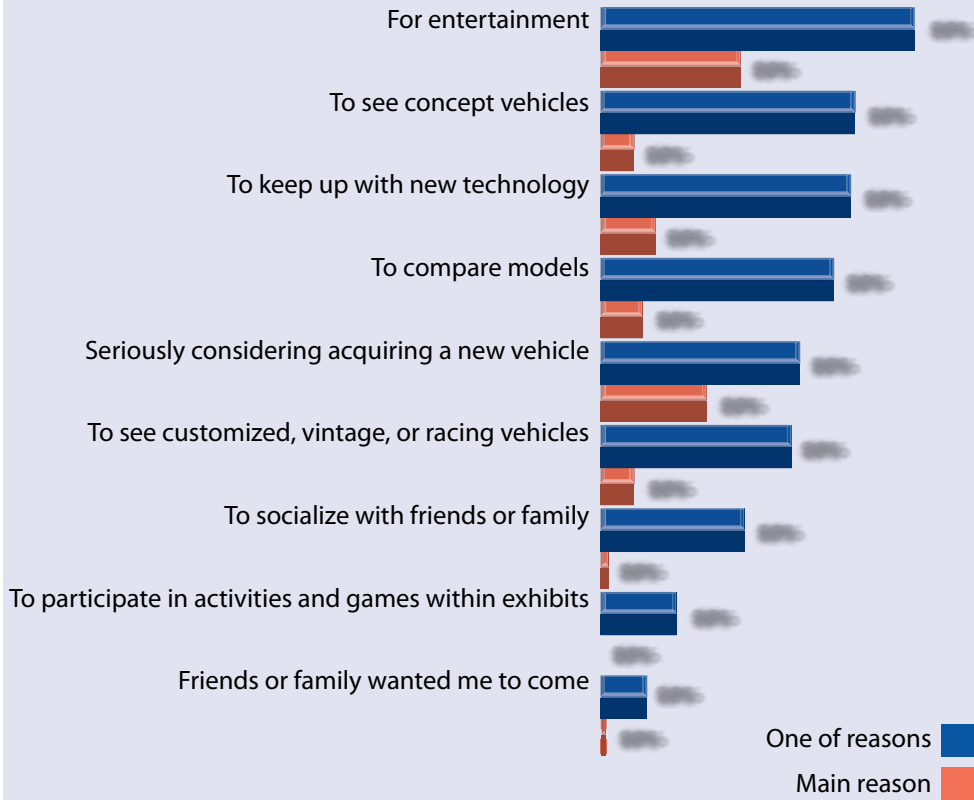
Most popular feature attractions

- 1 NYC Police Museum
- 2 Trans Am exhibit
- 3 Vehicle test rides (Camp Jeep and Toyota)

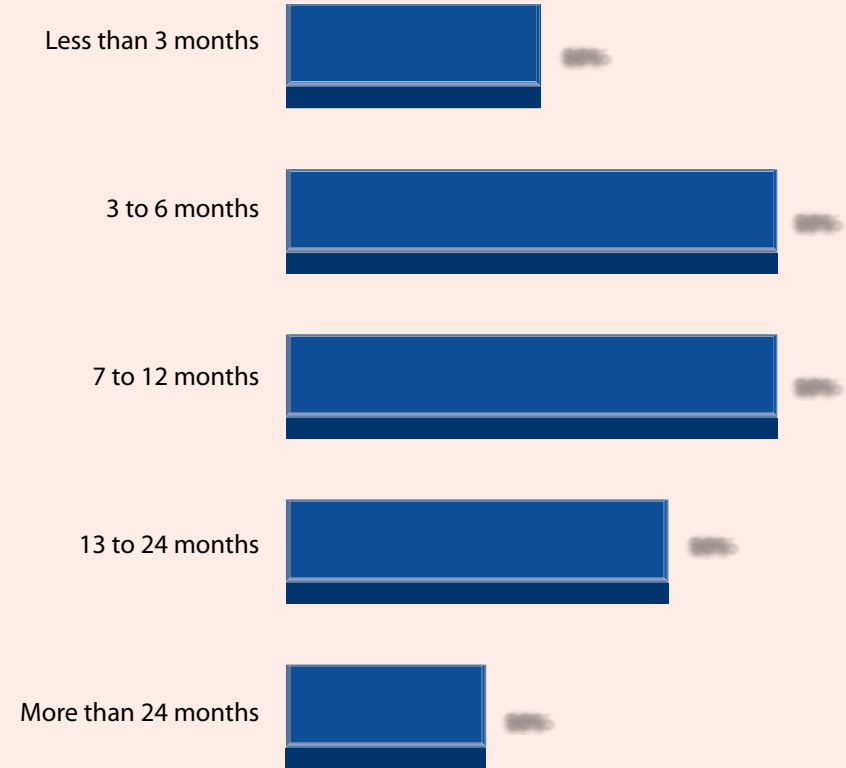
Best attendee comments

- "I have not missed an auto show in 30 years. I have the souvenir books to prove it."
- "I enjoyed the DUB Show Tour! It made the auto show lit!"
- "The pull steak on the second floor was dare I say better than my mother's."

Reasons for attending the event (aided)



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



Event ratings

excellent good fair poor



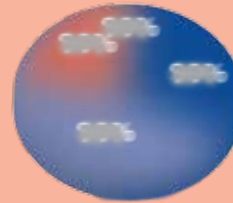
Quality of exhibits



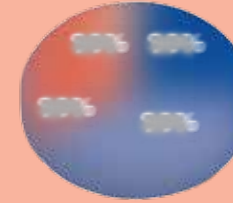
Cleanliness



Variety of exhibits



Value for admission price

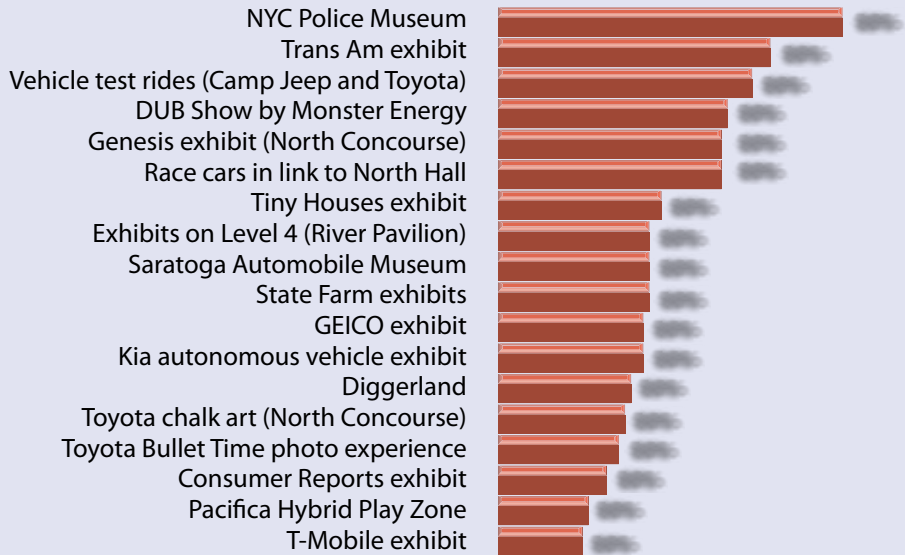


Quality of food and beverage

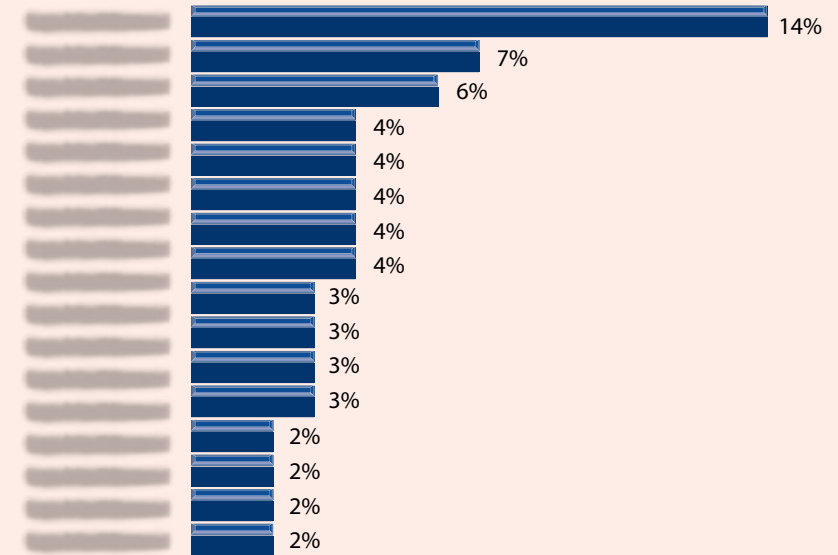


Variety of food and beverage

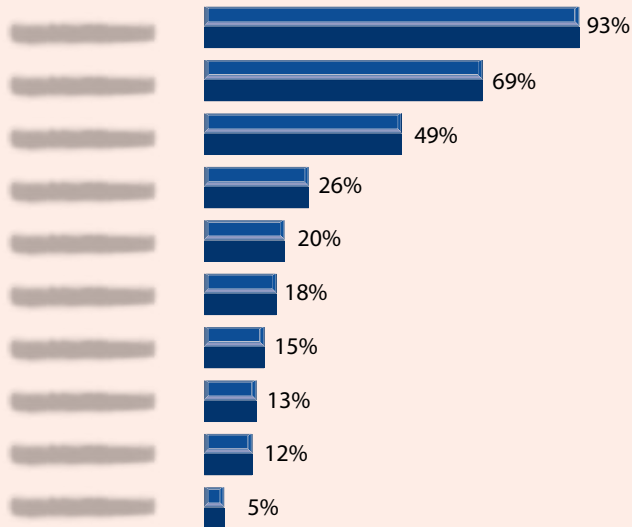
Feature attractions visited at show



Brand of favorite vehicle at show (unaided)



Types of attractions enjoy experiencing within manufacturer exhibits



Auto Manufacturer Exhibit Evaluations

PREVIEW
VERSION



| | Ford | Dodge | Toyota | Mercedes-Benz | BMW-Mini | Chevrolet | Nissan | Honda |
|------------------------------|------|-------|--------|---------------|----------|-----------|--------|-------|
| PARTICIPATION RANKING | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| ENHANCEMENT RANKING | | | | | | | | |

PARTICIPATION

| | | | | | | | | |
|------------------|------|------|------|------|------|------|------|------|
| Entered exhibit | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Saw from outside | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Did not see | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |

