



CANADIAN INTERNATIONAL AUTOSHOW
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MEDIA RELEASE

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That First New Car Could be at the Canadian International AutoShow

Plenty of “starter cars” and entry-level vehicles to explore at the AutoShow

TORONTO, Ont. — Exotics draw the “oohs” and the “aahs,” and luxury vehicles capture the imagination, but when it comes to reality, most people are looking for an affordable, reliable vehicle they can use to get the family around, run daily errands or simply commute back and forth to work.

With most of the world’s leading automotive manufacturers on hand, many of them displaying their full roster of vehicles, the Canadian International AutoShow offers a healthy slate of cars directed at people who are considering their first brand new vehicle. Whether a student or young professional looking to buy their first new car, or a family looking for value, there are plenty of options available across the AutoShow’s main showrooms in the North and South Buildings of the Metro Toronto Convention Centre.

There are advantages to putting down the used car ads and buying a new car. New cars have great warranties, without the worry of inheriting someone else’s lemon — particularly when you have no idea how a previous owner may have treated the car you desire. A new car is yours and yours alone.

Some of the options available to browse at the 2024 AutoShow include:

- For cars, the **Hyundai Elantra Hybrid** and **Kia Forte** models on display at the AutoShow both come in under \$25,000 MSRP. Several cars on display have a base model price that comes in under \$30,000, including the **Toyota Corolla Hatchback**, **Corolla Hybrid** and **Nissan Sentra**, with a **Toyota Prius** in the same range.
- If there is a little more flexibility in the car budget, the **Nissan Altima**, **Toyota Corolla**, **Hyundai Elantra N-Line**, **Subaru Impreza**, **Subaru WRX** and full EVs **Nissan Leaf** and **Fiat 500e** are all priced under \$40,000.
- Looking for a little more space? The compact SUV **Hyundai Venue** has an MSRP less than \$25,000, and the base model **Hyundai Kona** is less than \$30,000. The **Kia Soul** model on display at the AutoShow has an MSRP a shade over \$25,000. A base model **Nissan Kicks** is in the same range, although the model being shown at the AutoShow is a little bit more. The **Chevrolet Trax 2RS** and **Chevrolet Trax Activ** come in around \$32,000, and the all-electric **VinFast VF 6** is expected to be in this range as well.
- There are plenty of options in the SUV category under \$40,000, including the **Buick Envista**, **Kia Seltos**, **Subaru Crosstrek**, **Ford Escape**, **Hyundai Tucson Hybrid**, **Chevrolet TrailBlazer Activ** and the base model **Nissan Rogue**.
- A desire for something a little more sporty does not have to be put aside for budgetary reasons. The **Subaru BRZ** and a base model **Toyota Supra GR86** are in the \$32,000 to \$35,000 range, and an entry-level **Ford Mustang** starts at \$39,325.
- There is also an option for those wanting — or needing a pickup truck. The **Ford Maverick** is a compact truck with a starting price tag under \$40,000.

See what all of the excitement at the AutoShow is about and check out all of the great cars, trucks and SUVs with the Super Tuesday discount. Adult general admission tickets are available for \$15, a savings of 40%, on Tuesday,

February 20th only. It is the lowest general admission adult ticket for the AutoShow in the past 25 years.

The 2024 Canadian International AutoShow is currently under way 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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