



MONTREAL INTERNATIONAL AUTO SHOW

Press Release

For Immediate Release

The Montreal International Auto Show featured a unique event experience for 10 days and still holds a top position amongst Quebecers!

Montreal, January 27, 2019 – The 76th Edition of the Montreal International Auto Show (MIAS) presented by Desjardins Insurance, officially wrapped up today. The organizers are proud to announce that despite the stormy weather in the Montreal region 190,638 car enthusiasts enjoyed the Auto Show from January 18th to 27th.

"We are very satisfied with these results; once again Quebecers' response was highly positive on this Edition. Even though the weather conditions made it difficult to access the urban area around the show venue, on the first Sunday, attendees were present. An increase in the daily number of people on milder days shows once again that visitors are passionate about cars and MIAS sets a perfect stage where automotive innovation becomes accessible to all. A renewed show with the creation of 3 new spaces: The Black Box, the Generator and the Garage bring the event to a whole new level. This confirms that the MIAS team efforts to renew the visitor experience continually drive results." Says Dany Lemelin, MIAS president.

All positive results!

- The Generator : Thirty conferences, 20 exhibitors and an ode to electric mobility;
- The Black Box: 3 exceptional cars took center stage in this space, organized in collaboration with OB Prestige Auto, the jaw-dropping Bugatti Chiron, Koenigsegg Agera RS, and FELINO cB7^R;
- The Garage: 10 modified and unique cars;
- Two North American premieres, 33 Canadian reveals and 15 special presentations; including the 12 AJAC car of the year category winners;
- A record number of 43 electric and hybrid vehicles displayed throughout the show;
- A unique Electric floor plan helped visitors identify electric vehicles throughout the show;
- More than 1571 CAA-Québec electric vehicle test drives of 12 models;
- Toyota's private test drives registered 906 drivers for the Prius Prime Hybrid and the Mirai hydrogen vehicle;
- An exceptional Charity Preview, where a record amount of \$1,024,289 was raised in a single evening, thanks to the generosity of the automotive industry;
- More than 500 cars on all 4 show levels;
- Place Continental: where thousands of attendees gathered to meet and greet with their favorite TV and radio personalities.



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- The draw of a 2019 Mitsubishi Eclipse Cross SE, a value of \$31,000 offered by Mitsubishi. The winner of this outstanding prize is Frederic Perron.

Desjardins Insurance presented the Montreal International Auto Show, a production of the Montreal Automobile Dealers Corporation (MADC), in collaboration with Montreal Gazette. We're already looking forward to next year's 77th Edition, MIAS returns from January 17 to 26, 2020.

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