ACTIONS TAKEN (among those who entered)

| | | | | | | | | |
|-----------------------|------|------|------|------|------|------|------|------|
| 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)

| | | | | | | | | | | | |
|----------------------------------|------|-----------------------------------|------|--|------|--|------|--|------|--|------|
| F-150 Trailer Backup Assist demo | 100% | Played or watched Demon drag race | 100% | Watched show on Toyota Live Stage | 100% | Tried or watched Robotics Tech Studio | 100% | Looked at or took photos of Star Wars displays | 100% | Entered contest to win Civic | 100% |
| Experienced Future Mobility VR | 100% | Entered contest to win \$45,000 | 100% | Used Instagram photo kiosk | 100% | Played or watched Electronic Design Studio | 100% | Saw Rogue Dogue dog display | 100% | Looked at camping tents | 100% |
| Build Your Own Button | 100% | | | Took Action Photo with BMX or skateboard | 100% | Used sports card themed photo kiosk | 100% | Played or watched GT-R game | 100% | Played Dream Machine cannon game | 100% |
| Color Me Mobility | 100% | | | | | | | Used Nissan Innovation VR app | 100% | Received prize or gift | 100% |
| Active Park Assist | 100% | | | | | | | Used Share Your Nissan Style kiosk | 100% | Used kiosk to change window colors on HR-V | 100% |
| Fantastic Face | 100% | | | | | | | | | | |

EXTENT ENHANCED EVENT EXPERIENCE (among those who entered)

| | | | | | | | | |
|-------------------|------|------|------|------|------|------|------|------|
| Greatly enhanced | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Somewhat enhanced | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Did not enhance | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |

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

| | | | | | | | | |
|-----------------------|------|------|------|------|------|------|------|------|
| Japanese owners | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| European owners | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| FCA 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% |
| Korean owners | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

Auto Manufacturer Exhibit Evaluations

PREVIEW
VERSION



Kia

Jeep

Subaru

Volkswagen

Audi

Alfa Romeo

Cadillac

Lexus

PARTICIPATION RANKING

9

10

11

12

13

14

15

16

ENHANCEMENT RANKING



PARTICIPATION

| | | | | | | | | |
|------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Entered exhibit | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Saw from outside | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Did not see | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

ACTIONS TAKEN (among those who entered)

| | | | | | | | | |
|-----------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Sat in vehicle | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Listened to presenter | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Spoke with specialist | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

SPECIAL FEATURES EXPERIENCED (among those who entered)

| | | | | | | | | | | | |
|-------------------------------------|--------------------------|---------------------------------|--------------------------|-------------------------|--------------------------|-----------------------------------|--------------------------|--|--------------------------|---------------------------------|--------------------------|
| Saw or took photos with Kia Hamster | <input type="checkbox"/> | Entered contest to win \$45,000 | <input type="checkbox"/> | Tried VR experience app | <input type="checkbox"/> | Played or watched GTI racing game | <input type="checkbox"/> | Used vehicle customization feature on large screen | <input type="checkbox"/> | Looked at LED-covered Lexus IS | <input type="checkbox"/> |
| Used Kia Hamster photo booth | <input type="checkbox"/> | | | | | | | | | Looked at Mark Levinson RCF GT3 | <input type="checkbox"/> |

EXTENT ENHANCED EVENT EXPERIENCE (among those who entered)

| | | | | | | | | | |
|-------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Greatly enhanced | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Somewhat enhanced | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Did not enhance | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

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

| | | | | | | | | |
|-----------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Japanese owners | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| European owners | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| FCA owners | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| General Motors owners | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Ford-Lincoln owners | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Korean owners | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Auto Manufacturer Exhibit Evaluations

PREVIEW
VERSION



GMC

Porsche

Chrysler

Jaguar-Land Rover

Genesis

Infiniti

Hyundai

Acura

PARTICIPATION RANKING

17

18

19

20

21

22

23

24

ENHANCEMENT RANKING



PARTICIPATION

| | | | | | | | | |
|------------------|------|------|------|------|------|------|------|------|
| Entered exhibit | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Saw from outside | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Did not see | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |

ACTIONS TAKEN (among those who entered)

| | | | | | | | | |
|-----------------------|------|------|------|------|------|------|------|------|
| 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)

| | | | | | | | | | |
|-----------------------------------|------|---------------------------|------|------------------------------|------|--|------|-------------------------------|------|
| Visited Pacifica Hybrid Play Zone | 100% | Tried VR demonstration | 100% | Used 0-60mph texting display | 100% | Played or watched Gran Turismo 6 | 100% | Played or watched NSX VR game | 100% |
| Entered contest to win \$45,000 | 100% | Played Jaguar racing game | 100% | | | Entered Ioniq Hybrid/ Best Buy contest | 100% | Entered trip to Maui contest | 100% |
| | | | | | | Participated in #HyundaiSwag contest | 100% | | |

EXTENT ENHANCED EVENT EXPERIENCE (among those who entered)

| | | | | | | | | |
|-------------------|------|------|------|------|------|------|------|------|
| Greatly enhanced | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Somewhat enhanced | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Did not enhance | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |

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

| | | | | | | | | |
|-----------------------|------|------|------|------|------|------|------|------|
| Japanese owners | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| European owners | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| FCA 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% |
| Korean owners | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

Auto Manufacturer Exhibit Evaluations

PREVIEW
VERSION



RAM

Volvo

Buick

Lincoln

Fiat

Maserati

Mazda

Mitsubishi

25

26

27

28

29

30

31

32

PARTICIPATION RANKING

ENHANCEMENT RANKING

PARTICIPATION

| | | | | | | | | |
|------------------|------|------|------|------|------|------|------|------|
| Entered exhibit | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Saw from outside | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Did not see | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |

ACTIONS TAKEN (among those who entered)

| | | | | | | | | |
|-----------------------|------|------|------|------|------|------|------|------|
| 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)

| | | | | | | | | | |
|---------------------------------|----|-------------------------------|------|------------------------|------|----------------------------|------|---------------------------------|------|
| Entered contest to win \$45,000 | 0% | Experienced driving simulator | 100% | Relaxed in lounge area | 100% | Used personal style kiosks | 100% | Used 360-degree photo feature | 100% |
| | | | | | | | | Entered contest to win \$45,000 | 100% |

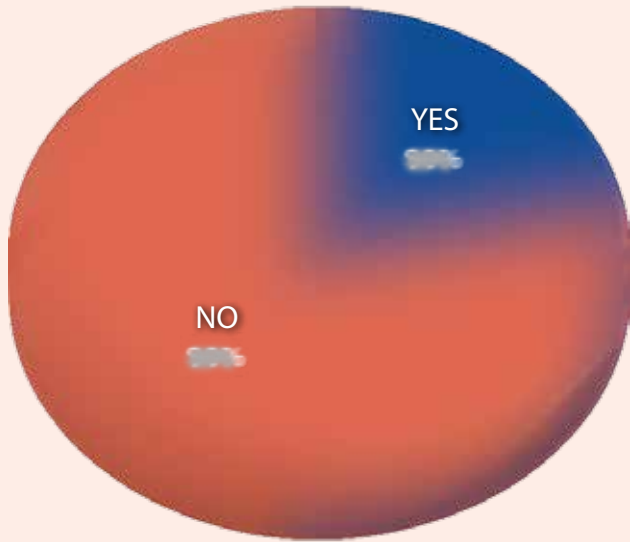
EXTENT ENHANCED EVENT EXPERIENCE (among those who entered)

| | | | | | | | | |
|-------------------|------|------|------|------|------|------|------|------|
| Greatly enhanced | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Somewhat enhanced | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Did not enhance | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |

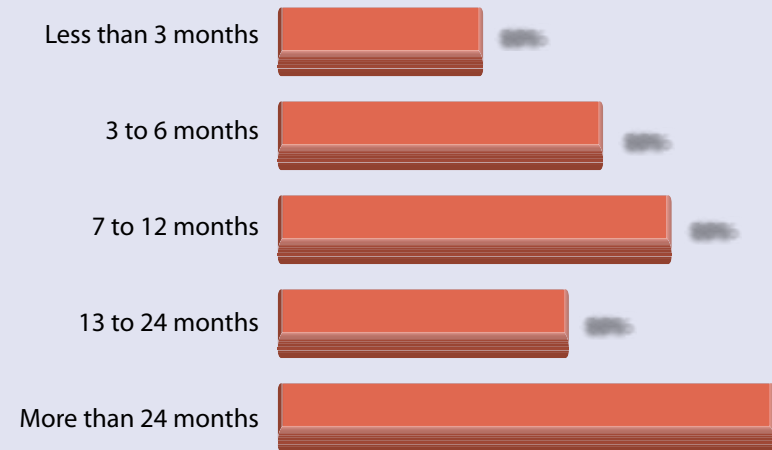
MORE LIKELY TO PURCHASE BRAND THAN BEFORE THE EVENT (among those who entered)

| | | | | | | | | |
|-----------------------|------|------|------|------|------|------|------|------|
| Japanese owners | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| European owners | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| FCA 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% |
| Korean owners | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

Experienced test rides at show

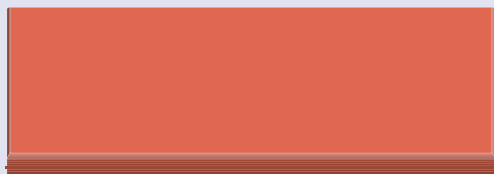


Time frame for next vehicle acquisition (among test ride participants)

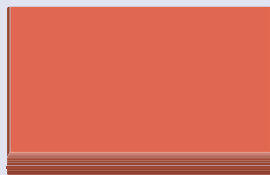


Test rides experienced (among test ride participants)

