



MEDIA RELEASE

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FIRE UP THE ENGINES AT THE REVZONE

TORONTO, Ont. — Jump into the action of motorsports in the REVZONE at the 2023 Canadian International AutoShow.

The exhibit presented by REV TV — Canada’s go-to television channel for all things motorsports and automotive — is a beacon to petrolheads, literally bringing the action from the screen to life at the AutoShow. Besides some cars and stars from REV TV, the REVZONE will include a live interview stage, professional SIM racing rigs, a live studio that will host broadcasts during the AutoShow and an audition studio where racing fans can test their chops in an on-air car review.

“The REVZONE is a physical presentation of the stars and cars that make up REV TV, but it is also a unique platform to engage with our fans,” says Mike Garrow, CEO of REV TV. “We will have a number of giveaways throughout the show, from gift cards to tickets to Monster Jam, on top of all of the amazing vehicles and interactive displays that will make the REVZONE a must-see attraction. We can’t wait to share our enthusiasm for all things motoring and motorsport with our fans during the triumphant return of the Canadian International AutoShow.”

Motorsports lives on REV TV, but it isn’t limited to racing, with a full slate of shows from all things aftermarket on PASMAG’s Tuning 365 to DIY shows as on Motorhead Garage, as well as the rip-roaring world of drifting on PASMAG’s Overdrive to the glamorous world of F1 with the news coverage program The Inside Line.

If it’s got a motor, you’ll likely find it on REV TV.

“Motorsports have always been an important part of the Canadian International AutoShow experience,” says Jason Campbell, General Manager of the AutoShow. “With unique cars, on-air personalities and fun attractions, REVZONE brings the racing experience to life and gives fans a behind-the-scenes look at producing the shows they love to watch.”

The REVZONE encapsulates the incredible diversity of automotive programming and motorsports on offer every day on REV TV.

“We’re extremely excited for the return of the AutoShow and can’t wait to capture the passion of auto and motorsport enthusiasts in the REVZONE as part of the 50th anniversary of the AutoShow,” says Tim Rutledge, Executive Producer. “We’re extremely grateful for the support of the entire AutoShow team, as well as AJAC and the many race teams and builders who will showcase their vehicles in the REVZONE. The unique combination of builds, from Skyline R34s, to Targa Rally cars, to a Winged Sprint Car showcases the diversity of the automotive and motorsport content that REV TV delivers 24/7.”

The REVZONE is located on the 700 level of the South Building of the Metro Toronto Convention Centre and will be active for the entirety of the Canadian International AutoShow from February 17th to 26th. In the





leadup to the AutoShow, REV TV will also be broadcasting the winners of the AJAC 2023 Canadian Car of the Year and Canadian Utility Vehicle of the Year live at 8:15 a.m. ET on February 16th. Stay tuned to REV TV's social media channels, as each day of the REVZONE at Canadian International AutoShow promises to bring unique experiences to attendees.

For more information or to buy tickets, please visit autoshow.ca. 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](https://www.instagram.com/autoshowca), Twitter [@autoshowcanada](https://twitter.com/autoshowcanada) and Facebook [/autoshowcanada](https://www.facebook.com/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.

About REV TV

Canada's motorsports and automotive destination is available to more than 8 million households across the country and features more than 200 races from around the world and right here at home. From two-wheels to four and so much more, REV TV showcases all forms of high-octane racing, such as MotoGP, IMSA WeatherTech SportsCar Championship, Monster Jam, World Rally Championship, INDY NXT, World RX Championship, WorldSBK, along with news coverage such as The Inside Line (F1), Winged Nation (winged sprint cars) and PASMAG's Tuning 365. We also have a slate of original programming with REV Culture with Todd Lewis that features interviews with motorsports luminaries, All North Racing which focuses on grassroots racing, a slew of how-to and behind-the-scenes programs, and so much more. REV TV is your motorsports and automotive destination, 24/7.

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