



MEDIA ADVISORY
 February 5, 2024

2024 Canadian International AutoShow Media Preview Day Schedule

TORONTO, Ont. — Media Preview Day for the 2024 Canadian International AutoShow will take place Thursday, February 15th.

The day's events will start this year in the **South Building of the Metro Toronto Convention Centre** with a **Media Breakfast on the 700 level**, in the area in front of the Porsche exhibit. The opening ceremony and presentation of the AJAC Canadian Car of the Year Awards will take place at the **Indoor Test Track on the 800 level**.

Shuttle buses will be available to transfer media between the South and North buildings. The buses will depart at regular intervals between 10 am and 2 pm from the loading dock behind the Toyota display in the South Building and from Front Street in the North Building, which will be available to return media to the South Building after lunch.

MEDIA PREVIEW DAY SCHEDULE

Location	Time	Event		
Opening Ceremonies				
700 Level - Main Hall	7:00 am	Media Breakfast		
EV Test Track Staging Area – 800 Level	7:55 am	Welcome remarks & Canadian Black Book remarks		
	8:00 am	Opening – Mate Rimac – CEO of RIMAC, Paul Cummings – CEO of Grand Touring Automobiles and Richard Hammond		
	8:20 am	AJAC Canadian Car of the Year awards		
	8:40 am	Media Scrum interviews with AJAC winners & RIMAC & GTA CEOs		
	9:00 am	Opening concludes		
Manufacturer Tour Commences		Reveals		Timing
SOUTH BUILDING				
700 Level – Room 718	9:10 am	Porsche	Global auto show debut Canadian debut X2	20 minutes
800 Level	9:35 am	VinFast	Canadian debut	10 minutes
	9:50 am	Volvo	Canadian debut	10 minutes
700 Level – Main Hall Area	10:05 am	Grand Touring Automobiles	Himalaya Zagato Pininfarina Little Car Company	20 minutes



Tour transitions to the NORTH BUILDING				
300 Level	11:00 am	INFINITI	Global auto show debut Canadian debut	20 minutes
	11:25 am	Genesis	Canadian debut	15 minutes
	11:45 am	Kia	Canadian debut	10 minutes
	12:00 pm	Mattel – Barbie & Hot Wheels	First Canadian Showing	5 minutes
	12:00 pm	Pfaff / Tesla	Lunch	
	12:10 pm – 12:30 pm	Pfaff	Richard Hammond ‘In Conversation’ with CIAS	
	12:30 pm – 12:50 pm	Pfaff	Panel discussion with Pfaff Motorsports driver James Hinchcliffe, Pfaff Motorsports GM Steve Bortolotti and Pfaff CEO Chris Pfaff	
MTCC	12:00 pm	Media free to roam the AutoShow <ul style="list-style-type: none"> • Opportunity for manufacturers to meet one-on-one with media • Test drives available on EV Test Track and Camp Jeep • Media availability on 100 Level <ul style="list-style-type: none"> ○ Auto Exotica ○ Ferrari Classiche Presented by Ferrari of Ontario 		
MTCC	3:30 pm	Media Day Concludes – all floors cleared in prep for VIP night		

SPECIAL NOTE: INDUSTRY DAY AND PUBLIC OPENING DAY

On the morning of Friday, February 16th, a series of special events will be held leading to the public opening the AutoShow:

Friday February 16th – Industry Day morning & Public Opening Day

- The Ontario Vehicle Innovation Network will host a Speakers Series as part of the 2024 Canadian International AutoShow on Industry Day, from 10 am to noon at the AutoShow Live Innovation Stage in Electric City on the 300 level of the North Building in the Metro Toronto Convention Centre.

Ontario Energy Minister Todd Smith will speak, along with short keynote presentations from industry leaders from Nissan Americas and the Automotive Parts Manufacturers’ Association. A fireside chat with GM Canada and OVIN will conclude the event.

- OMVIC and the Automotive Business School of Canada will hold a media availability to discuss a new joint initiative throughout the morning, from 10am to noon.
- A special presentation will be held with select government representatives on 200 level main lobby of the Metro Toronto Convention Centre at 11:50am to officially open the 2024 Canadian International AutoShow.

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](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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