Camp Jeep New York



Toyota Rav4 and Highlander Driving Experience



Extent enhanced show experience

Camp Jeep participants

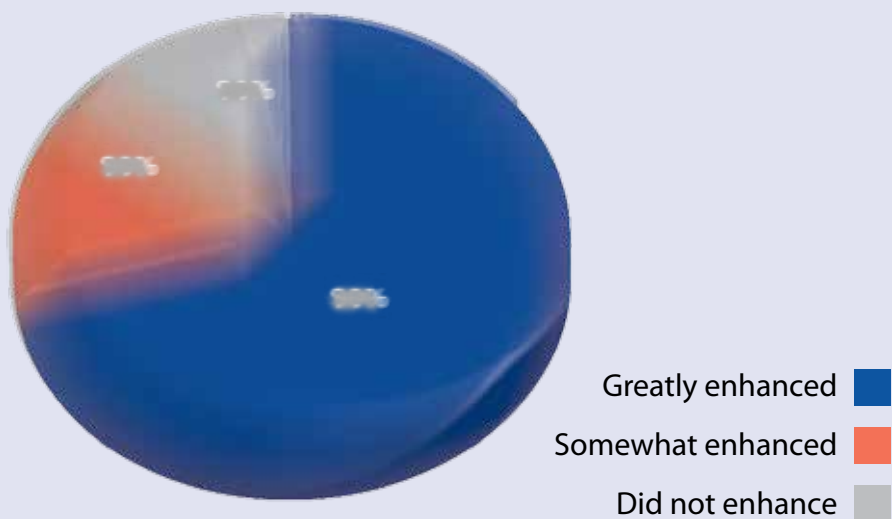


More likely to consider brands tested

Camp Jeep participants



Toyota Driving Experience participants

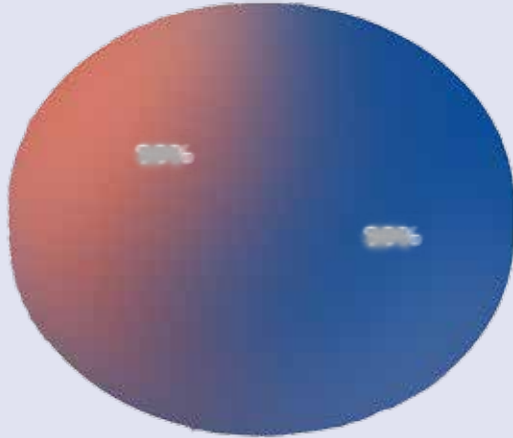


Toyota Driving Experience participants



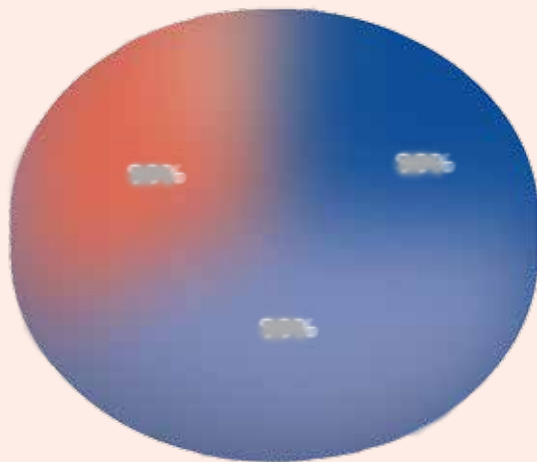
Other Sponsors and Activations

Non-OEM sponsor recall



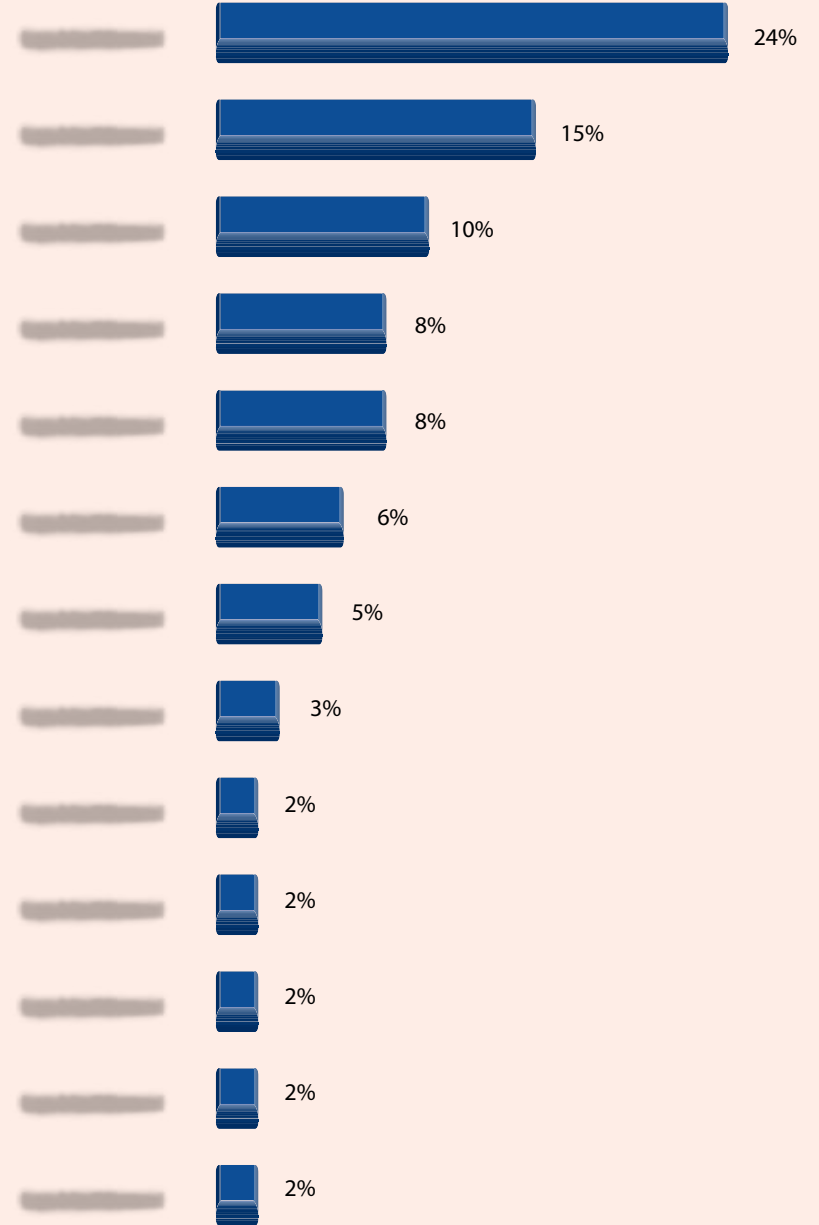
Could recall at least one non-OEM sponsor ■
 Could not recall any non-OEM sponsors ■

Extent to which non-OEM sponsors and brands enhanced experience



Greatly enhanced ■
 Somewhat enhanced ■
 Did not enhance ■

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



State Farm Exhibit participation

PARTICIPATION

| | |
|---------------------|--------------------------|
| Entered the exhibit | <input type="checkbox"/> |
| Saw from outside | <input type="checkbox"/> |
| Did not see | <input type="checkbox"/> |

ACTIONS TAKEN (among those who entered)

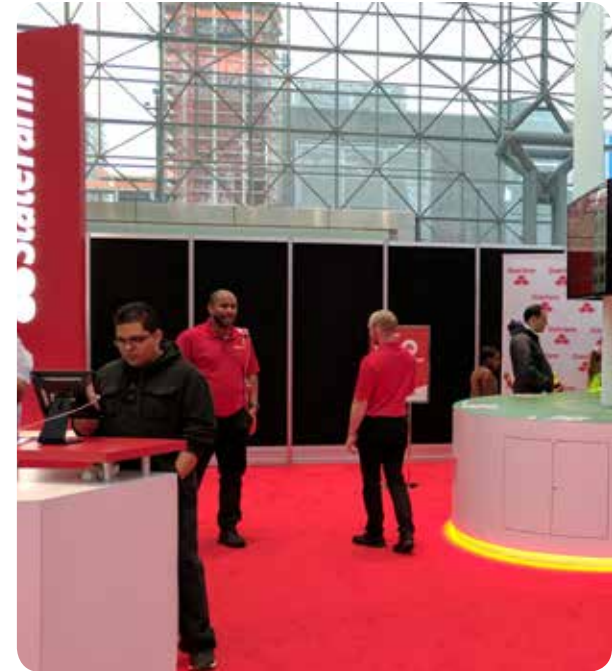
| | |
|---|--------------------------|
| Received State Farm bag or merchandise | <input type="checkbox"/> |
| Spoke with product specialist | <input type="checkbox"/> |
| Played or watched matching game on wall | <input type="checkbox"/> |
| Played or watched electronic driving game | <input type="checkbox"/> |
| Played or watched cartoon flip game on wall | <input type="checkbox"/> |

EXTENT ENHANCED EVENT EXPERIENCE (among those who entered)

| | |
|-------------------|--------------------------|
| Greatly enhanced | <input type="checkbox"/> |
| Somewhat enhanced | <input type="checkbox"/> |
| Did not enhance | <input type="checkbox"/> |

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

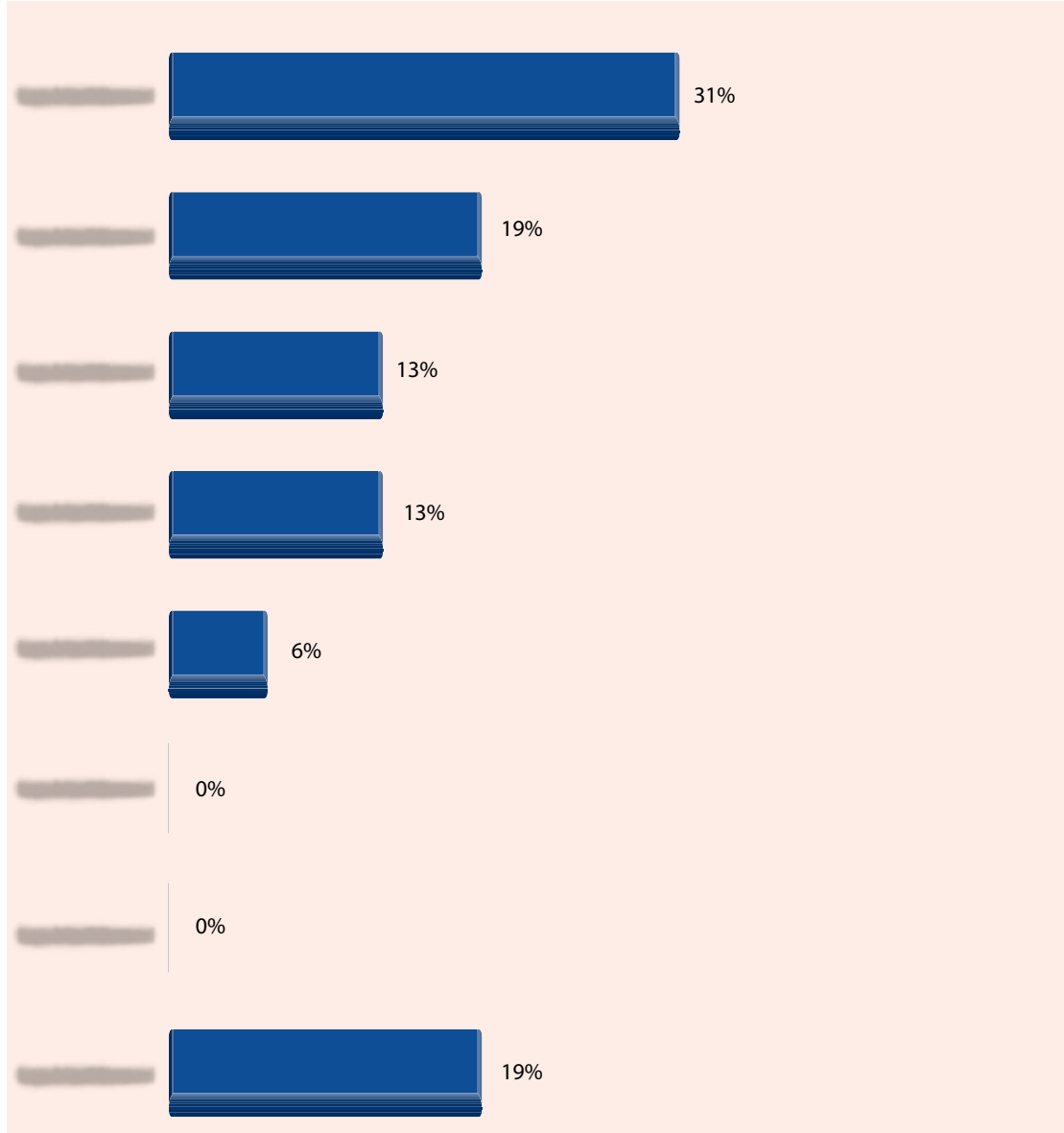
| | | |
|----------------------|-----|--------------------------|
| State Farm customers | Yes | <input type="checkbox"/> |
| | No | <input type="checkbox"/> |
| Other customers | Yes | <input type="checkbox"/> |
| | No | <input type="checkbox"/> |



