



CANADIAN INTERNATIONAL AUTOSHOW  
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MEDIA RELEASE

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## INEOS Grenadier to make Canadian auto show debut at 2024 Canadian International AutoShow

*More than 40 automotive brands to be showcased at Canada's pre-eminent automotive expo*

**TORONTO, Ont.** — One of the newest vehicles to enter the Canadian marketplace will be showcased at the 2024 Canadian International AutoShow.

Dilawri INEOS Grenadier will be displaying an INEOS Grenadier 4X4: A rugged yet comfortable utility vehicle that is as smooth on the road as it is tough on the trails. This powerful 4X4 is engineered to be versatile, adaptable and flexible enough to meet any job or lifestyle requirements — from family activities to off-road adventures and towing heavy loads — with a straight six 3.0L turbo engine, proven automatic ZF eight-speed transmission and permanent four-wheel drive. Three trim levels of the Grenadier utility vehicle will be available in Eastern Canada through Dilawri INEOS Grenadier, which is the first and only INEOS Grenadier sales and service location serving the region. Learn more at [dilawriineosgrenadier.ca](http://dilawriineosgrenadier.ca).

“The Canadian International AutoShow remains Canada’s pre-eminent showcase of new cars, trucks and SUVs,” says Jason Campbell, General Manager of the AutoShow. “It’s great to have yet another brand represented at the AutoShow this year – especially one so new to the market.”

The 2024 AutoShow will be the first time an INEOS Grenadier will be seen at an auto show in Canada, giving attendees the chance to be among the first to get a close-up view of the 4X4, which has been “built on purpose” to combine German engineering rigour and British spirit and design. The result? Best-in-class off-roading capability, durability and reliability.

The INEOS Grenadier 4X4 will be located on the 300 level of the North Building in the Metro Toronto Convention Centre.

The addition of an INEOS model brings to 12 the number of mainstream automotive brands confirmed for display at the 2024 AutoShow that were not at last year’s event, joining Porsche, Ford, Lincoln, INFINITI, Polestar, Volvo, Maserati, Fisker, Rivian, BMW and Genesis in bringing new vehicles and innovations back to Toronto. For many of these brands, it is the first appearance at a Canadian auto show since before the pandemic.

In total, more than 40 automotive brands will be represented 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 Alfa Romeo, 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 and VinFast.

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, a tribute to performance in the Cobble Beach Classics display and family-friendly installations from renowned brands LEGO and Mattel.

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