

## MEDIA ADVISORY

February 23, 2023

# HEADING INTO THE FINAL LAP OF THE 2023 AUTOSHOW

**TORONTO, Ont.** — The Canadian International AutoShow has staked its place as the premier showcase for cars, trucks and other vehicles in the Canadian market.

Record-setting crowds have welcomed the AutoShow back from pandemic-forced cancellations in 2021 and 2022, enjoying a 50<sup>th</sup> anniversary event that is packed with the newest cars, trucks and SUVs coming to market, innovative concepts, unique and rare luxury and exotic cars, special features and interactive exhibits that have proven popular with automotive fans and car consumers.

Heading into the last weekend of the 2023 AutoShow, there remain some interesting stories to tell.

- **Newest Vehicles** — Catch a first glimpse of the newest vehicles in — and coming to — the Canadian market, with some of the world's biggest automotive brands showcasing their latest production models and many new cars you can expect to see in 2024. Come see the new vehicles from **Subaru, Kia, Jeep, Dodge, Ram, Chrysler, Alfa Romeo, Wagoneer, Genesis, Nissan, Hyundai, Lexus, Toyota, Cadillac, Vinfast, Buick, GMC** and **Chevrolet**.
- **Concepts** — Get a glimpse into the future with some exciting and interesting concepts. The **Buick** Wildcat EV combines artificial intelligence, biometrics and aromatherapy technologies, all designed to monitor the state of the driver, and respond when necessary and appropriate. **Hyundai** is showcasing the future of their N Series with the RN22e fully electric performance car and the hydrogen hybrid rolling lab N Vision 74, inspired by the original Pony concept from 1974. **Nissan** is demonstrating the flexibility of its vehicles with the ARIYA Surf wagon concept and the NISMO Off Road Frontier V8.
- **Roshel** — Friday marks one year since the invasion of Ukraine. Mississauga-based manufacturer Roshel produces the Senator armoured personnel carrier that symbolizes Canada's contribution to Ukraine's defense — the Canadian government has ordered 200 of the units to be shipped to Ukraine. See the Roshel Senator APC at the AutoShow in the main showroom on the 800 level of the South Building of the Metro Toronto Convention Centre.
- **LEGO** — The LEGO exhibit at the AutoShow has proven so popular that reinforcements are being called in. The life-sized Lamborghini SIAN made from more than 400,000 LEGO® Technic™ is a draw, but the on-site LEGO store has been busy — so much so that nine extra pallets of LEGO sets have been ordered and are being shipped in from Dallas to meet expected demand this weekend.
- **Cobble Beach Classics Presents 75 Years of Porsche** — The annual showcase of rare classics is dedicating its exhibit this year to mark three-quarters of a century of Porsche, showcasing 15



historically significant classic **Porsche** models headlined by the 1969 Porsche 917 Long Tail Chassis 005.

- **Celebrity Vehicles** — There are a few vehicles at the 2023 AutoShow with famous lineage. The Autostrada display in Auto Exotica features a white 2008 Bugatti Veyron that was once owned by boxing legend Floyd Mayweather, and a 2005 Spyker C8 Spyder that Jennifer Lopez bought for her then-husband Marc Anthony. The Cobble Beach display includes a 1964 Porsche 356 that is painted to be an exact replica of the Porsche owned by Janis Joplin. From the screen, visit the OBLIVION exhibit to see a replica of the renowned DeLorean time machine from Back to the Future and a Jurassic Park Jeep, and in the Hot Wheels display there is a replica of the car from the tv cop show Starsky and Hutch.
- **Electric City** — The exciting new feature exhibit Electric City, presented by the Toronto Star and EnerSavings, is the one-stop destination for AutoShow attendees to learn everything about automotive electrification. It showcases the ecosystem that supports the new age of mobility. Learn about the exciting developments in the electrified automotive industry, guided by experts discovering new options in mobility, and explore seminars on the Innovation Stage Presented by the Toronto Star and EnerSavings.
- **EV Test Drive Track** — For the first time ever, the AutoShow will feature Canada’s largest indoor EV test drive track for potential consumers to try electric vehicles. Choose from 19 vehicles from nine different brands to weave through a 70,000-square-foot course.
- **Auto Exotica** — The exhibit where automotive dreams live, featuring a curated selection of exclusive luxury vehicles, super cars and hyper cars. This special exhibit allows you to indulge in the glitz and glamour of the pinnacle of automotive tech and luxury, including **Lotus, Porsche, Aston Martin, Koenigsegg, Rolls-Royce, Bugatti, Lamborghini, Bentley and McLaren**, displayed alongside 14 private collector cars in the Autostrada booth.
- **Camp Jeep** — Making its Canadian debut, guests can ride along an indoor course, traversing around and over five man-made obstacles that test the off-road capabilities of **Jeep’s** legendary vehicles.
- **OBLIVION** — Fire up the flux capacitor for a trip back to the '80s and '90s. This exhibit features eight vintage cars from the decades when Generation X came of age, surrounded by pop culture memorabilia that made the era so memorable.
- **Celebrating 50 Years of the Hottest Wheels, Presented by Hot Wheels** — A showcase of automotive masterpieces from personal collections, in partnership with PASMAG Tuning 365 and presented by Hot Wheels. The space also includes a kids’ play zone, retail space, classic Hot Wheels cars — including the original “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, including the AutoShow fan favourite 2014 Star Wars Darth Vader™ car.
- **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.
- **REVZONE** — A showcase of 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.



The AutoShow runs until February 26<sup>th</sup> in the North and South Buildings of the Metro Toronto Convention Centre. For more information or to buy tickets, please visit [autoshow.ca](https://www.autoshow.ca). Media accreditation to the 2023 AutoShow is now online and can be requested at [autoshow.ca/media-registration](https://www.autoshow.ca/media-registration).

The Canadian International AutoShow received a \$500,000 repayable Government of Canada investment through the [Tourism Relief Fund](#), delivered by the [Federal Economic Development Agency for Southern Ontario](#) (FedDev Ontario), to create Electric City – the new Electric Vehicle (EV) exhibit that supports the federal mandate for zero-emission vehicles in Canada.

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 50<sup>th</sup> 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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