

MEDIA RELEASE  
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## Nissan Celebrates 60 Years in Canada with Thrilling Vehicle Lineup at the 2025 Canadian International AutoShow

*All-new 2025 Nissan Kicks, Murano and Armada to be showcased at Canadian International AutoShow*

*Nissan redefines adventure with Frontier Project Trailgater and Frontier TARMAC Concept*

TORONTO, ON. — Nissan kicks off its 60th anniversary celebrations in Canada with an exciting lineup of vehicles at the 2025 Canadian International AutoShow. With a revamped design, the all-new 2025 Nissan Kicks, Murano and Armada will be on display, alongside Project Trailgater and Frontier TARMAC Concept, two project builds that showcase how Nissan vehicles can be a canvas for four-wheeled excitement. The fun continues with test drives of the all-electric Nissan ARIYA available on-site at the show's indoor EV test track.

"We are thrilled to be part of the 2025 Canadian International AutoShow, especially as we celebrate Nissan's 60th anniversary in Canada," said Brent Smith, Director of Marketing at Nissan Canada Inc. "This milestone is a testament to our long-standing commitment to innovation and customer satisfaction. At this year's show, we are excited to showcase two project vehicles derived from the Nissan Frontier and which showcase just how versatile our offerings are. We are also displaying three all-new models - the Nissan Kicks, Murano, and Armada. These vehicles, along with our full lineup, reflect our dedication to offering a diverse range of features and options tailored to the Canadian market. We look forward to engaging with families and enthusiasts, and sharing our vision."

### Project Trailgater

This one-off project vehicle takes game day to the next level by combining the fun of tailgating with the great outdoors, built in partnership with PowerNation TV's "Music City Trucks." The vehicle is based on the adventure-packed 2025 Nissan Frontier PRO-4X.

The build is equipped with NISMO Off-Road accessories, including a lift kit and high-performance suspension, bed rack, cargo cases, off-road lighting, and 17-inch beadlock capable wheels. In addition, Project Trailgater adds almost everything you might need for camping and tailgating outdoors, including two 43-inch weatherproof TVs, electric coolers, a grille, and even the proverbial kitchen sink.

"We are excited to welcome Nissan back for another year at the Canadian International AutoShow", said Jason Campbell, General Manager of the AutoShow. "60 years is a significant milestone, we look forward to offering attendees the chance to experience the brand's innovative lineup and celebrate this remarkable achievement."

*Learn more about Project Trailgater in the [full Nissan release](#) and see the [build sheet](#) for the complete list of parts included.*

### **Frontier TARMAC Concept**

Embodying the spirit of sport and muscle trucks of the past, the TARMAC concept lives on in this one-of-a-kind street truck, a collaboration between Nissan Motorsports, Nissan Design America and Forsberg Racing.

The TARMAC concept is guaranteed to turn heads with its striking new-for-2025 Afterburn Orange paint, complemented by an indulgence of carbon fiber accents throughout from the aggressive widebody kit, vented hood, roof cap, spoiler, wheels, aero and more.

This vehicle produces an impressive 400 hp thanks to a Roots-style supercharger, prototype NISMO cold air intake and custom NISMO exhaust system, enhancing the performance of the Frontier's standard 3.8L V6 engine.

Keeping the added performance in check is a high-performance big brake kit, featuring custom 15-inch floating two-piece rotors and mounts, utilizing the powerful brake callipers from the [Nissan Z NISMO](#). Putting all this power down to the asphalt are carbon-barreled NISMO TARMAC 20-inch wheels, wrapped in Yokohama Advan tires and a prototype NISMO high-performance suspension kit with adjustable coilovers.

*Learn more about the Frontier TARMAC in the [full Nissan story](#) and see the [build sheet](#) for the complete list of parts included.*

### **The All-New 2025 Nissan Kicks**

The all-new 2025 Nissan Kicks redefines the compact crossover segment with advanced technology, versatile design, and the confidence of Kicks-first Intelligent All-Wheel Drive. The all-new 2025 Nissan Kicks is currently on sale at dealerships nationwide.

*Learn more about the all-new 2025 Nissan Kicks in the [full Nissan press kit](#).*

### **The All-New 2025 Nissan Murano**

The fourth-generation Murano impresses with a luxurious interior, seamless connectivity, and new comfort features. The 2025 Murano elevates the crossover experience with premium design, innovative technologies, and a spacious cabin, perfect for daily commutes and long road trips. The all-new 2025 Nissan Murano is available at dealerships now.

*Learn more about the all-new 2025 Nissan Murano in the [full Nissan press kit](#).*

### **The All-New 2025 Nissan Armada**

The 2025 Nissan Armada adds unprecedented off-road capability with its first PRO-4X grade, offering drivers greater confidence for outdoor excursions. The all-new Armada brings impressive towing capacity of up to 8,500 lbs and available ProPILOT Assist 2.1 for hands-off driving assistance. The all-new 2025 Nissan Armada is now on sale at dealerships nationwide.

*Learn more about the all-new 2025 Nissan Armada in the [full Nissan press kit](#).*

Join Nissan in celebrating their 60th anniversary at the Nissan display located on the 300 Level of the North Building.

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>. Media registration for the Canadian International AutoShow is now open and can be accessed on <https://autoshow.ca/media/>. 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](https://autoshow.ca). Stay connected with the Canadian International AutoShow on Instagram [@autoshowca](https://www.instagram.com/autoshowca), Twitter [@autoshowcanada](https://twitter.com/autoshowcanada) and Facebook [/autoshowcanada](https://www.facebook.com/autoshowcanada)

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### **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 Nissan Canada Inc.**

Nissan Canada Inc. (NCI) is the Canadian sales, marketing and distribution subsidiary of Nissan Motor Limited and Nissan North America, Inc. NCI was the first Japanese-based automaker to incorporate in Canada in 1965, and now directly employs 306 full-time staff across offices in Vancouver (BC), Mississauga (ON), and Kirkland (QC). There are 210 independent Nissan dealerships, including 87 that also act as Nissan Commercial Vehicles dealers, 136 electric vehicle-certified dealers, and 39 INFINITI retailers across Canada.

More information about Nissan in Canada and the complete line of Nissan and INFINITI vehicles can be found online at [www.nissan.ca](http://www.nissan.ca) and [www.INFINITI.ca](http://www.INFINITI.ca).

For more information about our products, services and commitment to sustainable mobility, visit [nissan.ca](http://nissan.ca). You can also follow us on Facebook, Instagram, X and LinkedIn and see all our latest videos on YouTube.

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