

IMPACTING BUYERS, RAISING AWARENESS & DRIVING SALES

2025 VISITOR EXPERIENCE SURVEY

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>> SHOW IMPACT & AUDIENCE INSIGHTS



NYIAS ATTENDEES READY TO BUY IN NEXT 12 MONTHS

GENERAL POPULATION



NYIAS VISITORS





of visitors said that the NYIAS was the <u>only</u> automotive event they attended in the past 12 months

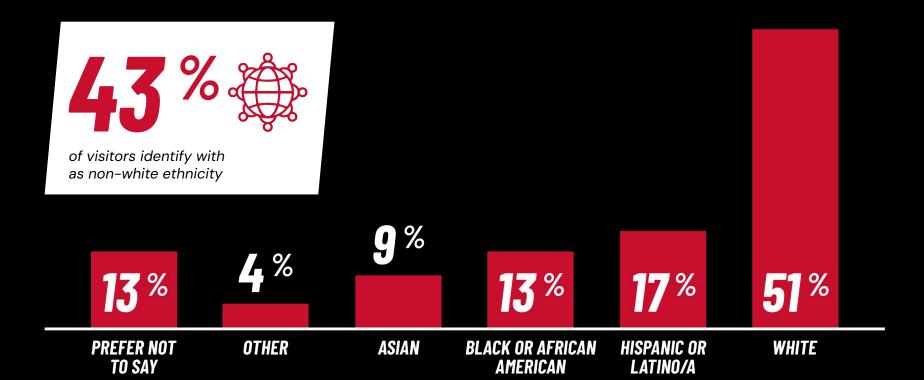


>> THE GLOBAL AUTO STAGE IN AMERICA'S TOP SALES MARKET



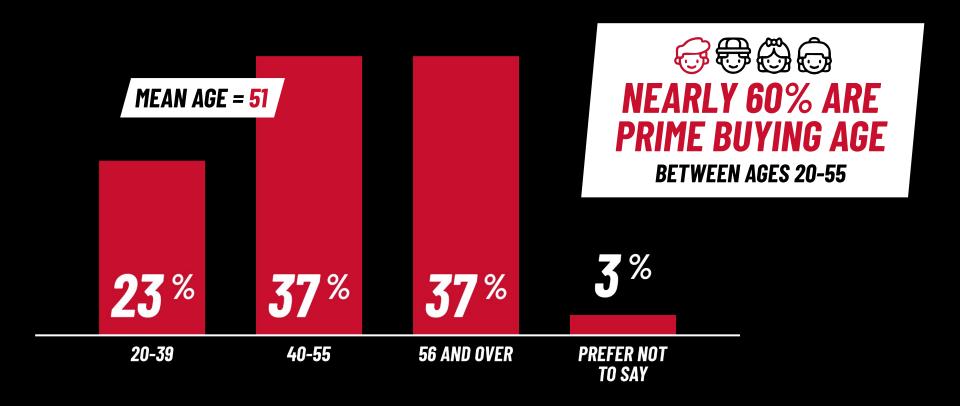
The New York Auto Show pulls in the entire East Coast, hits half the top car-buying states, and pushes automakers' messages far beyond the show floor, reaching audiences across the country and around the world.

