

MEDIA RELEASE
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General Motors Announces Full Lineup for 2025 Canadian International AutoShow

GM to showcase an impressive lineup from key brands - Chevrolet, Cadillac, Buick and GMC Cadillac CELESTIQ and SOLLEI Concept to make their public debut

TORONTO, ON. — General Motors is back at the Canadian International AutoShow for 2025, showcasing a stacked lineup from its iconic brands - Chevrolet, Cadillac, Buick and GMC.

“We’re excited to have General Motors join us for another year at the Canadian International AutoShow,” said Jason Campbell, General Manager of the AutoShow. “With a diverse lineup across Chevrolet, Cadillac, Buick and GMC, there’s truly something for everyone.”

Chevrolet

Chevrolet is bringing the all-new Corvette ZR1 to Toronto. With a 5.5L twin-turbocharged DOHC flat-plane crank V8, this all-new Corvette produces an incredible 1,064hp! Alongside the ZR1 will be the new 2025 Chevrolet Equinox, refreshed 2025 Tahoe, and Chevrolet’s lineup of gas-powered trucks.

The full Chevrolet EV lineup will be on display, including Equinox EV, Blazer EV, Silverado EV, and the Chevrolet BrightDrop electric van.

Cadillac

Cadillac is bringing their A-game with not one, but two exciting displays. Within Auto Exotica, presented by Castrol and National Post, for the first time-ever at an Auto Show, the ultra-luxurious CELESTIQ EV, and the stunning Cadillac SOLLEI concept will be showcased.

At the main Cadillac display in the South Building of the MTCC, you will get to see the all-new, all-electric Cadillac OPTIQ and VISTIQ, next to the Cadillac LYRIQ and Escalade IQ. The display is rounded out with the redesigned gas-powered 2025 Cadillac Escalade.

Buick

Buick is setting new standards as GM Canada’s sales leader with a remarkable 43.7 percent increase in 2024. Making its Canadian International AutoShow debut this year is the Buick 2025 Enclave, which will be showcased in two trims, Sport Touring and the top-of-the-line Avenir. The launch of this vehicle marks a significant milestone as it is the first Buick to offer Super Cruise advanced hands-free driver assistance capability.

GMC



At the GMC display, the Sierra EV Denali will be making its Canadian International AutoShow debut, alongside the new 2025 GMC Yukon AT4 Ultimate and the 2026 GMC Terrain Denali. The fan-favourite gas-powered GMC Sierra will also be on the floor.

Get in the driver's seat of some of GM's latest vehicles by taking a test drive at the indoor test track. Attendees will have the opportunity to test drive the Cadillac ESCALADE IQ, Cadillac OPTIQ, Chevrolet Blazer EV, Chevrolet Equinox EV, Chevrolet Silverado EV, GMC HUMMER, and GMC Sierra EV Denali.

All GM exhibits can be found on Level 800 of the South Building.

Interview opportunities will be available starting at 9am on Media Day, February 13th, with scheduling on a first-come, first-served basis. The following individuals will be available:

- ****Only 2 spots available** Alex MacDonald, Cadillac CELESTIQ EV Chief Engineer** – To schedule an interview, please reach out to Aliyah Menezes (Aliyah.menezes@gm.com)
- ****Only 2 spots available** Erin Crossley, Cadillac CELESTIQ SOLLEI EV Design Director** – To schedule an interview, please reach out to Aliyah Menezes (Aliyah.menezes@gm.com)
- **John Cockburn, Cadillac OPTIQ EV Chief Engineer** – To schedule an interview, please reach out to Kristy Brown (kristy.brown@gm.com)
- ****Only 3 spots left** Jeff MacDonald, Cadillac VISTIQ EV Chief Engineer** – To schedule an interview, please reach out to Aliyah Menezes (aliyah.menezes@gm.com)
- **James Hodge, Brand Director, Chevrolet Canada** – To schedule an interview, please reach out to Erin Strulovitch (erin.strulovitch@gm.com)
- **Craig Campbell, National EV Sales Manager, GM Envolv (BrightDrop)** – To schedule an interview, please reach out to Erin Strulovitch (erin.strulovitch@gm.com)

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.

For more information, please contact:

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