



**MONTREAL  
INTERNATIONAL  
AUTO SHOW**

*Press Release*

## **The Montreal International Auto Show will launch its first-ever virtual event from January 20 to 24, 2021!**

**Montreal, September 15, 2020** – The organizers of the Montreal International Auto Show (MIAS) have decided to launch a 100% virtual event, and therefore cancelling its in-person show at the Palais des congrès de Montréal, originally scheduled from January 15 to 24, 2021. This decision was highly influenced by recent pandemic outcomes, and the uncertainty about easing the public health measures surrounding indoor public event gatherings of more than 250 people in the coming months.

### **A 100% virtual experience and true to its mission!**

MIAS will unveil a special virtual edition to be held online from January 20 to 24, 2021. In a period when the majority of events are being cancelled or postponed, MIAS wanted to reinvent itself and maintain its presence in January. "It would have been easy to make the decision to just skip a year, but we wanted to keep this tradition going in January despite the absence of the in-person event. The Montreal Auto Show is an institution, which was founded more than 100 years ago. Our goal, above all, is to stay true to our mission, and to continue offering Quebecers, a platform that allows them to discover a complete offer of the automotive market, and assist them in their mobility choices, all presented in one place!" states Francois Boisvert, 2021 MIAS President.

### **What does this virtual experience have in store for us?**

This virtual event promises to provide a new, dynamic, informative, and more accessible experience than ever before from the comfort of your home. The virtual platform will showcase exhibitors on a 3D floor plan, allowing you to search exhibitors, new vehicle models, car manufacturers' offers, special promotions, and live chat with representatives during the 5-day event from 10 a.m. to 8 p.m. The special feature program such as the Electric Zone will be unveiled in the coming weeks on our website [montrealautoshow.com](http://montrealautoshow.com)

### **More accessible than ever!**

For our first virtual edition, access to visitors will be free of charge; it allows as many participants as possible to discover what's new in the market, and to receive the information they need for their mobility choices! To receive all the information about this free event, you must register to the newsletter on [montrealautoshow.com](http://montrealautoshow.com).



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### **About the Montreal Auto Show**

Founded in 1914 by the Montreal Automobile Dealers Corporation, MIAS is, under normal circumstances, the largest Auto Show in Quebec with more than 500 vehicles, and nearly 200,000 visitors! MIAS's primary mission is to showcase technological advancements in mobility, in order to offer consumers every opportunity to make a thorough decision on their transportation needs.

- 30 -

### **Source**

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