



CANADIAN INTERNATIONAL AUTOSHOW  
205 RIVIERA DRIVE, UNIT #1, MARKHAM, ON, L3R 5J6  
TEL: 905-940-2800  
EMAIL: [ciast@autshow.ca](mailto:ciast@autshow.ca)  
[www.autoshow.ca](http://www.autoshow.ca)

MEDIA RELEASE

December 3, 2024

## Experience Total Immersion At The 2025 Canadian International AutoShow

*Audi, BMW, and Mercedes-Benz back for 2025  
Canada's largest Indoor EV Test Track and Camp Jeep to return  
Tickets now on sale for Canada's total automotive experience*

**TORONTO, Ont.** — Canada's largest consumer show returns after a record-breaking 2024 AutoShow with more brands, exclusive features, and new ticketing options.

371,599 – a number that is now part of the Canadian International AutoShow history books as the all-time attendance record that was set last year. Despite a variety of challenges facing the automotive industry, the AutoShow has demonstrated that not only does consumer excitement for new cars remain high, but consumers of all ages are craving experiential automotive experiences that only the AutoShow can deliver.

Manufacturers also took note of this, allowing Canada's largest automotive expo to build upon the success of the 2023 and 2024 shows to see the return of several manufacturers. The number of presenting automakers will expand even further for 2025, with the addition of comprehensive brand displays from Audi, BMW, and Mercedes-Benz. The full roster of presenting brands who are already confirmed also include, Ford, Lincoln, Chevrolet, Buick, Cadillac, GMC, Toyota, Lexus, Volvo, Polestar, McLaren, Subaru, Rivian, Kia, Nissan, Infiniti, Hyundai, Genesis, and Stellantis. Shell Performance and Grand Touring Automobiles will showcase additional features.

“Being able to welcome back a number of large highly valued marques is a testament to the value of the AutoShow to both consumers and Canada's automotive industry,” says Jason Campbell, General Manager of the AutoShow. “Consumer feedback from the previous show was very positive, but between the roster of new and returning manufacturers, consumers will have the most comprehensive offering of new product at any auto show in North America.”

As in previous years, feature displays will remain one of the key differentiators making the AutoShow Canada's total automotive experience. Autostrada Magazine, Barrett-Jackson, and other key partners will transform Auto Exotica on the 100 level of the Metro Toronto Convention Centre into a mecca for performance enthusiasts, while Cobble Beach Classics will host a tribute to Mercedes-Benz with an eight-vehicle display showcasing the history of one of the world's iconic auto manufacturers. Interactivity and excitement remain key with Canada's largest Indoor EV Test Track and Camp Jeep returning, while family fun is guaranteed thanks to the AutoShow's partnerships with LEGO and Mattel.



“Labelling the Canadian International AutoShow Canada’s total automotive experience is more than just a slogan,” says David McClean, Director of Marketing Services for the Canadian International AutoShow. “It is a guiding principle that highlights our commitment to reaching every demographic through a diverse set of displays and experiences which ultimately drive consumer interest in the new car buying experience through total immersion.”

The 2025 Canadian International AutoShow, presented by Toronto Star, returns to the Metro Toronto Convention Centre from February 14<sup>th</sup> to the 23<sup>rd</sup>. This year’s theme “Total Immersion” highlights the AutoShow’s unique position during a time of change in the automotive industry. Consumer choice has never been as vast and diverse as today. The AutoShow is the place for brands to showcase their newest products and technologies, allowing the opportunity to educate consumers about their brand. Media registration for the Canadian International AutoShow is now open and can be accessed on [www.autoshow.ca](http://www.autoshow.ca). Media Day is planned for Thursday, February 13<sup>th</sup>. The Automotive Journalists Association of Canada (AJAC) will reveal the winners of the prestigious Canadian Car of the Year Awards during the Media Day opening presentation, with participating brands expected to unveil many new products for the first-time ever in Canada.

General Admission tickets are available on the AutoShow’s website with the Early Bird ticket discount offering up to 25 percent off regular rates until Dec 31<sup>st</sup>. New ticketing options are also available, with reduced admission prices on opening Friday. A new special promotion offers tickets online at \$20 (compared to \$28 regular admission) for visitors coming after 5pm.

Super Tuesday pricing remains the cheapest Adult ticket at \$15, while a special discount rate for General Admission Adult tickets is offered to the Canadian International AutoShow’s loyal fanbase through their email newsletter and AutoShow+ mobile app. To receive the newsletter and gain access to the limited time flash sale, sign-up at <https://autoshow.ca/newsletter-signup/>.

For news and updates, check in regularly at [autoshow.ca](http://autoshow.ca). Stay connected with the Canadian International AutoShow on Instagram @autoshowca, Twitter @autoshowcanada and Facebook /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 370,000, 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.

For more information, please contact:

Dustin Woods  
Director of Public Relations  
Canadian International AutoShow  
(416) 508-1670  
[dustinw@autoshow.ca](mailto:dustinw@autoshow.ca)