

MEDIA RELEASE

February 10, 2023

AUTOSHOW MEDIA DAY OFFERS A PEEK AT LATEST TRENDS AND INNOVATIONS IN THE AUTOMOTIVE WORLD

TORONTO, Ont. — The latest innovations, trends and ongoing electrification of the automotive industry will be in the spotlight when the 50th anniversary 2023 Canadian International AutoShow kicks off with its annual media preview on February 16th.

Presented by KPMG and Castrol, Media Day at the AutoShow is the first glimpse of the newest vehicles coming to the Canadian market and an opportunity to engage with some of the leading voices, decision makers and interesting personalities in the automotive sector.

The 2023 AutoShow Media Day is packed with special features and unique interview opportunities, packaging an exciting preview event with many stories to be told. Among the cars that will be featured during the 2023 Canadian International AutoShow are (each can be found at the manufacturer's booth, unless otherwise stated):

Hyundai

Two highly anticipated vehicles will be showcased by Hyundai. The all-new RN22e — a fully electric high-performance car developed by Hyundai's N brand division — will be seen for the first time at a North American auto show. Making its Canadian debut is the N Vision 74, a concept car that is the first hydrogen-hybrid rolling lab. Learn more by visiting [here](#).

Genesis

Genesis will feature their GV60 and electrified GV70, with a Genesis G90 being displayed in the Automotive Journalists Association of Canada booth.

Nissan

With an all-star display, Nissan's exhibit will be headlined by the 2023 Ariya electric crossover, its most advanced production vehicle ever with up to 490 kilometres of driving range on a single charge. The Nissan NISMO Off Road Frontier V8 Concept will be making its Canadian debut at the AutoShow. Nissan will also be showcasing its most anticipated new sportscar, the 2023 Z as well as the 2023 models of the Rogue, Pathfinder Rock Creek, Frontier and Sentra. More information is available [here](#).

Stellantis

Camp Jeep is appearing for the first time in Canada. The Trail Rated indoor off-road course offers a chance to experience the capabilities of the legendary Jeep® vehicles without leaving the AutoShow floor. Passengers will ride along in the latest Jeep vehicles — including the PHEV Wrangler 4xe and



Grand Cherokee 4xe — experiencing five man-made obstacles that rigorously showcase their unmatched capabilities.

Stellantis will also have the Canadian auto show debut of the 2023 Dodge Hornet, 2023 Alfa Romeo Tonale and the 2023 Jeep Wrangler Rubicon 20th Anniversary Edition, amongst a roster that also includes the new Grand Wagoneer L long-wheelbase, Chrysler Pacifica Hybrid, Dodge Challenger Hellcat and Dodge Durango R/T, eight Jeep models and nine different Ram trucks. More information is available [here](#).

Kia

Kia will feature the Canadian debut of the refreshed 2024 Seltos. The company will also feature its Art of Movement interactive exhibit where people can use their body movements to create abstract art for sharing on their social channels.

Subaru

The Canadian debut of the all-new redesigned 2024 Subaru Crosstrek will be Subaru’s Media Day presentation, in a booth that includes the Subaru Wilderness Ramp Display, Solterra Eco-zone and the 2024 Impreza RS. As with past Auto Shows, Subaru will also feature the return of their fan favourite St. John Ambulance therapy dogs on Saturday, February 18, from 10:00 a.m. - 2:00 p.m.

Chevrolet

The electric vehicle is in the spotlight for Chevrolet as it fulfills its commitment to make EVs more accessible to car buyers. Its lineup at the AutoShow will include the all-electric Silverado EV, Equinox EV and Blazer EV, as well as the Bolt EV that will be available for test drives at the EV Test Track. The 2024 Silverado HD and 2023 Colorado, including the first ever Trail Boss and an even more capable ZR2, will represent the brand’s truck line, along with the all-new 2024 Trax.

GMC

Electrification of the GM roster continues through GMC, with the Hummer EV SUV and SUT on display. Along with the GMC Sierra EV Denali Edition — making its Canadian debut at the AutoShow — these make GMC the first and only brand to have all three all-electric trucks.

