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MEDIA RELEASE

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## 2024 Canadian International AutoShow Heads to a Podium Finish

*Event is on pace to be one of the best-attended AutoShows in its 51-year history*

**TORONTO**, Ont. — At the checkered flag, the 2024 Canadian International AutoShow is heading to the podium.

Enthusiasts from across Canada showed their passion for all things automotive over the past 10 days, with strong crowds coming to see an expansive AutoShow that featured 44 brands of vehicles — including 31 models that were making a debut in Toronto — and special features that included a unique and diverse collection of exotic and luxury vehicles and strong family features that excited those young and old.

With the final day's tally still to come, the 2024 AutoShow is on pace to be one of the most attended — if not the most attended — show in the event's 51-year history; four daily attendance records have been set so far, with consistently strong, engaged and interested crowds throughout the 10-day event.

Highlights of the 2024 AutoShow include:

### **NEWEST VEHICLES**

There were 44 automotive brands showcasing their latest models for the 2024 and 2025 years, plus several concept and pre-production vehicles offering a glimpse of the future. The Media Preview Day event on February 15<sup>th</sup> featured 31 vehicle debuts, including 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 Vision Qe and QX Monograph concept cars, 2025 Genesis GV80 Coupe and 2025 Kia Carnival, as well as presentations for VinFast concepts the VF 3 and VF Wild pickup truck.

### **EXOTICS AND LUXURIES**

**Grand Touring Automobiles**, Canada's premier retailer of luxury automobiles, celebrated its 50 years in business at the AutoShow with a carefully selected showcase of 13 luxury and exotic vehicles. This included the lightning-fast Rimac Nevera, the "halo" car that opened Media Preview Day ceremonies, a Bugatti Chiron, the all-electric Pininfarina Battista, a Lamborghini Revuelto, the first all-electric Rolls-Royce Spectre, Bentley Continental Canadian Edition, Aston Martin DBS, a Himalaya Mariner, Zagato Porsche 356 Coupe and four cars from The Little Car Company — the Bentley Blower Jnr, Aston Martin DB Junior, Baby Bugatti and Ferrari Testa Rossa Jr.

**Auto Exotica** once again featured stunning and rare luxury and exotic cars, curated by Autostrada Magazine and Barrett-Jackson. The Auto Exotica Luxury Boutique this year also featured displays by premium brands Maserati, BMW, Alfa Romeo, Lotus and Rivian.

**Cobble Beach Classics** presented a Tribute to Performance, with 10 vehicles that chronicle the progression of performance through the history of the automobile. On display were a 1929 Bentley Speed Six Sport Tourer, 1931 Alfa Romeo 6C 1750 Grand Sport, 1932 Stutz Super Bearcat, 1932 Marmon Sixteen Convertible Coupe, 1936 Peugeot 402 Darl'mat Special Sports Roadster, 1957 Ferrari 250 LWB Tour de France, 1966 Shelby 427 Cobra, 1968 Shelby Mustang GT500KR Convertible, 1971 Pontiac Pegasus Concept and 1980 Lamborghini Countach LP400S "Lowbody."

The **Pfaff Auto Group** presented an impressive array of vehicles that drew crowds all week. It included the Pagani Zonda R Liquid, Huayra and Huayra Roadster, as well as the McLaren 750S Spider, McLaren Artura plug-in hybrid and a McLaren-Mercedes SLR HDK (one of only 12 in the world). For opening weekend, the Pfaff Motorsports McLaren 720S GT3 EVO was on display, and driver James Hinchcliffe — a newly inducted member of the Canadian Motorsport Hall of Fame — was on hand to meet fans and sign autographs.

Ferrari of Ontario presented **Ferrari Classiche**, a tribute to Ferrari highlighting a special collection of vehicles including the Ferrari Enzo, F40 and 288 GTO along with their racing pedigree showcasing the Ferrari 296 Challenge car.

## **AWARDS AND ACCOLADES**

In the **Canadian Car of the Year Awards**, Automotive Journalists Association of Canada writers voted for the 2024 Toyota Prius as Canadian Car of the Year and the Toyota Grand Highlander as Canadian Utility of the Year. In newly minted categories for electric vehicles, Genesis took Canadian Electric Car of the Year with its GV70 and the Canadian Electric Utility of the Year with its Electrified G80.

