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## 45 Automotive Brands, 27 Vehicle Premieres and Loads of Features Highlight the 2024 Canadian International AutoShow

*See the latest innovation, trends and advancements at Canada's largest automotive expo*

**TORONTO, Ont.** — With 45 automotive brands featured across 650,000 square feet at the Metro Toronto Convention Centre, the 2024 Canadian International AutoShow is the place to see the latest innovations, trends and advancements in the automotive world.

More than 25 vehicles at the AutoShow will be seen for the first time in Canada — with several making their first appearance in North America at the event. The 2024 AutoShow is also packed with special features and unique attractions.

Among the highlights that will be featured during the 2024 Canadian International AutoShow:

### AUTOMOTIVE MANUFACTURERS

#### **Buick**

See the all-new **Envista** with Buick's new design language, as well as the **Encore GX**. The display will also feature the Buick Infotainment System with ultra-wide screens that will begin appearing across the rest of the portfolio. (South Building, 800 Level.)

#### **Cadillac**

The **Cadillac CT-5 Blackwing** will be making its global auto show debut in Toronto, featured alongside the all-electric **Cadillac Escalade IQ** and **Cadillac LYRIQ** — which will be available for test drives on the indoor EV Test Track. (South Building, 800 Level.)

#### **Chevrolet**

The all-new **2025 Chevrolet Equinox** and all-new **2024 Chevrolet Traverse RS** are making their Canadian Auto Show debuts, among a lineup of Chevy vehicles that includes the brands EVs as well as the ZR2 Overlander Zone that will showcase the **Silverado 1500 ZR2 Bison**, **Colorado ZR2** and **Silverado 2500 ZR2 Bison**, all equipped with overlanding accessories through a partnership with OverlandNTH. (South Building, 800 Level.)

#### **Chrysler**

The plug-in hybrid **2024 Chrysler Pacifica PHEV** will be on display in the Stellantis exhibit. (North Building, 300 Level.)

#### **Dodge**

The Dodge Charger SRT Concept will make its Canadian auto show debut. The Dodge Hornet PHEV will also be on display at the AutoShow. (North Building, 300 Level.)

#### **Fiat**

The all-new, all-electric **2024 Fiat 500e** will make its Canadian auto show debut at the AutoShow. (North Building,

300 Level.)

### **Fisker**

The award-winning **Fisker Ocean** all-electric SUV will be on display, and will be available for outdoor test drives at the AutoShow. (North Building, 300 Level.)

### **Ford**

Ford is returning to the AutoShow with the Canadian debut of the all-new **2025 Ford Explorer**. It will be surrounded by 2024 models of the all-new **Ranger** and **Ranger Raptor**, all-new **F-150** and **F-150 Lightning**, the entire **Mustang** lineup, **Bronco Raptor**, **Bronco Sport**, **Edge**, **Escape**, **Expedition**, **Maverick** and **Super Duty** as well as the 2023 **E-Transit**. The Ford Mustang Mach-E and F-150 Lightning will be available for a drive on the indoor EV Test Track. (South Building, 800 Level.)

### **Genesis**

The first-ever **Genesis GV80 Coupe**, a vehicle that represents a fusion of practicality and performance, will make its Canadian debut in Toronto. Genesis will also showcase its first EV, the **GV60** crossover, the refreshed **G70** sport sedan and the **Electrified GV70** luxury SUV — which will be available for a drive on the indoor EV Test Track. (North Building, 300 Level.)

### **GMC**

Celebrating 25 years of Denali excellence by expanding it across the entire GMC portfolio, GMC will be showcasing the **HUMMER EV Omega Edition SUV**, a Canadian debut. The Hummer EV will also be available for test drives on the EV Indoor Test Track. (South Building, 800 Level.)

### **Hyundai**

The all-new **Hyundai Santa Fe NHL Edition** — a Canadian exclusive — and fully electric **INOIQ 5 N**, Hyundai's first N Brand electric performance vehicle, will anchor Hyundai's display. (North Building, 300 Level.)

### **INEOS**

A brand making its first appearance at the AutoShow, the **INEOS Grenadier 4X4** is a rugged yet comfortable utility vehicle. Appearing courtesy Dilawri INEOS Grenadier, it's a vehicle that combines German engineering and British spirit and design. (North Building, 300 Level.)

### **INFINITI**

The **INFINITI Vision Qe** concept car will be seen at an auto show for the first time in the world at the AutoShow, and the **INFINITI QX Monograph**, another concept will be making its Canadian premiere. Both concepts signal the evolution of INFINITI's design language, and will be showcased with a full line up of 2024 INFINITI models. (North Building, 300 Level.)

