Automotive News

CONGRESS

DETROIT • SEPTEMBER 28-30, 2026

EVENT OVERVIEW

WHERE THE AUTO INDUSTRY'S **MOST INFLUENTIAL LEADERS** ALIGN ON **WHAT COMES NEXT.**







The **50th Automotive News Congress** returns to Hudson's Detroit with an **expanded three-day program** bringing together 500+ senior leaders for headline interviews, immersive experiences and high-value engagement across the automotive ecosystem.

Congress 2026 also overlaps with additional industry activities in Detroit, creating a broad, high-energy convening moment for automotive leaders.

Congress sponsors gain:

- → High-value access to C-suite and VP-level decision-makers
- → Thought-leadership opportunities on the most important stage in the business
- → Premium branding and year-round visibility across Automotive News channels
- → Deep connections built across every industry segment

> **Automotive News Congress is a critical component in our automotive marketing strategy and GTM plan. It connects our team to the right people, bringing together the industry's top thought leaders and innovators. The ROI of Congress is simply unmatched.** *—HERE Technologies, 2025 Congress Platinum Sponsor*

AUTOMOTIVE NEWS CONGRESS EVENT OVERVIEW

AGENDA AT-A-GLANCE

Monday, September 28 *(Day 1)*

- Tours and interactive experiences with host sponsor Hyundai
- **Welcome networking reception** – new for 2026
- **Automotive News Rising Stars** award presentation
- *Partner event: CXAUTO*

Tuesday, September 29 *(Day 2)*

- Full day of **Congress conference programming**
- Optional **breakfast/lunch sessions** featuring workshops and panel discussions – new for 2026
- **Innovation Alley:** Exhibition space for sponsors and PACE program participants
- **Networking opportunities** at breaks, lunch and throughout the program
- Opportunity for **sponsor-hosted receptions/dinners** in the evening

Wednesday, September 30 *(Day 3)*

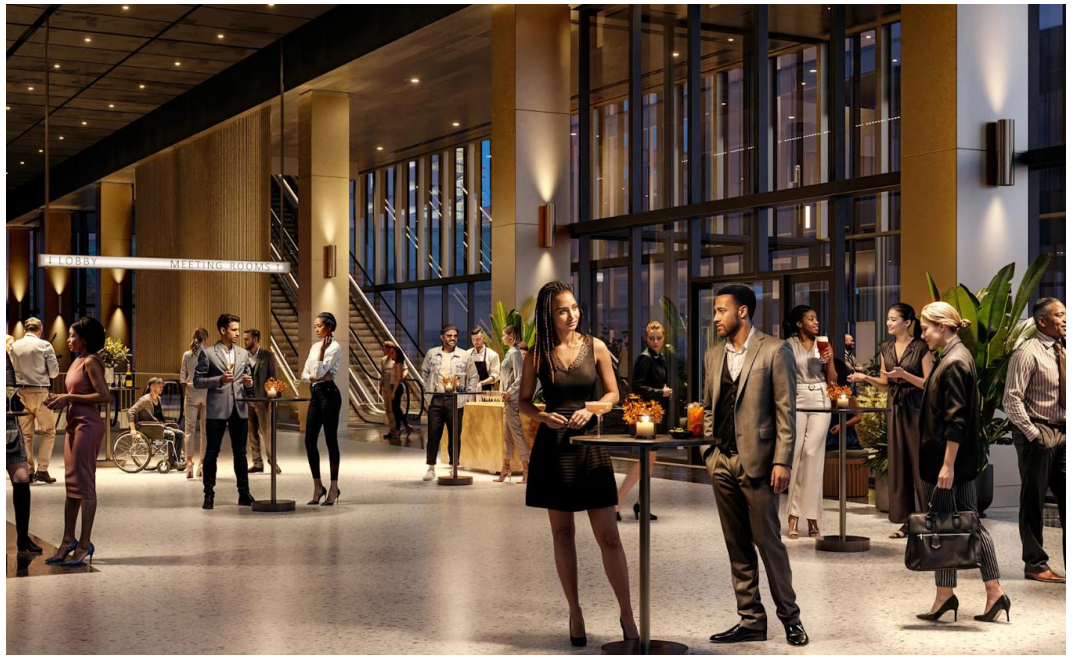
- Half day of **Congress conference programming** – new for 2026
- Optional **breakfast sessions** featuring workshops and panel discussions
- *Partner event: Assembly Ventures Summit*

VENUE

Hudson's Detroit – Downtown Detroit

All three days of event programming will be held at Hudson's Detroit, a new landmark development on Woodward Ave. and the new home of General Motors' world headquarters.

