



PRESS RELEASE
FOR IMMEDIATE RELEASE

The 2010 Montreal International Auto Show: Looking to the future!

Montreal, January 14, 2010 – The Montreal International Auto Show (MIAS), taking place from January 15 to 24, 2010 at the Palais des congrès de Montréal, invites you to visit its environmentally-themed exhibit, **On Route to the Future**, presented for a 6th consecutive year in collaboration with **Natural Resources Canada**. This time around, the segment will feature a brand new look and will focus its attention on new and upcoming technologies.

A North American Premier: Presenting the BlueCar!

This year, the exhibits and events surrounding the **On Route to the Future** segment will extend well beyond their traditional level 5 location. Indeed, the North American premier unveiling of the one and only **BlueCar**, manufactured by Pininfarina-Bolloré, which will be presented in the ever-popular **7th Heaven**, located on level 7. We invite you to come discover this stunning electric car, powered by a Lithium-Metal-Polymer battery (LMP) developed by the Bolloré Group.

Make way for the next generation!

One cannot look to the future without also thinking about the people who will help create and shape it: the innovators of tomorrow. Indeed, four (4) universities will be present in the **On Route to the Future** segment to unveil their very 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 join us and show your support of the next generation!

Test Drives are back!

Following their remarkable success in 2009, the **Test Drives** are back again for a second straight year! Visitors will have the opportunity to take one of twelve (12) alternative energy vehicles for a quick spin around the Palais des Congrès, thus allowing them to evaluate first-hand the performance of these eco-friendly automobiles. Please note that some restrictions may apply and that places will be limited... so first come, first served!

Here is a rundown of all available vehicles for the 2010 Test Drives (vehicles confirmed at time of printing):

- Chevrolet Silverado Hybrid;
- GMC Yukon SLT Hybrid;
- Honda Insight;
- Subaru Legacy PZEV and Outback PZEV;
- Toyota Camry Hybrid, Highlander Hybrid and Prius;
- Volkswagen Golf Wagon TDI Clean Diesel, Golf TDI Clean Diesel, Jetta TDI Clean Diesel and Touareg TDI Clean Diesel.



Visitors interested in taking a test drive must present themselves at the register place located on level 2 of the Show, be at least 25 years of age, present a valid driver's licence and have all the required vehicle insurance. Once registered, you will be issued a number and you will be informed of the approximate waiting time. All test drives will last about five (5) minutes each. As places remain limited, people will be informed when the maximum number of participants has been reached. Be advised there is no waiting list; therefore, visitors who were not able to participate in a test drive will not be able to use their number the following day.

The perfect place to stay informed

Would you like to know more about alternative energy sources? Green technologies? Or perhaps learn about ways to modify your driving habits in order to more efficiently reconcile the automobile with the environment? Well, the Auto Show is the place to be! Exhibitors present in the **On Route to the Future** segment will be available to answer any and all eco-oriented queries. Some of the exhibitors on hand will include: Natural Resources Canada, the *Agence de l'efficacité énergétique*, the *Association québécoise de lutte contre la pollution atmosphérique*, the *Centre National du Transport Avancé*, the *Gouvernement du Québec*, *Hydro-Québec*, *Nature-Action Québec*, Red Dynamix, *Sans-Zo*, Sonic, the *Sûreté du Québec*, as well as *Voitures électriques du Québec*.

The 2010 ecoENERGY for vehicle Awards

Also, the winners of the 2010 ecoENERGY awards, rewarded as the year's most fuel-efficient vehicles by category, based on EnerGuide's fuel consumption ratings, will be shown 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. Here are this year's winners that will be on display:

- Two-Seater: smart fortwo
- Subcompact: Toyota Yaris
- Compact: Honda Civic Hybrid
- Mid-Size: Toyota Prius
- Full-Size: Hyundai Sonata
- Station Wagon: (a tie); Audi A3 TDI and Volkswagen Golf Wagon TDI Clean Diesel
- Pickup Truck: (a tie); Ford Ranger and Mazda B2300
- Special Purpose: Ford Escape Hybrid
- Minivan: Mazda5
- Large Van: (a tie); Chevrolet Express Cargo and GMC Savana Cargo

Visit the MIAS website at 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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