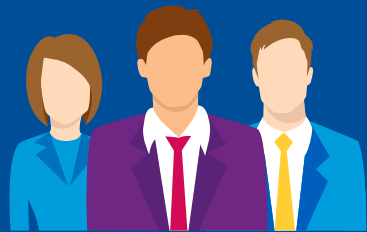




13th Annual Automotive Executive Forum at the North American International Auto Show

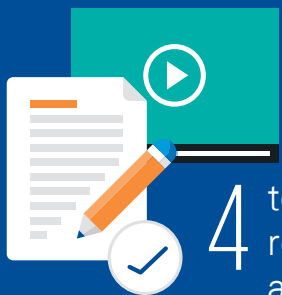
By the numbers

The Automotive Executive Forum at the North American International Auto Show, a top industry event for KPMG, just concluded its 13th annual event. Each year, senior automotive and transportation executives and luminaries gather to share insights and discuss key issues impacting the industry. The automotive and transportation industries are on the cusp of revolutionary change as “The Clockspeed” of innovation is transforming the very nature of how consumers think about mobility. From artificial intelligence, to supercomputers, and even to the way we consume entertainment in our vehicles—it is inspiring! This year’s event featured keynotes from Dr. YoungCho Chi, Chief Innovation Officer from Hyundai, Adam Jonas, Head of Global Autos & Shared Mobility Research at Morgan Stanley, and Dr. Daniel Ramot, Cofounder and CEO of Via.



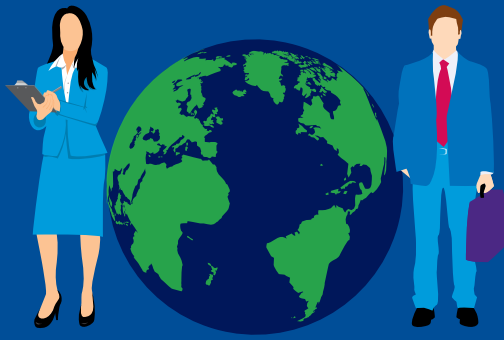
Attendees
Over **500**

Distinguished
keynote
speakers **4**



4 top automotive
reporters
attended

3 were panelists



6 Countries represented



Moderators/
panelists

53

Social media impressions

83,000+

from KPMG US
social media
accounts



Companies
represented
Over **175**

18 Sessions
and panels



KPMG US social media accounts

40 social media posts with **278**
clicks

65 likes/reactions

9 retweets/shares



Social media reach

1 million +



Check out discussion from
this year’s event on Twitter
and LinkedIn at **#KPMGAuto**



*Social media results from
January 16-29, 2018

kpmg.com/socialmedia