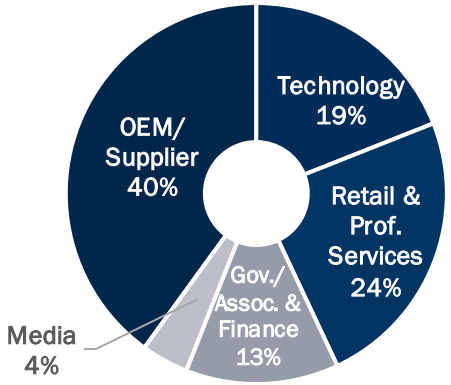
Located in the heart of downtown Detroit • 25 min. from DTW airport



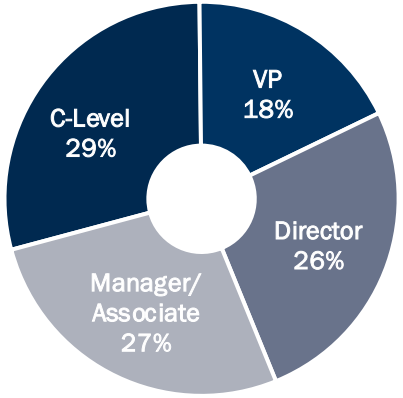
AUTOMOTIVE NEWS CONGRESS AUDIENCE DETAILS

More than 500 senior-level attendees from across the automotive ecosystem will attend Automotive News Congress 2026 – including top executives, decision-makers and rising stars from automakers, suppliers, tech providers, investment firms, service companies and media.

ATTENDEE INDUSTRY



ATTENDEE SENIORITY



SELECT COMPANIES IN ATTENDANCE (2025)

GM, Hyundai, Nissan, Ford, Stellantis Financial Services US, Kia, Toyota, Honda, Cox Automotive, Mobis North America, Goodyear, Forvia Hella, Eaton, Bridgestone, Magna, Bosch, EY, Continental, Marelli, Visteon, Brose, A2MAC1, Aumovio, S&P Global Mobility, BCG, Autos Drive America, Denso, Polaris, LG Electronics, SiriusXM, Snowflake, Asbury Automotive Group, TikTok, Deloitte., Enterprise Mobility, Harman, LexisNexis, Salesforce, Google, SMR, Dent Master, here

AUTOMOTIVE NEWS CONGRESS AGENDA DETAILS

Congress 2026 will come to life throughout the week with expanded sessions, partner events and additional sponsor opportunities.



AUTOMOTIVE NEWS CONGRESS DISCUSSION TOPICS

Trade Wars and Global Shifts: China's Growing Influence on the Global Auto Industry | ~~Sponsor seat on hold~~

China's dominance in EVs, scale, and advanced tech is reshaping global competition, forcing automakers to rethink sourcing, production, and supply chains. As trade tensions rise, U.S. policy and politics will play a critical role in shaping the response. Meanwhile, Chinese expansion into North America is poised to disrupt pricing, retail models, and regional supply dynamics.

Refining Customer Experience: Who Owns the Relationship in the Age of AI? | ~~Sponsor seat sold out~~

As AI reshapes how vehicles are sold, financed, and supported, OEMs and retailers are renegotiating ownership of the customer relationship. This panel examines how data, automation, and affordability pressures are redefining trust, loyalty, and collaboration across the lifecycle.

Affordability at a Breaking Point: The Economics of the Next Vehicle | ~~Sponsor seat on hold~~

Rising costs, regulation, and complexity have pushed vehicle affordability to a critical inflection point. This discussion looks at how pricing, product strategy, and profitability must adapt as consumer limits collide with industry ambitions.