On-site Beverage Consumption

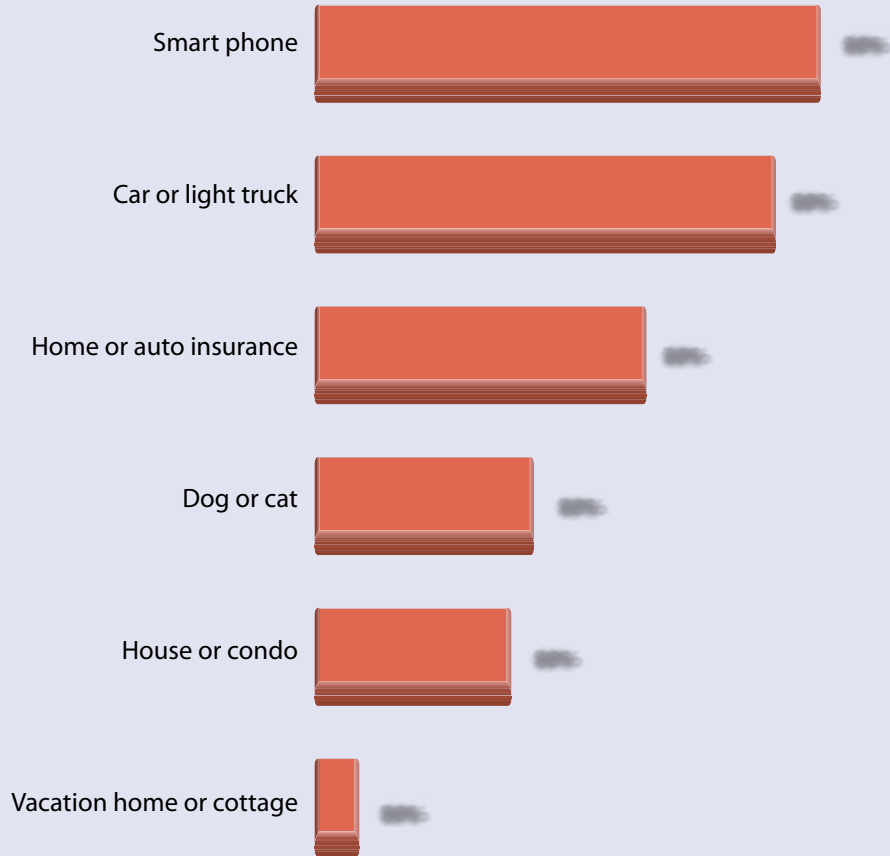
| Beverages consumed on-site | Percentage consumed on-site | Average consumed at event (among consumers) |
|----------------------------|-----------------------------|---|
| Bottled or boxed water | 88% | 88% |
| Soda or soft drinks | 88% | 88% |
| Coffee or coffee drinks | 88% | 88% |
| Beer | 88% | 88% |
| Juice | 88% | 88% |
| Energy drinks | 88% | 88% |
| Liquor or spirits | 88% | 88% |
| Wine or wine coolers | 88% | 88% |
| Other beverages | 88% | 88% |

Type of liquor or spirits consumed most on-site (among those who consumed liquor or spirits)

