

MEDIA RELEASE
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Bigfoot® Monster Truck Celebrates 50th Anniversary at the Hot Wheels® Booth at Canadian International AutoShow

*Mattel to debut iconic Star Wars X-Wing Fighter™ Carship
Ford SEMA Mustang GT to be displayed
Walmart pop-up to feature latest Hot Wheels® products.*

TORONTO, ON. — Mattel returns to the Canadian International AutoShow for 2025, ushering in a roar of excitement as they celebrate the 50th anniversary of the legendary Bigfoot® Monster Truck at the Hot Wheels® booth, the vehicle that sparked the global monster truck phenomenon. In addition to Bigfoot®, Mattel will showcase two vehicles from the Hot Wheels Garage of Legends™, the 2016 Star Wars X-Wing Fighter™ Carship and 2005 Ford SEMA Mustang GT, both making their AutoShow debut.

“We are thrilled to welcome Mattel back to the Canadian International AutoShow,” says Jason Campbell, General Manager of the AutoShow. “The Hot Wheels brand has been a staple of the automotive industry for decades, and each year they bring new excitement and innovation to the show. The 50th anniversary of Bigfoot® is an amazing milestone and we can’t wait for attendees to experience the thrill and nostalgia that this imposing and iconic vehicle invokes.”

The Hot Wheels Bigfoot® Monster Truck exhibit offers fun for the whole family. For the first time, a Monster Truck, the iconic Bigfoot® Monster Truck will be on display at the AutoShow to celebrate its 50th anniversary. The Bigfoot® Monster Truck is the first-ever outrageously designed and epically sized truck of its kind. Towering over the audience at 10 feet tall, 12 feet wide, and 20 feet long, the truck is supported by eight custom nitrogen-charged shocks on 66-inch Firestone tires. With a monstrous 1,400 horsepower engine and weighing in at 11,000 pounds (4,989 kg), Bigfoot® is built to crush any obstacle in its path. You can even commemorate the experience by taking a photo with a life-size monster truck tire!

The excitement continues at the Hot Wheels Garage of Legends exhibit, where fans can experience two full-size, functioning vehicles inspired by the 1:64 scale models. Reimagined as a high-performance Hot Wheels race car designed for circuit racing, the Star Wars X-Wing Fighter™ Carship is a must-see for Star Wars fans and toy car enthusiasts alike. With 175 horsepower and a top speed of 180 mph (290 km/h), this one-of-a-kind car features custom design elements such as turbo fans and wheels built by Mattel’s model shop. Meanwhile, the 2005 Ford SEMA Mustang GT boasts a Vortech supercharged 4.6L modular Ford V8 engine making 430 horsepower, KW coil-over suspension, and a full roll cage.



“We’re thrilled to be celebrating a major milestone for the Hot Wheels brand – Bigfoot® Monster Truck’s 50th anniversary – alongside Canada’s most dedicated car lovers, collectors and enthusiasts at the AutoShow,” says Bryan Benedict, Design Director for the Hot Wheels brand. “Each year we look forward to bringing excitement to showgoers of all ages through life-sized re-creations of our most iconic die-casts, hoping to fuel a lifelong passion for cars, and foster the joy of collecting.”

“Fans can celebrate their love of Hot Wheels® at the Walmart pop-up shop on-site at the AutoShow, featuring an assortment of the latest Hot Wheels® products. Plus, buyers will have a choice of one of two Hot Wheels® die-casts as a gift with purchase for those who spend \$50 or more (before taxes) at the Walmart Hot Wheels® on-site pop-up shop: the 2025 Collector’s Edition Hot Wheels 88 Mercedes Unimog (TT) and Hot Wheels® Monster Trucks Golden Promo 5 ALARM™ Vehicle available in limited quantities in Canada, exclusively through Walmart at the AutoShow (each while supplies last). Fans can also visit Walmart.ca or any Canadian Walmart location to shop the store’s full collection of Hot Wheels®.”

There is also something special for both young and young at heart collectors. On Friday, February 14, from 6 to 9 p.m., there will be a Collector’s Event which includes a signing by Bryan Benedict, Key Principal Designer, Hot Wheels. This meet-up will facilitate the opportunity for Hot Wheels® collectors to connect with each other to share their love of cars. It’s our fourth year hosting this event, and one that we feel especially passionate about bringing to the show.

The Hot Wheels exhibits will be located at the Metro Toronto Convention Centre during the 2025 Canadian International AutoShow. The Hot Wheels Garage of Legends and Walmart pop-up store are located on the 100 Level of the North Building, and the Hot Wheels Bigfoot® Monster Truck exhibit is located on the 800 Level of the South Building.

The 2025 Canadian International AutoShow, presented by Toronto Star, returns to the Metro Toronto Convention Centre from February 14th to the 23rd. Media registration for the Canadian International AutoShow is now open and can be accessed on www.autoshow.ca. 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. 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.

About Mattel

Mattel is a leading global toy company and owner of one of the strongest portfolios of children’s and family entertainment franchises in the world. We create innovative products and experiences that inspire, entertain, and develop children through play. We engage consumers through our portfolio of iconic brands, including Barbie®, Hot Wheels®, Fisher-Price®, American Girl®,



Thomas & Friends™, UNO®, Masters of the Universe®, Monster High® and MEGA®, as well as other popular intellectual properties that we own or license in partnership with global entertainment companies. Our offerings include film and television content, gaming and digital experiences, music, and live events. We operate in 35 locations and our products are available in more than 150 countries in collaboration with the world's leading retail and ecommerce companies. Since its founding in 1945, Mattel is proud to be a trusted partner in empowering children to explore the wonder of childhood and reach their full potential. Visit us online at mattel.com.

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