Buick

Incorporating futuristic features such as artificial intelligence, biometrics and aromatherapy, the Buick Wildcat concept is a big step forward while honouring the past of the brand. The Wildcat is designed to detect an elevation in driver heart-rate and automatically adjust vehicle settings to calm them down. Buick will also be showcasing an exciting global review With details to come!

Cadillac

The exciting Cadillac LYRIQ marks the beginning of the luxury brand’s EV transformation, and will not only be on display, but will also be available at the EV Test Drive Track. The Cadillac display will also





feature the [2023 Escalade-V](#) and two of the best sport sedans on the planet — the [CT4-V and CT5-V Blackwing](#).

Toyota

The all-new 2024 [Toyota Grand Highlander](#) will be making its Canadian debut in Toronto, and will be showcased along with the all-new 2023 Prius Prime, bZ4X, GR Corolla and Sequoia.

Lexus

The first Lexus global battery electric vehicle — the all-new 2023 RZ 450e — will be at centre stage in the Lexus booth, also alongside the fully redesigned 2023 RX.

Vinfast

One of the newest entries in the consumer automotive market in Canada, the Vietnam-based Vinfast will be showcasing four vehicles from its all-electric lineup: the all-new VF6 two-row compact eSUV, the VF7 midsize eSUV, the VF8 eSUV and the luxury VF9. Learn more at vinfastauto.ca.

Tesla

With a standalone display that will be found in the Auto Exotica space, Tesla will be showcasing the Performance Model 3, Performance Model Y, Model Plaid and Model X Plaid.

Cobble Beach Classics Presents 75 Years of Porsche

[Cobble Beach Classics](#) is consistently among the most anticipated features of the AutoShow. This year's exhibit offers a unique perspective on three-quarters of a century of Porsche, showcasing 16 historically significant classic Porsche models — including the most valuable vehicle at the 2023 AutoShow, the 1969 Porsche 917 Long Tail Chassis 005 owned and shared by Peterborough native and racer David Seabrooke. The exhibit also includes some of the latest models, including a 2022 Taycan GTS Sport Turismo and 2021 911 Targa heritage design. Of particular interest will be the 1962 356 Roadster, painted to be an exact replica of the Porsche owned by Janis Joplin.

Exotic Brands

The Canadian International AutoShow is renowned for its collections of luxury cars and exotic super cars and hyper cars, and the 2023 Show is no exception. Grand Touring Automobiles will showcase cars by Aston Martin, Bentley, Lamborghini, Polestar, Rolls Royce and a Koenigsegg Regera. Autostrada Magazine Canadian Collectors exhibit includes a Ferrari La Ferrari, McLaren Elva, Ford GT Mark II and a unique off-road Lamborghini LM001. Pfaff will show a McLaren Atura and a 2019 Porsche GT3 R, the winningest GT3 R chassis in North America. There will also be a classic 1957 Corvette and 1968 Camaro from Barrett-Jackson and a 1957 Aston Martin DB 2-4 from Gentry Lane Autos.





Project Arrow

The first original, full-build, zero-emission Canadian concept car, [Project Arrow](#) will open Media Day with special presentations by the Hon. François-Philippe Champagne, federal Minister of Innovation, Science and Industry, the Hon. Filimino Tassi, Minister responsible for the Federal Economic Development Agency for Southern Ontario, and the Hon. Vic Fedeli, Ontario Minister of Economic Development, Job Creation and Trade.

Beyond the manufacturers and their new vehicles, the 2023 AutoShow is packed with special features and interesting vehicles to be explored on Media Day.