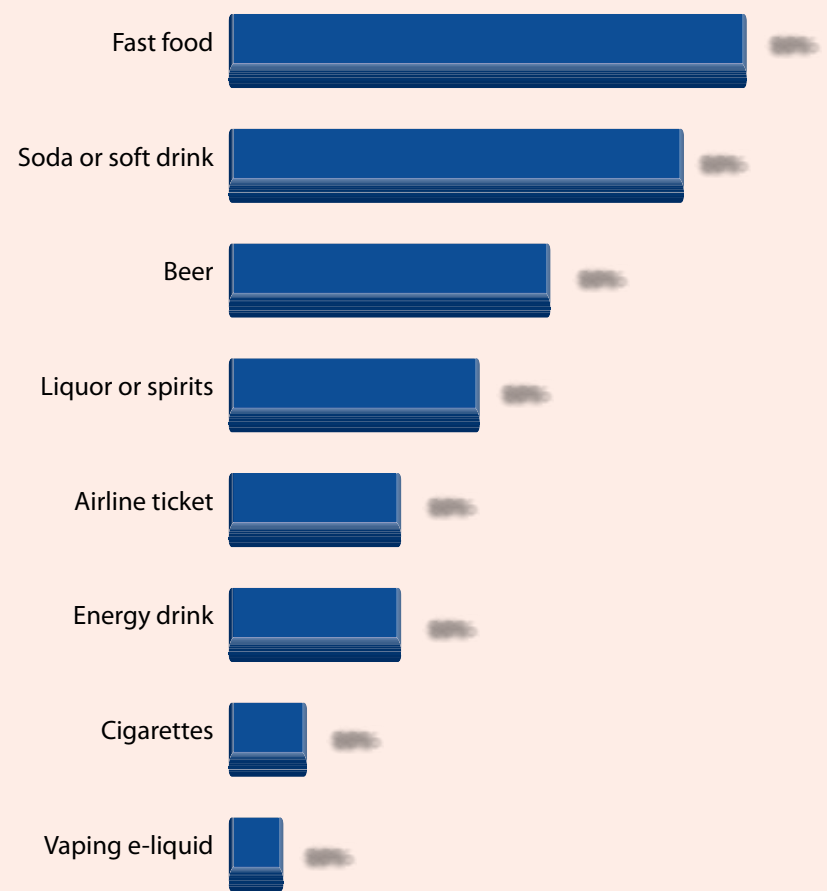


Product Ownership and Use

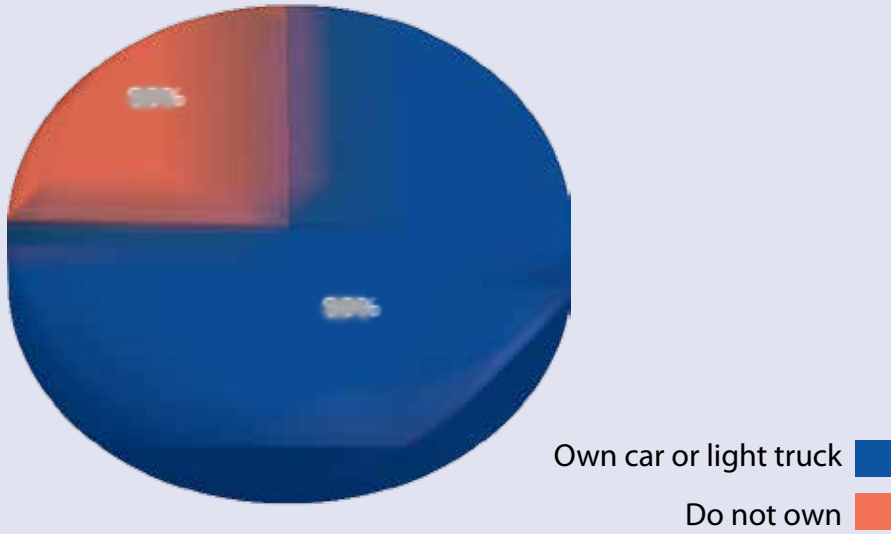
Product ownership



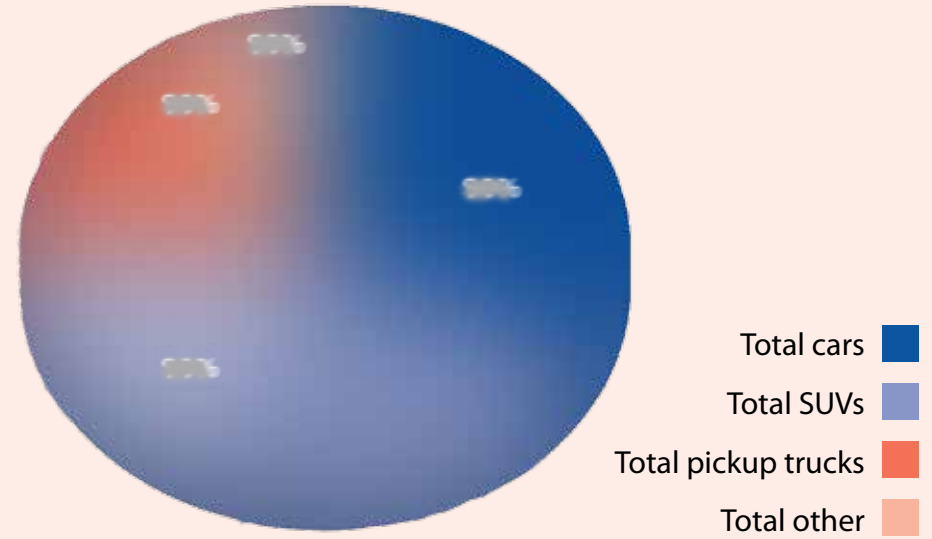
Products purchasing within next 30 days



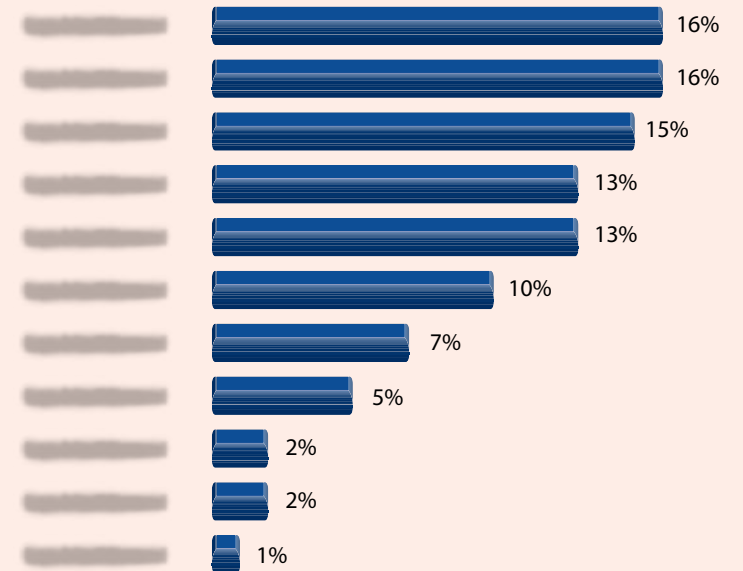
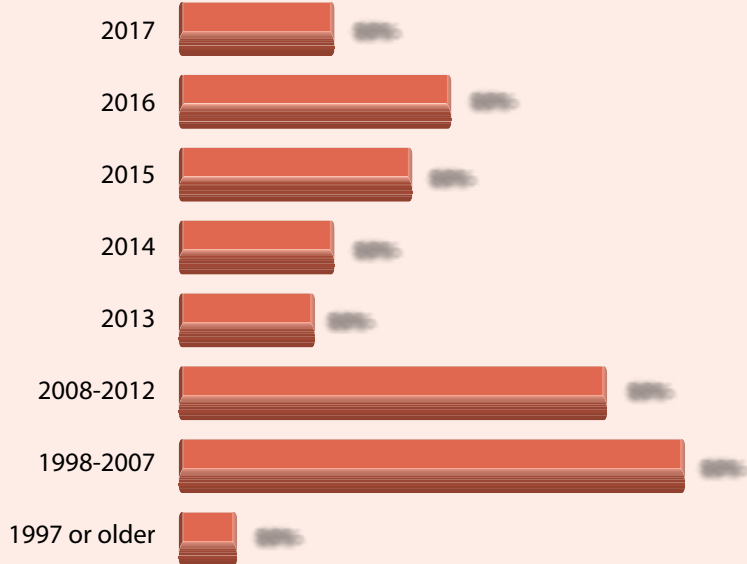
Vehicle ownership



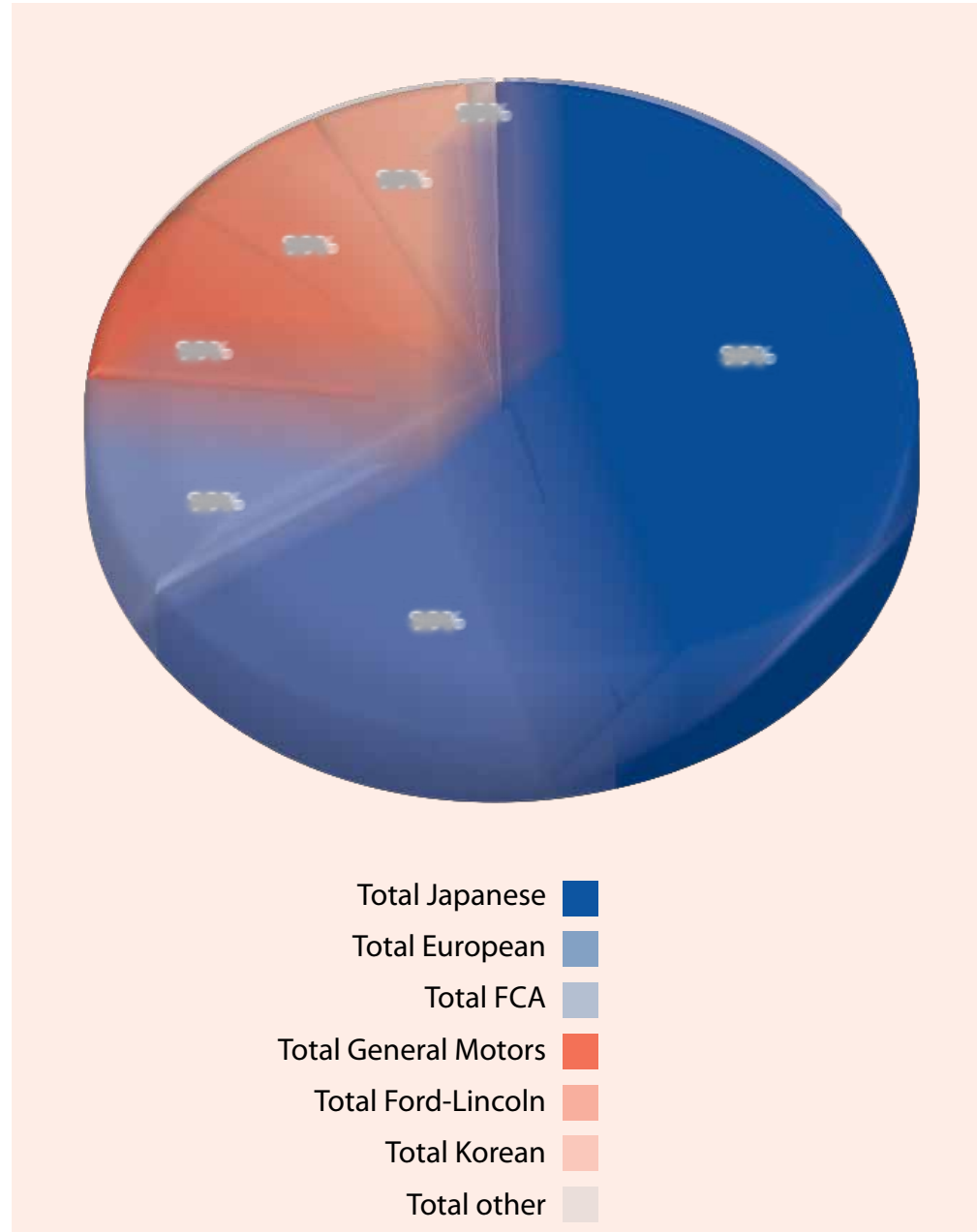
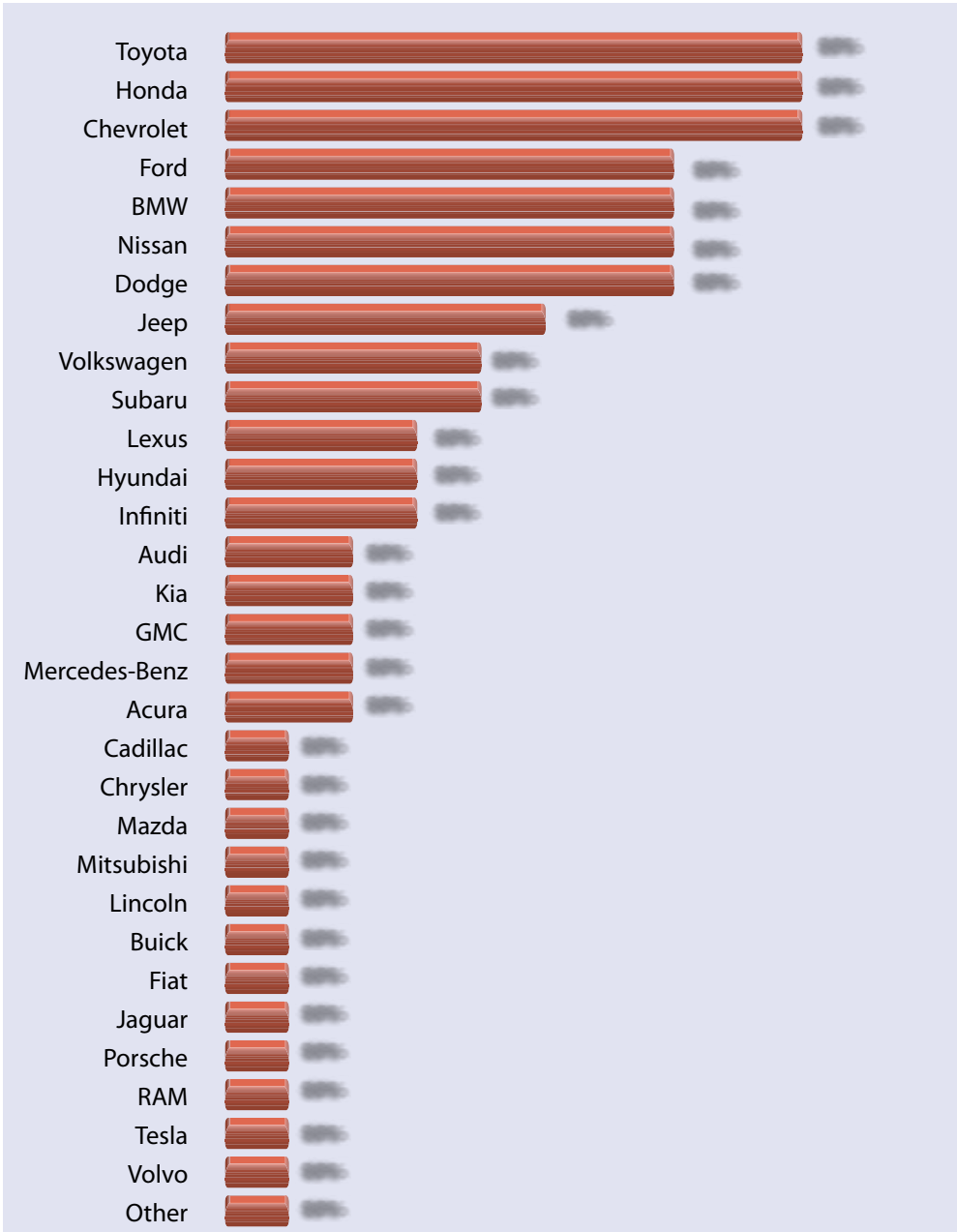
Type of vehicle driven (among owners)



Model year of vehicle driven (among owners)



