

2026 CLEVELAND
AUTO SHOW®

Presented by  DriveNEO



EXHIBITORS
REPORT



clevelandautoshow.com

THANK YOU

from the 2026 Cleveland Auto Show

2026 CLEVELAND
AUTO SHOW®

2026 AUTO SHOW CHAIRMAN

Pat O'Brien
Firelands Auto Group

2026 GCADA OFFICERS

Chairman
Pat Preston
*Preston Ford, Preston Chevrolet Cadillac,
Preston Kia*

1st Vice Chairman
Seth Severin
Hyundai of Bedford, Kia of Bedford

2nd Vice Chairman
Bob Davis
Fairway Ford, Fairway Chevrolet GMC

Treasurer
Craig Sanders
Progressive Auto Group

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Davis Automotive Group

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Western Reserve Harley-Davidson

Nick Huff
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Bill Lavery
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Colin MacLean
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Michael Marcellino
Motorcars Acura Volvo

Chris Marhofer
Ron Marhofer Auto Family

Chris O'Donnell
Valley Truck Centers

Pat Primm
Cascade Auto Group

Alison Spitzer
Spitzer Auto Group

Rick Stohman
Ruff's RV Center

Gary Panteck (ADEAF)
*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 2026 Cleveland Auto Show came to a successful close on Sunday, March 1st, 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 9 brands.

In addition to the latest new production vehicles, Cleveland featured pre-production models, luxury vehicles, and privately-owned classic and modern vehicles, both stock and modified. Additional installments from local companies rounded out our unique perspective on transportation.

The 2026 Show welcomed 112,500 attendees, consistent with the past three years, as calculated by a third-party auditor, per our membership in the Automotive Experience Alliance.

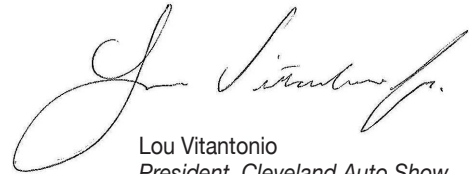
The Show's goal is to stimulate sales coming out of the winter months and heading into the spring selling season. March remains the largest new-vehicle selling month of the year, which is attributable to the Show (see pg. 2). Cleveland continues to prove that auto shows are beneficial not just to consumers,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

Sincerely,



Patrick O'Brien
2026 Show Chairman
President, Firelands Auto Group



Lou Vitantonio
President, Cleveland Auto Show



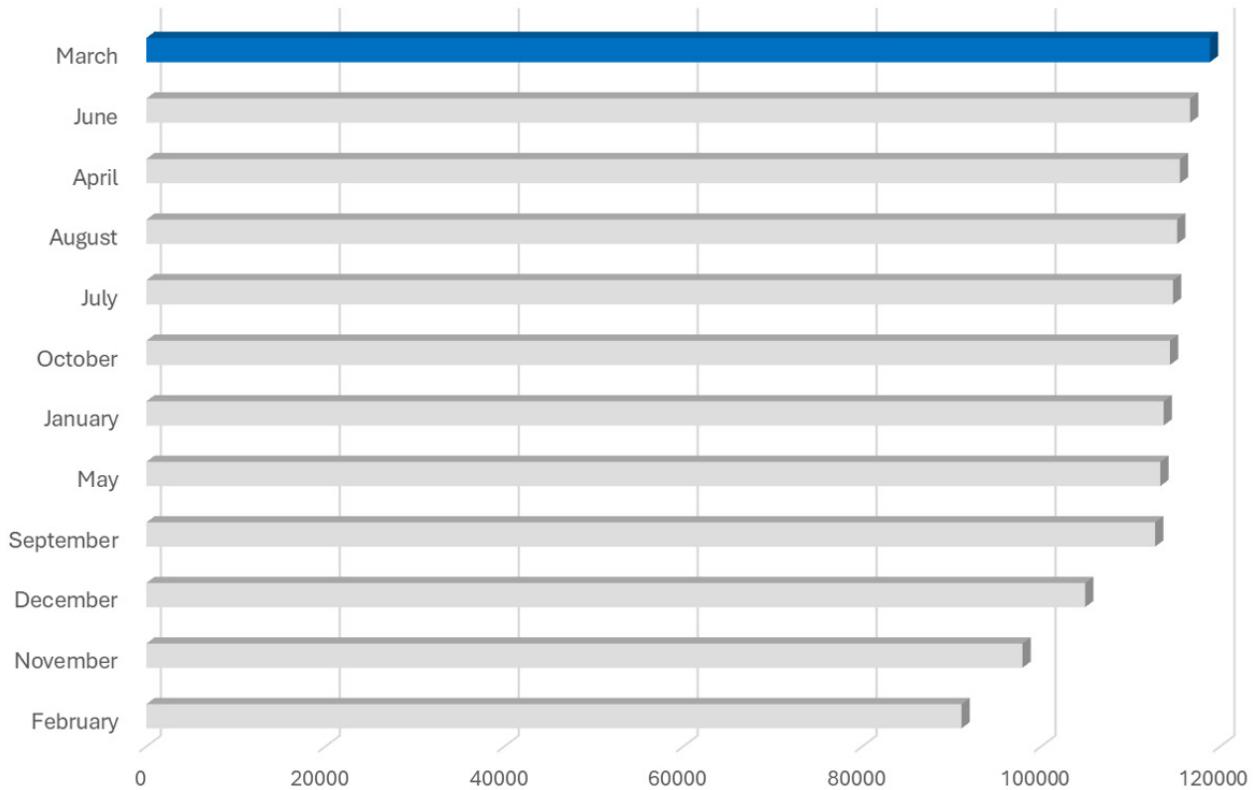
Cleveland is a founding member of The Automotive Experience Alliance (AEA), a coalition of auto shows with a common interest in driving innovation and standardization throughout the auto show industry, to reinforce the invaluable role of auto shows in today's car buying journey.

