



CANADIAN INTERNATIONAL AUTOSHOW
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MEDIA RELEASE

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Canadian International AutoShow Drives Passion for the Automobile

Excitement builds over opening weekend, and continues with Super Tuesday

TORONTO, Ont. — The passion people have for cars, trucks and SUVs is evident, with excitement growing over the weekend at the 2024 Canadian International AutoShow.

The momentum will continue with Super Tuesday, a one-day-only deal that rolls back the price of an adult general admission ticket on Tuesday, February 20th to \$15 — the first time in 25 years the general admission price of an adult ticket has been that low. The special Super Tuesday price is a 40 per cent discount to see the total automotive experience, and one of the world's best automotive expos.

The Metro Toronto Convention Centre was abuzz throughout the holiday weekend with thousands of AutoShow guests travelling the 650,000 square feet of exhibit space, exploring new vehicles, classics, luxury and exotic cars from 44 automotive brands — including 31 vehicles that have debuted at the event — as well special features and attractions.

- Many of the world's leading automotive brands are showcasing their latest models and the pre-production cars and concepts that will be popping up in the coming years. Check out the latest from Buick, Cadillac, Chevrolet, Chrysler, Dodge, Fiat, Ford, Genesis, GMC, Hyundai, INFINITI, Jeep, Kia, Lexus, Lincoln, Nissan, Polestar, Porsche, Ram, Subaru, Tesla, Toyota, VinFast, Volvo and Wagoneer, as well as special displays from BMW, Alfa Romeo, Lotus and Maserati.
- See brands new to Canada, and appearing at the AutoShow for the first time, such as United States-based EV manufacturers Rivian and Fisker and luxury vehicles from INEOS, Rimac, Himalaya and Zagato.
- Enjoy interactive attractions, like Canada's largest indoor EV Test Track, outdoor EV test drives and Camp Jeep.
- Keep the family busy at the AutoShow. Participate in the building of a LEGO mural, and take memorable snaps with LEGO vehicles. Enjoy the Barbie car Corvette inspired by the car seen in the hit movie, have your picture taken in a life-sized Barbie Box and rekindle the automotive passion from days of yore with a collection of life-sized Hot Wheels cars. There is also a replica of the "Tumbler" Batmobile from The Dark Knight trilogy of movies.

Fans have also enjoyed one of the finest collections of exotic and luxury cars the show has ever assembled.

- Grand Touring Automobiles is celebrating its 50th anniversary in style with some of the most unique and rare vehicles it has ever presented. As one of Canada's leading retailer of luxury vehicles, its display is centred on the Rimac Nevera, the world's quickest car. Its collection also includes the all-electric Rolls-Royce Spectre and Pininfarina Battista, the hybrid Lamborghini Revuelto, cars from Bugatti, Aston Martin and Bentley and unique marques Himalaya, Zagato and The Little Car Company, which produces exquisite scaled versions of classic cars. (700 Level, South Building)
- The Ferrari Dealers of Ontario present Ferrari Classiche, a collection of classic and rare vehicles from the iconic brand. (100 Level, North Building)

- Cobble Beach Classics returns with a tribute to performance, a carefully curated showcase of 10 vintage vehicles that brings guests along on a comprehensive journey through some of the top performance cars in the history of the automobile. (100 Level, North Building)
- Auto Exotica is once again filled with rare super cars, hyper cars and classics — and two historic tractors from iconic brands — presented by Autostrada Magazine and Barrett-Jackson. (100 Level, North Building)
- Speed and power define the display from Pfaff, with a collection of vehicles centred around the McLaren and Pagani brands. (300 Level, North Building)

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](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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