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MEDIA RELEASE

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Maserati Returns to the Canadian International AutoShow with Exclusive Premiere of the Maserati Grecale

Luxury brand to launch 'Everyday Exceptional' SUV at the country's largest automotive expo

TORONTO, Ont. — Luxury automaker Maserati is returning to the 2024 Canadian International AutoShow, in collaboration with the Maserati GTA dealers — Maserati of Oakville, Maserati of Ontario and Maserati of Toronto.

It is Maserati's first appearance at the country's largest automotive expo since 2019, and is marking the occasion with the exclusive Canadian auto show premiere of its all-new Maserati Grecale SUV. Developed at the Maserati Innovation Lab in Modena and produced at the Maserati plant in Cassino, Italy, Grecale strikes the right balance between versatility, elegance, performance and innovation, guaranteeing performance, comfort and safety, all at the same time. These features are combined with off-road capabilities and uncompromising driving pleasure.

The return of Maserati brings to eight the number of automotive brands confirmed for the 2024 AutoShow that were not at last year's event, joining Porsche, Ford, Lincoln, Infiniti, Polestar, Volvo and Genesis in bringing new vehicles and innovations back to Toronto. For many of these brands, it is their first return to a Canadian auto show since before the pandemic.

"The Canadian International AutoShow remains Canada's pre-eminent showcase of new cars, trucks and SUVs, and as the best place to see the newest vehicles that are going to be available at Canadian dealerships in 2024," says Jason Campbell, General Manager of the AutoShow. "With so many of Canada's leading automotive brands in one place, the AutoShow is the ideal starting point for the car-buying journey — to not only see the vehicles, but to also get a feel for the cars and talk to product experts who can answer any questions visitors may have."

The Maserati Grecale is best-in-class in terms of interior space, drivability, handling, acceleration (Grecale Trofeo reaches 100 km/h in 3.8 seconds, with a top speed of 285 km/h), sound quality and extensive use of fine materials such as wood, carbon fibre and leather.

The design of the Grecale embraces Maserati's new visual symbol, which distinguishes every new model since the MC20. The front features a low and imposing grille. The profile is notable for its contrast between purity and technique, with a highly fluid body featuring meandering, visual forms and its technical components highlighted by the use of carbon fibre. In the rear, the boomerang taillights are inspired by the Giugiaro 3200 GT and fit in with the trapezoidal line, made even more striking by the coupé effect of the cabin and its finish like a sports car's.

In total, more than 30 automotive brands will be on the show floors of the AutoShow in the north and south buildings of the Metro Toronto Convention Centre. Returning from the 2023 AutoShow are Buick, Cadillac, Chevrolet, Chrysler, Dodge, Fiat, GMC, Hyundai, Jeep (which is bringing back the popular Camp Jeep test track feature), Kia, Lexus, Nissan, Ram, Subaru, Toyota, VinFast and Wagoneer.

Alongside the feature new vehicles, the 2024 AutoShow will also include fan-favourite features and exhibits like the supercars and luxury brands of Auto Exotica, the rare collectables in the Cobble Beach Classics space, family-friendly installations from renowned brands LEGO and Mattel and indoor and outdoor test-drive tracks for electric vehicles.

The 2024 Canadian International AutoShow will take place February 16th to 25th at the Metro Toronto Convention Centre. For news and updates — and to buy tickets — please visit [autoshow.ca](https://www.autoshow.ca). Stay connected with the Canadian International AutoShow on Instagram [@autoshowca](https://www.instagram.com/autoshowca), TikTok [@autoshowca](https://www.tiktok.com/@autoshowca), X [@autoshowcanada](https://twitter.com/autoshowcanada) and Facebook at [/autoshowcanada](https://www.facebook.com/autoshowcanada).

Media accreditation to the 2024 AutoShow is now online and can be requested at [autoshow.ca/media-registration](https://www.autoshow.ca/media-registration).

About the Canadian International AutoShow, presented by The *Toronto Star*

Celebrating the automobile since 1974, the Canadian International AutoShow features more than 650,000 square feet of exhibits, displays and attractions spanning the North and South Buildings of the Metro Toronto Convention Centre. With annual attendance in excess of 350,000, the Canadian International AutoShow is not only the largest automotive expo in Canada, it is also the country's largest consumer show. A leader in lifestyle, technology and all things automotive, it is a showcase for the latest cars, trucks, SUVs, concept cars, exotics, classics, muscle cars, electric vehicles, alternative fuel vehicles and autonomous vehicles.

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