



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
February 15, 2024

Dozens of New Vehicles Making their First Canadian Appearance at the 2024 Canadian International AutoShow

Media Preview Day features 31 new cars, SUVs, trucks and concepts making their Canadian debut

TORONTO, Ont. — The Canadian International AutoShow’s annual Media Preview Day featured 31 vehicles making their debut, building the event’s reputation as Canada’s pre-eminent destination to get a first glimpse at the cars, trucks and SUVs that will be gracing showroom floors in the coming months and years — and the concepts that will inspire the designs and technology of tomorrow.

This list of premiere vehicles included formal presentations unveiling the 2025 Porsche Taycan and 2024 Porsche Panamera — as well as a first-look at the Porsche Vision Gran Turismo concept — the Volvo EX90, INFINITI Qe concept and QX Monogram concept, 2025 Genesis GV80 Coupe and 2025 Kia Carnival, as well as presentations for the VinFast VF 3 and VF Wild pickup truck, and the super cars and hyper cars of Grand Touring Automobiles, Canada’s premier retailer of luxury automobiles which is celebrating 50 years in business.

“We take pride at the Canadian International AutoShow to bring consumers interesting and unique vehicles alongside a showcase of the newest and latest production models that will be in the market in the coming years,” says Jason Campbell, General Manager of the AutoShow. “We have had a very successful Media Preview Day, setting the stage for car enthusiasts, car shoppers and families to spend the next 10 days exploring the automotive world right here in Toronto.”

Media Preview Day launched on Thursday with a special opening presentation and the Canadian Car of the Year Awards, presented by AJAC. Mate Rimac, CEO of Bugatti Rimac, and Paul Cummings, the CEO of Toronto luxury car dealer Grand Touring Automobiles, opened Media Preview Day with a panel discussion and the presentation of the Rimac Nevera, billed as the quickest car in the world. The Nevera — which will be showcased in the Grand Touring Automobiles exhibit on the 700 level of the South Building in the Metro Toronto Convention Centre — pulled up the stage driven by renowned automotive journalist, television and social media star Richard Hammond, who joined the crew on stage for the official opening.

In the Canadian Car of the Year Awards, AJAC writers voted for the 2024 Toyota Prius as Canadian Car of the Year, and the Toyota Grand Highlander was named Canadian Utility of the Year. In newly minted categories for electric vehicles, Genesis swept the field, taking the Canadian Electric Car of the Year with its GV70 and the Canadian Electric Utility of the Year with its Electrified G80.

The vehicles making a debut at the AutoShow include:

NORTH AMERICAN OR GLOBAL AUTO SHOW DEBUT

- Porsche Vision Gran Turismo
- 2025 Cadillac CT-5 Blackwing
- 2025 Porsche Taycan
- 2024 Porsche Panamera
- INFINITI Qe Concept

CANADIAN DEBUT — 2025 MODEL YEAR

- Ford Explorer
- Lincoln Aviator
- Subaru Forester
- Volvo EX90
- Toyota Crown Signia
- Genesis GV80 Coupe
- Kia Carnival

CANADIAN DEBUT — 2024 MODEL YEAR

- INEOS Grenadier
- Lotus Eletre
- Toyota Land Cruiser
- Subaru WRX RS

CANADIAN DEBUT — CONCEPT

- INFINITI QX Monograph concept
- 1957 Chevrolet Corvette (Barbie car)
- The Little Car Company Bentley Blower Jnr
- Porsche 911 PEC Toronto Commemorative

CANADIAN AUTO SHOW DEBUT

- 2024 Alfa Romeo Tonale PHEV
- 2025 Chevrolet Equinox RS
- Dodge Charger Daytona DRT Concept
- 2024 Fiat 500e
- GMC Hummer EV SUV Omega
- Porsche 911 (Elevation Record Breaker)
- Lamborghini Revuelto
- 2024 Maserati Grecale
- Ram 155 Revolution BEV Concept
- 2025 Ram 1500
- Rimac Nevera

The 2024 Canadian International AutoShow takes place February 16th to 25th 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.

— 30 —

For more information, please contact:

Kalvin Reid
 Director of Public Relations
 Enterprise Canada
 289-241-7936
kreid@enterprisecanada.com
 Twitter: @KalReid