>> NEW YORK DIVERSITY

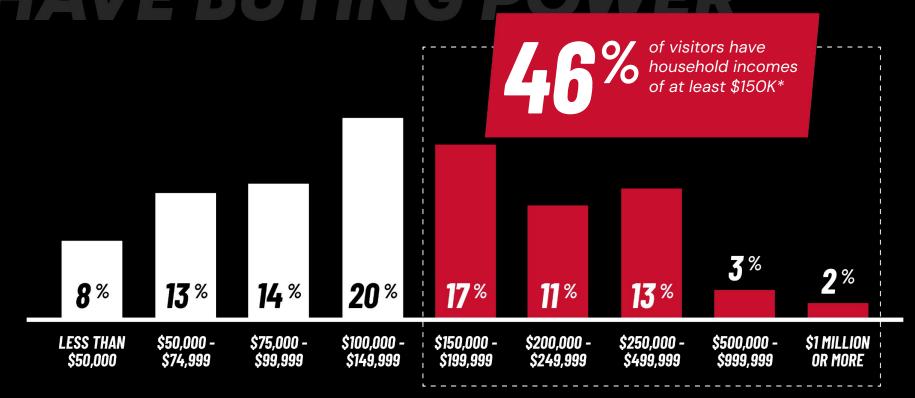




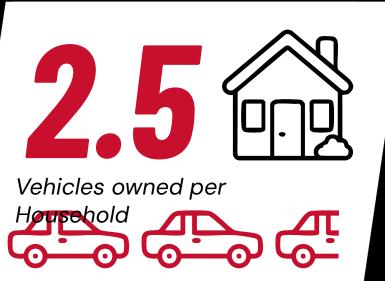
BOOMERS TO GEN Z: EVERYONE SHOWS UP



>> NEW YORK ATTENDEES HAVE BUYING POWER



^{*}figures exclude 'Prefer not to say' responses.



43%

OF VISITORS OWN A LUXURY BRAND >> STRONG ENGAGEMENT AT THE SHOW





>> THIS IS WHERE BUYING DECISIONS START

See new models and brands in the market

83%

Discover new innovations in the auto and mobility markets

56%

Help make up your mind on a new vehicle purchase or lease

37%

Visit a specific display or exhibitor

33%

Take part in an EV Test Drive

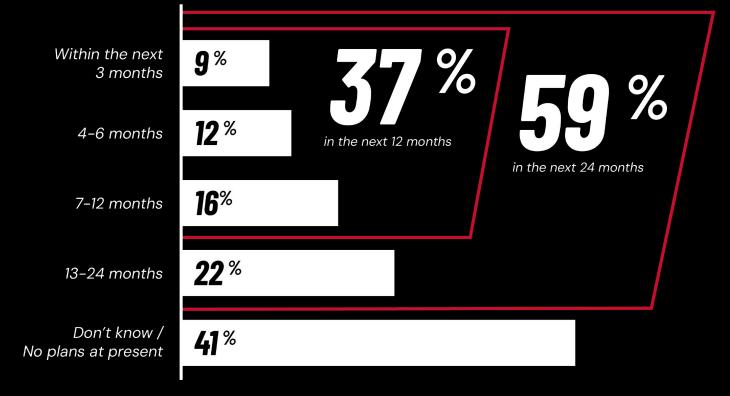
25%

Learn more about electric vehicles

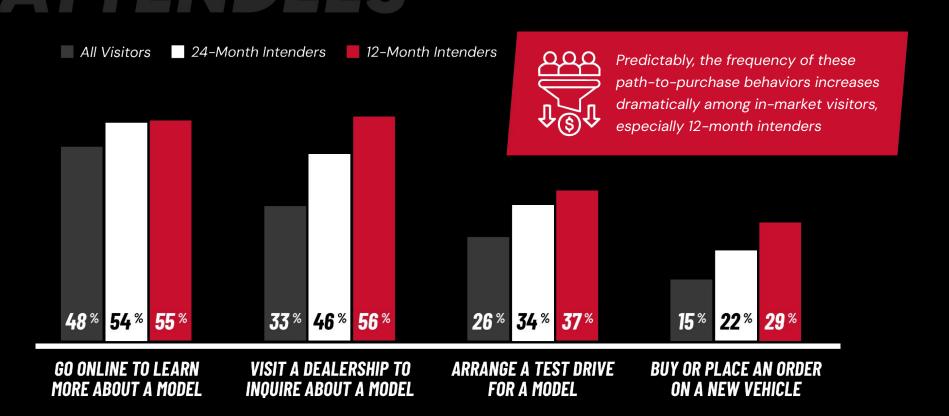
23%



>> NEW YORK ATTRACTS HIGH-INTENT BUYERS



NEXT STEPS FOR ATTENDEES





"The New York Auto Show is the most important international auto show for Hyundai and Genesis."

- Jose Munoz, Global CEO of Hyundai Motor Company.



