

## **January 18 - Press Day at the 79th Montreal Auto Show**

### **Overview, highlights, participating manufacturers, major innovations, and Canadian premieres**

**Montreal, January 16, 2024 - The Montreal International Auto Show (MIAS)**, presented by iA Financial Group, reminds you that you are invited to the press day, which will take place this Thursday, January 18, starting at 8 a.m. at the Palais des congrès de Montréal. This visit, beginning with breakfast, will provide you with an overview of the latest trends and innovations in the automotive world and the different areas and novelties of the show. Here is a sneak peek of what will be presented, along with the representatives of each manufacturer who will be present this Thursday at the press tour, in addition to the entire MIAS team and its spokespersons.

### **Participating Manufacturers, Major Innovations, and Canadian Premieres at MIAS 2024:**

#### **Buick**

Models of vehicles present (subject to change): NG Envision, Envista Sport Touring, Encore GX Sport Touring, NG Envision, Encore GX Avenir, Enclave 1SP Avenir and Envista Avenir.

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#### **Cadillac**

This year, Cadillac is introducing the Escalade IQ, in addition to over a dozen vehicles from its lineup.

**The Escalade IQ:** First-ever all-electric 2025 Escalade IQ. Redesigned from bumper to bumper, the ESCALADE IQ features an architecture specifically built for electric propulsion.

**And here are the other models present at MIAS 2024 (subject to change):** XT5 Sport, XT4 Sport MCM, Lyriq Sport, Escalade ESV Sport Plat, CT5 MCM, CT4 Blackwings, Lyriq Luxury, XT4 Prem Lux MCM and XT6 Prem Lux.

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## **Chevrolet**

Chevrolet is presenting more than twenty models this year, including:

**The Corvette E-Ray 3LZ Conv:** Designed for year-round performance, E-Ray and its electrified AWD capability is always up for a challenge, whether it's Canadian winters or rain. But this sophisticated supercar wasn't created to take on Mother Nature alone. With technology inspired by the C8.R race car, F1 and Le Mans prototypes, it's made to take on the greatest cars in the world.

**The Blazer EV** is the complete package with style, performance and technology. Available in multiple trims, colours and battery ranges, this daring new all-electric mid-size SUV is built from the ground up around the game-changing Ultium battery platform. Ultium offers flexibility in charging speeds, range and performance – giving the sporty Blazer EV the sheer power and confidence needed to go the distance.

**The Equinox EV:** Confident. Capable. Made For The Everyday. Exceptionally designed with SUV capability and modern technology, Equinox EV is proof that electric doesn't have to mean exclusive. Enabled by the Ultium Platform — this sporty, refined vehicle is engineered to be the total package made affordable, electrifying your daily drives.

**The NG Traverse Z71:** Between road trips, class trips and whatever adventures pop up along the way, your family is going places. And with available seating for up to eight on select models,† class-leading cargo space† and a suite of innovative tech and safety† features, the All-New 2024 Traverse mid-size SUV has everything you need to keep everyone moving in the right direction.

**And here are the other models present at MIAS 2024 (subject to change):** Trailblazer RS, Trax 2RS, Trailblazer ACTIVE, Trax ACTIVE, Blazer True North, Equinox Premier Redline, Corvette Stingray 3LT Conv, Corvette Z06 3LZ Coupe, Silverado 1500 EV RST, Equinox RS, Blazer RS, Tahoe Z71, Silverado 1500 RST, Silverado 1500 High Country, Colorado, Z71, Silverado 1500 2LT Trail Boss, Silverado 1500 ZR2 Bison, Colorado ZR2 Bison and Silverado 2500 ZR2 Bison.

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## **GMC**

GMC will impress with its thirteen vehicles on display at the Auto Show: Yukon XL Denali Ultimate, Terrain AT4, Terrain Denali, Yukon Denali Ultimate, Acadia, Sierra 2500 AT4X AEV, Sierra 1500 AT4X AEV, Canyon AT4X, Hummer SUT EV, Hummer SUV EV, Sierra 1500 Elevation, Sierra 1500 Denali Ultimate and Canyon Denali.

