

2025 CLEVELAND
AUTO SHOW®



EXHIBITORS REPORT

2026 CLEVELAND AUTO SHOW

**FEBRUARY 20-MARCH 1
I-X CENTER**



clevelandautoshow.com

THANK YOU

from the 2025 Cleveland Auto Show

2025 CLEVELAND
AUTO SHOW

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Nathan Lancry
Jay Buick GMC, Jay Honda, BMW of Akron, Volkswagen of Akron

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Brunswick Auto Mart, Brunswick Mazda, Brunswick Volkswagen, Medina Auto Mall

Andrea Park Zadd (ADEAF)
Crestmont Cadillac

Kirt Frye (NADA Director Metro Cleveland)
Sunnyside Chevrolet, Audi Middleburg Heights

Dear Cleveland Auto Show Exhibitor:

Thank You! The following pages document the effort that OEMs, dealers, exhibitors and staff put forth to make this year's Show a success.

The 2025 Cleveland Auto Show came to a successful close on Sunday, March 2nd, after its 10-day run. The Show featured more than 40 brands throughout the two exhibit halls within the I-X Center, and offered Ride N' Drive experiences from our best-ever 13 brands, including an indoor EV Track, a first for our region. In addition to the latest new production vehicles, Cleveland featured pre-production models, displays of luxury vehicles both stock and modified, plus classics and installments from local companies to highlight a unique perspective on transportation.

The 2025 Show welcomed over 114,000 attendees, consistent with the past three years – calculated by a third-party auditor, as a member of the new Automotive Experience Alliance.

The Show's goal is to stimulate sales coming out of the winter months and heading into the spring selling season. March remains the largest new-vehicle selling month of the year, which is attributable to the Show (see pg. 2). Cleveland continues to prove that auto shows are beneficial not just to consumers, but to franchised new motor vehicle dealers, and ultimately the local economy.

Thank you in advance for your continued support and as always, contact us directly with any questions or input you have.



Nathan Lancry
2025 Show Chairman
President, Jay Buick GMC, Jay Honda, BMW of Akron, Volkswagen of Akron



Lou Vitantonio
President, Cleveland Auto Show



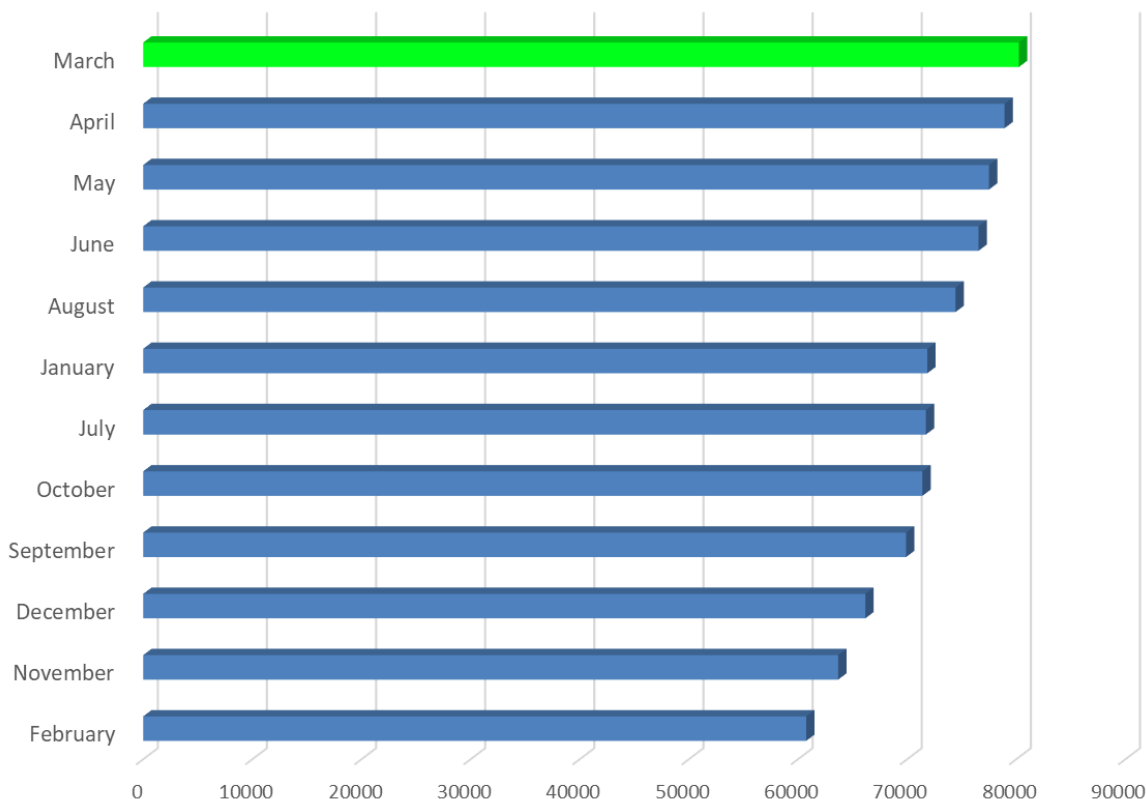
Cleveland is a founding member of The Automotive Experience Alliance (AEA), a coalition of auto shows with a common interest in driving innovation and standardization throughout the auto show industry, to reinforce the invaluable role of auto shows in today's car buying journey.