### **Jeep**

A full roster of Jeep vehicles will be on display, including the 2024 models of the **Grand Cherokee L Limited Black Appearance**, **Wrangler 4-Door 4xe Rubicon X**, **Wrangler Sahara**, **Grand Wagoneer Obsidian Series II** and **Compass Limited**. The plug-in hybrid **Jeep Wrangler 4xe** and plug-in hybrid **Jeep Grand Cherokee 4xe** will be making the rounds on the Camp Jeep track. (North Building, 300 Level.)

### **Kia**

The refreshed **2025 Kia Carnival** — with an all-new hybrid powertrain — will make its Canadian debut. Kia will also be showcasing its newest electric vehicle, the **EV9**, touted as the first all-electric, three-row SUV. Experience the technologically advanced EV9 and the agile **Kia EV6** on the indoor EV Test Track. The EV9 will also be available for

testing on the outdoor test drive area. (North Building, 300 Level.)

### **Lexus**

Lexus will feature the all-new **2024 GX 550** — offering an unparalleled combination of elegant features, offroad capability, and the luxurious quality for which Lexus is known — and the first-ever **Lexus TX**, a three-row SUV with substantial space and seating without compromising the innovative technology, refined performance and luxurious amenities that define the Lexus brand. (South Building, 800 Level.)

### **Lincoln**

The **2025 Lincoln Aviator**, the popular three-row SUV enhanced with the introduction of BlueCruise hands-free highway driving technology, will make its Canadian debut. The display will also include the all-new **2024 Lincoln Nautilus**, gas and hybrid models, **Lincoln Corsair**, including the Corsair Grand Touring PHEV, and the **2024 Lincoln Navigator**. (South Building, 800 Level.)

### **Nissan**

Nissan is bringing off-road inspiration to the AutoShow with a thrilling **Rugged Rogue** concept and will showcase its latest exhilarating sports car, the **2024 Z NISMO**, as well as a NISMO accessory fueled **Frontier** bringing inspiration for owners to personalize their vehicles. (North Building, 300 Level.)

### **Porsche**

There will be five vehicles in the Porsche room making a premiere appearance, and Porsche will officially launch its pending Porsche Experience Centre Toronto, under construction in Pickering. Premiering vehicles include the global show debut of the **Porsche Vision GT** concept car, North American unveils of the **2025 Porsche Taycan** and **2024 Porsche Panamera** and first Canadian appearances of a **Porsche 911 GT3 RS** commissioned to commemorate the PEC Toronto and a record-breaking **Porsche 911** that drove to the highest altitude by a gasoline or diesel-powered car. (South Building, 700 Level.)

### **Ram**

The **Ram 1500 Revolution BEV** concept truck and **2025 Ram 1500** will be making their first-ever appearances at a Canadian auto show in Toronto. The **2024 Ram 1500 Sport** will also be on display in the Stellantis exhibit. (North Building, 300 Level.)

### **Subaru**

Subaru will be showcasing two cars for the first time in Canada — the **2025 Subaru Forester** and **2024 Subaru WRX RS** — and it is extending the visit from the always popular St. John Ambulance Therapy Dogs to seven days over the course of the show. (North Building, 300 Level.)

### **Tesla**

The futuristic-looking **Tesla Cybertruck** is coming to the AutoShow, along with the brand's lineup of the **Model S**, **Model 3**, **Model X** and **Model Y**. (North Building, 300 Level.)

### **Toyota**

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**. (South Building, 800 Level.)

### **VinFast**

AutoShow guests will be able to experience a broad range of VinFast's electric vehicles, including the **VF 3**, **VF 6**, **VF**

7, **VF 8** and **VF 9**, as well as the **VF Wild**, an electric pickup truck concept. (South Building, 800 Level.)

## **Volvo**

Volvo Cars is introducing the **Volvo EX90**, its all-new fully electric SUV, to Canada at the AutoShow. The brand will also be showcasing several of its Recharge models: the **C40 Recharge** fully electric crossover, **XC40 Recharge** fully electric compact SUV and **XC60** Recharge plug-in hybrid midsize SUV. (South Building, 800 Level.)

