



CANADIAN INTERNATIONAL AUTOSHOW
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MEDIA RELEASE

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Two Canadian Vehicle Debuts Highlight Subaru's Display at 2024 Canadian International AutoShow

Fan-favourite St. John Ambulance Therapy Dogs will have an extended visit this year

TORONTO, Ont. — Subaru will be showcasing two cars for the first time in Canada at the 2024 Canadian International AutoShow — and it is extending the visit from the always popular St. John Ambulance Therapy Dogs.

The **2025 Subaru Forester**, which will be the centrepiece of the Subaru display on the 300 level of the North Building in the Metro Toronto Convention Centre, will be making its first appearance in Canada at the AutoShow — as will the **2024 Subaru WRX RS**. Subaru will also have the ever-popular therapy dogs, through a partnership with St. John Ambulance's Therapy Dog Program, at the AutoShow for seven days this year, up from the one day they have typically come for a visit.

- **2025 Subaru Forester** — The sixth-generation SUV offers the most advanced features, modern design and improved ride comfort in its history. The Forester has resonated well among Canadian SUV buyers, with one in four Subarus sold in the past 25 years being a Forester.
- **2024 Subaru WRX RS** — The new trim level offers enhanced performance and handling capability, thanks to a high-performance Brembo braking system and RS-tuned suspension. Following BRZ, EyeSight Driver Assist Technology is now standard on all 2024 WRX models equipped with a manual transmission.

The roster of Subaru vehicles will also include the **2024 Subaru Solterra**, the company's only EV model, which will also be available for a drive on the indoor EV Test Track at the AutoShow.

New for the AutoShow is an exclusive section of the Subaru booth, updated to embody the brand through its Badge of Ownership Program, love for Pets and partnership with St. John Ambulance's Therapy Dog Program. All attendees can receive a custom pet tag for their furry friend and learn more about the St. John Ambulance Therapy Dogs while they are tail-wagging live on location. Loyal Subaru customers will have the unique opportunity to sign up for their Badge of Ownership to share and display their interests with other Subaru Owners.

The Subaru Wilderness Area in the Subaru booth will focus on the Leave No Trace Canada Pledge program that promotes principles for camping responsibly. Every visitor who takes the pledge at the AutoShow will have a tree planted by Subaru in Canada.

At a special exhibit on the 200 level of the North Building in the Convention Centre, Subaru will extend its Wilderness Area, giving out custom toques.

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 —

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