March Remains the Largest New-Vehicle Sales Month of the Year!

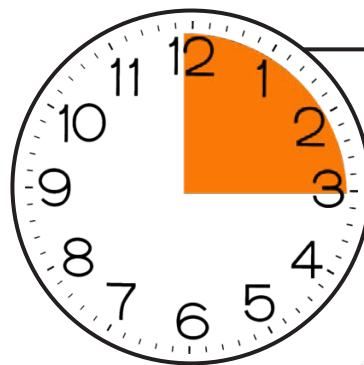
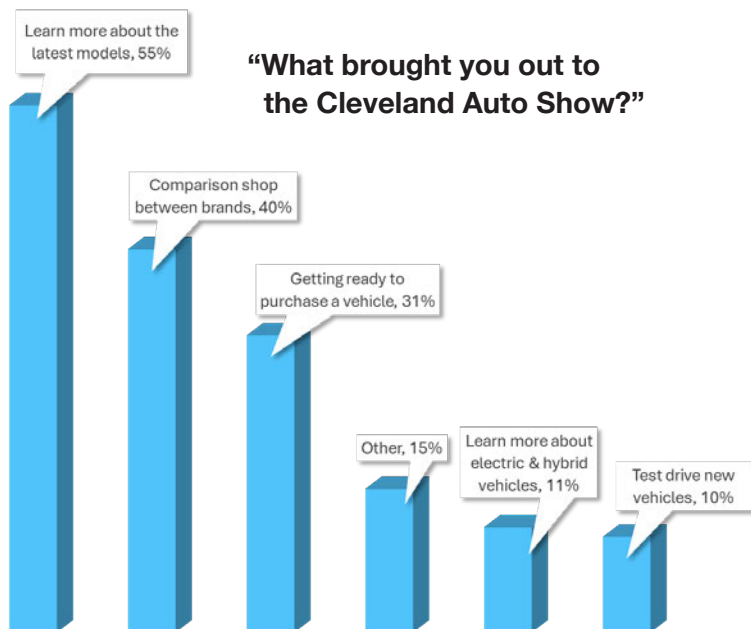
Auto Show Kicks off the Spring Selling Season

2025 CLEVELAND
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Monthly Cumulative Registrations in 21 Counties of Northern Ohio
2021-2024



