

MEDIA RELEASE
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Lucid Motors Makes Canadian International AutoShow Debut

Display to feature the award-winning Lucid Air and all-new Lucid Gravity

TORONTO, ON. — Lucid Motors announced today that it will be participating in the Canadian International AutoShow for the first time ever. The display will feature the award-winning Lucid Air, renowned for its exquisite design, groundbreaking range, and efficiency, as well as the highly anticipated Lucid Gravity, which redefines the all-electric SUV.

The Lucid Air was recently announced as a finalist for the Automobile Journalists Association of Canada's (AJAC) 2025 Canadian Electric Car of the Year. Three different trims will be available on-site at the show for test drives, allowing attendees the opportunity to experience the vehicle firsthand.

The all-new Lucid Gravity SUV features innovative technology, an estimated range of over 720 km, and electrifying power that propels the vehicle from zero to 100 km/h in just 3.5 seconds. Pricing was just recently revealed at the Montreal International Auto Show, with the Lucid Gravity Touring starting at \$113,500 and the Lucid Gravity Grand Touring starting at \$134,500. With seating for up to seven adults, the Gravity provides the expansive interior space and practicality of a full-size SUV with the exterior footprint and convenience of a mid-size SUV.

Orders for the Lucid Gravity Grand Touring model will open for Canadian customers in the near future. The Lucid Gravity Touring will join the model lineup in late 2025.

"The anticipation in Canada for Lucid Gravity's unprecedented combination of versatility, performance, design, and all-around capability has been extraordinary," said Peter Rawlinson, CEO at Lucid. "This revolutionary vehicle is uniquely enabled through our technology and is perfectly suited to the demands of the Canadian market."

The Lucid display will be located on Level 300 of the Metro Toronto Convention Centre - North Building. For those interested in booking a test drive in a Lucid Air, sign-up can be arranged on Level 100 of the North Building at the bottom of the escalators.

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](#),
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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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