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

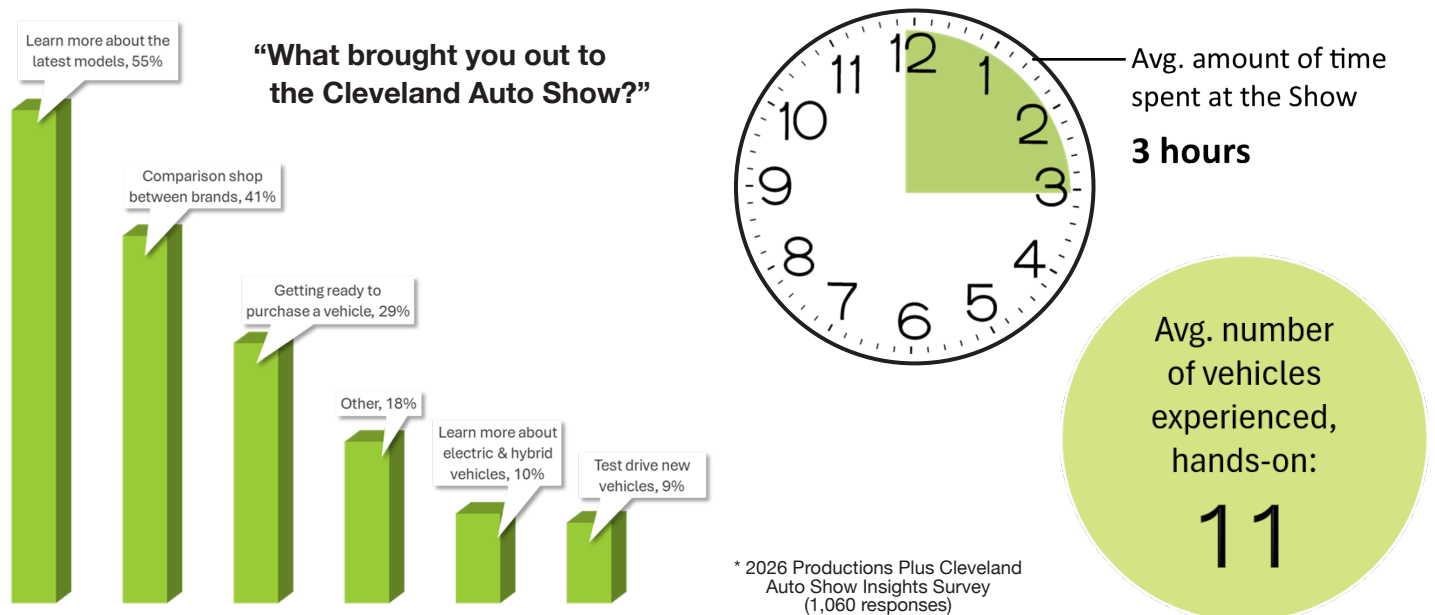
Auto Show Kicks off the Spring Selling Season