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## **Ford**

Returning after a year's absence, Ford is showcasing 25 models at MIAS this year, including:

**The 2024 F-150:** Tough This Smart Can Only Be Called F-150®. Whether you use your F-150® truck for work or recreation, every feature is engineered for a specific goal — to help you make easy work out of the hardest jobs. The 2024 F-150 XL version is equipped with a 2.7-liter EcoBoost V6 engine. This engine delivers 325 horsepower and 400 lb-ft of torque. It comes standard with automatic start/stop and Ford Co-Pilot 2.0. The 4x4 model offers electronic shift-on-the-fly capability.

**The 2024 Ranger Raptor:** Ranger® Raptor® boasts 10.7" of ground clearance and a powerful twin-turbocharged 3.0L EcoBoost® V6. With fresh styling cues like a new grille, a twin-dome hood, extra strong shoulder lines and a 2" wider wheelbase, your Ranger® is outfitted with an aggressive stance.

**And here are the other models present at MIAS 2024 (subject to change):** Explorer 2023, Expedition 2024, F-350 2024, F-150 2023, Maverick 2024, Explorer 2023, Ranger 2024, Maverick 2024, Bronco 2023, Bronco Sport 2024, Bronco Sport 2024, Mustang 2024, Mustang GT 2024, Edge 2024, Bronco 2023, Mustang 2024 and Bronco CH 2023. Also, Ford presents the following electric offerings: E-Transit 2023, F-150 HEV 2023, Lightning 2023, Escape HEV 2023, Escape PHEV 2023, Mach-E 2023, Mach-E 2024 and Mach-E 2023.

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## **GENESIS**

Back at MIAS this year after a one-year absence, Genesis will showcase the 2024 G70 3.3T Sport, 2024 GV60 Performance AWD, the 2024 GV80 3.5T Prestige AWD with Matte Paint, and the electric vehicle 2024 Electrified GV70 Prestige AWD. (subject to change)

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## **Hyundai**

In addition to its fifteen showcased models, Hyundai will unveil two Canadian premieres:

**The 2024 Santa Fe:** **CANADIAN PREMIERE!** The future of family adventure. Are you ready for a radical transformation? Get ready to embark on unforgettable journeys with the all-new

Santa Fe, Hyundai's SUV designed for the modern family. Embrace a lifestyle that seamlessly connects city living with the wonders of the great outdoors. The all-new Santa Fe's stunning exterior and spacious interior offer an 'expansion of experiences' that elevate everyday life. Discover the power of WAH with innovation and eco-friendly materials that set the stage for boundless possibilities.

**The Hyundai IONIQ 5 N: CANADIAN PREMIERE!** Introducing the Hyundai IONIQ 5 N - Electrifying Enthusiasts. Get ready to redefine your driving experience with the Hyundai IONIQ 5 N. With cutting-edge technology and an unmistakable design, the IONIQ 5 N is set to electrify the roads and ignite your passion for driving. Combining exhilarating electric power with the dynamic performance of an N model, this is the ultimate fusion of innovation and adrenaline. Stay tuned for a new level of excitement.

**And here are the other models present at MIAS 2024 (subject to change):** Palisade 7, Palisade 8, Tucson Hybride, Venue, Santa Cruz, Kona N Live, Kona EV, Ioniq 5, Ioniq 6, Elantra, Elantra N, Sonata N and Race Car.

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## **Infiniti**

Back at MIAS this year after a one-year absence, Infiniti returns with strength, showcasing five models (subject to change); Q50, QX50, QX55, QX60 and QX80.

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## **Kia**

This year, Kia will showcase 15 automobiles, including 7 electric vehicles! Additionally, Kia is introducing the Canadian premiere of the Sorento 2024:

**The 2024 Sorento: CANADIAN PREMIERE!** The Sorento Hybrid EX combines turbo performance with robust design elements for an overall powerful and innovative hybrid driving experience. Adventurous by nature, the Sorento Hybrid 2024 is presented in various trims with optional features.

**And here are the other models present at MIAS 2024 (subject to change):** EV9 GT, EV6 Wind RWD, EV6 GT, EV6 GT Line, Niro EV, Niro PHEV and Sportage PHEV are the electric offerings. Also, there will be the Soul EX Premium, Sportage ICE, Telluride X-Pro, Telluride SX, Carnival SX, Seltos SX and Forte GT Limited.

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## **Lamborghini**

Lamborghini will showcase the following models (subject to change): the Huracan STO 2024, Huracan Tecnica 60ieme Tecnica, Huracan Sterrato 2024 (Canadian premiere), Urus S 2024 and Urus Performante 2024.

