



CANADIAN INTERNATIONAL AUTOSHOW
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The Car-Buying Journey Starts at the Canadian International AutoShow

A one-stop shop to explore vehicles from 44 automotive brands

TORONTO, Ont. — With cars, trucks and SUVs on display from 44 automotive brands and most of the world's leading vehicle manufacturers displaying their roster of vehicles — including vehicles that are gasoline-powered, plug-in hybrids, hybrids and fully electric — the Canadian International AutoShow is a one-stop chance to explore new vehicles in an experiential setting.

It is the ideal place to begin the car-shopping journey — check out vehicle options available in an experiential setting, connect with product experts, weigh options, get an up close look at the car, have a seat to see how you fit in it and, for some of the EVs that are currently in the market, you can even take it for a test drive. And if you like what you see, you can place an order.

The latest models that are on showroom floors, and many that have yet to arrive in showrooms, are being displayed at the AutoShow — and as global supply chains recover from the disruptions of recent years, more inventory is available to be showcased. Every year, the AutoShow welcomes more than 350,000 patrons to the Metro Toronto Convention Centre, and these prospective car buyers enjoy the latest product lineups from big manufacturers, including many cars that are hard to find outside of the AutoShow.

- **Hear from the Experts** — Along with the vehicles on display at the AutoShow are product experts, on hand to share information and details about the cars, trucks and SUVs on offer. They are there to answer questions and provide details about performance and design.
- **Take the Test** — The AutoShow is home to Canada's largest indoor driving track for electric vehicles. Presented in partnership with Plug'n Drive, Ivy and Castrol, the EV Test Track weaves a route through the main hall of the 800 in the South Building of the Metro Toronto Convention Centre. Choose an EV from any (or all!) of Volvo, VinFast, GMC, Cadillac, Hyundai, Genesis, Nissan, Ford, Kia, Subaru, Lexus or Toyota and take a two-lap spin around the track, with an EV expert in the passenger seat providing advice and insight to better enjoy the ride in an EV.
- **Take the Test (Outdoors)** — To sample the EV experience in real driving conditions, the AutoShow offers three different options for outdoor EV driving tests. Volvo, VinFast, Fisker and Kia have vehicles to test in partnership with Plug'n Drive, Castrol and Ivy, out of the loading dock on the 800 Level in the South Building of the Convention Centre. Polestar is also running its own test drives in five vehicles from the loading dock area of 800 Level, while Tesla is offering drives in its Model Y in the North Building, which you can sign up for in the main lobby of the 200 Level, near the back doors to the parking garage.
- **Take the Rugged Route** — If the off-road lifestyle is something desired, Camp Jeep® is a Trail Rated indoor off-road course offering a chance to experience the capabilities of Jeep® vehicles without leaving the AutoShow floor. Passengers ride along in the latest Jeep vehicles — including the plug-in hybrid vehicles Jeep Wrangler 4xe, Jeep Gladiator 4xe and Jeep Grand Cherokee 4xe — experiencing five man-made obstacles that rigorously challenge the Jeep's capabilities.
- **Connect with Salespeople** — If you like what you experience, you can often start the sales process right on

the showroom floor, working with sales people to get the wheels in motion to the purchase of your new ride. 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), Tik Tok [@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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