



CANADIAN INTERNATIONAL AUTOSHOW
205 RIVIERA DRIVE, UNIT #1, MARKHAM, ON, L3R 5J6
TEL: 905-940-2800
EMAIL: cias@autoshow.ca
www.autoshow.ca

MEDIA RELEASE

February 3, 2024

All-New Pfaff Motorsports McLaren 720S GT3 EVO Headlines Pfaff Auto Group Exhibit at 2024 Canadian International AutoShow

Former IndyCar winner and Pfaff Motorsports driver James Hinchcliffe to host autograph session Feb. 17th

TORONTO, Ont. — A selection of performance vehicles from McLaren and Pagani — including the new McLaren racecar being run by Pfaff Motorsports for the first time this season — will highlight the exhibit from Pfaff Auto Group at the 2024 Canadian International AutoShow.

As one of Canada's leading premium retailers of sports cars, supercars and hypercars, and a top Canadian-owned racing team, the Pfaff Group is presenting a selection of unique vehicles that define performance — and quite simply look amazing.

For the opening weekend of the AutoShow — from February 16th through to Family Day February 19th — the new Pfaff Motorsports **McLaren 720S GT3 EVO** will be the centre of the display. But while it has to be shipped out the evening of February 19th due to race commitments, three other McLarens will be present throughout the show: The new **McLaren 750S Spider**, **McLaren Artura** plug-in hybrid and a **McLaren-Mercedes SLR HDK** — one of only 12 in the world.

The **McLaren GT** will also be on display from February 20th to 25th.

Canadian motorsports star, former IndyCar winner and soon-to-be Canadian Motorsports Hall of Fame inductee James Hinchcliffe — who was part of the team that drove the Pfaff McLaren 720S GT3 EVO in the Rolex 24 at Daytona on January 27th and is committed to drive for Pfaff in the upcoming Mobil 1 Twelve Hours of Sebring and Motul Petit Le Mans — will be meeting fans and signing autographs on Saturday, February 17th, between 2:30 pm and 3:30 pm at the Pfaff exhibit on the 300 level of the North Building in the Metro Toronto Convention Centre.

The Pagani section of the Pfaff booth will show off a Pagani **Huayra Coupe**, **Huayra Roadster** and the sinister-looking **Zonda R Liquid**.

Also in the booth will be a three-car display of high-performance, high-style EVs from Pfaff Tuning:

- **Porsche Taycan** with TechArt enhancements.
- **Audi SQ8** e-tron with custom Vossen wheels and other enhancements.
- **BMW i4 M50** with BMW M Performance parts and custom wheels.

The 2024 Canadian International AutoShow will take place February 16th to 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.

— 30 —

For more information, please contact:

Kalvin Reid
Director of Public Relations
Enterprise Canada
289-241-7936
kreid@enterprisecanada.com
Twitter: @KalReid