ENCE METER

81%

of visitors said the New York Auto Show influenced their next vehicle choice All Visitors 81%

Male 81%

Female

84%

Under 45 years old

84%

45 years old

80%

In-Market
(Next 12 Months)

82%

HH Income < \$150K

89%

HH Income ≥ \$150K

77%



NYIAS is most helpful to younger, female, and less affluent

>> INTENDERS ADD BRANDS

50%

of 24-month intenders

added at least one brand

to their consideration list

after visiting the show





Brands earn purchase consideration on the show floor. Absent brands miss that opportunity

>> NEW YORK AUTO SHOW IMPACTS BRAND UPLIFT

EXHIBITING BRAND

+3.0x 1

NON-EXHIBITING BRAND

-3.3x \downarrow



For 24-month intenders, the stakes are clear:

- Exhibiting brands gain 3× the rate of consideration uplift compared to the average of all brands
- Non-exhibiting brands drop 3.3× below average

AVERAGE BRAND UPLIFT among 24-month intenders (change in consideration compared to the average of all brands)



NOT EXHIBITING AT NYIAS = CONSIDERATION RISK

1/3 OF ATTENDEES SAY MISSING BRANDS LOST THEIR INTEREST

IMPACT OF MISSING BRANDS

63%



I am sorely disappointed by their absence 17%



I am more likely to consider a different brand (one which was present at the show)





My likelihood of buying the absent brand declined as a result

77%



None, the absence of brands from the Auto Show had no impact on me 5%



Other



>> NEW YORK ACCELERATES EV INTEREST



OVER 100,000 SF Cadillac, Chevrolet, Ford, Jeep, Kia, Nissan, Toyota, and Volkswagen

17 models participated from Dodge, Nissan, Toyota, and Volkswagen

51,628 RIDERS

participated in the multi-brand EV Test Track

Total Test Track Experiences at NYIAS:

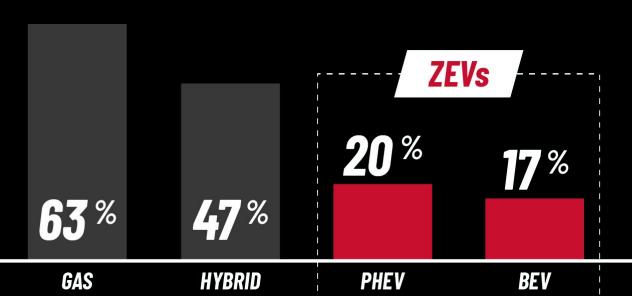
OVER 150,000 RIDERS

(includes Camp Jeep, Ford Bronco Ride, Hyundai EV track and Multi-brand EV Test Track)

>>

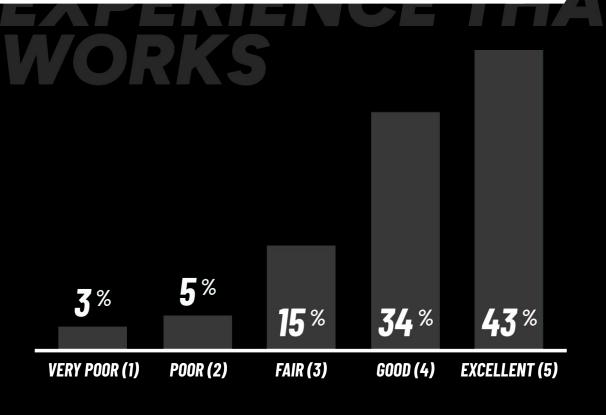
NEXT VEHICLE: POWERTRAIN CONSIDERATION







>> DELIVERING AN EXPERIENCE THAT WORKS









"Through our top-rated syndicated daytime talk show 'Live with Kelly and Mark' and our hour-long special, we're bringing the excitement of the New York Auto Show to millions of viewers across the country each year."

- Marilu Galvez, WABC-TV President and General Manager

OVERVIEW OF TOTAL ARTICLES, ENGAGEMENT, AND REACH

11,271 TOTAL ARTICLES 44,080 TOTAL ENGAGEMENT

31 COUNTRIES

2,744
CREDENTIALED MEDIA

488,440 JOURNALIST REACH 35.5^B AUDIENCE REACH



>> ALWAYS ENGAGING

The New York Auto Show keeps our audience engaged year-round with social media posts and e-newsletters.