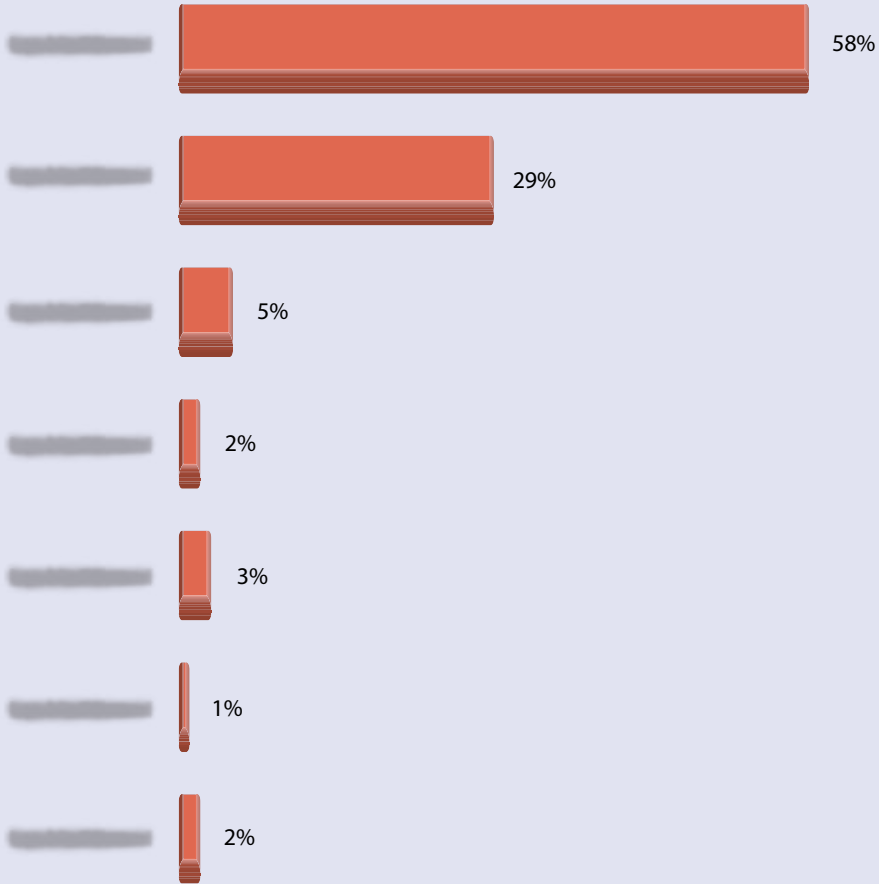
Brand of Vehicle Driven (among owners)



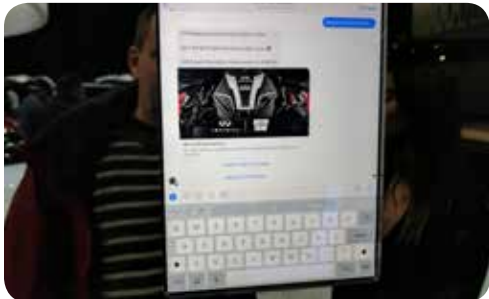
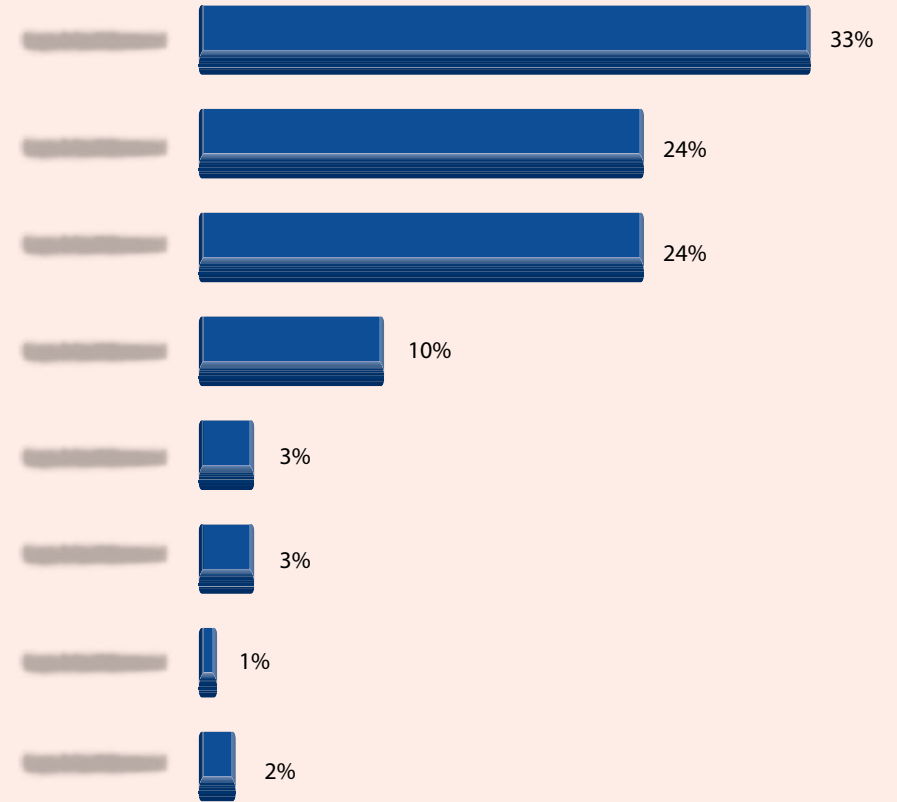
Telecommunications Brand Preferences

PREVIEW
VERSION

Smart phone or tablet used most often (among owners)

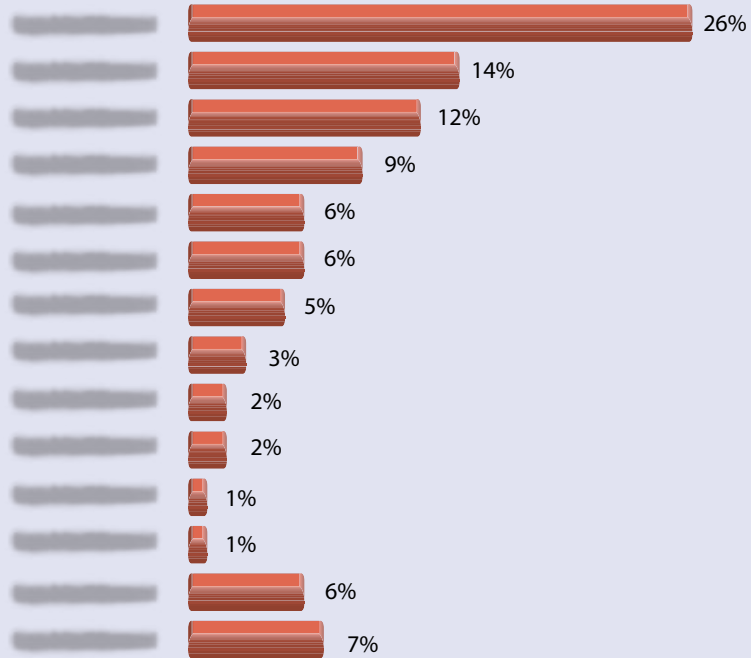


Wireless service provider (among users)

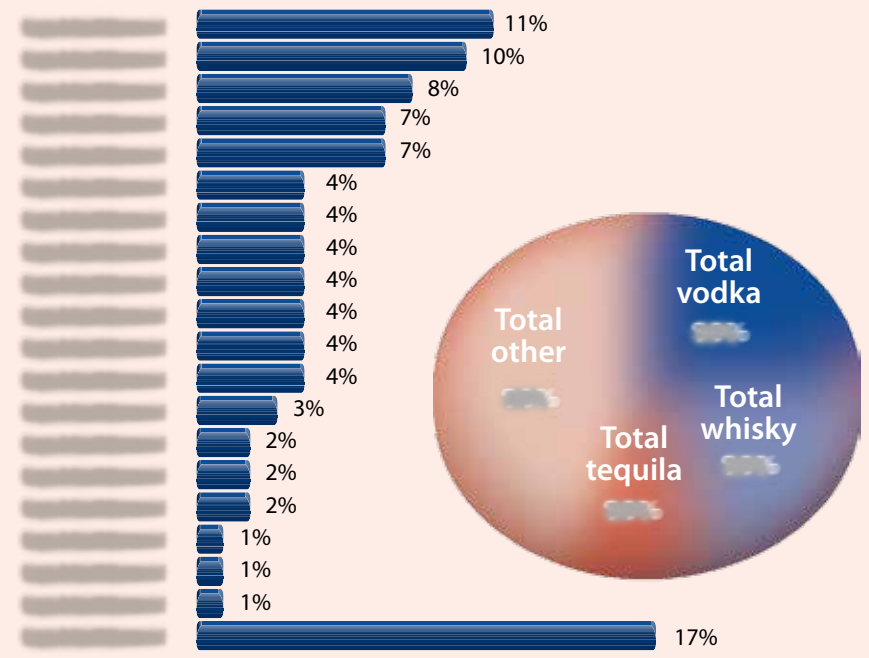


Beverage Brand Preferences

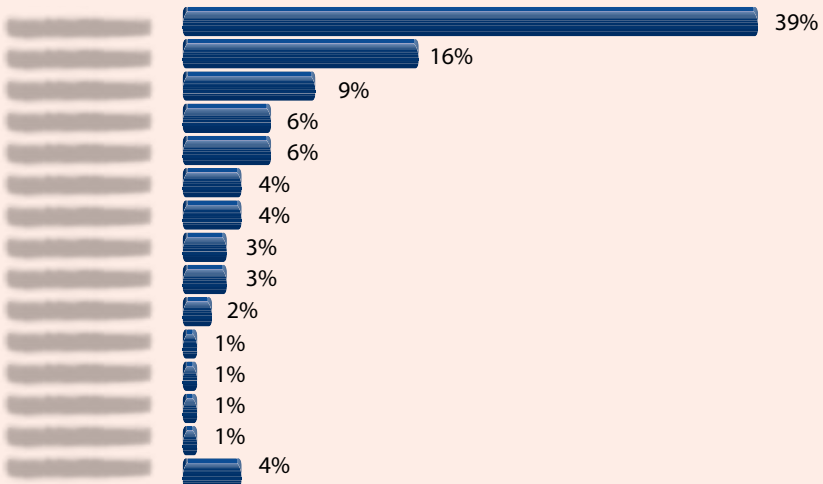
Beer brand drink most often (among beer drinkers)



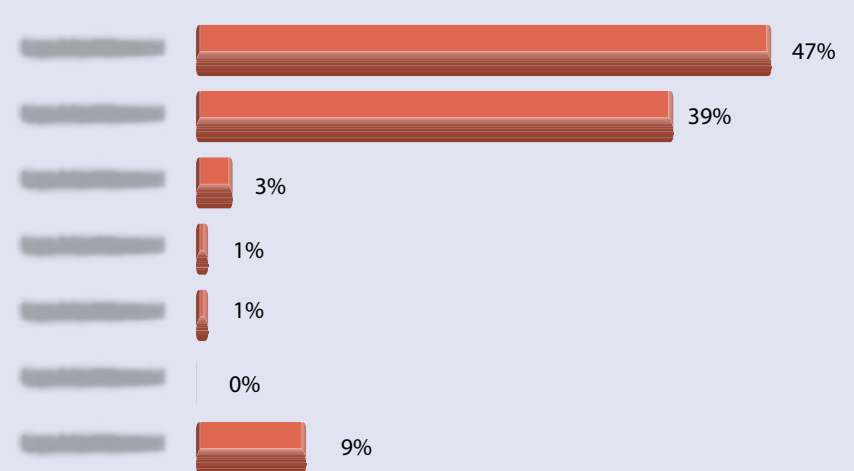
Preferred liquor or spirits brand (among liquor drinkers)



