

## **Best Attendance in the Past Three Years**

### **A Positive Outcome for the 2026 Montreal Auto Show**

**Montreal, Sunday, January 25, 2026** – The Montreal Auto Show, presented by **iA Auto and Home Insurance**, concluded its 81st edition at the Palais des congrès de Montréal with a very positive outcome. Held from **January 16 to 25, 2026**, the event welcomed more than **170,000 visitors**, marking its best attendance in the past three years and confirming the public's strong enthusiasm for this must-attend automotive event. Presented in a reimagined format, the Show brought together more than **30 automotive brands**, highlighted by the **highly anticipated return of Audi and BMW**.

The Show featured **400 vehicles, with 43% of manufacturer models being electrified**, including electric, hybrid, and plug-in hybrid vehicles unveiled to the public. Visitors also enjoyed a diverse offering that included electric vehicle test drives, a selection of exotic vehicles, featuring models from **Lamborghini, McLaren, FELINO** and the **Quadriam Collection**, as well as several immersive experiences, including a tribute to **Gilles Villeneuve**. Together, these elements contributed to a rich, dynamic, and engaging visit.

### **Growing Interest in Test Drives**

**Electric vehicle test drives**, presented in collaboration with **CAA-Québec and PowerQ**, once again generated increased interest. A total of **2,206 test drives** were completed, **372 more than in 2025**, by **4,663 participants**, an increase of **1,086 compared to last year**. Participants had the opportunity to get behind the wheel and experience electric driving firsthand in real-world conditions.

*"I had the opportunity to meet visitors throughout the Show, to talk with them, answer their questions, and feel their curiosity,"* added **Bertrand Godin**, race car driver, road safety expert, and spokesperson for the Montreal Auto Show. *"Interest was clearly there, among enthusiasts, families, and visitors considering a future purchase. The Performance Zone, with its modified vehicles, particularly captured attention and sparked many conversations, demonstrating just how vibrant and unifying automotive passion remains."*

### **Highly Popular Themed Zones**

The 2026 edition stood out with the introduction of three immersive themed zones, all of which were a great success with the public: **the St-Hubert Family Zone**, featuring electric mini-cars for children; **the Performance Zone**, showcasing modified vehicles; and **the Overlanding Outdoor Zone**, dedicated to adventure and exploration.

*“The Montreal Auto Show once again demonstrates its importance as a meeting place between the industry and the public. More than ever, visitor feedback was extremely positive: people truly appreciated the experience offered, and we saw strong family attendance, notably thanks to the mini car circuit in the St-Hubert Family Zone,”* said **Denis Dessureault**, Executive Vice-President of the Montreal Auto Show. *“This reimaged edition, focused on experience, diversity, and accessibility, fully reflects our philosophy: we exist only by moving forward.”*

## **Several Canadian Premieres**

The Show also featured several models making their Canadian debut, offering a unique opportunity to discover, exclusively, some of the industry’s most anticipated new vehicles, including:

- **BMW** – 2026 iX3 / M5 Touring / 2026 i4 M60
- **Cadillac** – CELESTIQ / Cadillac Racecar (WEC)
- **Chevrolet** – 2027 Bolt / Corvette ZR1X
- **Hyundai** – Concept CRATER
- **Kia** – 2026 EV4 / 2027 EV5 / 2027 PV5
- **Lamborghini** – 2026 Temerario
- **Lexus** – 2026 ES
- **Mitsubishi** – 2026 Outlander PHEV
- **Nissan** – Sentra / Rogue Hybrid PHEV / Pathfinder
- **Quadriam Collection** – Kimera 037 / Eccentrica V12 / HWA EVO
- **Subaru** – 2026 TRAILSEEKER
- **Toyota** – 2026 C-HR / bZ Woodland
- **Volvo** – EX30 Cross Country

## **Notable Personalities in Attendance**

The presence of numerous public figures throughout the Show—including Bertrand Godin, **Pier-Luc Funk**, **Rémi Goulet**, **Rosalie Bonenfant**, **Karine Vanasse**, **Maxim Lapierre**, **Mariloup Wolfe**, **Maripier Morin**, **Marc Dupré**, **Sébastien Toutant**, **Mélanie Villeneuve**, and **Youppi!**—helped create a festive and welcoming atmosphere throughout the event.

## **About the Montreal 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:**

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