



CANADIAN INTERNATIONAL AUTOSHOW
205 RIVIERA DRIVE, UNIT #1, MARKHAM, ON, L3R 5J6
TEL: 905-940-2800
EMAIL: cias@autoshow.ca
www.autoshow.ca

MEDIA RELEASE

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REV TV Studios Returns to Canadian International AutoShow with PASMAG 25th Anniversary Collection

The nation's only motorsports and automotive specialty channel is showcasing an exceptional lineup

TORONTO, Ont. — The Canadian International Auto Show, presented by *The Toronto Star*, is pleased to announce the return of REV TV Studios to the 2024 show, featuring the highly anticipated PASMAG 25th Anniversary Collection.

This year's event, set to transform the Metro Toronto Convention Centre into the ultimate automotive showcase, will offer attendees an exclusive look at an array of vehicles that have defined the tuner automotive world.

"We are excited to welcome back REV TV & PASMAG to the Canadian International AutoShow," says Jason Campbell, General Manager of the AutoShow. "Their participation, especially with the 25th Anniversary Collection and LIVE Studio, underscores the diversity and richness of the automotive culture we aim to celebrate."

REV TV Canada, the nation's only motorsports and automotive specialty channel, is bringing an exceptional lineup to the AutoShow. Visitors will have the unique opportunity to experience a curated selection of cars and motorcycles featured on REV TV, including the PASMAG 25th Anniversary Collection. This collection represents a milestone for PASMAG, celebrating 25 years of automotive culture and tuning excellence.

"This year, we're bringing an unparalleled lineup of vehicles that showcase the spirit and excitement of motorsports and automotive culture," says Mike Garrow, President of REV TV Network. "Our LIVE Studio at the 2024 AutoShow is a testament to our commitment to bringing high-octane racing and automotive entertainment to our viewers."

In addition to rarely-seen modified cars and up-close views of cars usually only seen on race tracks, the host of REV Culture, Todd Lewis will be interviewing a full slate of automotive and motorsport personalities throughout the show. Also, the FIA's Women in Motorsport Canada initiative will have a racing simulator set-up that offers female attendees the chance to experience motorsport in a safe and welcoming environment.

"We are thrilled to once again help showcase not only REV TV, but our PASMAG 25th Anniversary Collection at this year's AutoShow," says Tim Rutledge, Executive Producer. "This collection is a tribute to the decades of automotive culture and tuning excellence we've been honoured to document and be a part of. We're extremely grateful for the support of the entire AutoShow team, the many race teams and builders who will showcase their vehicles."

The REV Studios are located on the 700 level of the South Building of the Metro Toronto Convention Centre and will be active for the entirety of the AutoShow from February 16th to 25th. Stay tuned to REV TV & PASMAG's social media channels, as each day of the REV Studios at the Canadian International AutoShow promises to bring unique experiences to attendees.

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), 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.

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.

About REV TV

Canada's motorsports and automotive destination 24/7, REV TV is available to more than 8 million households across the country. Featuring more than 200 races globally and locally, REV TV showcases all forms of high-octane racing, along with comprehensive news coverage and original programming. REV TV is your 24/7 motorsports and automotive destination.

About PASMAG

Celebrating 25 years at the forefront of automotive tuning culture, PASMAG & its Tuning 365 TV Show are the definitive source for enthusiasts seeking the latest in news, trends, product highlights, and insights into the world of modified cars. As part of a vast network that spans websites, social platforms, tv shows and print magazines, PASMAG connects millions of enthusiasts each year, promoting the pinnacle of performance, style, car audio, and technology within the modified car community.

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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