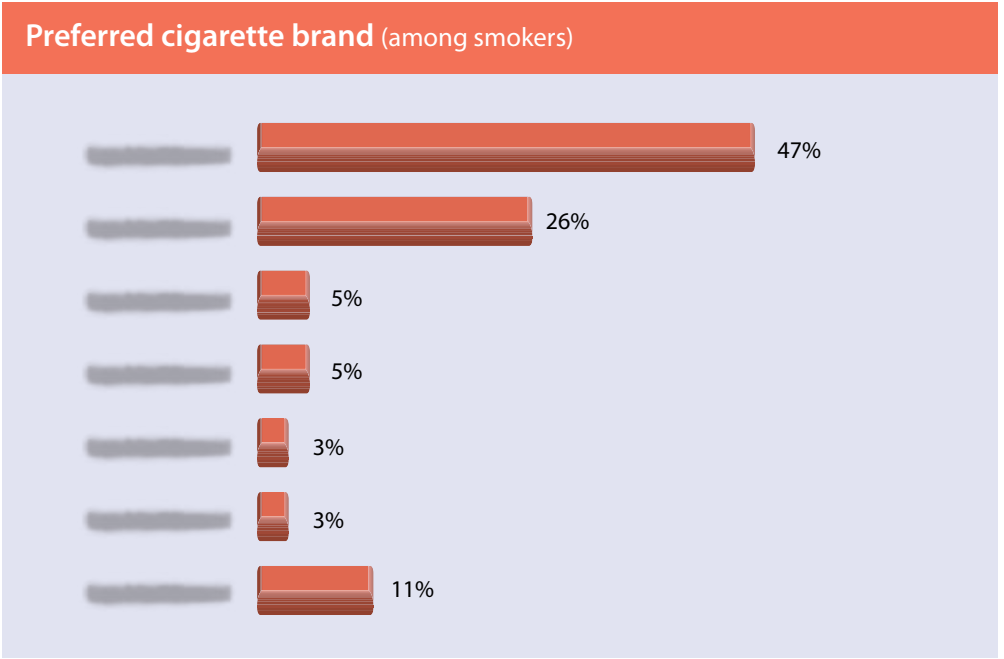
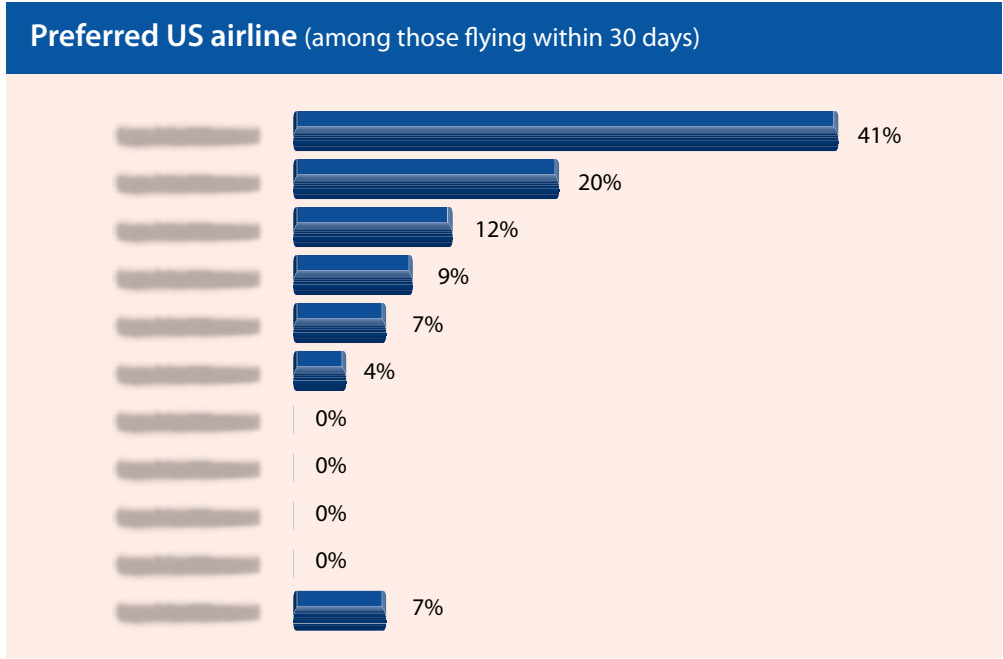
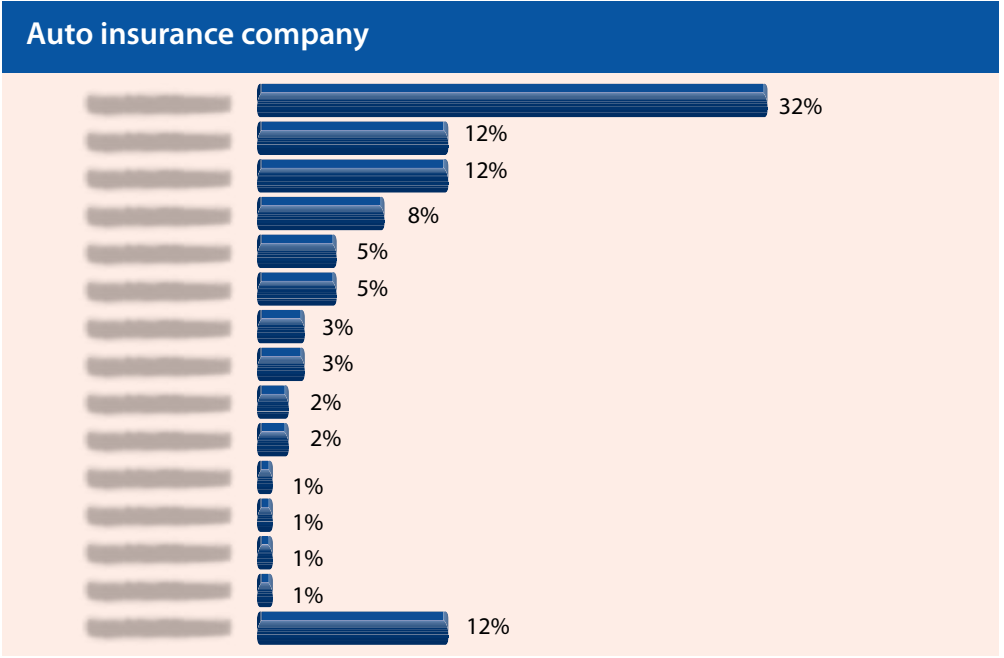
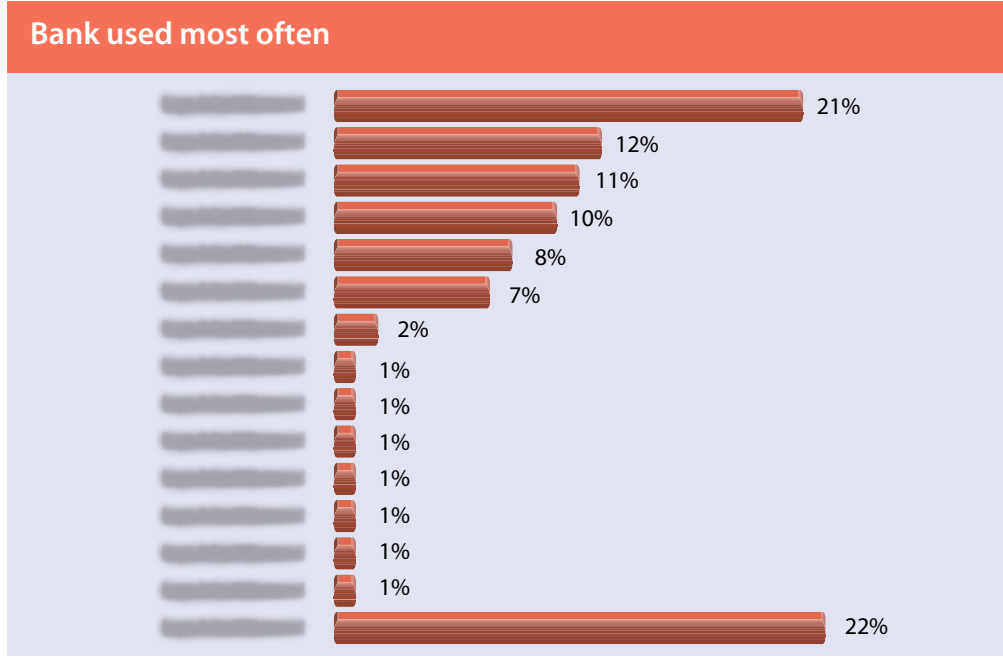
Soda brand drink most often (among soda drinkers)



Preferred energy drink brand (among energy drink consumers)



