

MEDIA RELEASE  
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## Audi Haus Showcases the Future of Audi at 2025 Canadian International AutoShow

*Audi unveils five all-new vehicles on Media Day  
Automaker has completely transformed showroom space into stunning Audi Haus exhibit*

TORONTO, ON. — Audi has made a highly anticipated return to the Canadian International AutoShow, introducing Audi Haus which represents the brand's visions for the future. This incredible display showcases a completely revolutionary new lineup that reimagines luxury, innovation and the future of mobility. On Media Day, Audi unveiled five all-new vehicles including the Audi SQ5, A5, S6 e-tron, Q6 e-tron, and SQ6 e-tron. These exciting new vehicles remain on display at Audi Haus for public viewing.

Acclaimed architect, Omar Gandhi is the mastermind behind the design of Audi Haus – a theatre of innovation for the brand's AutoShow return. The show space has been completely redesigned and is a tribute to engineering that stands the test of time, allowing Audi's rich legacy and vision for the future to speak for itself. Think of it as a sneak peek into a private collection.

"With the largest product offensive in Audi's history, it made sense to participate in a key automotive event that can be amplified nationally," says Joseph Ottorino, Director of Marketing at Audi Canada. "Our participation in the 2025 Canadian International AutoShow will be unique, progressive and indicative of what customers expect from our brand."

Explore Audi's thrilling AutoShow vehicle lineup, which includes:

- **All-New Audi SQ5** – The Audi Q5 is Canada's best-selling premium ICE vehicle. The third generation Q5 and SQ5 is a redesigned version, appearing visually sportier, longer, wider and lower than before.
- **All-New Audi A5** – Meet the all-new Audi A5, where innovation takes shape with sleek design, next-generation technology, and precision-engineered performance.
- **All-New Audi S6 e-tron** – The redefined all-new A6 e-tron is Audi's most aerodynamic vehicle of all time, featuring the longest all-electric range in the current Audi lineup at over 600 km with the Ultra model.
- **All-New Audi Q6 e-tron and SQ6 e-tron** – The all-new Audi Q6 e-tron and SQ6 e-tron are the first production models operating on the Premium Platform Electric platform. These vehicles strike the perfect balance of innovation and evolved aesthetics with exceptional fast-charging times, enhanced battery technology, and pioneering design.
- **Audi RS e-tron GT Performance** – With a nod to both Audi motorsport engineering and innovative technology, the RS e-tron GT performance is the most powerful Audi to-date, producing 912 hp and propelling from zero to 100 km/h in just 2.5 seconds.



- **Audi R8 GT (Heritage Car)** – Motorsport is in Audi’s DNA, and the R8 GT is a special car brought to the AutoShow from part of Audi Canada’s exclusive collection. This ultra-rare model is one of just 11 units in Canada.
- **Audi RS 3** – The RS 3 delivers cutting-edge performance with dynamic handling thanks to standard quattro all-wheel drive and an RS torque splitter, diverting available power to rear wheels when needed. When you hear it, you’ll know, with the distinctive sound of the 5-cylinder engine.
- **Audi RS Q8** – The Audi RS Q8 offers unrivalled performance and luxury, housing the most powerful internal combustion engine ever found in an RS vehicle.
- **Audi RS 6 Avant GT** – Introducing the Audi R6 Avant GT, a limited-edition model with only seven units in Canada. This vehicle is inspired by the 1989 Audi IMSA GTO race car, which was one of the race cars that solidified the dominance of Audi quattro in motorsports.

Experience Audi Haus on the 700 Level of the South Building and get behind the wheel of Audi’s new generation of vehicles by test driving the Q6 e-tron on the indoor EV track on the 800 Level.

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/>. Discounted tickets can be purchased in advance [online](#). For news and updates, check in regularly at [autoshow.ca](https://autoshow.ca). Stay connected with the Canadian International AutoShow on Instagram [@autoshowca](#), Twitter [@autoshowcanada](#) and Facebook [/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.

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