



MONTREAL INTERNATIONAL AUTO SHOW

Press Release

For Immediate Release

The Montreal International Auto Show announces 183,149 attendees, and confirms that Electric Mobility excites Quebecers!

Montreal, January 26, 2020 – The 77th Edition of the Montreal International Auto Show (MIAS) presented by Desjardins Insurance, officially wrapped up today. The organizers are proud to announce that 183,149 car enthusiasts, tech-fans, and future car buyers have gathered at the Palais des congrès from January 17th to 26th.

Visitors spent a considerable time in the Electric zone and EV test drives have gone up 10% compared to the previous Edition.

"Our objective in designing this year's event was to offer a renewed agenda with 4 main features: The Black box, the Electric zone, the Classics, and Show your ride. These attractions have greatly contributed to enhance the visitor experience, mentions François Boisvert, MIAS president. We are aware of the challenges facing our industry but we are confident that our team will be able to plan a 2021 edition that will reflect the indispensable evolution of consumer events. Our decision to triple the space allocated to electric vehicles in the Electric zone was very well received by the public and we are very proud of it. "

The 2020 Edition packs up some great results!

- The Electric zone presented by Natural Resources Canada: tripled its space and presented 20 exhibitors, conferences and 20 electric vehicles;
- The Black Box: hosted the one of a kind McLaren Senna and Pagani Huayra Roadster with a value of 6 million dollars;
- Three North American premieres, 37 Canadian reveals and 12 special presentations; including the 12 AJAC car of the year category winners;
- More than 1721 test drives; 12 EV models to choose from at the CAA-Quebec Electric Test drives in collaboration with Running electric;

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 78th Edition, MIAS returns from January 15 to 24, 2021.

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Source:

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