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MEDIA RELEASE

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All-New Lotus Eletre to Make Canadian Debut at the 2024 Canadian International AutoShow

Luxury brand joins roster of automakers in Auto Exotica Luxury Boutique

TORONTO, Ont. — Lotus is introducing its all-new Eletre — defined as an electric hyper-SUV with racecar DNA — to Canada at the Canadian International AutoShow.

To be found in the Auto Exotica Luxury Boutique on the 100 level of the North Building in the Metro Toronto Convention Centre, Lotus join Maserati, Alfa Romeo, BMW and Rivian as brand showcases alongside the luxury cars, super cars and hyper cars displayed by Autostrada, Barrett-Jackson, Ultimate Exotics and Cobble Beach Classics in one of the most popular exhibits at the AutoShow.

With the addition of Lotus, which is being presented by [Gentry Lane Lotus of Ontario](#), there are more than 40 automotive brands that will be on display across the AutoShow, reinforcing its status as the leading automotive expo in Canada.

The [Lotus Eletre](#) is described as a true Lotus experience. Structural rigidity and active dynamics combine with the ideal blend of power and torque to provide the performance that is expected from the brand. The Eletre has an elegant and exotic look with active aerodynamics and a dramatic porous design. It boasts 905 horsepower and a top speed of 260, with a range pushing 600 kilometres.

Also on display by Gentry Lane will the [Lotus Emira](#), dubbed the most accomplished car ever made by the company. It is a new icon that reinvents the supercar. Emira has a stunning contemporary look with sculpted surfaces and crisp feature lines, bringing exotic looks and features to the sports car category. With a speed of 275 kilometres, it hits 100 km/h in 4.3 seconds.

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](#), Tik Tok [@autoshowca](#), X [@autoshowcanada](#) and Facebook at [/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.

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