

## MEDIA ADVISORY

February 11, 2025

# 2025 Canadian International AutoShow Media Preview Day Schedule

TORONTO, ON. — Media Preview Day for the 2025 Canadian International AutoShow will take place on Thursday, February 13th. The day's events will start this year in the **South Building of the Metro Toronto Convention Centre** with a **Media Breakfast on the 700 level**. The opening ceremony and presentation of the 2025 Canadian Car of the Year Awards by AJAC will take place at the **Indoor Test Track on Level 800**.

**Media Registration:** <https://autoshow.ca/press-releases/media-registration/>

**Media Centres:** South Building Room 606 / North Building Room 204

Location	Time	Event
<b>Opening Ceremonies SOUTH BUILDING</b>		
700 Level - Main Hall	8:00am	Media Breakfast
800 Level EV Test Track	8:55am	Welcome & Canadian Black Book Remarks: <ul style="list-style-type: none"><li>Daniel Ross, Senior Manager, Industry Insights &amp; Residual Value Strategy</li></ul>
	9:00am	Cadillac Canada <ul style="list-style-type: none"><li>Mike Speranzini, Managing Director, Cadillac Canada</li><li>Erin Crossley, Design Director, Cadillac CELESTIQ &amp; SOLLEI Concept</li><li>Alex MacDonald, Chief Engineer, Cadillac CELESTIQ</li></ul>
	9:10am	Opening – Hyundai Auto Canada Corp. – National Corporate Announcement
	9:20am	Mercedes-Benz Canada - Cobble Beach, Canadian Debut + dynamic display <ul style="list-style-type: none"><li>CEO Andreas Tetzloff</li></ul>
	9:30am	2025 Canadian Car of the Year awards presented by AJAC
	9:50am	Mercedes-Benz G-Wagen G-Turn Demo content opportunities Media Scrum - Interviews with AJAC winners
	10:00am	Opening Ceremonies Conclude

**Manufacturer Tour Commences  
SOUTH BUILDING**

700 Level	10:10am	Audi Canada	Canadian Debuts	15 min
	Level 700/800 Open Availability - 10:25-11:00am			
	10:30am	LEGO & McLaren	McLaren P1 <ul style="list-style-type: none"> <li>Jonathan Beaumont, McLaren</li> <li>Lubor Zelinka, LEGO Group</li> </ul>	10 min
800 Level	10:50am	Mattel / Hot Wheels	Bryan Benedict, Key Principal Designer	5 min
	10:55am	Volvo Canada	Volvo XC90 AutoShow Premiere <ul style="list-style-type: none"> <li>Matt Girgis Managing Director</li> </ul>	10 min

**Transition to NORTH BUILDING**

300 Level	11:10am	All Manufacturers	Open Media Call / Coffee Station / Photo Ops	30 min
	11:40am	Mercedes-Benz Canada	High Power Charging Network Announcement	5 min
100 Level Auto Exotica	12:00pm	Cadillac Canada	Canadian Concept Debut Photo Opportunities <ul style="list-style-type: none"> <li>Cadillac CELESTIQ</li> <li>Cadillac SOLLEI</li> </ul>	5 min
	12:10pm	Cobble Beach	Mercedes-Benz Tribute Photo-Op	5 min
	12:15pm	Rivian	Rivian R2 Canadian Debut	5 min
200 Level Room 204 Media Centre	12:15pm	Media Availability	<ul style="list-style-type: none"> <li>Brian Kingston, Canadian Vehicle Manufacturers' Assoc.</li> <li>David Adams, Global Automakers of Canada</li> <li>Tim Reuss, Canadian Automobile Dealers Association</li> </ul>	30 min
100 Level	12:25pm	Mattel – Hot Wheels	Photo Opportunities + Complimentary Media Gift	5 min
	12:30pm	Media lunch served on Level 100 Food available for purchase Level 200 & 700		

MTCC	12:30pm	Media free to roam the AutoShow: <ul style="list-style-type: none"> <li>• Opportunity for media to meet one-on-one with manufacturers</li> <li>• North Building EV Test Drives - Dodge, Jeep, Lucid, Rivian, Volvo &amp; KIA (Level 200)</li> <li>• South Building EV Test Drives - Tesla, Polestar (Level 800)</li> <li>• Camp Jeep – Level 300</li> <li>• G-Wagen G-Turn demo by appt. at Level 300 Mercedes-Benz display</li> </ul>
MTCC	3:30pm	Media Day Concludes – all floors cleared in prep for VIP night

**Industry Day and Public Opening Day:** On the morning of Friday, February 14th, there will be media opportunities on the EV test track and around the show during early hours. The 2025 Canadian International AutoShow will officially open its doors to the public at 12:00pm.

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 at <https://autoshow.ca/press-releases/media-registration/>. To receive the newsletter, 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).

### **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 A. Woods**

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