> **278,000 EMAIL RECIPIENTS**

253,967 **SOCIAL MEDIA FOLLOWING**



NEW YORK AUTO SHOW EXPERIENCE MORE



designs, and jaw-dropping technology. This year's show promises to be nothing short of extraordinary with a dazzling array of vehicles that are sure to leave you breathless. From luxurious and sleek to rugged and practical, there will be something for every car enthusiast.



KARMA KAVEYA

Kaveya is an incredible all-electric two-seat snorts couns with hodywork made of carbon fiber. It has a range of more than 250 miles, and a top speed of 180 mph, and will speed from 0-60 time under 3 seconds

LAMBORGHINI REVUELTO

With the first high performance electrified vehicle hybrid super sports car, Lamborghini has blistering performance with a 0-60 time of 2.5s and a top speed of 217 mph.





>> SOCIAL STRATEGY THAT DELIVERED

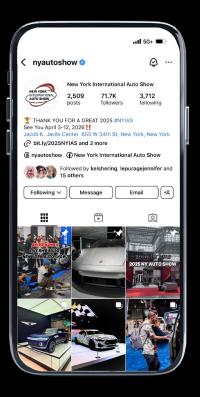
SOCIAL REACH

ENGAGEMENTS

4.72%

AVERAGE ENGAGEMENT RATE **IMPRESSIONS DURING** THE RUN OF THE SHOW





SOLUTION GEN Z FUELS NYIAS HYPE

Despite the commonly held belief that Gen Z consumers strongly prefer digital engagement with brands, this behavior does not extend to automotive brands according to NPS¹ analysis conducted across NYIAS visitors.

Gen Z visitors are the most enthusiastic promoters of the auto show among all visitor age cohorts.

1.8x

Gen Z visitors are more likely than all visitors to promote the New York show to their friends, family and colleagues

¹ (superscript) Net Promoter,® Net Promoter System,® Net Promoter Score,® NPS,® and the NPS-related emoticons are registered trademarks of Bain & Company, Inc., Fred Reichheld and Satmetrix Systems, Inc. NPS = % Promoters - % Detractors



DIGITAL HUB THAT DRIVES SHOW ENERGY YEAR-ROUND

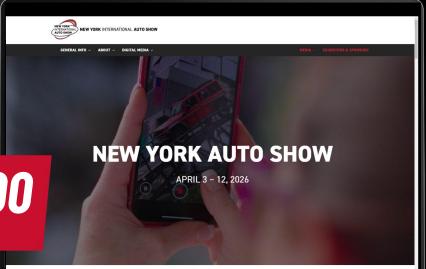
The New York Auto Show website keeps fans connected and in the know.

509,000 UNIQUE VISITORS

803,000 SESSIONS

4,300,000 INTERACTIONS

1,500,000 VIEWS





"The New York Auto Show continues to distinguish itself as a forum for auto industry leaders, policymakers, the business community and others to come together and talk about how to seize the opportunities and navigate the challenges in the years ahead. If you haven't been to the show recently, come on back."

- John Bozzella, President and CEO of the Alliance for Automotive Innovation



>> AUTOMOTIVE FORUM

The 2025 Automotive Forum brought together top industry voices to tackle the economic, regulatory, and technological forces shaping the future of auto retailing.

FORUM SPEAKERS INCLUDED:

John Bozzella President & CEO, Alliance For

Automotive Innovation

Steve Center COO & EVP, Kia America

Mike Cottone President, Volvo Car USA & Canada

Bernie Moreno U.S. Senator, OH

Andrew Savvas EVP, Chief Sales & Marketing Officer,

Volkswagen of America

Mark Schienberg President, GNYADA

Vinay Shahani SVP, U.S. Marketing & Sales, Nissan

Americas

Mike Stanton President & CEO, NADA



Produced by:







>> WORLD CAR AWARDS

The World Car Awards are the most prestigious honors in the global auto industry, recognized as the #1 automotive awards program worldwide. Judged by top journalists from nearly 30 countries, the awards spotlight innovation, design, and performance across key catego<u>ries</u>.

