

Press release

For immediate release

An Exclusive Black Friday Discount

The 2026 Montréal Auto Show Will Feature Thirty Brands and Unveil Three New Themed Zones

With the highly anticipated return of European brands

Montréal, November 26, 2025 – The **Montréal Auto Show**, presented by **iA Auto and Home Insurance**, will take place from **January 16 to 25, 2026**, at the **Palais des congrès de Montréal**. This new edition promises a rich, immersive, and inspiring experience for all automotive enthusiasts, with more than thirty confirmed brands, **including Audi and BMW**. Audi will be making its long-awaited return after last participating in **2019**, while BMW—absent since **2020**—will also be back. Numerous new features will be available for families, outdoor enthusiasts, and performance lovers alike.

Several brands have already been confirmed for the 2026 edition: **Allard, Audi, BMW, Buick, Cadillac, Campagna, Chevrolet, Chrysler, Dodge, Felino, FIAT, Ford, GMC, Hyundai, Infiniti, Jeep, Kia, Lamborghini, Lexus, Lincoln, Lotus, McLaren, Mercedes-Benz, Mitsubishi, Nissan, RAM, Subaru, Toyota, and Volvo**. Additional manufacturers will be added as soon as agreements are finalized.

“The Montréal Auto Show has once again succeeded at reinventing itself this year while staying true to what makes it unique: passion, innovation, and human connection. The public wants an experience, they want to be amazed, to touch and to explore. The brands are responding to this with remarkable enthusiasm. **The 2026 Show** promises a renewed, immersive experience capable of bringing together visitors of all ages and backgrounds,” says **Bertrand Godin**, race car driver, road safety expert, and auto show spokesperson for the 24th consecutive year.

“We are extremely proud to present such a **strong and diverse 2026 edition**. Audi’s and BMW’s return, the arrival of new themed zones, and the commitment of more than thirty brands reflect the dynamism of our industry and the renewed confidence in the Montréal Auto Show. Our goal is simple: to offer a relevant, accessible, and inspiring experience for all visitors. This year, we

are taking an important step in that direction,” adds **Luis Pereira, Executive Director of the Montréal Auto Show.**

Three Themed Zones to Discover

St-Hubert FamilyZone

New this year, the **St-Hubert Family Zone** offers a fun and welcoming experience for families and children. This zone invites guests of all ages to explore the automotive world in a fun, festive and friendly atmosphere designed for everyone’s enjoyment.

For this first edition, **an indoor electric mini-car test track for children** will take centre stage, featuring vehicles from **Freddo Toys Canada**. The zone will also offer a play area and interactive activities for all ages .

Overlanding Zone

Another new feature this year, the **Overlanding Zone** invites visitors to dive into the world of overlanding, a form of automotive expedition travel that combines off-road driving with adventure camping.

Visitors will discover a selection **of vehicles designed for exploration and self-sufficient camping**, as well as a variety of **specialized accessories** for outdoor enthusiasts. This immersive zone aims to inspire future off-the-beaten-path adventures.

Performance Zone

Explore the **Montréal Auto Show’s modified car zone!** Admire unique models with bold designs and let yourself be inspired by automotive creativity.

This year, **the Performance Zone** returns in a **brand-new hall**, offering an enhanced and more immersive experience. You’ll find **about thirty tuned vehicles**, each showcasing the craftsmanship and passion of its owner.

Electric Test Drives for Everyone

Electric vehicle test drives will return thanks to the collaboration of **CAA-Québec** and **PowerQ**. This outdoor activity, driven on real road conditions give the public the chance to try the latest electric models and learn more about eco-friendly driving.

A Black Friday Deal You Don’t Want to Miss!

To celebrate the launch of ticket sales, the Montreal Auto Show is offering an exclusive Black Friday promotion:

On November 27 and 28, 2025, general admission tickets will be available at 50% off.

For 48 hours only, tickets will be just \$10 — the perfect opportunity to plan a day out with family, friends, or your partner.

Online ticketing: salonautomontreal.com

Media Morning will take place on Thursday, January 15. You will receive the official invitation shortly. This event is dedicated to media and offers exclusive access to unveilings and the latest innovations featured at the Montreal Auto Show.

About the Montréal Auto Show

Founded by the Montréal Automobile Dealers Corporation, the Montréal International Auto Show (MIAS) is one of the most important automotive events in Canada, attracting thousands of visitors and industry professionals each year. Known for its ability to bring together enthusiasts and key industry players, MIAS offers an exceptional showcase for the latest innovations—from concept vehicles to new production models. In 2026, MIAS will celebrate its 81st edition, taking place from January 16 to 25, 2026, at the Palais des congrès de Montréal.

Source:

Marilyne Gravel

Director of Communications and Marketing

Montréal International Auto Show

media@ccam.qc.ca

[#salonautomtl](#) [#mtlautoshow](#)

Facebook.com/SalonAutoMontreal

[Instagram @SalonAutoMtl](#)

Media Contacts:

MARELLE COMMUNICATIONS

Marilyne Levesque | 514-884-6351

mlevesque@marellecommunications.com