

- Total of 55 vehicles revealed at this year's show
- Total ticketed attendance was 808,775 people
- During the Press Preview, there were a total of 5,025 journalists from 60 countries and 40 U.S. states.
- During the Industry Preview, 35,551 people attended from 2,001 companies and 25 countries.
- During the Charity Preview, \$5.3 million was raised for children's charities.
- The total economic impact for the show was \$400 million.

## Facts

- 2015 North American Car of the Year – **Volkswagen Golf**
- 2015 North American Truck/Utility of the Year – **Ford F-150**
- 2015 North American Car and Truck of the Year Award

- Best Designed Production Vehicle – **Ford GT**
- Best Designed Concept Vehicle – **Buick Avenir**
- Innovative Use of Color, Graphics, and Materials – **Buick Avenir**
- Best Designed Interior – **Audi Q7**

## Eyeson Design Awards

## Awards



Ford F-150 Raptor

## Date for 2016 Auto Show:

**Industry Preview:** January 11 – 12, 2016

**Public Show:** January 16 – 24, 2016



Acura NSX



- Ginger Zee, meteorologist for Good Morning America, broadcasted live from the Auto Show on January 23 as part of the WXYZ Channel 7 Family Day.
- The Detroit Tigers also were at the Auto Show on January 23, as part of their Winter Caravan.

## Events



NORTH AMERICAN  
INTERNATIONAL

**AUTO  
SHOW**

January 12 - 25, 2015



Ford GT 350R



# 2015 North American Car of the Year



**Volkswagen Golf**