



PRESS RELEASE  
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## The 42<sup>nd</sup> Edition of the Montreal International Auto Show: Now on!

**Montreal, January 14, 2010** – From January 15 to 24, 2010, the Palais des congrès de Montréal will host the 42<sup>nd</sup> Edition of the Montreal International Auto Show (MIAS). Organizers once again invite you to come admire the latest vehicle models from **all manufacturers**, all gathered under one roof! Get ready because this year's event promises to be one to remember!

### **Pink days for a worthy cause**

For the very first time in its long history, the Auto Show will feature a woman as president: Ms Carole Leblanc. In honour of this premier, the colour pink – the official colour of the Quebec Breast Cancer Foundation – will be featured during this year's event. In fact, **January 18, 19 and 20, 2010**, have been designated "pink days" in support of breast cancer research. During the course of these very special days, the MIAS will donate \$2 to the Quebec Breast Cancer Foundation for every ticket sold to a visitor wearing a pink garment or a pink accessory. The MIAS is proud to be able to contribute to such a worthy cause and we hope that you will show your support by joining us... just don't forget to wear your "prettiest pink"!

### **Mini cars, large cars and classics... oh my!**

Each year brings new and exciting attractions to the Auto Show and this edition is certainly no exception! Indeed, three (3) brand new and fascinating attractions, presented by **Auto Hebdo**, await visitors at this year's event:

- Stunning **Microcars**, featuring the amazing Peel P50, holder of the Guinness World record for the world's smallest mass-produced automobile. A total of eight (8) fascinating microcars will be featured in this one-of-a-kind exhibit.
- **Quebec Creations**, an attractive exhibit featuring cars made in Quebec since the dawn of the automotive era, including the very first car manufactured in Canada. An attraction which promises to yield many surprises!
- **1930's Classic Cars**, a collection assembled by John Scotti Auto featuring eight (8) dazzling automobiles. A truly fascinating experience guaranteed to delight visitors!

### **Welcome to the thrill zone!**

This year, prepare to shift your senses into overdrive as one of the attractions to the Show, the **AUTO123.com Interactive Zone**, promises to give thrill-seekers a ride they won't soon forget! Indeed, visitors will have the chance to try out one of five (5) incredibly realistic race car simulators, including the incredible Hexatech simulator from the Netherlands, presented for the very first time in Canada. This "monster machine" will allow guests to experience up to 2 G's of raw power! Also, thanks to the amazingly realistic simulations provided by four (4) Quebec-made simulators by Simulation F1 Cockpit Inc. that recreate the driving space of race car drivers. Better hold on tight!



## On Route to the Future

The environmental segment of the Show, **On Route to the Future**, presented for a 6<sup>th</sup> consecutive year in collaboration with **Natural Resources Canada**, will feature a new look and will focus on new and upcoming technologies. Twenty exhibitors will be on hand to provide visitors with information about alternative energies and green technologies along with helpful tips on ways to efficiently reconcile the automobile with the environment.

Among the many exhibits featured in the **On Route to the Future** segment, you won't want to miss the North American Premier unveiling of the one and only **BlueCar**, manufactured by Pininfarina-Bolloré, taking place on level 7 of the Show. We invite you to discover this stunning electric car, powered by a Lithium-Metal-Polymer battery (LMP) developed by the Bolloré Group.

As well, four (4) major universities will be on hand to present their latest achievements: Polytechnique Montréal (the solar-powered *Esteban*), the ETS "École de technologie supérieure" (the solar-powered *Eclipse*), Université Laval (the Alérion Supermileage) and McGill University (*Formula Hybrid, Formula SAE, Baha SAE and Electric snowmobile*). Come show your support to the innovators of tomorrow!

Following their remarkable success in 2009, the MIAS **Test Drives** are back again! Visitors will once again have the opportunity to take one of our many alternative energy vehicles for a spin around the Palais des congrès, thus allowing them to gauge first-hand the performance of these eco-friendly automobiles. Of course, places will be limited... so first come, first served!

Also, this year's presentation of the 2010 ecoENERGY for vehicle Awards, rewarding the year's most fuel-efficient vehicles by category, based on EnerGuide's fuel consumption ratings, will be presented on level 1 of the Show. EnerGuide is an annual publication released by Natural Resources Canada, which examines the fuel consumption of vehicles on the market.

## Step into Heaven, automobile Heaven that is

What about the ever-popular **7<sup>th</sup> Heaven** exhibit? Rest assured the pearly gates will remain open this year with an all new collection of breathtaking automobiles, guaranteed to once again fuel the dreams of enthusiastic visitors! With an incredible array of exquisite models from such manufacturers as Aston Martin, Bentley, Ferrari & Maserati, Mercedes-Benz & Maybach as well as Porsche; there can be no doubt that this is indeed the car lover's paradise!

## And the winners are...

Each year, the MIAS holds its much-anticipated contest in which a few lucky winners will walk away with amazing gifts. This year, several outstanding prizes are up for grabs:

- 1- A 2010 B200 Mercedes-Benz automobile offered by Mercedes-Benz Canada – Value of \$33,945 (includes transportation and preparation fees).
- 2- One (1) week all-inclusive package for two at the 4 ½ \* Iberostar Hacienda Dominicus Hotel in La Romana, Dominican Republic, offered by Signature Vacations – Total value of \$5,000.
- 3- Five (5) \$1,000 Sonic gas coupons – Total value of \$5,000.



- 4- Ten (10) "intensive antitheft markings"<sup>TM</sup>, offered by Sherlock – Total value of \$2,390.
- 5- Two (2) \$1,000 credits for automobile insurance from Desjardins General Insurance – Total value of \$2,000.

**Keeping the tradition strong**

This year, the traditional MIAS blood donor clinic, organized in conjunction with Héma Québec and CTV Montreal, will be held at the ground floor (level 00) of the Guy-Favreau Complex, 200, René-Lévesque Blvd. West, from Monday, January 18 to Friday, January 22, 2010. We are counting on the renowned generosity of all Montreal residents to keep this wonderful tradition alive and strong.

Auto Show President, Ms Carole Leblanc, and official spokesperson, Bertrand Godin, will be on hand to meet and greet the crowd on Tuesday, January 19, as well as to offer their heartfelt thanks for their precious gift of life.

**2010 Blood drive schedule:**

- Monday, January 18; Wednesday, January 20; Thursday, January 21 and Friday, January 22: 10 am to 7 pm;
- Tuesday, January 19 (CTV Montreal celebrities in attendance day): 9 am to 8 pm.

"Give blood. Give life."

**Families come first with the Kia Motors Childcare Centre!**

No need for parents to hire a babysitter when visiting the Auto Show! They will be able to rely on the services of the free on-site Kia Motors childcare centre, available for a 3-hour time limit for children between ages 3 and 10. Children will be able to do arts and crafts, draw, wear costumes and get fun face painting. What a treat for parents who will be able to relax and enjoy the exhibits and features of the Auto Show for 3 whole hours.

**Star in a road trip movie with Desjardins General Insurance**

In its 3<sup>rd</sup> year as main sponsor of the MIAS, Desjardins General Insurance will give visitors something to remember. Participants can choose their own background and then be filmed at the wheel of a convertible. They'll receive a personalized video by email — they can show their family and friends this souvenir of their visit to the Auto Show.

Visit the MIAS website at [www.montrealautoshow.com](http://www.montrealautoshow.com) to purchase your tickets online. Afterwards, simply print-out your order to gain instant access to the Show.

Desjardins General Insurance presents the Montreal International Auto Show, organized by the Montreal Automobile Dealers Corporation, in collaboration with *The Gazette*.

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