



**SALON
INTERNATIONAL DE L'AUTO
de Montréal**

Press Release
For immediate release

The Montreal International Auto Show: the mobility revolution has started!

Montreal, January 16, 2020 – Desjardins Insurance presents, in collaboration with The Gazette, the 2020 Montreal International Auto Show (MIAS) at the Palais des congrès de Montréal from January 17 to the 26. The 3 levels of the show will be stormed by technological advances long awaited by all, concept vehicles, test drives, and above all a unique event bringing together all car enthusiasts.

MIAS celebrates its 77th edition this year, and in an era where public shows have to be reinvented, we have something to be proud of. Year after year our goal is to offer our visitors an exceptional experience: we are bringing all the mobility under one roof! More than 50 confirmed debuts and special presentations, including, 3 North American premieres and EV concepts that position MIAS as the not to be missed event. And what could be more exciting than to announce that the most important automotive event in Quebec has prepared a line-up of new features:

The Electric Zone: 3 times bigger than 2019

For the 2020 edition Level 7 was exclusively transformed for all electric mobility. The Electric Zone, presented by Natural Resources Canada, will be taken over by long awaited tech advancements with the goal of offering visitors a unique experience, and above all, to meet the growing public demand for electric mobility. Future buyers of a green vehicle will be able to acquire all the information in one place nearly twenty exhibitors of products and services will be on site with some 20 electric vehicles on display as well as a full-conference program for the 10 days of the show.

MIAS is proud to position its Electric Zone initiative as an information forum, serving future buyers of electric vehicles and all those seeking to discover, compare and become familiar with new mobility technologies.

The Classics

This new exhibition, reserved for models from another era, is organized in collaboration with Vintage Automobiles of Québec, MIAS offers a collection of eight vintage vehicles each representing a specific decade ranging from the 1910s to the 1980s. These beauties of the past will certainly succeed in reviving more than one memory for the nostalgic.

The Black Box

Visitors of the show will once again have the opportunity to discover the Black Box, a section of the Show that was introduced last year, hosting two vehicles with a total value of \$6 million dollars. The **McLaren Senna**: Its name pays tribute to the late, great Ayrton Senna. The mid-mounted twin-turbo 4.0-litre V8 produces 789 horsepower, allows the Senna to blast from 0 to 100 km/h in 2.8 seconds and is valued at \$1.5 million dollars. The **Pagani Huayra** boasts a twin-turbo, 6.0-litre V12 engine, assembled by hand and provided by Mercedes-AMG, which produces 753 horsepower with a value of \$4.5 million dollars.



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Show your ride

Year over year, MIAS presents the Modified car special attraction, this special feature brings a series of out of the ordinary vehicles to the show and the 2020 edition will be no exception. The Show Your Ride zone will host 10 exceptional vehicles that were chosen by the public after a contest launched on the exposetonchar.ca website last fall.

Electric Test Drives:

MIAS will once again offer visitors the unique experience of driving electric, hybrid, plug-in vehicles in January. The CAA-Quebec test drives are organized in collaboration with Running Electric and will be offered free of charge to all attendees. Preregistration is open online on montrealautoshow.com

A Free Podcast on QUB radio

SIAM visitors will be able to elevate their visit with an audio guide developed by the experts of the Auto Guide. Available for free on the QUB radio app, the audio guide introduces the new features unveiled by car manufacturers and the attractions of the show through some thirty audio capsules.

Desjardins Insurance Activities

This year, the Desjardins booth on level 5 has a brand-new challenge for attendees; they can team up to drive a remote-controlled car through an obstacle course and could win \$5,000! On level 2, in the Self-serve area, they can use online tools to get a car insurance quote or to run a simulation on their car loan payments. Looking for a car that's more environmentally friendly? They also have agents on level 7 with information about the Desjardins Green Program.

About the 77th Edition of the Montreal Auto Show

Desjardins Insurance presents the Montreal International Auto Show from January 17 to the 26 at the Palais des congrès de Montréal, a production of the Montreal Automobile Dealers Corporation, in collaboration with Montreal Gazette.

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Source

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