The annual **Canadian Motorsport Hall of Fame** induction gala was held at the AutoShow on February 17<sup>th</sup> in the John Bassett Theatre at the Metro Toronto Convention Centre, adding 15 members to its rolls. New inductees in the Competitor-Builder-Race Support category include Hinchcliffe, Claude Aubin (Bois-des-Fillions, QC), Jeremy Dale (Toronto, ON), Mark Dille (Barrie, ON), Ernie Jakubowski (Oakville, ON), Norman Jennings (Toronto, ON), Brad Moran (Toronto, ON), Patrick Richard (Squamish, BC), Didier Schraenen (Mont-St-Hilaire, QC), Frank & Dan Sprong (Georgetown, ON), William (Bill) Vallis (Welland, ON), John Waldie (Stratford, ON) and Kuno Wittmer (Brossard, QC). The media category inducted John Massingberd (Burlington, Ont.) and J. Wally Nesbitt (Parry Sound, Ont.).

IndyCar legend Dario Franchitti was inducted into the International Category, in recognition of his incredible success in Canada over his 16-year career in CART and IndyCar racing, including six wins — three of which were at the Honda Indy in Toronto, eight poles and 11 podiums. Two of Franchitti's cars were on display during the AutoShow.

## **TEST DRIVES**

Canada's largest indoor **EV Test Track** returned, with 15 electric vehicles available to be taken on a two-lap jaunt through a 70,000-square-foot course. **Outdoor test drives** returned to the AutoShow for the first time since 2020, in partnership with Plug'n Drive. The program offered the opportunity to test a Volvo C40, VinFast VF 8 and VF 9, Kia EV9 and Fisker Ocean. Manufacturers **Polestar** and **Tesla** also conducted their own test drive programs featuring their own vehicles.

During this year's AutoShow, more than 10,000 people tested an EV from behind the wheel.

**Camp Jeep®** proved as popular in Year 2 as it did when it debuted in Canada a year ago. The Trail Rated indoor off-road course offered people a chance to experience the capabilities of the legendary Jeep® vehicles without leaving the AutoShow floor. An estimated 30,000 people went for a ride in the latest Jeep vehicles — including the plug-in hybrids Jeep Wrangler 4xe, Jeep Gladiator 4xe and Jeep Grand Cherokee 4xe — experiencing five man-made obstacles that rigorously showcase the unmatched capabilities of Jeep vehicles.

## **FAMILY FEATURES**

A life-sized version of the pink 1957 Chevy Corvette styled for **Barbie** — and inspired by the Barbie movie — made its Canadian debut at the AutoShow. The exhibit also included a life-sized Barbie Box where fans could take fun pictures, as well as Hot Wheels playsets to keep the kids entertained.

The Barbie car was accompanied by four life-sized cars from the Hot Wheels Garage of Legends™: the **Deora II**, the Green **Loop Coupe**, the **Rip Rod** and the OG Hot Wheels **1967 Chevrolet Camaro**, the model that launched the entire Hot Wheels brand.

The **LEGO Group** presented a series of family-friendly features, 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.

## **RACING**

**REV TV Studios**, featuring the highly anticipated PASMAG 25th Anniversary Collection, offered attendees an exclusive look at an array of vehicles that have defined the tuner automotive world. In addition to rarely-seen modified cars and up-close views of cars usually only seen on race tracks, the host of REV Culture, Todd Lewis interviewed a full slate of automotive and motorsport personalities throughout the show.

The **Red Bull Fan Zone** celebrated the Red Bull Racing Formula One team, including a full-sized static Show Car of the World Championship-winning RB18 car driven by Max Verstappen in the 2022 Formula One World Championship.

The **Tribute to IndyCar** exhibit featured two of Dario Franchitti’s super speedway Indy 500 winners, kindly provided by Chip Ganassi Racing and Andretti Autosport IndyCar teams.

The 2025 Canadian International AutoShow will take place February 14<sup>th</sup> to 23<sup>rd</sup>, 2025, at the Metro Toronto Convention Centre. Stay up to date at [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).

### **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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