The Automated Factory: AI, Robotics, and the Future of Automotive Work | ~~Sponsor seat on hold~~

AI, robotics, and digital manufacturing are driving a shift toward flexible, software-defined factories that can adapt faster, improve quality, and reduce costs. This panel explores how these technologies are transforming vehicle production, reshaping the workforce through new skills and roles, and strengthening U.S. manufacturing competitiveness.

Building the Next Playbook: How Policy, Elections, and the Economy Will Shape the U.S. Auto Industry | Sponsor seat available

Politics, industrial policy, and economic conditions will define the industry's next chapter more than technology alone. This panel examines how elections, regulation, and affordability pressures will influence investment decisions, domestic production, and long-term competitiveness.

AUTOMOTIVE NEWS CONGRESS SPEAKERS

2026 KEYNOTES



José Muñoz
President and CEO
Hyundai Motor Group



Jim Farley
CEO
Ford Motor Company



Antonio Filosa
CEO
Stellantis



Mark Reuss
President
General Motors

OTHER CONFIRMED SPEAKERS

Suzanne Kazunas, Group VP, Executive Engineering Officer, **Toyota Motor North America**

Daryl Kenningham, CEO, **Group 1 Automotive**

Ponz Pandikuthira, SVP, Chief Product & Planning Officer, **Nissan Americas**

Jeremy Robb, Chief Economist, **Cox Automotive**

Michael Dunne, CEO, **Dunne Insights**

Kate Kalutkiewicz, Senior Managing Director, **McLarty Associates**

Joe Shaker, CEO and co-founder, **TruVideo**

Mike Murphy, Founder, American EV Jobs Alliance

Lei Zing, Analyst and co-host, **China EVs & More**

More speakers will be announced throughout the spring.

AUTOMOTIVE NEWS CONGRESS 2025 HIGHLIGHTS













SPONSORSHIP OVERVIEW

Platinum

$40,000

High-visibility sponsorship with premiere opportunities throughout all 3 days and the option to feature the voices of your executives on stage.

Gold

$25,000

Strong visibility across multiple event touchpoints, plus opportunities to extend your presence with premium activations.

Silver

$15,000

A streamlined sponsorship designed to balance exposure and budget, delivering meaningful exposure among industry leaders.

Rising Stars Exclusive Lead

$35,000

Position your brand as a champion of the industry's future with exclusive visibility, stage presence and meaningful involvement in our awards program.

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SPONSORSHIP DETAILS

PLATINUM

GOLD

SILVER

PLATINUM SPONSORSHIP BENEFITS

$40,000

Pre-event branding

- Company logo featured in all email and print/digital edition marketing efforts
- Company logo featured on event website
- 1 complimentary full-page print ad in a 2026 print/digital issue of Automotive News (or digital advertising equivalent)

On-site presence

- Opportunity to showcase an innovative product or service within Innovation Alley exhibition space at event (8’ x 10’)
- Recognition on-stage at beginning and end of Congress; Visibility on all event signage throughout venue
- Your video ads displayed on video LED signage throughout the event
- Opportunity to add on a speaking role during Congress *(see page 13)*
- Opportunity to add on premium on-site activations during Congress for additional exposure and engagement *(see page 13)*

Event passes

- 8 complimentary Congress event registrations for employees and guests, including all conference programming and welcome reception *(additional tickets available at a discount)*

Lead generation

- List of all event registrants delivered one week prior to event and full list with contact information immediately following event

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SPONSORSHIP DETAILS

PLATINUM

GOLD

SILVER

GOLD SPONSORSHIP BENEFITS

$25,000

Pre-event branding

- Company logo featured in all email and print/digital edition marketing efforts
- Company logo featured on event website
- 1 complimentary full-page print ad in a 2026 print/digital issue of Automotive News (or digital advertising equivalent)

On-site presence

- Recognition on-stage at beginning and end of Congress; Visibility on all event signage throughout venue
- Opportunity to add on premium on-site activations during Congress for additional exposure and engagement *(see page 13)*

