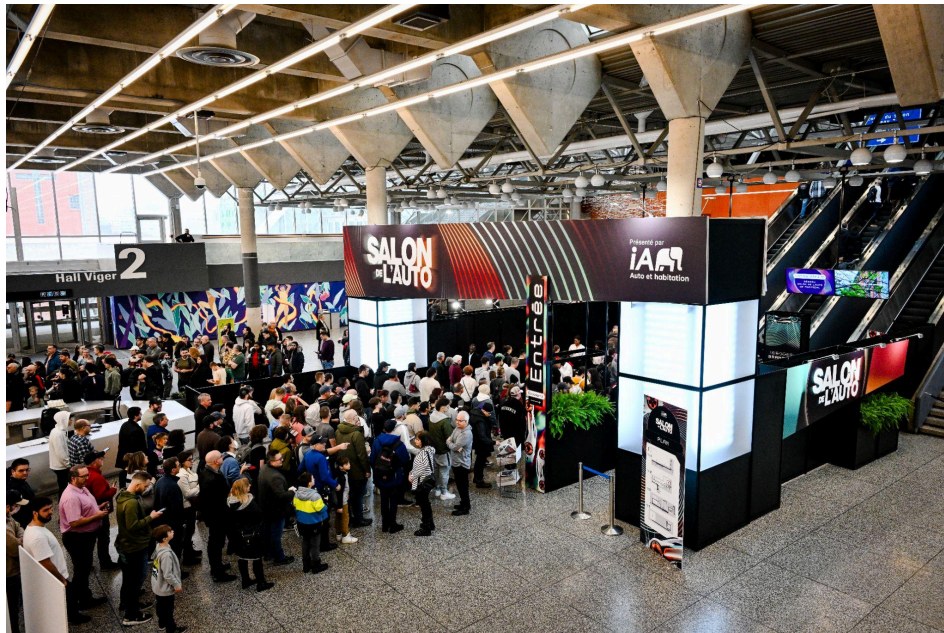


Best attendance results!

**The 2024 Montreal International Auto Show got off to a flying start,
recording the highest attendance since the 2019 edition**

Montreal, January 22, 2024 - Car enthusiasts turned out in large numbers at the Palais des congrès de Montréal for the 79th edition of the **Montreal International Auto Show (MIAS)**, presented by iA Financial Group. MIAS recorded its highest attendance since the 2019 edition, marking a remarkable start to the 2024 event.

Over the cumulative days of Friday, Saturday, and Sunday, MIAS welcomed **more than 66,000 visitors**. This marks the biggest opening weekend since 2019, surpassing the results of the 2020 and 2023 shows.



"As soon as the doors opened at 10 a.m. on Saturday morning, we felt the excitement, and visitors continued to pour in throughout the weekend. Comments were positive, and many mentioned how happy they were to be back at a major show," said **Luis Pereira**, Executive Director of MIAS. Additionally, **Denis Dessureault**, MIAS' Executive Vice President, added,

"Despite the absence of a few manufacturers, the diverse offerings at the show made visitors feel they got their money's worth."

MIAS spokesman **Bertrand Godin** was also on hand over the weekend to meet many of the visitors: *"The diversity of this year's offering is impressive, with the 11 Canadian premieres from the manufacturers present, new zones and special attractions, test drives and many personalities from the automotive world. The Auto Show is an outing that brings together enthusiasts, friends and families."*



The event continues to welcome visitors at the Palais des congrès until Sunday, January 28. For those who prefer a more relaxed visit, MIAS is open on weekdays from 10 a.m. to 9 p.m. and is accessible via the Place-d'Armes metro.

The complete schedule for the event is available online and, in the Auto Show mobile app (available for free on the Apple Store and Google Play).

[Link to the recap press release](#)

[Link to the highlights and participating manufacturers press release](#)

[Media Kit](#)

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