- **AJAC Car and Utility Vehicles of the Year** — The Automobile Journalists Association of Canada (AJAC) annually awards 12 individual class winners, which culminate in a final six vehicles that get put up for the Canadian Car of the Year and Canadian Utility Vehicle of the Year Awards, which will be presented at the opening of Media Day.
- **EV Test Track** — A major new addition to the 2023 AutoShow will be Canada’s largest indoor EV Test Track! Consumers (and media) will have the opportunity to get behind the wheel of the latest and greatest electric vehicles and test drive the future of mobility, right inside the Metro Toronto Convention Centre. Vehicles available for a test drive include the Cadillac LYRIQ, Chevrolet Bolt, Hyundai IONIQ and Kona, Kia Niro and EV-6, Nissan Ariya, Subaru Solterra, Lexus NXP, Toyota RAV 4 Prime PHEV and Bz4x and the Vinfast VF8.
- **Electric City** — A new feature for the AutoShow, Electric City is a showcase of the electrification of the automotive sector and micro-mobility. It will feature an indoor micro-mobility test track where attendees can try a range of electric bikes from Amego EV, as well as the SARIT (Safe Affordable Reliable Innovative Transport) – the latest innovation from Magna founder Frank Stronach. Technology innovators from both the Canadian East and West coasts will also be showcased with the launch of the all-new outdoor adventure vehicle from Potential Motors, as well as a self-propelled high-tech AI Stroller from Vancouver-based Gluxkind – a company most recently awarded honours at the CES Show in Las Vegas for Innovation.
- **Auto Exotica** — Where automotive dreams live, Auto Exotica has been the fan favourite at the AutoShow for many years. A curated selection of rare exotic cars, supercars and multimillion-dollar hyper cars, this special exhibit allows you to indulge in the glitz and glamour of the pinnacle of automotive tech and luxury, including this year a Koenigsegg Regera, Bugatti, Polestar 2, McLaren, Lotus, Ferrari, Tesla and the off-road Lamborghini LM002, among others.
- **Celebrating 50 Years of the Hottest Wheels – Presented by Hot Wheels** — Ten lucky AutoShow fans will showcase their automotive masterpieces as part of “[The AutoShow Anniversary Selection](#)” in partnership with PASMAG Tuning 365, presented by Hot Wheels. The space also includes a kids’ play zone, retail space, classic Hot Wheels cars — including original “The Sweet 16” diecast cars that were the first Hot Wheels released in 1968 — and six life-sized Hot Wheels vehicles from the Hot Wheels Garage of Legends fleet.
- **The LEGO Group** — A life-sized [LEGO® Technic™ Lamborghini SÍAN FKP 37](#) will make its North American debut, a life-size replica made from more than 400,000 LEGO® Technic™ elements. Designer Lubor Zelinka will be available on Media Day to discuss building the model.





- **OBLIVION** — From pop culture icons to quirky '80s automotive design, the [OBLIVION](#) display was the sleeper hit of the 2020 AutoShow. Seven vehicles will be showcased, including a famous concept car by Magna showcasing the latest in technical innovation at the time – a fax machine located in the vehicle's glove box!
- **REV TV Speed Zone** — A showcase some of the cars and events that REV TV broadcasts throughout the year, with several interactive exhibits that allow visitors to try their hand at being a TV car reviewer themselves.
- **Accessible Mobility with Universal Motion** — A [feature](#) of six vehicles highlighting support available for those in our society who find themselves challenged by their mobility, and bring to wider public attention this critical service that specialty builders have to offer.
- **Roshel** — The Mississauga-based manufacturer of smart armoured vehicles is showcasing its [Senator APC](#) — of which the Canadian government recently purchased 200 to be sent to Ukraine as part of Canada's contribution to the huge international effort in aid of Ukraine's defence. As the one-year anniversary of the war in Ukraine approaches, CEO Roman Shimonov will be available on Media Day.

Please refer to the Backgrounder below for a schedule of the events on Media Day.

Media accreditation to the 2023 AutoShow is now online and can be requested at autoshow.ca/media-registration.

Stay connected with the Canadian International AutoShow on Instagram [@autoshowca](#), Twitter [@autoshowcanada](#) and Facebook [/autoshowcanada](#).

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

Celebrating its 50th year, 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 330,000, 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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For more information, please contact:

Kalvin Reid
Director of Public Relations
Enterprise Canada
289-241-7936
kreid@enterprisecanada.com
Twitter: @KalReid





BACKGROUND

2023 Canadian International AutoShow Media Preview Day Schedule

Media Preview Day for the manufacturers participating in the Canadian International AutoShow and the associated feature partners will take place February 16th, starting in the John Bassett Theatre in the North Building of the Metro Toronto Convention Centre with a media breakfast, welcome remarks, an opening presentation from the APMA around its Project Arrow car and the presentation of the AJAC Canadian Car and Utility Vehicle of the Year awards.

