



RE-IMAGINED VANCOUVER INTERNATIONAL AUTO SHOW JUST ONE MONTH AWAY!

Western Canada's best attended automotive experience is scheduled March 20-24

For Immediate Release
February 20th, 2024

Vancouver, BC – The **Vancouver International Auto Show** will mark its much-anticipated return this spring following a four-year hiatus – and it will be a fresh and re-imagined experience with an **ELEVATED** consumer experience at the forefront featuring an amazing lineup of what's new, what's next and what's fun in the automotive industry.

As western Canada's best-attended consumer show and one of North America's premiere automotive exhibition events, more than 200 vehicles will be on display in 200,000+ square feet of space at the Vancouver Convention Centre. Attendees will be dazzled by new features and returning crowd pleasers that will be highlighted by:

Over 20 manufacturing brands and dealers will be displaying their latest vehicles, concepts and technology displays, including a showcase of Luxury Supercars and Exotics, high-powered classics, overlanders, and everything in between. Brands include GMC, Chevrolet, Cadillac, Buick, Ford, Lincoln, Toyota, Lexus, Hyundai, Nissan, Volkswagen, Mitsubishi, VinFast, Polestar, Tesla, Mercedes, Audi, Volvo, Lamborghini, Porsche, Bentley, Aston Martin, McLaren, Ferrari, Maserati, and more!

The EV and PHEV Test Drive Experience is expected to be the most popular feature at the event!

CleanBC Go Electric will be offering test drives of a wide variety of clean energy vehicles that qualify for BC's point of sale purchase rebates, while RBC presents an all-new test drive experience for an even wider array of ZEVs. Test drive vehicles from brands including Hyundai, Ford, GMC, Cadillac, Nissan, Toyota, Mitsubishi, Tesla, VinFast, Polestar and Volkswagen.

A wide array of specialty feature displays that will highlight the latest in vehicle developments, including Zero Emission Vehicles (ZEVs), full battery electric, plug-in hybrids, hydrogen, and fuel-efficient vehicles, along with advanced vehicle safety systems, and charging advancements.

Supercar Eleganza: A Symphony of Luxury Performance will feature an unparalleled showcase of supercars from legacy high-performance auto manufacturers to rare, personal collections. Step into a realm of sheer automotive opulence at and be mesmerised by the breathtaking amalgamation of power and prestige as these masterpieces of engineering redefine speed and sophistication. From the roaring engines to the sleek lines that exude sophistication, Supercar Eleganza embodies the pinnacle of automotive artistry. Join us in experiencing a harmonious convergence of luxury and performance, where the world's most coveted brands converge to redefine the very essence of driving excellence.

Horsepower Heaven is focusing on the allure of modified and custom classic cars synthesized with the excitement of modern technology; a perfect fusion of the performance modification segment and the automotive lifestyle market. Presented by [Preston GM](#), featuring [Chevrolet Performance Parts](#) and sponsored by [Hagerty](#), experience the visual thrill of mesmerizing engines and sleek craftsmanship, as meticulously restored classics meet state-of-the-art performance upgrades. Horsepower Heaven is a celebration of automotive heritage and innovation, where history intertwines with the future. Prepare to be transported through time as you witness the seamless fusion of tradition and cutting-edge technology, creating a sensory journey that's as electrifying as it is timeless.

Products, services, auto accessories and experiences for anyone who drives, works with or is a fan of vehicles of all types. There will be a strong focus on education and new ways for fans and exhibitors to participate and celebrate some of the best the automotive industry has to offer.

2024 Vancouver International Auto Show dates and hours are as follows:

- Wednesday, March 20: 12:00 pm - 9:30 pm
- Thursday, March 21: 10:00 am - 9:30 pm
- Friday, March 22: 10:00 am - 9:30 pm
- Saturday, March 23: 10:00 am - 9:30 pm
- Sunday, March 24: 10:00 am - 6:00 pm

***A Press Tour will take place in the afternoon of Tuesday March 19 - details on press schedule to follow.*

For more detailed information about the Vancouver Auto Show | **ELEVATE Automotive Experience**, March 20-24th, 2024, and its many features, visit: www.VancouverInternationalAutoShow.com.

About the Vancouver International Auto Show

The Vancouver International Auto Show is owned and operated by the New Car Dealers Association of BC (NCDA) (www.newcardalers.ca). It is British Columbia's new model showcase for the Canadian automotive industry and represents top brands from the world's leading manufacturers.

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