Cleveland Auto Show Impacts Purchase Decisions - Attendee Survey Results



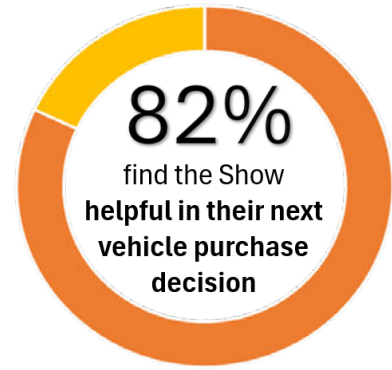
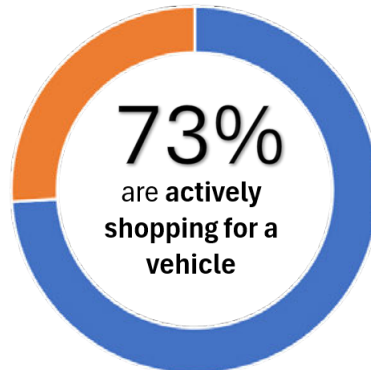
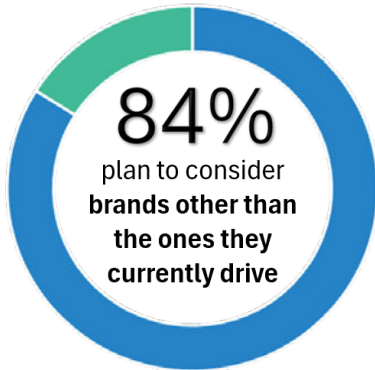
Avg. number of vehicles experienced, hands-on:

11

* 2025 Productions Plus
Cleveland Auto Show Insights Survey
(1,274 responses)

Cleveland Auto Show Impacts Purchase Decisions - Attendee Survey Results

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* 2025 Cleveland Auto Show attendee survey (7,460 responses)

Events & Promotions

The 2025 Cleveland Auto Show featured special events every day of the Show! We know attendees are shopping for a vehicle, but they also come for entertainment and special attractions. Exhibitors hosted in-display events featuring appearances and autograph sessions by Cleveland sports stars. Auto Show guests enjoyed giveaway days, and as always, free parking compliments of their franchised new motor vehicle dealers.

SCHEDULE

Friday, February 21

- Dealership Employee Appreciation Night / Opening Night - Sponsored by:

Monday, February 24

- Family Day (15 & under free admission) - Sponsored by:
- Medical Mutual Senior Day
- The Bee & Turtle Appearance

Tuesday, February 25

- Auto Show T-Shirt Giveaway Day
- Carnell Tate Autograph Signing - Sponsored by:

Wednesday, February 26

- Hat Giveaway Day - Sponsored by:
- BIGPLAY Sports Network Live Broadcast
The Hanford Dixon Show & The Return with Josh & Maria Cribbs

Thursday, February 27

- Northern Ohio Heroes Day (Free admission for active military personnel, reservists, v fire, police and other safety personnel, including healthcare workers.)
- Sponsored by:
- First Responders Safety Seminar
- Sock Giveaway Day

Friday, February 28

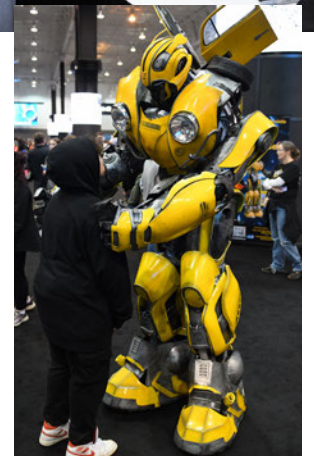
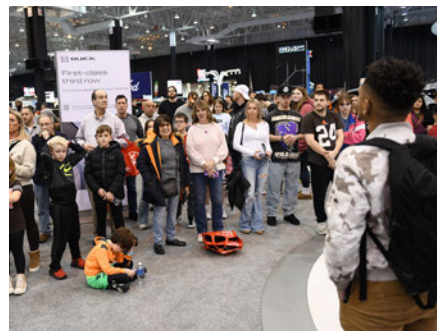
- Nick Chubb Autograph Signing - Sponsored by:

Saturday, March 1

- Campy Russell & Larry Nance Autograph Signing - Sponsored by:
- The Bee Appearance

Sunday, March 2

- Official Vehicle Giveaway - Sponsored by:



2025 Advertising Campaign

2025 CLEVELAND
AUTO SHOW

NETWORK & CABLE TV

3,835 spots
1,899,999 streaming impressions



The Cleveland Auto Show deploys a targeted advertising strategy aimed at consumers looking to buy or lease a new car, van, truck or SUV. Advertising is purchased across every major media outlet including network and cable television, radio and social media campaigns.

