

MEDIA RELEASE

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Glimpse the Future at the Canadian International AutoShow

Concept cars show the way the automotive industry is headed

TORONTO, Ont. — The vehicles of tomorrow are at the Canadian International AutoShow today.

The concept cars at the 2024 AutoShow are striking in their design and innovative in the technology they present. Some of them are fully futuristic — funky designs and features that are more a showcase of design and tech that will be appearing in production vehicles in the years to come.

Others are a true vision of the next generation of cars, trucks and SUVs — or refreshed takes on existing production vehicles.

But whether they are an automotive dream or something we can expect to see in showrooms in 2025 and beyond, concept cars remain a popular draw at the AutoShow.

Among the concepts at the 2024 AutoShow are:

- **Dodge Charger Daytona SRT** — The future of electrified muscle, the Dodge Charger Daytona SRT concept has the look and feel of a Dodge Charger, with a nod to its muscle car legacy — but powered by electricity. This Battery Electric Vehicle (BEV) is designed with three game-changing, patent-pending features: the R-Wing aerodynamic pass-through design, a Fratzonic Chambered Exhaust that can reach 126 dB — making it as loud as a Hellcat-powered Dodge — and eRupt, a multi-speed transmission with electromechanical shifting that is a pure Dodge experience.
- **INFINITI Vision Qe** — A preview of INFINITI's direction for its first all-electric model, the Vision Qe is a sleek fastback sedan with a low and wide profile — with full-width "digital piano key" lighting and striking machine-finished wheels — it blends artistic details with a single fluid design gesture that flows from front to rear. Despite being a static concept, its sleek, aerodynamic fastback profile exudes a sense of graceful motion.
- **INFINITI QX Monograph** — Showcasing the future direction of INFINITI's styling language, the QX Monograph teases the next generation of the brand's flagship — the QX80. The vehicle has bold proportions and previews striking design elements, including the evolution of INFINITI's double-arched grille and "digital piano key" lighting.
- **Nissan Rugged Rogue** — Nissan's Project Rugged Rogue reimagines the crossover SUV for family adventures — self-reliant, off-road travel and camping. Building on the recently refreshed 2024 Rogue, the concept features prototype NISMO Off Road components that make it better suited to journeys away from the pavement, including custom NISMO Off Road 3-inch suspension lift kit, rock rails, dual-exit centre exhaust and carbon fibre fender flares and rear spoiler with prototype NISMO Off Road wheels, roof rack and front bumper guard with NISMO Off Road 6-inch round driving lights. It also has hood-mounted NISMO Off Road 4-inch round driving lights and roof-mounted kayak and mountain bike racks.
- **Pontiac Pegasus** — An historic concept car, but a concept nonetheless. Developed in 1971, the Pontiac Pegasus took the second-generation 1970½ Firebird and married it with a Ferrari-inspired look that borrowed its long-nosed front end and grille from the 1958 250 Testa Rossa race car. Enzo Ferrari contributed a 4.4-

liter 365 GTB/4 V12 engine to the project that was mated to a Ferrari 5-speed transmission and a GM posi-traction rear axle. It also featured an exhaust system, mufflers and instrumentation from Ferrari as well as Corvette 4-wheel disc brakes and Borrani wire wheels.

- **Porsche Vision GT** — As the German automaker’s first concept study for a car created specifically for use in a video game — the Porsche Vision GT was designed exclusively for Gran Turismo 7 for the PlayStation 4 and PlayStation 5 platforms — this concept is free of the challenges typically faced while designing a production concept. With a sporty height-to-width ratio, an extremely low-set bonnet and very pronounced wings, it displays the brand’s standout design features. The lights and integrated air intakes create a visual link to the design language of the Taycan – a nod to the car’s purely electric drive. The rear is adorned with a markedly narrow light strip – a further development of the light signature that is familiar from the 911 and Taycan models. Porsche production vehicles have been a mainstay in Gran Turismo video game series since 2017.
- **Ram 1500 Revolution BEV** — Striving to meet the specific needs of truck owners in terms of range, towing, payload and charge time, the Ram Revolution BEV concept is loaded with advanced technology, reinventing the customer experience by integrating this tech with a fully connected customer experience and advanced mobility features. The ultra-modern exterior design represents the future of Ram trucks, with an all-new animated and modernized “R-A-M” badging and animated full LED “tuning fork” headlight design. Powered by two electric drive module (EDMs) and featuring all-wheel-drive capability, the Ram 1500 Revolution BEV Concept can add up to 100 miles of range in approximately 10 minutes with 800-volt DC fast charging at up to 350 kW, and it has four-wheel steering with up to 15 degrees of articulation for greater vehicle maneuverability.
- **VinFast VF Wild** — Belonging to the midsize pickup segment, with an overall length of 209 inches and a width of 79 inches, the VF Wild boasts the widest bed among its peers, as the automatic folding feature of the rear seats and power-folding mid-gate expand the bed length from 5 to 8 feet. This concept highlights VinFast’s innovative efforts to create a pickup truck with exceptional performance, catering to the new generation of consumers looking for innovation and eco-friendliness without compromising on performance and durability.
- **VinFast VF 3** — Designed to unbound the imagination, the VF 3 combines practicality, creativity and style to ignite new joy and inspire personal realization, and spark creativity among its drivers. It provides optimal space for the driver with overall dimensions of approximately L125.6 x W66.1 x H63.8 (inches). The second-row seats can be fully folded down to expand the cargo space, making it a perfect choice for daily commuting, with a range of up to 200 kilometres per full charge.

The 2024 Canadian International AutoShow is currently under way until February 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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