



MONTREAL INTERNATIONAL AUTO SHOW

Press Release

The Montreal Auto Show launches "*Zone AUTO*" to be broadcasted on TVA on February 20th!

Montreal, January 14, 2021 - The organizers of the Montreal International Auto Show (MIAS) are proud to unveil their television show ***Zone AUTO*** on TVA on Saturday, February 20 at 10 a.m. This one-hour program will feature a host of captivating segments, followed by 7 exclusive web-series available to watch on the MIAS's website. This exclusive web content will certainly entertain car enthusiasts during the winter days of February 20-26, 2021.

Experience the Auto Show from the Comfort of Your Sofa

Hosted by none other than Kevin Raphael (known sports columnist on TVA sports), who will receive automotive media and guests with exciting discussions on the latest innovations, AJAC finalists, concepts and prototypes, electric vehicles, test drives, quizzes, and more to discover. The program content aims to entertain car fans and reflects a glimpse of the Auto Show experience from the comfort of their sofa.

"First of all, we wanted to bring a little joy and automotive passion, especially to our show enthusiasts who are eager to discover what we have planned this time of year. We want to give them an overview of what's new in the market to inform them about their mobility choices. Secondly, the pandemic has greatly affected the automotive industry and with the absence of a show in January at the Palais des Congrès, our objective was to boost sales in car dealerships in the Greater Montreal area that are going through a difficult period related to coronavirus and its financial consequences," said Denis Dessureault, Executive Vice-President.

Spotlight on AJAC Category Winners

The Automobile Journalists Association of Canada (AJAC) has once again chosen the MIAS platform to present the awards to the category winners of the 2021 Canadian Car of the Year program. We will highlight this great collaboration prior to and during the broadcast, starting with a "Pool" contest that will be launched early February on the MIAS's Facebook page. During this occasion, car enthusiasts will be invited to put themselves in the shoes of an automotive journalist and, according to them, name the winning vehicles in each category. The winner will have the chance to win a cash prize of up to \$3,000. Throughout the TV broadcast, AJAC recipients will be announced and trophies will be presented to the winning manufacturers.



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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.

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Source

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