# **SPECIAL FEATURES AND EXHIBITS**

## **Auto Exotica Luxury Boutique**

With collections curated by **Autostrada Magazine** and **Barrett-Jackson**, Auto Exotica puts some of the world's most exclusive luxury and exotic brands will be in the spotlight at the fan-favourite exhibit: Porsche, Lamborghini, Ferrari, Weismann, McLaren and a replica of "The Tumbler" Batmobile from the Batman Begins and The Dark Knight movies headline a stunning and unique collection of vehicles. This year's exhibit also welcomes **Cobble Beach Classics** to its space, with a tribute to some of the most important performance vehicles throughout the history of the automobile, and will also showcase premium brands Maserati, BMW, Rivian, Lotus and Alfa Romeo.

- **Cobble Beach Tribute to Performance** — Cobble Beach Classics is showcasing a stunning array of vintage automobiles in a tribute to performance, bringing guests on a comprehensive journey through some of the top performance vehicles in the history of the automobile. The 10-vehicle display includes a **1929 Bentley Speed Six Tourer**, **1932 Stutz Super Bearcat**, **1966 Shelby 427 Cobra** and **1980 Lamborghini Countach LP400S Lowbody**.
- **Alfa Romeo** — This will be the first time the **Alfa Romeo Tonale PHEV** will be displayed at an auto show in Canada. A plug-in hybrid, the Tonale PHEV marks Alfa Romeo's metamorphosis to electrification and connectivity without sacrificing the brand's Italian sportsmanship DNA. Alongside the Tonale PHEV will be the **Alfa Romeo Stelvio Veloce** and **Alfa Romeo Giulia Quadrifoglio**.
- **BMW** — BMW is returning to the AutoShow with a showcase of the all-new **BMW XM Label**, billed as the most powerful BMW M model ever made.
- **Lotus** — The all-new **Lotus Eletre** — defined as an electric hyper-SUV with racecar DNA — will make its Canadian debut at the AutoShow, part of a display that also includes the **Lotus Emira**.
- **Maserati** — Maserati is returning to the 2024 Canadian International AutoShow in collaboration with the Maserati GTA dealers — Maserati of Oakville, Maserati of Ontario and Maserati of Toronto. It is marking the occasion with the exclusive Canadian auto show premiere of its all-new **Maserati Grecale SUV**.
- **Rivian** — A new brand to the AutoShow that recently launched in Toronto with a service centre and office in Vaughan will be displaying its flagship EVs, the **R1T** pickup truck and **R1S** SUV.

The Auto Exotica Luxury Boutique can be found on the 100 level of the North Building.

## **Camp Jeep**

A fan favourite when it made its first Canadian appearance at the AutoShow in 2023 is back for a return engagement. A Trail Rated indoor off-road course, Camp Jeep® offers a chance to experience the capabilities of the legendary Jeep® vehicles without leaving the AutoShow floor. Passengers will ride along in the latest Jeep vehicles — including the plug-in hybrid Jeep Wrangler 4xe and plug-in hybrid Jeep Grand Cherokee 4xe — experiencing five man-made obstacles that rigorously showcase the unmatched capabilities of Jeep vehicles. (North Building, 300 Level.)

## **Canadian Car of the Year Awards, Presented by AJAC**

The Canadian Car of the Year Awards presented by the Automobile Journalists Association of Canada (AJAC) have been expanded to a new format for 2024, adding two new categories to recognize the Canadian Electric Car of the Year and Canadian Electric Utility Vehicle of the Year — to be awarded alongside the traditional Canadian Car of the Year and Canadian Utility Vehicle of the Year awards.

The Awards will be presented during the opening presentation of Media Day at the AutoShow on February 15<sup>th</sup>. (South Building, 800 Level.)

### **Canadian Motorsport Hall of Fame - Tribute to IndyCar**

The Canadian Motorsport Hall of Fame will once again be marking the achievements of the industry at a special Induction Celebration on Saturday February 17<sup>th</sup> at the AutoShow, and honouring their 2023 International Inductee, four-time Indy Car Champion and three-time Indy 500 winner Dario Franchitti. The Chip Ganassi Racing and Andretti Autosport Indy Car teams have kindly provided on loan two of Dario's super speedway Indy 500 winners for showcasing throughout the Show in a dedicated display for the Canadian Motorsport Hall of Fame. (North Building, 100 Level.)

### **Electric City**

Electric City is a 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. (North Building, 300 Level.)