Event passes

- 6 complimentary Congress event registrations for employees and guests, including all conference programming and welcome reception *(additional tickets available at a discount)*

Lead generation

- List of all event registrants delivered one week prior to event and full list with contact information immediately following event

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SPONSORSHIP DETAILS

PLATINUM

GOLD

SILVER

SILVER SPONSORSHIP BENEFITS

$15,000

Pre-event branding

- Company logo featured in some email and print/digital edition marketing efforts
- Company logo featured on event website

On-site presence

- Recognition on-stage at beginning and end of Congress; Visibility on event signage throughout venue

Event passes

- 4 complimentary Congress event registrations for employees and guests *(additional tickets available at a discount)*

Lead generation

- List of all event registrants delivered one week prior to event and full list with contact information immediately following event

Automotive News RISING STARS

SPONSORSHIP DETAILS

EXCLUSIVE LEAD

RISING STARS EXCLUSIVE LEAD SPONSORSHIP BENEFITS

$35,000 (ON HOLD)

Collaboration on award program

- Partner with AN on Rising Stars awards by recommending candidates for consideration and participating in selection meeting with our editorial team
- Brand visibility in all nomination marketing efforts (online, print, social and email) and within Rising Stars editorial coverage (print, website, email, social)
- *Exclusive digital ad roadblock:* All ads surrounding online Rising Stars section and individual honoree profile articles, plus logo in header at top of page
- One full-page print ad in Rising Stars special section of Automotive News
- Logo on each Rising Stars award

On-site presence

- Opportunity to give a 1-minute toast to the Rising Stars award winners at the Automotive News Congress Welcome Reception on Sept. 28
- Opportunity to help Automotive News present Rising Stars award winners with trophies at the Welcome Reception
- Visibility on event signage throughout venue at Welcome Reception alongside other Congress sponsors

Event passes

- 6 complimentary event registrations to Automotive News Congress *(additional tickets available at a discount)*

Lead generation

- List of all Congress event registrants delivered one week prior to event and full list with contact information immediately following event

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ADDITIONAL **ACTIVATION OPPORTUNITIES**

ADD-ON ACTIVATIONS	AVAILABLE	INVESTMENT
SPEAKING OPPORTUNITIES | AVAILABLE TO PLATINUM SPONSORS		
Main stage panel – full takeover	1 available	$40,000
Main stage panel – single speaking slot	3 available	25,000
Breakfast/lunch panel – full takeover	4 available	25,000
OTHER ACTIVATIONS | AVAILABLE TO PLATINUM & GOLD SPONSORS		
Networking sponsorships		
Welcome reception sponsorship	Sold	15,000
Breaks, coffee and lunch sponsorship	1 available	10,000
On-site branding		
Badges and lanyards	Sold	10,000
Branded tote bags	1 available	10,000
WiFi sponsorship with custom password	Sold	7,500
Pre-/post-event marketing		
On-location In the Driver's Seat video interview	6 available	15,000
Pre-/post-event email blast to registrants	4 available	7,500

SPONSORSHIP COMPARISON

	CONGRESS			RISING STARS
	PLATINUM *limited availability*	**GOLD**	**SILVER**	**LEAD** *ON HOLD*
Contact info for all registrants	✓	✓	✓	✓
Congress event registrations	8	6	4	4
Logo featured in marketing efforts	✓	✓	✓	✓
Exhibition booth within Innovation Alley area (~8' x 10')	✓	-	-	-
Full-page ad in a 2026 print issue of Automotive News (or digital equivalent)	✓	✓	-	✓
Speaking role at Congress	Option to add on	-	-	✓
Premium activations	Option to add on	Option to add on	-	-
Speaking role at Welcome Reception	-	-	-	✓
Help pick honorees + logo on award	-	-	-	✓
	$40,000	$25,000	$15,000	$35,000

Automotive News

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2026

Thank you!

APPENDIX

PARTNER EVENT DETAILS: **CXAUTO**

CXAUTO, hosted by **Thought Leadership Summits**, convenes **senior auto retail leaders** focused on customer experience, dealership operations and retail innovation.