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Monthly Cumulative Registrations in 21 Counties of Northern Ohio
2020-2025

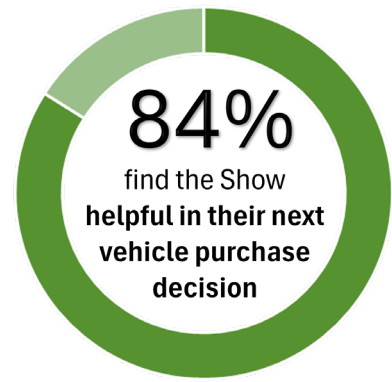
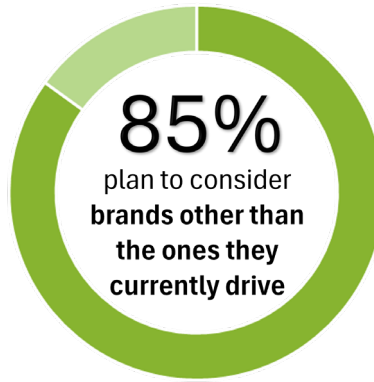


Cleveland Auto Show Impacts Purchase Decisions - Attendee Survey Results



Cleveland Auto Show Impacts Purchase Decisions - Attendee Survey Results

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*2026 Cleveland Auto Show attendee survey (11,648 responses)

Events & Promotions

The 2026 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 autograph sessions and appearances by Cleveland sports stars and giveaway days. Auto Show guests enjoy free parking compliments of their franchised new motor vehicle dealer.

SCHEDULE

Friday, February 20

- Dealership Employee Appreciation Night / Opening Night - Sponsored by: PNC MEDICAL MUTUAL

Saturday, February 21

- Cavs Legend Campy Russell - Sponsored by: KIA

Monday, February 23

- Family Day (15 & under free admission) - Sponsored by: MEDICAL MUTUAL
- Quinshon Judkins Autograph Signing
- The Bee & Turtle Appearance

Tuesday, February 24

- Auto Show T-Shirt Giveaway Day
- Harold Fannin Jr. & Mason Graham Autograph Signing BUICK | GMC

Wednesday, February 25

- Drawstring Bag Giveaway - Sponsored by: PNC
- Bernie Kosar Autograph Signing CHEVROLET

Thursday, February 26

- Northern Ohio Heroes Day (Free admission for active military personnel, reservists, veterans, fire, police and other safety personnel, including healthcare workers.)
- Sponsored by: MEDICAL MUTUAL Huntington
- First Responders Safety Seminar
- Sock Giveaway Day
- The Miz Autograph Signing

Saturday, February 28

- The Bee & Turtle Appearance

Sunday, March 1

- Official Vehicle Giveaway - Sponsored by: CHEVROLET The Chevy Network



2026 Advertising Campaign

2026 CLEVELAND
AUTO SHOW®

NETWORK & CABLE TV

3,765 spots
1,789,468 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.

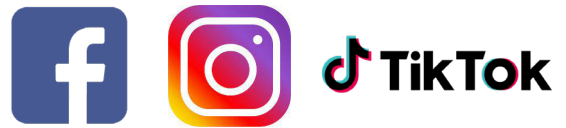
RADIO

3,063 spots



SOCIAL MEDIA

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



*Does not include promo spots and coverage provided by our media partners.

Official Vehicle Giveaway

The Cleveland Auto Show awarded its Grand Prize – a 2026 Chevrolet Equinox LT on Sunday, March 1st. Ten finalists, one from each day of the show, were invited to select a key and try their luck at the Official Vehicle Giveaway, sponsored by the Chevy Network.