THIS YEAR'S WINNERS INCLUDE:

WORLD CAR OF THE YEAR

Kia EV3

WORLD LUXURY CAR

Volvo EX90

WORLD PERFORMANCE CAR

Porsche 911 Carrera GTS

WORLD ELECTRIC VEHICLE

Hyundai Inster

WORLD URBAN CAR

BYD Seagull

WORLD CAR DESIGN

Volkswagen ID.Buzz





4,200 NEWS ARTICLES GENERATED





>> 2025 WORLD TRAFFIC SAFETY SYMPOSIUM

Held during the New York Auto Show, the Symposium brought together leaders from government, industry, and tech to share real-world strategies on Al, distracted driving, and urban mobility to improve road safety.

The WTSS was recognized by the United Nations for its contributions to global traffic safety efforts.



SPEAKERS & PANELISTS

Jon Baldwin – EVP, Government Solutions, Verra Mobility

John Bozzella - President & CEO, Alliance for Automotive Innovation

Natalie Draisin - United Nations Representative, FIA Foundation

Garrett Eucalitto - Commissioner, Connecticut DOT

Jonathan Miller - VP, Enterprise Growth, Nexar Inc.

Dr. Ricardo Martinez – Former NHTSA Administrator

Ydanis Rodriguez - Commissioner, NYC Department of Transportation

Mark J.F. Schroeder - NYS DMV Commissioner

Brad Stertz - Director of External Affairs, Audi of America

David Strickland - Former NHTSA Administrator; VP, General Motors

Eric Teoh - Director of Statistical Services, IIHS

Jean Todt - United Nations Special Envoy for Road Safety

Polly Trottenberg – Former USDOT Deputy Secretary

>> MEDIAPOST AUTOMOTIVE MARKETING CONFERENCE

The 2025 MediaPost Marketing conference focused on how major automotive brands are evolving through bold storytelling, digital innovation, and purpose-driven marketing. Sessions covered brand reinvention, social responsibility, creative agency partnerships, and standout campaigns.

SPEAKERS & PANELISTS

Helen Andrews - Chief Executive Officer, Johannes Leonardo Dan Keefe - Vice President, Head of Brand, Innocean USA Melody Lee - Chief Marketing Officer, Mercedes-Benz USA Joe Provenzano - Director of Mobility & Volunteerism, Ford Kevin Reilly - Vice Chair, Hyundai Hope on Wheels Andrew Savvas - EVP, Chief Sales & Marketing Officer, Volkswagen of America Russell Wager - Vice President, Marketing, Kia America

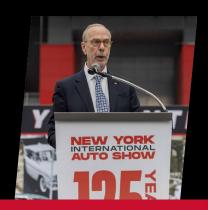
Allyson Witherspoon - Chief Marketing Officer, Nissan U.S.





ABUZZ

Alongside OEM press conferences and vehicle reveals, the Auto Show hosted key media events and industry discussions highlighting major milestones, community impact, and the evolving EV landscape.



125 YEARS OF THE NEW YORK AUTO SHOW



EVALUATING THE SHIFTING EV LANDSCAPE



DONATE LIFE NEW YORK STATE



MACK TRUCKS CENTENNIAL



>> JOIN US IN 2026

PUBLIC DAYS

April 3-12, 2026

INDUSTRY & MEDIA

BAYSh 31 - April 2, 2026

Automotive Forum:

Tuesday, March 31

World Car Awards, OEM Press Conferences, **EV Press Conference, MediaPost Marketing** Conference & Awards:

Wednesday, April 1

World Traffic Safety Symposium:

Thursday, April 2





>> NEW YORK INTERNATIONAL AUTO SHOW COMMITTEE

Chairman: Oliver Brodlieb

Vice-Chair: Brian Miller

COMMITTEE MEMBERS:

John Billard Mike Naclerio

Oliver Brodlieb **Robert Penn**

Jay Rosenthal James Buzzetta Jr.

Lou Giordano Robert Sabbagh

Andrew Habberstad Randi Siegel

Michael lanelli Jack Weidinger

Miles Miller





> STUDY METHODOLOGY

These survey results are based on responses from ticket purchasers who opted in to be contacted by the show. Initial outreach began on April 28, followed by four additional reminders before the survey closed on May 16. Respondents were incentivized with prizes ranging from gift cards to premium New York Yankees tickets.

A total of 2,620 individuals completed the survey. While the sampling was random, only respondents aged 20 or older were included in the analysis. The final group closely reflected the age and ethnic demographics of the New York DMA.





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