



Press release
For immediate release

From January 19 to 28, 2024

**Kick-off of the 79th Montreal International Auto Show:
MOVING FORWARD TO A NEW BEGINNING!**

Montreal, January 10, 2024 - The Montreal International Auto Show (MIAS), a must-attend event for car enthusiasts, presented by **iA Financial Group**, is back in full force from January 19 to 28, 2024. This 79th edition of MIAS promises a revitalized experience, spanning three levels of the Palais des congrès de Montréal and featuring the return of major brands absent the previous year, such as **Ford, Lincoln, Genesis, Infiniti, Mitsubishi, Volkswagen, and McLaren**. This gathering reaffirms the brands' enthusiasm for this automotive grand event, bringing new vitality to this essential occasion.

[LINK FOR LIST OF MANUFACTURERS AT THE MIAS](#)

As announced at the launch of strategic reflections on the future of SIAM in late July 2023, organizers have initiated significant changes for the 2024 edition. These adjustments aim to go beyond the mere presentation of new models by integrating the event into a broader context of mobility. This transition stems from notable developments in the automotive industry, the events landscape, and the constantly evolving needs of

automotive enthusiasts. Armed with data collected during the market study conducted at the end of summer and with the firm intention of providing a maximum experience to visitors, SIAM returns to the three levels of the Palais des congrès with an enriched customer experience.

Luis Pereira, executive director of the event, emphasizes: "We seek to transcend the traditional image of the Montreal Auto Show by creating a space that supports environmentally friendly initiatives while showcasing the various ways of getting around today. Our ambition is to offer visitors an enriching and comprehensive experience, meeting the expectations of car enthusiasts by presenting all aspects that could interest them. In addition to an expanded range of manufacturers, MIAS now integrates multiple spaces dedicated to leisure and motorized sports."

Leisure and Motorized Sports Vehicles Zone: Explore, in collaboration with the Association des concessionnaires de véhicules de loisirs du Québec, a captivating exhibition that brings together a diverse selection of motorcycles, ATVs, snowmobiles, boats, and recreational vehicles. A dedicated space for adventure and innovative technologies, offering a unique experience to explore the latest trends in motorized recreation and outdoor fun.

Performance Tuning Zone: The Performance Tuning Zone makes its return after a year of absence, promising an exceptional experience for automotive modification enthusiasts. Over thirty unique vehicles will be exhibited, a source of inspiration for your upcoming projects. Explore the world of enthusiasts dedicated to customization, who have invested time and money in the realization of spectacular projects.

Autosport Zone: Among the most beautiful and exceptional modified cars that have won awards, modified motorcycles, and a dedicated space for motorsports, including a retro section presenting vintage snowmobiles. In this section, make a detour to Hugo Girard's dream garage.

Luc Poirier will also present **his collection** of 31 Ferraris dating from 1967 to 2023, a collection estimated at over fifty million dollars!

"I will have the honor once again this year of being present at the Auto Show. I will bring with me several of my cars, including about thirty Ferraris, a few Porsches, and a McLaren. Many of these cars have never been seen at the Auto Show or at other events," says **Luc Poirier**.



Luc Poirier' collection

CAA-Quebec EV Test Drives: In collaboration with CAA-Quebec, MIAS will once again offer visitors the opportunity to test drive electric vehicles on the streets of Montreal. The list of available vehicles is displayed at salonautomontreal.com, and drivers over 25 years old who wish to experience it can register for free upon arrival.

Celebrities and Enthusiasts Zone: Come meet Peter Miller, Emmanuel Auger, Hugo Girard, Martin D'Anjou, Yanick Arseneault, Christian Lajeunesse, Jason Labrosse, Élie Arseneault, Tommy Lemaire, Babu, and Avery Shoaf from the popular show Rust Valley Restorers! Also, your favorite NASCAR drivers Alex Guénette, Andrew Ranger, Marc-Antoine Camirand, LP Dumoulin, Alex Labbé, and Raphaël Lessard. Check the schedule online or on the mobile app.

The Nissan Sentra Cup Experience, powered by D-BOX: This year, experience the Nissan Sentra Cup from the inside, powered by D-BOX! An immersive cinema right in the Auto Show that will give you the thrill of a racetrack.

Spokespersons:

- **Bertrand Godin**, race car driver, road safety expert, host, and analyst;
- **Luis Pereira**, executive director of MIAS;
- **Denis Dessureault**, executive vice president of MADC and MIAS;
- **Luc Poirier**, business personality presenting his Ferrari collection.

Unveiling of Canadian premieres and surprises: more details to follow, but certain elements will be communicated during the press visit only!

The 2024 edition presents itself as a first step towards a decisive turning point, defining a new era for the Montreal International Auto Show.

Be with us during the **press visit of the 79th edition of MIAS**, which will take place at the Palais des congrès de Montréal on **Thursday January 18, 2024**; the welcome will start from **8 a.m. in Hall Viger**.

Please confirm your attendance below.

RSVP

If you cannot attend the press visit and would like accreditation for another day, please contact us via RSVP.

PRESS KIT

About

The 79th edition of the Montreal International Auto Show is presented by iA Financial Group and organized by the Montreal Automobiles Dealers Corporation. MIAS also hosts the Charity Preview Gala on Thursday, January 18, 2024, at the Palais des congrès, a charitable evening that raises funds for 5 hospital foundations in Greater Montreal.

-30-

Source:

Marilyne Gravel
Directrice, communications et marketing
Salon International de l'Auto de Montréal
media@ccam.qc.ca

#salonautomtl #mtlautoshow
Facebook.com/SalonAutoMontreal
Instagram @SalonAutoMtl

Media contact:

MARELLE COMMUNICATIONS
Karinessa Bérubé Comtois | 450-675-8445
kberubecomtois@marellecommunications.com