Sponsored by



**The Chevy
Network**



David Leach of Cleveland was the fourth finalist, and when his key caused the lights of the Equinox on the Show floor to flash, he began to celebrate winning his new ride.

The Official Vehicle Giveaway wrapped up the 10-day run of the 2026 Cleveland Auto Show.

David Leach of Cleveland, OH held the winning key and celebrated the win of his brand-new car live on the Show floor

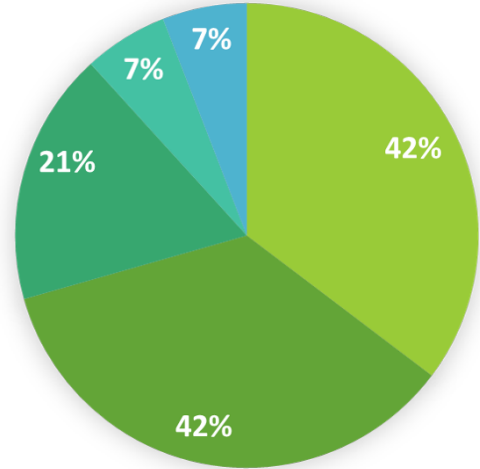
Cleveland Auto Show Ride N' Drives Keep Shoppers Engaged

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With opportunities from 9 brands, the Show's Ride-N-Drives include outdoor test drives of multiple different models from Alfa Romeo, Chevrolet, Chrysler, Dodge, Fiat, Jeep, Ram, Subaru, and Tesla. Indoors, featured Camp Jeep – guests had the opportunity to ride along while professional drivers tackle “Jeep Mountain” and several obstacles that show off the brand's capabilities.



How did the Ride N' Drives influence you?



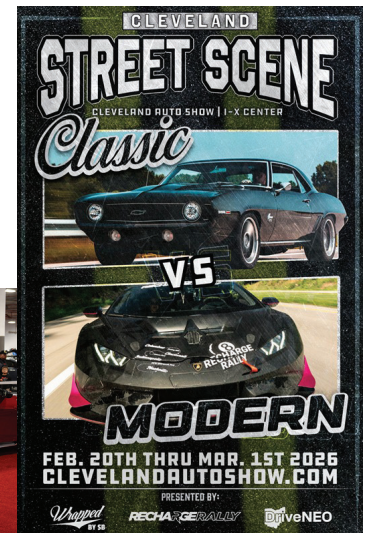
- More likely to buy the vehicle/brand I drove/rode in
- Introduced me to a vehicle/brand I never considered before
- Had no influence on my future vehicle decisions
- Reinforced my vehicle/brand purchase decision
- Other

*2026 Productions Plus Cleveland Auto Show Insights Survey (1,060 responses)

Luxury, Classics and the CLE Street Scene

The Show's luxury lineup featured Millionaire's Row, where guests found vehicles from highline brands such as Aston Martin, Bentley, Maserati, and Rolls-Royce. The Recharge Rally booth displayed personalization and speed in the form of Lamborghini, Porsche, and more.

Expanding on one of the most popular attractions, the Classic Car Show combines with more modern locally-owned vehicles for a look at what's unique in Cleveland's Street Scene. All onsite throughout the run of the Show, this display shows off the finest from 1923 to 2025 – Model T to McLaren!



2026 Cleveland Auto Show Sponsors – Thank You

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- Official Truck of the Show – 2026 Chevrolet Silverado
- Official SUV of the Show – 2026 Chevrolet Traverse



