



MONTREAL INTERNATIONAL AUTO SHOW

Press Release

The Montreal International Auto Show confirms the cancellation of its virtual event that was scheduled January 20 to 24, 2021!

Montreal, November 19, 2020 – The organizers of the Montreal International Auto Show (MIAS) have just taken the difficult decision to cancel the virtual edition scheduled from January 20 to 24, 2021, which previously replaced the in-person show at the Palais des congrès de Montréal from January 15 to 24, 2021.

The MIAS wanted to reinvent itself, propose an innovative technological solution incorporating augmented reality, and maintain its presence in January, in the hopes of maintaining this traditional event despite the absence of the in-person event. "We have been working hand in hand for several weeks with the OEM's and the virtual platform supplier, to create a model event and implement a state-of-the-art project, which would have been a first of its kind in North America. All efforts were put in place to ensure a good participation, and a unique customer journey for a virtual automotive event," said Luis Pereira, Executive Director of the MIAS.

"We also took the initiative to collaborate with our fellow Canadian auto shows to replicate this same virtual experience across Canada, using one-unique platform for all shows, and help reduce the cost of content creation for exhibitors," he continues.

"The pandemic has certainly not spared the automotive industry, the non-participation of a large number of car manufacturers in this edition, despite our best efforts; we are faced with the tough decision to cancel the virtual show. We are well aware, through our communications with manufacturers, that they are going through a difficult period, mostly related to the Coronavirus and its financial consequences, and that they are therefore seeking to limit their expenses," said Denis Dessureault, Executive Vice President.

He adds, "One thing is certain: Auto Shows will not fade in favor of the Internet. Manufacturers will be present at the next edition at the Palais des congrès, much to the entertainment of attendees. We will continue to focus on organizing our next edition, which will return in 2022. Our primary objective is to continue to offer 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"!



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While planning towards 2022, the MIAS team is finalizing partnerships that will deliver free automotive content in early 2021. In the meantime, you can register to the newsletter on montrealautoshow.com for more information which will be unveiled soon.

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.

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Source

Tamar Kantarjian

Director of communications and marketing

Montreal International Auto Show

514-331 6571, ext.239

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