While Congress primarily convenes OEM and supplier leadership, CXAUTO brings a dealer-led audience into the broader ecosystem — creating a wider industry tent around AN's flagship event.

CXAUTO content focus areas:

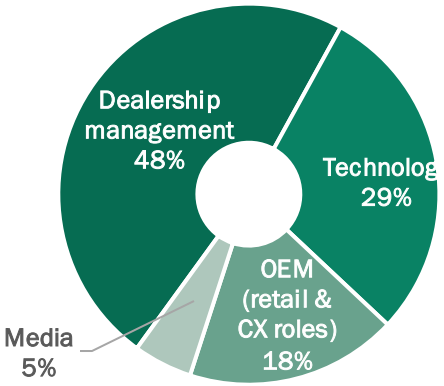
- Customer experience strategy and measurement
- Retail innovation and dealership transformation
- Fixed operations and service experience
- OEM–dealer collaboration

Previous CXAUTO confirmed speakers include:

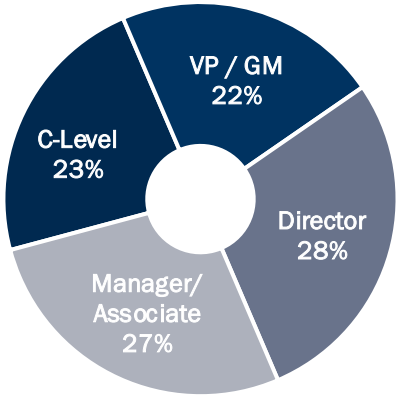
- Jeremy Beaver — CEO, Del Grande Dealer Group
- Barry Ratzlaff — Chief Customer Officer & VP Retail Experience, Hyundai Motor America
- Bill Camastro — Dealer Principal, Gold Coast Cadillac
- Doug Eroh — President, Penske Motor Group
- Marcus Williams — GM, LA Region, Toyota North America
- Justin Hinderer — Owner, Hinderer Motors
- Steve Cerny — Manager, 20 Group Operations, NADA

For sponsorship opportunities: Contact Jon Munzel at jmunzel@tlsummits.com

ATTENDEE INDUSTRY



ATTENDEE SENIORITY



OWN THE CONVERSATION AT CONGRESS 2026

All breakout sessions take place in private, upstairs rooms designed for focused discussion

Session Options

Lunch Sessions:
- Tuesday, Sep 29
- First 45 minutes of lunch (within 90-min break)

Breakfast Sessions:
- Wednesday, Sep 30
- 8a-8:45a (main programming beginning at 9a)

Why This Works

Curated Audience (~50 ATTENDEES)
- Highly targeted, topic-driven participation

Position Your Brand as a Thought Leader
- Lead discussion + share insights

Shape the Narrative
- Influence topic and audience focus

Built-In Networking Time
- Organic engagement pre/post sessions

Exclusivity & Investment

Limited Availability
- Only **4 total sessions**
- 2 breakfast | 2 lunch

Full Session Takeover
- Complete brand ownership
- Integrated with platinum visibility

Investment
- $25,000

An intimate, high-impact setting for **meaningful connections** and **measurable influence.**

IN THE DRIVER'S SEAT ON LOCATION DETAILS

We're bringing our popular In the Driver's Seat executive interview series to the floor of the Automotive News Congress.

Join host **Emma Hancock** for a brief on-site interview filmed at the Automotive News stage within the Congress venue. Our editorial team will collaborate with you in advance to shape the conversation, develop key questions and schedule a recording time that works for your executive.

Following Congress, your video interview will be published and promoted across **Automotive News LinkedIn and Facebook channels**, as well as on **Autonews.com**, extending your brand's presence beyond the event.

Add-on opportunity: Extend the reach of your video with a companion advertorial-style Q&A feature in a future print issue.



INVESTMENT: $15,000 NET

RECORDING DATES: SEPT 29 *or* 30*

PUBLISH DATES: OCT 7 ONWARD*

50K

Average Plays per video across AN platforms

**Recording dates and publish dates subject to change. Participation is limited and available on a first-commit basis.*