



CANADIAN INTERNATIONAL AUTOSHOW  
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MEDIA RELEASE

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## Toyota Land Cruiser and Crown Signia to Make Canadian Debuts at 2024 Canadian International AutoShow

*Toyota and Lexus will feature full exhibits with their latest models*

**TORONTO, Ont.** — Toyota will feature two Canadian premieres at the 2024 Canadian International AutoShow.

AutoShow patrons will get the first look at the all-new 2024 Toyota Land Cruiser — the first time it has been available in Canada since 1989 — and the 2025 Toyota Crown Signia, which will be featured amongst a full roster of vehicles that includes the 2024 model year Grand Highlander, Tacoma, Tacoma Hybrid and Prius, which has won the North American Car of the Year Award and is nominated by the Automobile Journalists Association of Canada for the 2024 Canadian Car of the Year Award, as well as Prius Prime, which is nominated for AJAC's 2024 Electric Car of the Year Award.

“The [Canadian International AutoShow](#) is the destination for car buyers and fans to get a first look at the new cars coming to the Canadian market,” says Jason Campbell, General Manager of the AutoShow. “The return of the Land Cruiser to Canada and the sneak peek at the Crown Signia are two important cars that will excite consumers, and we are proud to have them making their first Canadian appearances at the AutoShow.”

The [2024 Toyota Land Cruiser](#) marks the return of Toyota's longest-running nameplate after a 35-year hiatus. Exclusively powered by i-FORCE MAX turbocharged 2.4-litre four-cylinder hybrid powertrain, the off-road icon is returning to its rugged origin as a high-quality off-roader at a more accessible price point that will take a wider range of customers on numerous backcountry adventures across the globe.

Set for the 2025 model year, the first-ever [Toyota Crown Signia](#) adds a distinctive hybrid-only crossover SUV to Toyota Canada's lineup. Exclusively equipped with the Toyota Hybrid Electric Vehicle (HEV) powertrain with On-Demand All Wheel Drive (AWD) standard, the Crown Signia will be available exclusively in Limited grade in Canada and brings refined style and impeccable comfort in a package that's sure to turn heads.

The three-row [Grand Highlander](#) is the second Toyota vehicle to wear the new “Beyond Zero” badge, after the new Prius – a global effort toward achieving carbon neutrality in Toyota's products, manufacturing and beyond. The [2024 Tacoma](#) is the ultimate adventure machine, entirely re-designed with epic adventures in mind – improving upon every winning aspect that has made it a stalwart for truck buyers for years along with Toyota's legendary quality, durability, and reliability.

In addition, the Lexus exhibit at the AutoShow will feature the all-new 2024 GX 550 and 2024 TX. The Lexus [GX 550](#) offers an unparalleled combination of elegant features, offroad capability, and the luxurious quality for which Lexus is known. Redesigned from the ground up, the GX builds on its 20 years in the Sport Utility Segment... making the case for the GX to be defined as a “Sophisticated Utility Vehicle.” The first-ever Lexus [TX](#) is a three-row SUV with substantial space and seating without compromising the innovative technology, refined performance and luxurious amenities that define the Lexus brand.

Both Toyota and Lexus will be found during the AutoShow on the 800 Level of the South Building at the Metro Toronto Convention Centre.

Toyota and Lexus are two of more than 30 automotive brands that will be seen on the show floors of the Canadian International AutoShow, which takes 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), Tik Tok [@autoshowca](https://www.tiktok.com/@autoshowca), X [@autoshowcanada](https://twitter.com/autoshowcanada) and Facebook at [/autoshowcanada](https://www.facebook.com/autoshowcanada).

Media accreditation to the 2024 AutoShow is now online and can be requested at [autoshow.ca/media-registration](http://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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