**The 2024 Lamborghini Huracan Sterrato: CANADIAN PREMIERE!** The first of its kind, the Huracán Sterrato explores a new frontier in driving pleasure, designed to push the envelope when the asphalt ends. The super sports car is equipped with a dedicated iteration of the LDVI (Lamborghini Integrated Vehicle Dynamics) system, featuring specific Strada and Sport calibrations and introducing Rally mode. Like a work of art, it represents the leading edge of innovation: the super sports car concept imagined in a radically new way.

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## **Lexus**

Out of the fifteen automobiles presented by Lexus this year, seven models are electric, and Lexus is introducing the Canadian premiere of the Lexus GX 2024:

**The 2024 Lexus GX: CANADIAN PREMIERE!** This extraordinary new Lexus is rewarding in every way, with the style, comfort and technology you crave, plus the off-road capability you desire matched to an incredible drive. The powerful twin-turbocharged 3.5L V6 engine delivers an impressive 349hp, with 8000 lbs of available towing capacity<sup>45</sup>. If you want to make your next escape a great one, look no further than the all-new GX off-road SUV.

**The 2024 RX Plug-in Hybrid:** Offers the style, comfort, and technology you rightfully expect, along with an exhilarating plug-in hybrid powertrain capable of outstanding performance. It took five generations of Lexus RX to get here, but as you'll see, the 2024 RX plug-in hybrid was worth the wait. The all-new RX 450h+ is offered in a single version with a plug-in hybrid electric powertrain. This RX joins the Lexus NX 450h+ to provide Canadian guests with the choice of a plug-in luxury hybrid vehicle.

**And here are the other models present at MIAS 2024 (subject to change):** Lexus TX 2024, Lexus LX, Lexus TX HV, Lexus NX PHV, Lexus NX, Lexus VXh, Lexus RX PHV, Lexus RZ, Lexus ES HV, Lexus RX 500h, Lexus IS 300, Lexus LCV and Lexus IS 500.

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## **Lincoln**

Back after a one-year absence, Lincoln is presenting four vehicles this year, including the Nautilus 2024.

**The 2024 Nautilus**: With sophisticated design inside and out, drivers and passengers alike will discover comfort, revitalization and connectivity in new and rewarding ways. Plus, the addition of an available hybrid powertrain on all models supports our journey toward electrification. Configure your 2024 Lincoln Nautilus on your terms by pre-ordering today or stay connected for more news.

**And here are the other models present at MIAS 2024 (subject to change):** Corsair 2024, Aviator 2024 and Navigator 2024.

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## **McLaren**

McLaren is back this year and is presenting five vehicles, including the Canadian premiere of the McLaren 750S Spider 2024

**McLaren 750S Spider 2024: CANADIAN PREMIERE!** The 750S takes the McLaren ethos to a new apex. True to its DNA, it's the next-level supercar. Surpassing the benchmarks for performance, engagement and purity of response. Defined by the relentless pursuit of lightness. Shaped by an innovation and expertise forged and honed in Formula 1™. The 750S is the living, breathing proof that – at McLaren – progress is never over. Every 1/100th of a second and each millimetre counts. Every limit is tested and surpassed. The lightest and most powerful series production McLaren supercar ever. Delivering a stunning breadth of abilities that allows no compromise. The latest class-leading supercar from a bloodline with a 60-year history.

**And here are the other models present at MIAS 2024 (subject to change):** McLaren GT 2023, McLaren Artura 2023, McLaren 720S Spider 2022 and 570S Coupé 2017.

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## **Mitsubishi**

Back after a one-year absence, Lincoln is presenting four vehicles this year, including the Nautilus 2024.

**And here are the other models present at MIAS 2024 (subject to change):** Outlander 2024, Outlander PHEV 2024, RVR 2024, Eclipse Cross 2024 and Mirage 2024.

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## **Nissan**

Nissan is showcasing a dozen cars at MIAS this year, including two Canadian premieres:

**Z NISMO: CANADIAN PREMIERE!** NISMO engineers are as practical as they are passionate. That's why nothing about Z NISMO is only for show — it's all designed to enhance performance. From the 420-horsepower twin-turbo V6 engine to aerodynamics inspired by the GT500 race car, this is competition-bred design in its purest form.

