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MEDIA RELEASE

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All that is New and Unique at the 2024 Canadian International AutoShow

Record-breaking crowd attends opening day of the event

TORONTO, Ont. — The 2024 Canadian International AutoShow offers a full slate of new and unique offerings that appeal to a broad audience.

From the cars that are going to be coming to showrooms in the near future, to pop culture icons, to a variety of vehicles used by emergency services personnel, the AutoShow is an event with a diverse array of things to see and do from the automotive world.

“This year’s AutoShow is bigger and better, back to the same footprint we had pre-pandemic and with perhaps the best collection of exotic cars we have ever presented,” says Jason Campbell, General Manager of the AutoShow. “We are seeing that people are eager to explore the new cars coming to the market, and really enjoy the special features we have assembled for the 2024 AutoShow.”

The AutoShow opened Friday to the largest crowd in the 51-year history of the event. Lineups were waiting when the show officially opened at noon, and by the end of the day 22,628 people had passed through the turnstiles to see the offerings from 44 different automotive brands across the 650,000 square feet of the Metro Toronto Convention Centre. This year’s opening eclipsed the 21,385 who attended opening day in 2018.

Among the new and unique offerings at the 2024 AutoShow are:

- **The NEWEST Vehicles** — There are 31 vehicles making a debut at the 2024 AutoShow, including the 2025 model year Porsche Taycan, Ford Explorer, Cadillac CT5-V Blackwing, Lincoln Aviator, Subaru Forester, Toyota Crown Signia, Volvo EX90, Genesis GV80 Coupe and Kia Carnival. Other debuts include the concepts Vision Qe and QX Monograph from INFINITI, Porsche Vision GT concept and the 2024 model year Toyota Land Cruiser, Porsche Panamera, Subaru WRX RS, Lotus Eletre and INEOS Grenadier.
- **The NEWEST Brands** — There are several brands showcasing vehicles at the AutoShow for the first time in the event’s history. United States-based EV manufacturers Rivian, which is presenting its R1T pickup truck and R1S SUV, and Fisker, which is displaying its Ocean One model and offering it for test drives, are newcomers to the AutoShow. So is UK-based INEOS, which through its Canadian dealer Dilawri has the rugged Grenadier on display. Polestar, which did have a car at the 2023 AutoShow through Grand Touring Automobiles, is represented by the manufacturer for the first time this year — and has cars in its display, available for a test drive and in the Electric City feature.
- **Pop Culture Icons** — The AutoShow has it from Barbie to Batman. See the pink 1957 Chevrolet Corvette inspired by the one Barbie drives in the blockbuster Barbie movie from last year — and have your picture taken in a life-sized Barbie Box. A little darker than Barbie’s bright pink is the dark and sinister “Tumbler” Batmobile, a replica of the car driven by Batman in The Dark Knight trilogy of films. This year’s AutoShow also features four life-sized versions of popular Hot Wheels cars, including the OG Hot Wheels, a 1967 Chevrolet Camaro, as well as the Original 16 die cast Hot Wheels ever produced.
- **Emergency Services Vehicles** — Check out the “Jiffy” Jeep from the Canadian Forces, a Willy’s CJ-3 that

can be assembled and disassembled by a team of six technicians within one minute. There is also a selection of vehicles on display by the OPP, Toronto Police Service and York Regional Police.

- **Canadian-Made EV** — A car that made its Canadian debut at the 2023 AutoShow is back this year. Project Arrow is the first original, full-build, zero-emission Canadian concept car. The car, which was named in honour of the famed Avro Arrow fighter jet, is the result of a significant collaboration of more than 50 partners and the Automotive Parts Manufacturers Association.
- **Little Cars** — Four exceptional scaled replicas of some iconic class cars — the Ferrari Testa Rossa J, Bugatti Baby II, Aston Martin DB5 Junior and Bentley Blower Jnr (the first time this vehicle is being seen in Canada) — from the UK-based The Little Car Company are being featured by Grand Touring Automobiles.
- **Record Breaker** — See the Porsche 911 that set a new altitude world record in December 2023. Driven by racer Romain Dumas and supported by an international team from Chile, France, Germany, the U.S., Canada and Switzerland, this Porsche 911 set the record for driving a car (gasoline/diesel) to the highest altitude, reaching the summit of the west ridge of the Ojos del Salado volcano — which measures 6,734 meters (22,093 feet) — located east of Santiago, Chile.

The 2024 Canadian International AutoShow is under way now until February 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), 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.

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