



Press release

The Montreal Auto Show is back!

Visitors are expected from January 21 to 30, 2022 at the Palais des congrès

Montreal, November 11, 2021 - Presented by Desjardins Insurance, in collaboration with the Gazette, the Montreal International Auto Show (MIAS) is getting ready to welcome visitors to the Palais des congrès de Montréal from January 21 to 30, 2022. The entire team is working on planning an event which is sure to please car enthusiasts and will be accessible to all those who present a valid vaccine passport.

86% of the Show's regulars intend to visit us again!

The enthusiasm of visitors is palpable with the desire to experience a certain return to normalcy. Early indications show consumers are looking forward to returning to the Auto Show. A survey conducted amongst our "friends of the show" database confirms this enthusiasm. Of the 6,758 survey participants, 86% said it was likely, very likely or they've "been waiting for this" to attend the 2022 Auto Show! The results also show that in addition to seeing new models, the 2nd most popular element is the Electric Zone which includes hybrid and electric models.

The team is busy organizing a great edition while juggling the challenges faced by the automotive industry.

"The easing of sanitary measures will allow us to finally resume our activities, however it is not a full return to normal. Based on our survey results, we believe in the importance of presenting the 2022 Auto Show for car enthusiasts but, not all manufacturers will be present," said Luis Pereira, Executive Director. "We estimate that more than half of the brands will be participating. The manufacturers who withdrew their participation in all the major Canadian auto shows have justified their decision on vehicle shortages and weak sales ". The automotive industry is going through a major crisis with the chip supply problem, inventories are thin at the dealerships and the effects of the pandemic are still being felt. The Auto Show team is working on a smaller scale edition, but one that will still respect its essence, which is to present the new models of the participating manufacturers, an Electric Zone to discover the latest technological advances and special attractions. The Auto Show wants to be back for the greatest pleasure of car enthusiasts.

An announcement on the complete program, ticket sales, media accreditation and manufacturers' participation in the 2022 MIAS will be made at the end of November.

The pandemic forced the event to take a break in 2021. During this break, the MIAS team presented the Zone Auto program, which featured automotive content, broadcasted on several platforms. The 2022 Auto Show will be the first of the major Canadian auto shows to reopen in 2022.

The best way to keep up with our latest news is to follow us on our various social media platforms Facebook.com/SalonAutoMontreal, Instagram@SalonAutoMtl and to visit our website at montrealautoshow.com

About the 78th edition of the Montreal International Auto Show

Desjardins Insurance presents the 2022 Montreal International Auto Show from January 21 to 30, a production of the Montreal Automobile Dealers Corporation, in collaboration with the Gazette.

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Source

Marilyne Gravel

Director of communications and marketing

Montreal International Auto Show

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Media Information

Isabelle Fafard

Stratège en communication et relations médias

180DEUX

514 865-8157

media@ccam.qc.ca