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MEDIA RELEASE

January 19, 2024

Richard Hammond joins the Canadian Collectors' Pre-Show Celebration and 2024 Canadian International AutoShow Media Day

Renowned journalist and TV personality will bring his wit and humour to special events at the Show

TORONTO, Ont. — Internationally renowned automotive journalist and British television host Richard Hammond will make a guest appearance at the 2024 Canadian International AutoShow and the Canadian Automobile Dealers Association (CADA) annual summit.

An award-winning journalist and television personality, Mr. Hammond, who is perhaps best recognized for his time on *Top Gear* and *The Grand Tour* and his YouTube channel *DriveTribe* (with 2.3 million subscribers), will join a special black-tie Gala in the Auto Exotica Showcase February 14th celebrating Canadian Collectors that will also honour the Canadian Motorsport Hall of Fame's International Inductee for 2023 – Indy Racing legend Dario Franchitti. Mr. Hammond will have earlier that same day joined a distinguished roster of speakers for the CADA Summit, and will then be taking part in the AutoShow's media day opening presentation the following morning February 15th.

"It is exciting to be able to add a personality like Richard Hammond to the roster of some of the special events for the AutoShow," says Jason Campbell, General Manager of the AutoShow. "He brings to the event a high-profile global personality, with a deep and extensive knowledge of cars and the automotive industry. Richard's humorous anecdotes and insightful commentary promise to make our Collectors' Celebration and AutoShow Media Day an unforgettable experience for all attendees."

For more than two decades, Mr. Hammond has been one of the most entertaining presenters in Britain. But he is more than just an entertainer — known for his engaging speaking style, Mr. Hammond is an inspiration. Audiences can expect to be motivated by his unique perspective on overcoming challenges and achieving goals.

Besides *Top Gear* and *The Grand Tour*, Mr. Hammond is also known for his science and physics programming, including *Brainiac: Science Abuse*, *Blast Lab* and *Richard Hammond's Crazy Contraptions*. In 2018, he founded Chimp, a production company that has made shows for Amazon, Channel 4, Comedy Channel, Discovery Plus and Quest. *Richard Hammond's Workshop*, which has been recommissioned for series 3 and 4, is made by Chimp and marketed by *DriveTribe*.

The 2024 Canadian International AutoShow will take place February 16th to 25th at the Metro Toronto Convention Centre. For news and updates — and to buy tickets — please visit autoshow.ca. 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).

Media accreditation to the 2024 AutoShow is now online and can be requested at 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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