



CANADIAN INTERNATIONAL AUTOSHOW  
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MEDIA RELEASE

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## New Attendance Record Set at 2024 Canadian International AutoShow

*More than 370,000 visited to see the offerings from 44 automotive manufacturers*

**TORONTO**, Ont. — The 2024 Canadian International AutoShow was a record-setter, welcoming more than 370,000 people to the Metro Toronto Convention Centre.

With consistently strong attendance throughout the 10-day run of the event — including four days that set single-day attendance records — the 2024 AutoShow was visited by 371,559 guests, the highest number in the 51-year history of the event. The previous record of 358,842 was set in 2018.

“With so many new brands adding to the roster of presenting manufacturers this year, an expanded indoor and outdoor test drive program and a diverse and well-presented series of features, our consumers came out in force,” says Jason Campbell, General Manager of the AutoShow. “We had positive word-of-mouth, media coverage and social media activity from early attendees, and that helped propel us to a strong finish and a new attendance record.

“We are looking forward to the challenge of creating an even bigger and better show for 2025.”

The 2024 AutoShow hosted 44 automotive brands — a significant increase from the 28 who were at the first post-pandemic show in 2023. The Show also featured 31 new vehicle debuts, its most diverse and unique collection of luxury and exotic vehicles and compelling attractions that complemented the new cars, trucks and SUVs showcased by the manufacturers.

The 2024 event was also expanded back to its original full building format, which helped spread the audience and help us ensure a more positive consumer experience — with more to see when they got here — despite the big attendance.

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](http://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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