

PRESS RELEASE

For Immediate Release

The 2026 Montreal Auto Show Opens in Ten Days

More Than Thirty Brands on Display and Numerous Test Drives on the Program

Montreal, January 6, 2026 – From **January 16 to 25**, the 81st edition of the Montreal Auto Show, presented by iA Auto and Home Insurance, will take place at the Palais des congrès de Montréal in a **reimagined format**. **More than 30 automotive brands will be featured**, including the highly anticipated **return of Audi and BMW**. The show will also offer **electric vehicle test drives**, a **selection of exotic vehicles**, including models from Lamborghini, McLaren, Félino, and the Quadriam collection, as well as **three immersive zones**: the St-Hubert Family Zone, featuring electric mini cars for children; the Performance Zone, showcasing modified vehicles; and the Overlanding Outdoor Zone. Visitors will also be able to explore **l'univers Gilles Villeneuve**, a tribute space dedicated to the legendary driver, as well as the 12 Best Vehicles in Canada as selected by the Automobile Journalists Association of Canada (AJAC).

“The Montreal Auto Show is more than a showcase. It’s a place to explore, compare and truly experience the automobile,” said Bertrand Godin, spokesperson for the Montreal Auto Show. **“Whether you’re discovering electric driving for the first time, sharing the passion with your family, or standing in front of a car you may never see again in your lifetime, the Show is designed to create real moments of connection between people and automobiles.”**

More Than 30 Confirmed Brands

The 2026 Montreal Auto Show will bring together **more than 30 automotive brands**, offering visitors a comprehensive overview of the industry, from **mainstream manufacturers to luxury and performance brands**, as well as **specialized builders and exceptional vehicles**. Attendees will have the opportunity to discover the **latest models, electrified vehicles, cutting-edge technological innovations**, and concepts that illustrate the future of mobility.

Confirmed brands include:

Alfa Romeo, Allard, Audi, BMW, Buick, Cadillac, Campagna, Chevrolet, Chrysler, Dodge, Félino, FIAT, Ford, GMC, Hyundai, Infiniti, Jeep, Kia, Lamborghini, Lexus, Lincoln, Lotus, Maybach, McLaren, Mercedes-Benz, Mitsubishi, Nissan, RAM, Sprinter, Subaru, Tesla, Toyota, Volkswagen and Volvo.

This diversity allows visitors to compare vehicles, explore current market trends and better understand the technologies shaping the future of mobility.

Electric Vehicle Test Drives

Electric Vehicle Test Drives return this year in collaboration with **CAA-Québec** and **PowerQ**. This popular experience allows visitors to get behind the wheel of **29 electric vehicle models and experience electric driving in real-world conditions**.

Participating brands are: Audi, BMW, Cadillac, Chevrolet, Ford, GMC, Hyundai, Kia, Lexus, Nissan, Subaru, Tesla, Toyota and Volvo.

Featured models include the Audi SQ6 e-tron, BMW i4 M50 xDrive, Cadillac Escalade IQ, Chevrolet Bolt EV, Ford Mustang Mach-E, GMC Hummer EV SUV, Hyundai IONIQ 9, Kia EV4, Lexus RZ 450e, Nissan LEAF, Subaru Solterra, Tesla Model Y, Toyota bZ and Volvo EX30.

Exotic Vehicles in the Spotlight

Automotive design and performance enthusiasts will be able to admire a selection of exotic and prestige vehicles from McLaren, Lotus and Félino, **including a Canadian premiere from Lamborghini**, along with an exceptional collection presented by Quadriam Collection.

For the first time in Canada, Quadriam Collection will present three of the most talked-about modern reinterpretations of automotive legends, featuring three Canadian public debuts.

Three Themed Zones for All Audiences

To offer a diverse and accessible experience, the Show will feature **three distinct themed zones**, designed to appeal to visitors of all interests.

The **St-Hubert Family Zone** will provide a fun and welcoming space for families, featuring **electric mini-cars for children**, a play area, and **interactive activities**, allowing young visitors to discover the automotive world in a safe and engaging environment.

The **Overlanding Outdoor Zone** will immerse visitors in the world of adventure and exploration, showcasing **expedition vehicles, self-sufficient camping solutions**, and specialized accessories for outdoor enthusiasts and off-the-beaten-path travellers.

The **Performance Zone**, completely redesigned and presented in a new hall, will feature **nearly 30 modified vehicles**, highlighting the skill, creativity, and passion of the automotive community in an immersive and visually striking setting.

L'univers Gilles Villeneuve: An Exclusive Tribute

In conjunction with the upcoming release of the film *VILLENEUVE : L'ASCENSION D'UNE LÉGENDE*, the Montreal Auto Show will present **L'univers Gilles Villeneuve**, an immersive space dedicated to the legacy of the legendary Quebec racing driver.

Visitors will be able to explore **artifacts, archival photographs**, exclusive content, and **vehicles used during the film's production**, including a reproduction of the iconic **Ferrari T2**.

Canada's Best Vehicles Unveiled by the AJAC

On **January 15, 2026**, the **Automobile Journalists Association of Canada (AJAC)** will unveil the **12 Best Vehicles in Canada for 2026**.

These **12 exceptional vehicles** will then be **displayed throughout the duration of the Show**, offering the public a unique opportunity to see them up close and learn more about the models that stand out this year for their **innovation, safety, performance, and overall value**.

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.

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