



TRIUMPHANT RETURN OF VANCOUVER INTERNATIONAL AUTO SHOW DRAWS RECORD CROWDS

***Following four-year hiatus 129,034 attendees pack event as it
celebrates 100th show!***

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Vancouver, BC – The Vancouver International Auto Show set a new **overall attendance record of 129,034** for the five-day event, where more than 200 vehicles were featured, including a record number of electrics and hybrids, new offerings from manufacturers never seen before in Western Canada and numerous new highlights and feature displays.

The Auto Show's final attendance was the best ever in the history of the event as guests revelled in the much-anticipated return following a four-year hiatus. This year's attendance shatters previous record numbers and was buoyed by a **single day attendance record of 39,823** guests on Saturday.

"What a way to celebrate the 100th show in our history," said Blair Qualey, President and CEO of the New Car Dealers Association of BC (NCDA), which owns and hosts the Auto Show. *"The success of this event is a tribute to the automakers, dealers, specialty exhibitors, collectors, staff and most of all – the car and truck lovers who travelled from throughout British Columbia and the Pacific Northwest to celebrate everything that is automobile."*

Exhibitors in the Show report enthusiastic crowds eager to learn about the new vehicles as well as the specialty vehicles on display:

"We were delighted with the overall attendance, which was above our expectations, and matched with strong interest and high dwell times in both the Toyota and Lexus exhibits," says Paul Harrison, Manager, Autoshows, Manager Events at Toyota Canada.

"The Vancouver Auto Show proved to be a resounding success for Weissach INEOS Grenadier as we introduced our Grenadier Brand to British Columbians," says Weissach INEOS COO, Kai Hensler. *"Presenting the vehicle as a rugged off-roader and a stylish lifestyle choice to a multitude of car enthusiasts garnered immense interest and is poised to significantly boost sales. We are looking forward to coming back next year and showing you the highly anticipated Quartermaster edition."*

TEST DRIVE RECORD SET IN VANCOUVER

A popular feature this year was the expanded **EV and PHEV Test Drive Experience** presented by CleanBC Go Electric and RBC. As part of the fresh and re-imagined ELEVATED consumer experience attendees had the chance to get behind the wheel of some of the newest and highly sought after electric vehicles and plug-in hybrid EV's in the country. **A record 3425 consumers had the opportunity to climb aboard and participate in an indoor-to-outdoor test drive experience** following a route around the Vancouver city centre.

Showstoppers included the Tesla Cybertruck which made its first-ever appearance at the Auto Show, at the centre of the Tesla display. Also making their show debuts were the stunning Ferrari 296 GTB and the Maserati MC20. Professional race car driver Nicole Havrda drew big crowds all week as the teenager from Comox met with fans, signed autographs and showcased one of her race cars. Another hit with the attendees was the Barbie Maserati Grecale SUV which paid tribute to Barbie and welcomed people as they entered the Vancouver Convention Centre West for the event.

"It was clear on day one that attendees were as excited as we were to open the doors the VIAS once again," said Eric Nicholl, Executive Director of the Vancouver International Auto Show. *"We couldn't be happier with how things went, and we're already hard at work building an even bigger, bolder, and more exciting VIAS for 2025."*

The 2025 Vancouver International Auto Show is scheduled to take place at the Vancouver Convention Centre West, March 26th to 30th, 2025.

For more detailed information about the Vancouver Auto Show | **ELEVATE Automotive Experience**, 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.newcardealers.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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