Shuttle buses will be available to transfer media from the North Building to the South following the last presentation in the North building. The buses will depart from Front Street at regular intervals.

Location	Time	Event	
Opening Ceremonies			
John Bassett Theatre Lobby	7:00 am	Media Breakfast	
John Bassett Theatre	7:50 am	Welcome remarks – 2023 CIAS President & media partners	
	8:00 am	Opening Presentation - Project Arrow – APMA President Flavio Volpe <ul style="list-style-type: none"> Hon. François-Philippe Champagne, Minister of Innovation, Science and Industry The Hon. Vic Fedeli, Ontario Minister of Economic Development, Job Creation and Trade The Hon. Filomena Tassi, Minister responsible for the Federal Economic Development Agency for Southern Ontario 	
	8:20 am	AJAC Car and Utility of the Year awards	
	8:35 am	Media interviews with AJAC winners & Project Arrow executives & Ministers	
	9:00 am	Opening concludes	
Manufacturer Tour Commences		Reveals	
NORTH BUILDING			
300 Level	9:15 am	Hyundai	One North American Auto Show One Canadian
	9:45 am	Kia	Canadian debut
	10:05 am	Subaru	Canadian debut
	10:25 am	EnerSavings	Company Announcement
	10:35 am	OPG	Company Announcement



	10:50 am	Government of Canada	Filomena Tassi, Minister Responsible for the Federal Economic Development Agency for Southern Ontario, on the Electric City Innovation Stage by the Toronto Star and EnerSavings <ul style="list-style-type: none"> • Project Arrow & CIAS EV Support Discussion
	11:00 am	Electric City	Open Media Availability at all Electric City Exhibitors: <ul style="list-style-type: none"> • SARIT (latest innovation from Frank Stronach); • Potential Motors; • Gluxkind; • Plug 'n' Drive • EnerSavings • OPG • AmegoEV • Ivy • LoopX AI • Steer EV • Sailun Tires • City of Toronto • OVIN Corner • Haze Automotive
		Interactive Exhibits	Open for media exploration and participation <ul style="list-style-type: none"> • Camp Jeep • Micro Mobility Test Track
200 Level	11:00 am	Public Address Announcement	Shuttle buses are waiting outside the main doors on Front Street to transfer Media directly to the 800 Level.
Tour transitions to the South Building			
800 Level	11:15 am	EV Test Drive Track	Open for media test drives OEM Availability in OEM booths & all 700 & 800 level displays open for media access
700 Level	12:00 am	Lunch	Available on 700 level Cafe
	1:00 pm	LEGO	Unveil Lamborghini Sian <ul style="list-style-type: none"> • Chief Designer Lubor Zelinka • Special AutoShow presentation
	1:20 pm	Cobble Beach Classics	Presents 75 years of Porsche

			<ul style="list-style-type: none"> David Seabrooke, Peterborough native and owner of 1969 Porsche 917 Long Tail Chassis 005 and other owners of vehicles in the exhibit
	1:40 pm	Open Media Call	<p>Hot Wheels</p> <ul style="list-style-type: none"> Brian Benedict, vehicle designer, available for interviews The Original “Sweet 16” Hot Wheels cars “Hottest Wheels of the AutoShow” <p>Roshel</p> <ul style="list-style-type: none"> CEO Roman Shimonov <p>Assisted Mobility Feature</p> <ul style="list-style-type: none"> Universal Motion President Marco Ferrara <p>OBLIVION</p> <ul style="list-style-type: none"> Organizer Justin Sookraj
	2:15 pm	Free Time	<p>Media free to roam the show, conduct interviews</p> <ul style="list-style-type: none"> General availability at all features
MTCC	3:30 pm	Media Day Concludes – all floors cleared in prep for VIP night	