- Dealership Employee Appreciation Night
- Family Day
- Northern Ohio Heroes Day



The Chevy Network

- Official Vehicle Giveaway – 2026 Chevrolet Equinox LT



- Official E-Ticket Sponsor
- Northern Ohio Heroes Day



- 2026 Cleveland Auto Show Presenting Sponsor



- Dealership Employee Appreciation Night
- Hat Giveaway Day

Brand Participation at the 2026 Cleveland Auto Show

Acura

Dodge

Kia

RAM

Alfa Romeo

Fiat

Land Rover

Rolls Royce

Aston Martin

Ford

Lexus

Roush

Audi

Freightliner

Lincoln

Saleen

Bentley

Genesis

Maserati

Sprinter

BMW

GMC

Mazda

Subaru

Buick

Honda

Mercedes-Benz

Tesla

Cadillac

Hyundai

Mitsubishi

Toyota

Chevrolet

Infiniti

Nissan

Volkswagen

Chrysler

Jeep

Porsche

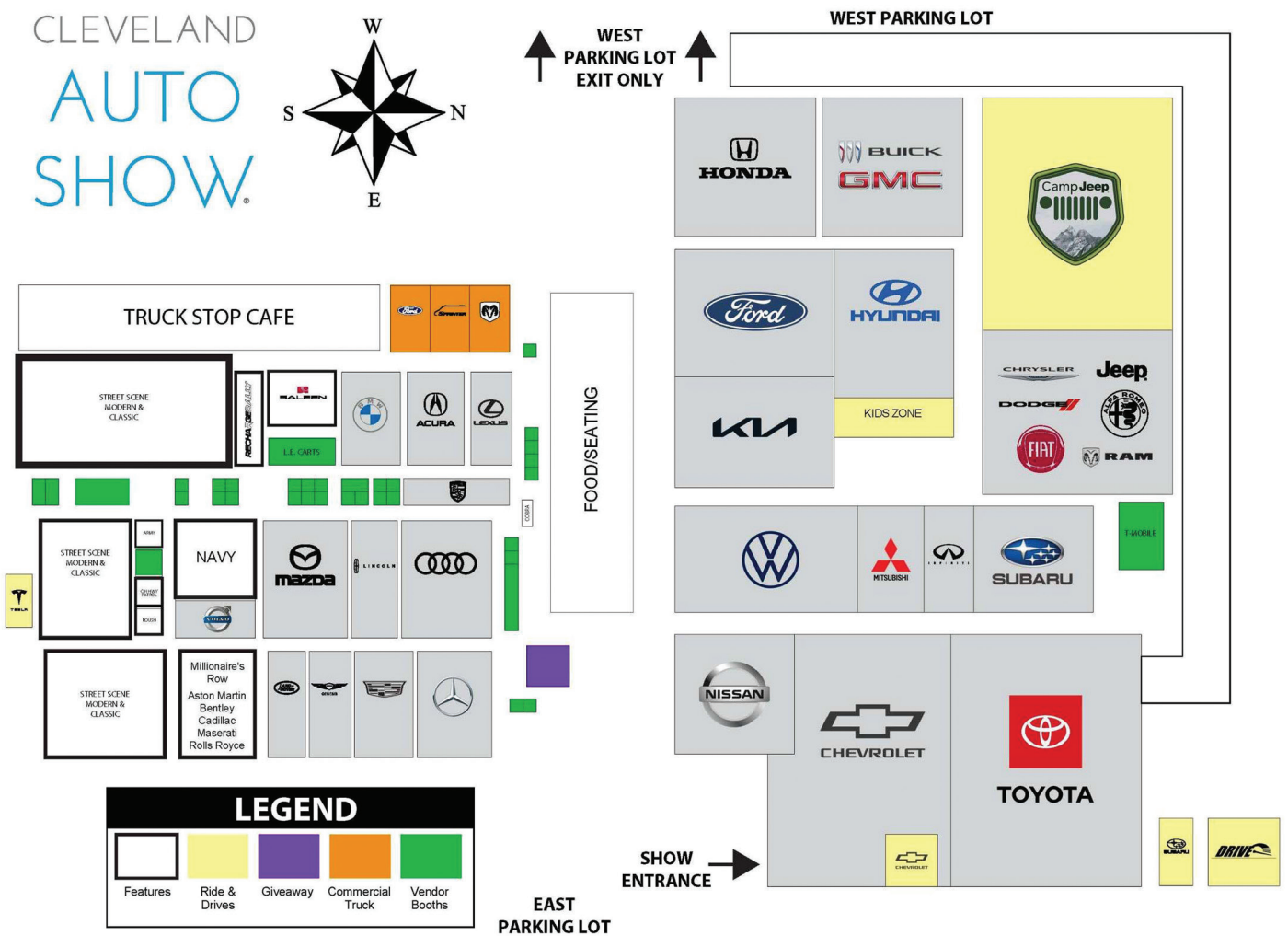
Volvo

Western Star



CLEVELAND AUTO SHOW

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



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