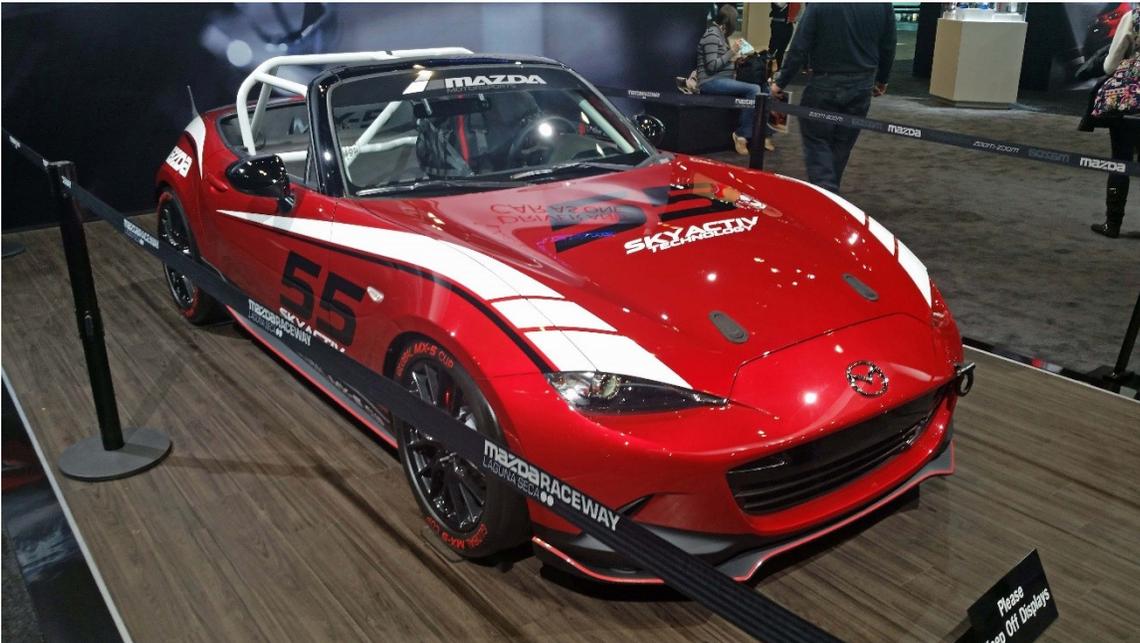


February 15, 2015

BMC 2015 Chicago Auto Show Outing - February 14, 2015.

Overall a great show on a very COLD day. All met prior to 9am on Saturday morning. SynerComm had provided bagels, coffee, water to start out the drive down. Group included 15 BMC members and 15 SynerComm Employees and family. Our driver Jamie did a fine job getting us to the show and, eventually with traffic, the proper drop off point. It felt like that last mile took as long as the first 90; but as we weren't driving; all could just enjoy watching bad drivers doing bad things. Clearly, taking a nice comfortable bus was THE way to go.

BMC members largely went first to the Mazda section to see the new ND Miata.



This Racing Prototype was the only LEFT HAND drive they had. But definitely shows what is possible to do...

These other two are front/rear of the new street Miata; but as you can see, is a euro edition; RIGHT hand drive. Also a Prototype though; no information on market release, pricing... So while we had hoped to actually SIT in one; and discuss price with knowledgeable people; that didn't happen.

Mazda also had the prototype CX-3 mini SUV that Dick/Jim were interested in; but as with the Miata, aside from seeing (but not touching) no data.

This seemed to be the trend at the CAC; great things to see; but not much detail. Aside from this downside, it was a good show, and all seemed to enjoy it. Still, we allowed six

hours and by hour four, most were flagging... Jim, Dick and Gary for sure will check out Milwaukee show starting next week; so we'll have a show to show comparison.



Bus ride back was comfortable. Mrs Sollazo, from SynerComm, brought the movie "Tommy Boy" along; so we had some entertainment for the return trip. Didn't make it to the end by the time we arrived at the Park & Ride at College Ave - to a bunch of very COLD cars.

The major thing Jim did wrong was that he relied upon three people doing head count; at end obviously off by one. We left Gary Koepke behind. So he had a big adventure (yeah, let's call it that) returning. As we left heavy coats on the bus; he had to improvise to stay warm enough for his return train ride/taxi. Met up with him today to get his coat back to him, and made good on his unexpected out of pocket costs.

From a lessons learned perspective; if we were to do this again we would definitely have people actively sign a roster getting ONTO the bus, and check name off on same paper roster for return trip. The other thing we recommend is a mid-event meet up (technology neutral) to find out if the prevailing thought is an earlier departure. We could easily have chosen to meet at the MAZDA exhibit at 2:00 for a group check in.