



MEDIA RELEASE

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CANADIAN INTERNATIONAL AUTOSHOW GOING VIRTUAL IN 2021

TORONTO, Ont. — With ongoing concerns about the COVID-19 pandemic and continued safety measures to stem the spread of the virus, the Canadian International AutoShow, Canada’s largest annual consumer show, is going solely virtual in 2021.

While mass indoor gatherings remain prohibited in Canada’s largest market, and the public - along with all levels of government - stand committed to ensuring that this global pandemic remains in-check here in Ontario and across Canada, the Trillium Automobile Dealers Association (TADA) has taken the decision to postpone the in-person AutoShow to February 2022, and focus on delivering an immersive world class automotive showcase on a virtual platform instead.

The health and safety of AutoShow consumers, and all of those who work within the automotive industry, are the primary concern of the AutoShow – a fundamental factor behind the decision to move in this new direction for 2021’s event.

“With restrictions to public gatherings in Ontario limited for the foreseeable future, our annual automotive showcase that attracts more than 330,000 visitors on average each year simply couldn’t be considered at this time,” says AutoShow General Manager Jason Campbell. “The AutoShow has become a must-visit showcase for both new car buyers and automotive enthusiasts alike, and we’re still committed to ensuring that the hundreds of thousands who would normally visit the Show in person to learn, explore and be fascinated by the latest innovations on offer, will continue to be able to engage with this great event – just in a new, more widely accessible way.”

“The pandemic is forcing us to fully embrace a digital future that has become the norm,” says David McClean, Director of Marketing at the AutoShow. “We’re engaged with all manufacturers, sponsors and exhibitors to continue telling their story through our new virtual AutoShow. It will be the World’s first virtual AutoShow and run as a true event - one that excites and drives the new car consumer market in the critical spring buying season. As the automotive landscape changes, the Canadian International AutoShow changes with it, leading the way in terms of how the automotive world connects with consumers.”

More details on the virtual AutoShow will be available in the coming weeks.

About the Canadian International AutoShow, presented by The *Toronto Star* and wheels.ca

With more than 650,000 square feet of exhibits, displays and attractions at the Metro Toronto Convention Centre, the Canadian International AutoShow attracted more than 334,000 visitors to the February 2020 event, and was the last major AutoShow to be held globally since the onset of the COVID-19 pandemic. The AutoShow has not only been the largest automotive expo in Canada, it has also been the country’s largest consumer show — a leader in lifestyle, technology and all things automotive.

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