**2024 Rogue: CANADIAN PREMIERE!** Make every day a little more epic in the 2024 Nissan Rogue. With an appetite for adventure, this midsize crossover packs plenty of room for cargo and the crew. Take on the sticks — or your daily commute — with smart tech, impressive efficiency and standard Intelligent All-Wheel Drive. Come rain, snow or shine, Rogue is always ready.

**And here are the other models present at MIAS 2024 (subject to change):** ARIYA, LEAF, Frontier Cre Cab, Pro-4X, Frontier NISMO, Pathfinder Platinum & Rock Creek, Sentra, Nissan Sentra Cup 2023, Kicks, Armada and Murano Midnight Edition.

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## **Toyota**

The Toyota Camry Hybrid 2025 will make its Canadian premiere, along with 22 other automobiles, including the Tacoma Hybrid 2024.

**2025 Toyota Camry: CANADIAN PREMIERE!** The Toyota Camry enters its ninth generation with a fresh new look, enhanced performance and a Hybrid powertrain that's made to move. Designed and assembled in North America, the new Camry masterfully amplifies everything drivers love about the current best-selling mid-size sedan in Canada, with more power, striking good looks, feature packed convenience, and capable handling. And now, as a part of Toyota's effort to provide electrification for all, the 2025 Toyota Camry will be an exclusively Hybrid Electric Vehicle (HEV), offering a combination of power and fuel efficiency that is ready to take on the daily drive.

**2024 Tacoma Hybrid**: Off-Road Speed, Power, and Performance. The evolution of Toyota's off-road racing legacy continues in the all-new Tacoma TRD Pro - now as a hybrid. Churning out 326 net combined horsepower and 465 lb.-ft. of torque, this rig is built for one thing: speed. Paired with TRD Pro Sports Fox QS3 shocks, the Tacoma TRD Pro off-road truck is your do-it-all, full-on dirt destroyer.

**And here are the other models present at MIAS 2024 (subject to change):** Tacoma 2024, Grand Highlander 2024, GR Supra 2024, Tundra 2024, Tundra Hybride 2024, Sequoia 2024, Corolla hybride 2024, Corolla Hatchback 2024, GR Corolla 2024, Prus Prime 2024, RAV4 Hybride 2024, Sienna 2024, 4Runner 2024, RAV4 Prime 2024, Venza 2024, Crown 2024, Z4X 2023, Highlander Hybride 2024, Corolla Cross hybride 2024 and GR86 2024.

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## **VinFast**

VinFast will be present for a second year and will showcase, for the first time in Canada, the VF 3 and the VF Wild concept.

**VinFast VF 3 : CANADIAN PREMIERE!** The VinFast VF 3 provides optimal space for the driver with overall dimensions of approximately L125.6 x W66.1 x H63.8 (inches). The second-row seats can be fully folded down to expand the cargo space, making it a perfect choice for daily commuting with a range of up to 125 miles per full charge.

**VinFast VF Wild : CANADIAN PREMIERE!** The VinFast VF Wild belongs to the midsize pickup segment, with an overall length of 209 inches and a width of 79 inches. The VF Wild boasts the widest bed among its peers, as the automatic folding feature of the rear seats and power-folding mid-gate expand the bed length from 5 to 8 feet.

**Here are the other models featured at MIAS 2024 (subject to change):** VF6, VF7, VF8 et VF9.



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## **Volkswagen**

Back this year at the Auto Show, Volkswagen presents an ID4 2023, an Atlas 2024, a Taos 2024, a Tiguan 2024, and GTI edition 380.

**And here are the other models present at MIAS 2024 (subject to change):** Un ID4 2023, Un Atlas 2024, Un Taos 2024, Un Tiguan 2024 and GTI edition 380.

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## **Club Tesla Quebec**

The Tesla Quebec Club is a non-profit organization created for Tesla owners and enthusiasts in Quebec. The club operates on various fronts, all aimed at advancing the electrification of transportation and raising awareness about electric vehicles. Members of the club will be present at the event with a selection of some of the most popular models.

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## **Also featured at the 79th Montreal Auto Show:**

**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, and 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.

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**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](http://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.

## **List of spokespersons present on January 18th:**

- **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.

### **MEDIA KIT**

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#### **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.

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#### **Source:**

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