### **EV Indoor Test Track**

Canada's largest indoor EV Test Track returns for 2024, with 13 electric vehicles available to be taken on a two-lap jaunt through the course. Consumers (and media) will have the opportunity to get behind the wheel of the latest and greatest electric vehicles and test drive the future of mobility, right inside the Metro Toronto Convention Centre. Vehicles available for a test drive include the **Volvo XC90**, **VinFast VF 8**, **Hummer EV**, **Cadillac LYRIQ**, **Hyundai IONIQ6** and **Kona EV**, **Lexus RZ**, **Genesis Electrified GV70**, **Nissan ARIYA**, **Ford Mustang Mach-E** and **F-150 Lightning**, **Kia EV9** and **EV6**, **Subaru Solterra** and **Toyota bZ4X**. (South Building, 800 Level.)

### **Ferrari Classiche**

Ferrari of Ontario presents a tribute to Ferrari highlighting a special collection of classiche vehicles including the **Ferrari Enzo**, **F40** and **288 GTO** along with their racing pedigree showcasing the **Ferrari 296 Challenge** car.

Ferrari Classiche can be found on the 100 level of the North Building of the Metro Toronto Convention Centre. (North Building, 100 Level.)

### **Grand Touring Automobiles**

Grand Touring Automobiles is celebrating its 50<sup>th</sup> anniversary in style at the 2024 Canadian International AutoShow. Canada's premier retailer of luxury automobiles has assembled an impressive roster of rare and exclusive vehicles to showcase at the AutoShow, which features three cars that have never before been seen at a Canadian auto show, and four brands that have never been seen at the Canadian International AutoShow before. The centrepiece of the GTA display will be the **Rimac Nevera**, billed as the quickest car in the world. This is the first time the car will be seen at an auto show in Canada. (South Building, 700 Level)

Grand Touring Automobiles can be found on the 700 level of the South Building in the Metro Toronto Convention Centre.

### **The LEGO Group**

The LEGO Group is returning to the AutoShow with a family-centric series of activities that give a nod to all things automotive — including three new LEGO® sets available in Canada for the first time: The LEGO® Technic™



Kawasaki Ninja H2R Motorcycle, LEGO® ICONS McLaren MP4/4 & Ayrton Senna and LEGO® Technic™ Mercedes-AMG F1 W14 E Performance Pull-Back.

### **Mattel**

A life-sized version of the pink 1957 Chevy Corvette styled for Barbie — and inspired by the Barbie movie — is coming to Canada for the first time at the AutoShow. It will be accompanied by four life-sized cars from the Hot Wheels Garage of Legends™ will be on display: the **Deora II**, the Green **Loop Coupe**, the **Rip Rod** and the OG Hot Wheels **1967 Chevrolet Camaro**, the model that launched the entire Hot Wheels brand. Mattel will also be offering an AutoShow exclusive Nissan Silvia die-cast car; only 1,000 will be available, and will be given away with the purchase of \$50 or more from the Toys “R” Us pop-up store. (North Building, 200 Level and 300 Level.)

### **Outdoor Test Drives**

Back by popular demand, you can once again test drive vehicles on the streets of Toronto. The South building test drive program registration is located on the 800 level, right by the EV Test Track. Cars available to test include the **Volvo C40**, **VinFast VF 8** and **VF 9**, **Kia EV9** and **Fisker Ocean**. The outdoor test drive area can be found at the loading dock area on the 800 level of the South Building.

**Polestar** will be running its own test drives from the South Building. More information is available at the Polestar display on the 800 Level.

**Tesla** will be running a test drive program from the North Building. For more information, inquire at the Tesla display on the 300 level of the North Building.

### **Pfaff Auto Group**

With a selection of unique vehicles that define performance, Pfaff Auto Group will showcase vehicles from McLaren and Pagani. For the opening weekend of the AutoShow, the Pfaff Motorsports **McLaren 720S GT3 EVO** racecar will be front and centre. Three other McLarens — the new **McLaren 750S Spider**, **McLaren Artura** plug-in hybrid and a **McLaren-Mercedes SLR HDK** (one of only 12 in the world) will also be in the display along with a **Pagani Huayra Coupe**, **Pagani Huayra Roadster** and **Pagani Zonda R Liquid**. (North Building, 300 Level.)

### **Red Bull Fan Zone**

The Red Bull Fan Zone is a celebration of the Red Bull Racing Formula One team, including a full-sized static Show Car of the World Championship-winning RB18 car driven by Max Verstappen in the 2022 Formula One World Championship. (South Building, 700 Level.)

### **REV TV Speed Zone**

REV TV Studios, featuring the highly anticipated PASMAG 25th Anniversary Collection, will offer attendees an exclusive look at an array of vehicles that have defined the tuner automotive world. 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. (South Building, 700 Level.)

The 2024 Canadian International AutoShow will take 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](https://www.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](https://www.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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