Bank, Insurance, and Airline Brand Preferences

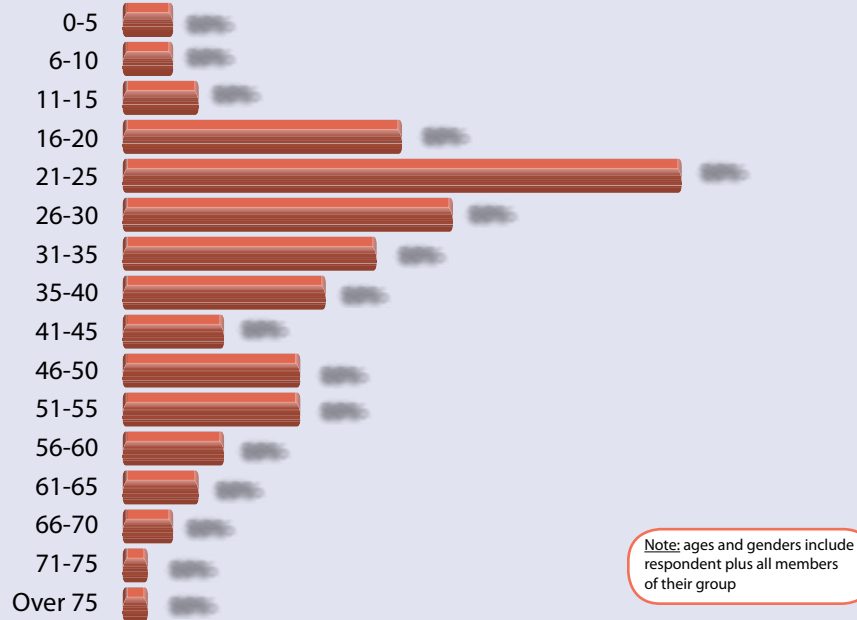


Demographics of Attendees

Male ■
Female ■

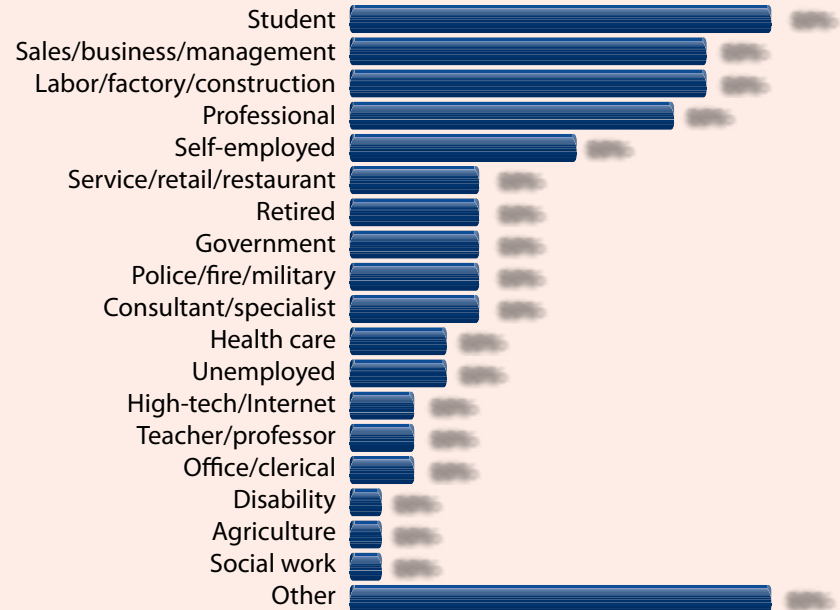


Age categories

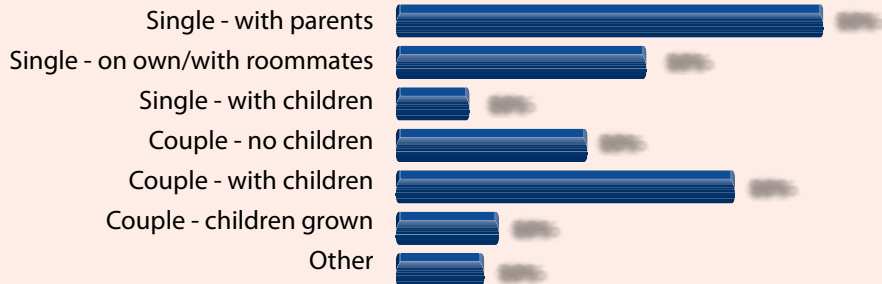


Note: ages and genders include respondent plus all members of their group

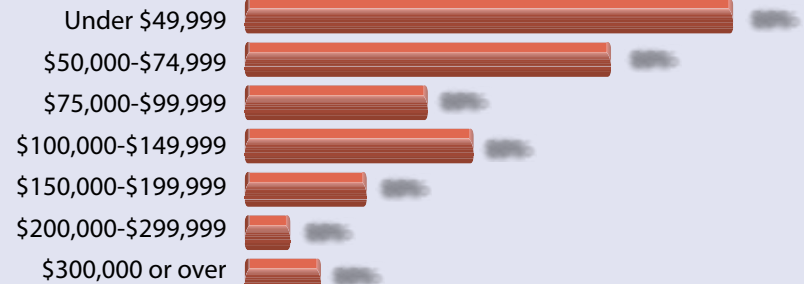
Occupation



Current living situation

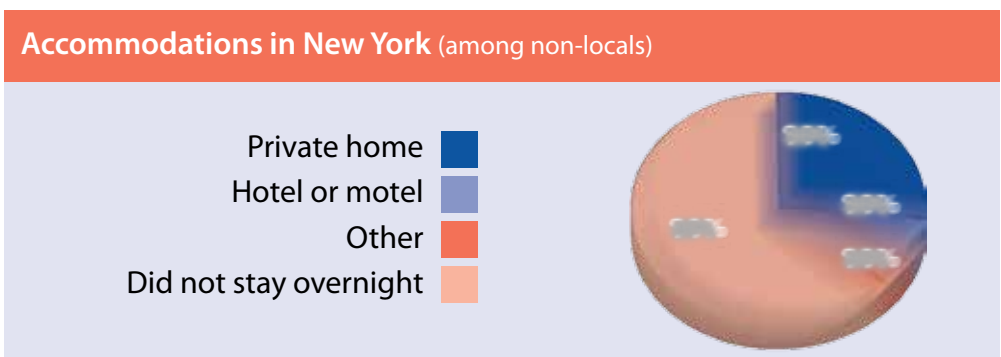
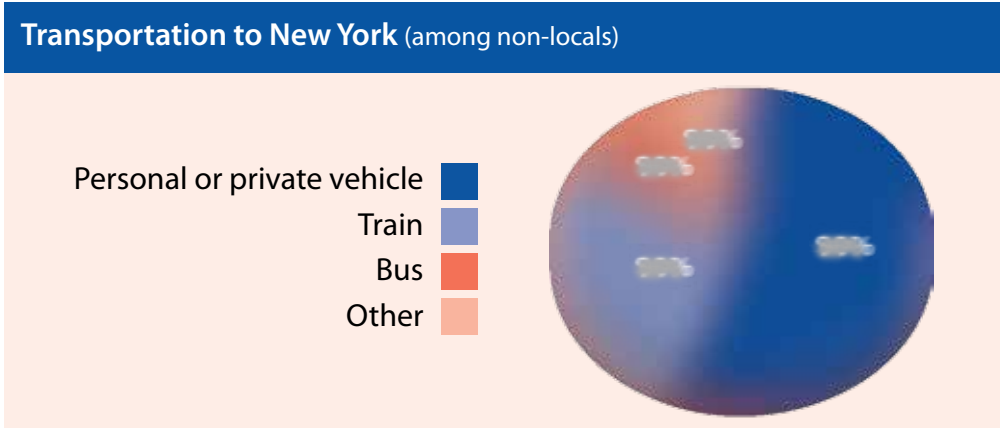
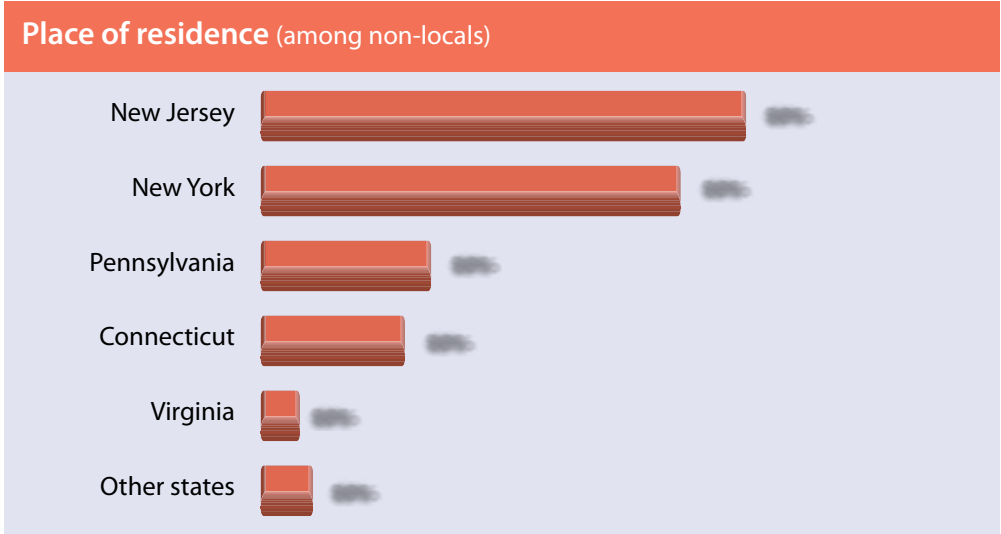


Household income (before taxes)



Tourism and Economic Impact

| Estimated attendance | |
|---|--|
| Total person-visits (from published attendance) | |
| Average visits per person | |
| Estimated unique attendees | |
| Total locals (New York Metro/Tri-State Area) | |
| Total non-locals (outside New York Metro/Tri-State Area) | |
| Estimated unique attendees | |
| Average nights stayed (all non-locals) | |
| Attendee hotel/motel room nights | |



Economic Impact of Attendees



Total spending by non-locals



Economic impact (Industry output)



Direct and indirect



Induced



Total employment supported (full-year job equivalents)



Total taxes supported



Federal



State



Local



Spending by non-local attendees

Restaurants outside venue



Admission tickets



Parking, fuel, and repairs



Accommodations



Concessions at venue



Other entertainment



Shopping and retail



Retail clothing



Groceries



Public transit or taxis



Ride share services



Car rentals



Total spending by non-locals



Spending by local attendees (not economic impact)

Admission tickets



Restaurants outside venue



Public transit or taxis



Concessions at venue



Parking and fuel



Shopping and retail



Ride share services



Retail clothing



Total spending by locals



Comments from Attendees

"I enjoyed the DUB Show Tour! It made the auto show lit!"

"I had to ask some people questions about certain vehicles. Their response was go to the dealership to find out."

"I have not missed an auto show in 30 years. I have the souvenir books to prove it."

"I missed Buick and RAM as they were on a separate level. Make some check boards so we know these companies also exist."

"I really enjoy the classic police cars. I hope they come again every year."

"I was disappointed that the auto manufacturers have cut back so much on the selection of vehicles and that there were so few giveaways."

"I would have liked to see Tesla at the auto show."

"Me and my son really enjoyed the auto show. This was our 3rd year going and looking forward to many more."

"My family and I had an excellent time. It made our first trip to NYC memorable!"

"One of the best bargains in entertainment available!"

"Put Chrysler back across from Dodge."

"The DUB Show should be more than 3 days. I missed it my first visit and came back a second time to see it."

"The food and beverages were ridiculously expensive. Lines for activities were ridiculously long as well."

"The LIRR discount tickets to the auto show were great."

"The pull steak on the second floor was dare I say better than my mother's."

"Took a group of disabled people and they enjoyed themselves. Was not able to see everything or even half the show but it was a good experience for them."

"Very thankful to Chevrolet who sent me two complimentary free tickets to the NY auto show 2017."

"We need the big bucks dream cars like the Porsche 918, La Ferrari, etc. Thanks Manhattan Motors Cars for bringing the exotics."

"What you get to see for the admission price is fantastic. The value is amazing, even when you consider the fact we pay \$80 to park for 10 hours in the city."

"Would like more opportunities to start up vehicles and listen to engines."



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 final Sunday evening of event |
| Sampling method | Proprietary algorithm featuring targeted pay-per-click ads and other databases |
| Sample size | Approximately 800 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.