SOCIAL MEDIA

8 million impressions served
across targeted Facebook,
Instagram and TikTok audiences



RADIO

3,159 spots



Official Vehicle Giveaway

This year's Grand Prize was a 2-year lease on a 2025 Honda Civic LX sponsored by Northern Ohio Honda Dealers. Another lucky winner won 400 sq. feet of Nature Stone flooring provided by Nature Stone, official flooring of the Cleveland Auto Show.



Official Flooring of the Cleveland Auto Show



Scott Baon of Avon Lake, OH held the winning key and celebrated the win of his brand-new car live on the Show floor.



Ronald Morris was excited to walk away with the 2nd place prize provided by Nature Stone Flooring.

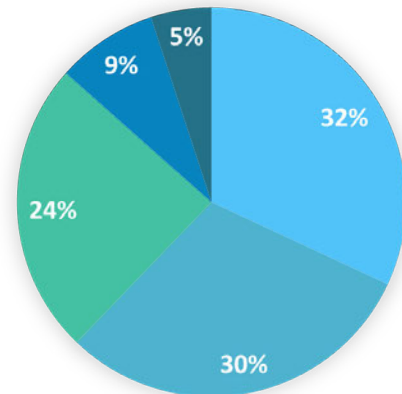
Cleveland Auto Show Ride N' Drives Keep Shoppers Engaged

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With opportunities from 13 brands, the Show's Ride N' Drives included outdoor test drives of over 50 models. The CLE-EV Test Track offered an indoor ride where guests experienced all-electric vehicles from BMW and Chevrolet. Rounding out the indoor experiences, Cleveland welcomed the return of Camp Jeep in 2025.



How did the Ride N' Drives influence you?



- More likely to buy the vehicle/brand I drove/rode in
- Introduced me to a vehicle/brand I never considered before
- Had no influence on my future vehicle decisions
- Reinforced my vehicle/brand purchase decision
- Other



Luxury and Classics on Display

The Show's luxury lineup featured Millionaire's Row with vehicles from highline brands, while Recharge Rally Alley showed off customization and speed. The Classic Car display remains one of the most popular attractions, featuring locally-owned vehicles that are 25+ years old.



2025 Cleveland Auto Show Sponsors – Thank You

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- Official SUV of the Show – 2025 Volkswagen Atlas



- Official Vehicle of the Show – 2025 BMW 5 Series



- Official Vehicle Giveaway – 2025 Honda Civic LX



- Official E-Ticket Sponsor
- Northern Ohio Heroes Day



- Dealership Employee Appreciation Night
- Family Day
- Senior Discount Sponsor
- Northern Ohio Heroes Day



- Official Flooring of the Cleveland Auto Show



- Dealership Employee Appreciation Night
- Hat Giveaway Day

Brand Participation at the 2025 Cleveland Auto Show

Acura

Alfa Romeo

Aston Martin

Audi

Bentley

BMW

Buick

Cadillac

Chevrolet

Chrysler

Dodge

Fiat

Ford

Genesis

GMC

Honda

Hyundai

Infiniti

Jaguar

Jeep

Kia

Land Rover

Lexus

Lincoln

Maserati

Mazda

Mercedes-Benz

Mitsubishi

Nissan

Porsche

RAM

Rolls Royce

Sprinter

Subaru

Tesla

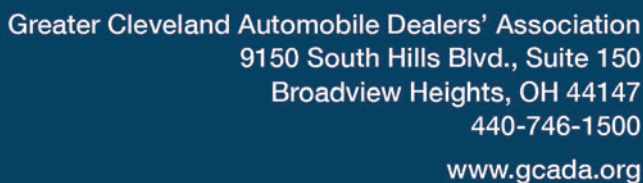
Toyota

Volkswagen

Volvo



**Thank You to Participating Brands, LMAs, DAAs,
and GCADA Member Dealers**



*Aliesha Johnson, Credentials and Events/Promotions Manager -
ajohnson@qcada.org*