

MEDIA RELEASE
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Celebrate Family Day at the 2025 Canadian International AutoShow

Family-fun experiences from Mattel, LEGO, Red Bull, Subaru, Hyundai, and more

TORONTO, ON. — The Canadian International AutoShow is the go-to destination this Family Day, offering activities and exhibits designed for all ages. Join us this Monday, February 17th for a fun-filled day of excitement and discover the latest in automotive innovation.

From the 50th anniversary of the legendary BigFoot® Monster Truck to the thrilling interactive Red Bull Fan Zone experiences, there is truly something for everyone. Here are some of the top must-see exhibits on Family Day:

Mattel Brings Family-Fun with BigFoot® Monster Truck, Hot Wheels Garage of Legends, Barbie Maserati and Hot Wheels Walmart Pop-Up

Mattel is delivering an action-packed lineup of family-friendly experiences at the AutoShow. Starting with the BigFoot® Monster Truck, fans can get up close and personal to this iconic vehicle, which is at the AutoShow for the first time ever. Attendees can even get their photo taken with a real monster truck tire, located on the 800 Level of the South Building.

The Hot Wheels Garage of Legends brings some of the most iconic 1:64 scale Hot Wheels die-cast cars to life as full-sized, fully functioning models. The vehicles on display include the 2016 Star Wars X-Wing Fighter™ Carship and 2005 Ford SEMA Mustang GT, both making their AutoShow debut. This exhibit is located in the Hot Wheels Walmart Pop-Up Shop on Level 100 of the North Building, where fans can explore exclusive collectibles and shop their favourite Hot Wheels products.

Keeping the Barbie craze alive from last year, a unique custom-wrapped Barbie Maserati takes centre stage in the lobby of the North Building on the 200 Level. This eye-catching vehicle is impossible to miss and a standout attraction for Barbie fans and car enthusiasts alike.

LEGO® Technic™ McLaren P1™, Kids Play Zone and Retail Area

McLaren Automotive and LEGO Group have collaborated to create a real-life LEGO® Technic version of the iconic P1 supercar which was unveiled at the AutoShow on Media Day. This vehicle consists of an incredible 342,817 Technic elements, and is the first big build the group has made that is capable of steering and driving an entire lap of a racetrack. Adding to the excitement, this vehicle is extra special as it was driven by none other than Lando Norris, Formula 1 Team Driver.

The LEGO Kids Play Zone offers a fun-filled space for kids to unleash their creativity, with plenty of building stations and interactive activities. Finish your visit at the LEGO exhibit located on

Level 700 of the South Building by checking out the Retail Shop, providing an array of iconic toys for families to purchase.

Red Bull Fan Zone Interactive Experience

Family Day fun continues with the Red Bull Fan Zone offering a diverse range of activities, including the Red Bull Pit Stop Challenge, Red Bull Racing Simulators, Racing Suit Display, Racing Helmet replica, and Oracle Red Bull Racing merchandise booth.

The Red Bull Pit Stop Challenge offers some fun competition, inviting consumers to experience a Formula 1 Pit Stop as a member of the pit crew. Red Bull Racing is among the best performing teams in the pit, currently holding an impressive world record at 1.82 seconds. Want to know your time? Challenge your family and test your skills changing a tire on an F1 car to see who has the fastest skills.

The Red Bull Racing Simulators allow you to step into the driver's seat and feel the adrenaline rush of Formula 1. Whether you're a rookie or a seasoned racer, chase the fastest lap and see how you stack up.

Visit with Furry Friends at Subaru and Design a Custom Hat

Therapy dogs from St. John Ambulance will be on-site at the Subaru display on Family Day from 12pm to 4pm. Come share the Family Day love with these friendly dogs, guaranteed to bring extra joy to your day. Subaru will be doing custom pet tag giveaways, so you can bring home a special souvenir for your own furry friend.

Additionally, Subaru invites attendees to design their own custom hat. Pick your favorite hat and branding to commemorate your Family Day experience at the AutoShow.

Participate in the Hockey Shootout Challenge and Catch 4 Nations Face-Off Hockey Games on the Big Screen at Hyundai

As the official partner of the NHL, Hyundai will be streaming the 4 Nations Face-Off hockey games on Family Day, uniting hockey and automotive enthusiasts in one place. Attendees can take part in a variety of exciting activities at the Hyundai exhibit, including a Hockey Shootout Challenge and driving simulators.

At the AutoShow, explore Canada's favourite family-friendly vehicles for families on the go from brands like Toyota, Volvo, Hyundai, Nissan, Kia, Subaru, and more.

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 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. 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.

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