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MEDIA RELEASE

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Excitement Revs High for 2024 Canadian International AutoShow

More than 40 automotive brands are showcasing their wares across 650,000 square feet of exhibit space

TORONTO, Ont. — The 2024 Canadian International AutoShow was officially opened Friday with Ontario Premier Doug Ford, Ontario Minister of Tourism, Culture and Sport Neil Lumsden, federal MP Francesco Sorbara and federal Minister of Innovation, Science and Industry Francois-Philippe Champagne cutting the ribbon to welcome a crowd of eager auto enthusiasts to the 51st year of the event.

With 44 automotive brands represented across 650,000 square feet at the Metro Toronto Convention Centre, 31 vehicle premiers — including two global auto show debuts and one North American unveiling — interactive attractions, family-friendly features and fan favourites like Auto Exotica and Cobble Beach Classics, excitement is high for Canada's largest consumer show and automotive expo.

"We're excited to kick-off another year of the Canadian International AutoShow, a celebration of automotive technology and innovation," said Premier Ford. "I'm especially proud of the number of Ontario-based brands represented at this year's expo. Our province is becoming an auto-manufacturing powerhouse, attracting over \$28 billion in auto and electric vehicle related investments over the past three years, making Ontario the only place in the world that the six largest auto makers call home."

"The Canadian International AutoShow is the country's largest consumer showcase, offering unique and exciting experiences for automotive enthusiasts from near and far, while driving significant economic growth provincewide," said Minister Lumsden. "Events like this serve as a prime example of what makes Ontario the most visited tourism destination in Canada – attracting visitors to explore all that our province has to offer."

Opening weekend at the AutoShow coincides with Family Day weekend, and includes a full slate of activities catered to the young and the young at heart.

"The AutoShow's opening weekend is a great time for families to spend an exciting day together," says Jason Campbell, General Manager of the AutoShow. "Whether shopping for a new vehicle, dreaming big among the exotics or taking part in any of the family-oriented activities we offer this year, the AutoShow is a family destination."

Among the activities and attractions happening this Family Day weekend:

- **Family Admission** — Save on admission to the AutoShow, with a family pass for two adults and two children for \$48. Bundle the family pass with a round-trip fare on GO Transit for \$73.
- **The LEGO Group** — A series of family-friendly features are being presented by The LEGO Group, including a LEGO® brick mural of vehicles and Canada from coast to coast, a LEGO® DUPLO® brick car for little ones to sit in and have parents snap pictures, a brick-built 2D model of a Porsche 911 in a city setting (sitting behind the car creates the illusion of driving in class and style through downtown) and a brick-built "lowrider" celebrating modified car culture. In partnership with LEGOLAND Discovery Centre, the LEGO Group booth will also feature a retail pop-up shop for fans of the brand and gearheads alike to purchase LEGO sets. (South Building, 700 Level)
- **Barbie** — Celebrate the Barbie lifestyle with her iconic pink 1957 Chevrolet Corvette — and inspired by the

Barbie Movie — or step inside a life-sized Barbie Box for an unforgettable snap. (North Building, 300 Level)

- **Hot Wheels** — See four life-sized vehicles from the Hot Wheels Garage of Legends™, all appearing at the AutoShow for the very first time, including the unique Deora II, the Guinness World Record-breaking Green Loop Coupe, the beloved Rip Rod and the OG Hot Wheels 1967 Chevrolet Camaro — the model that launched the entire brand. A Toys “R” Us pop-up shop will also be onsite, with an AutoShow exclusive, limited edition Nissan Silvia die-cast car available. Only 1,000 of the cars exist, and will be given away with every purchase of \$50 or more. (North Building, 200 Level)
- **The Batmobile** — Take in a replica of the “Tumbler” Batmobile — as seen in the hit “The Dark Knight” movie trilogy. It makes a great backdrop for selfies, and will excite the kid in all of us. (North Building, 100 Level)
- **Test Rides** — 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 ½-kilometre, 70,000-square-foot course. Get behind the wheel and test drive the future of mobility, right inside the Metro Toronto Convention Centre. Vehicles available for a test drive include the Volvo XC40, 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) Test rides are also being conducted by Polestar (inquire at their display, South Building, 800 Level) and Tesla (inquire at their display, North Building, 300 Level).
- **Pfaff Motorsports** — Through Family Day weekend, see the new Pfaff Motorsports McLaren 720S GT3 EVO racecar, and Canadian Motorsport Hall of Famer James Hinchcliffe — who is driving the McLaren in three races this season. Hinchcliffe will be meeting fans and signing autographs on Saturday, February 17th, between 2:30 pm and 3:30 pm at the Pfaff exhibit. (North Building, 300 Level)
- **Hockey and Cars** — There are several hockey-themed attractions happening at the AutoShow on Family Day weekend:
 - Join Toronto Maple Leafs’ mascot Carleton the Bear and Maple Leafs Alum Darcy Tucker on Sunday, February 18th, between 11:30 am and 1:30 pm at the Ford of Canada display. Get your signed picture with Darcy and Carlton, plus, you could score Leafs prizes and tickets to upcoming home games! (South Building, 800 Level)
 - PWHL Toronto star and Olympic Gold Medal-winning forward Sarah Nurse will be meeting fans and signing autographs in the Chevrolet booth on Family Day, February 19, between 4:30 pm and 6 pm. Chevrolet is also promoting its Good Deeds Cup, where kids of all ages can take their turn shooting to “fill the cup.” (South Building, 800 Level)
 - Hyundai shootout for the Cup offers visitors a chance to shoot to win one of three Hyundai vehicles, with a grand prize chance to win a trip to the Stanley Cup Final. (North Building, 300 Level)
- **Video Games** — Take a turn as a Formula One driver at the Red Bull Fan Zone (South Building 700 Level) playing EA Sports F1 23 on exclusive Red Bull Racing simulators. There is also a driving simulator in the Hyundai display — where there is also a Roblox game. (North Building, 300 Level)
- **Robots** — See demonstrations of Spot, the innovative four-legged robot by Boston Dynamics and Hyundai. Spot is activated several times throughout the day at the Hyundai display. (North Building, 300 Level)

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.

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