

Backgrounder

February 16, 2017 - Manufacturers Media Preview Day Schedule

Location	Time	Event		
Opening Ceremonies				
Room 104 & John Bassett Theatre Lobby	7:10 am	Media Breakfast, presented by Canadian Black Book		
John Bassett Theatre — North Building, Level 100, Metro Toronto Convention Centre	7:55 am	Welcome remarks – 2017 CIAS President		
	8:00 am	Opening Presentation <ul style="list-style-type: none"> • Dr. Andy Palmer and Aston Martin Hypercar Concept AM-RB001 North American Reveal 		
	8:15 am	AJAC Car and Utility of the Year awards Car of the Year Contenders <ul style="list-style-type: none"> • BMW M2 • Hyundai Elantra • Volkswagen Golf Alltrack Utility of the Year Contenders <ul style="list-style-type: none"> • Chrysler Pacifica • Mercedes-Benz GLC 300 4Matic • Subaru Forester 		
	8:30 am	Media interviews with winners		
	8:45 am	Opening concludes		
Manufacturer Tour Commences				
300 Level	9:00 am	Volkswagen	One Canadian & North American CEO	10 minutes
	9:15 am	Mazda	One Canadian	5 minutes
	9:25 am	Nissan	One Canadian	5 minutes
	9:35 am	Hyundai	One Canadian and one TBD	15 minutes
	9:55 am	Subaru	One Canadian	5 minutes
	10:05 am	Volvo	One Canadian	5 minutes
Tour transitions to the South Building				
800 Level	10:45 am	Cadillac	One Canadian	5 minutes
	10:55 am	Jaguar Land Rover	One NA and North American CEO	12 minutes
	11:12 am	BMW	Three Canadian	10 minutes
	11:27 am	Porsche	Two Canadian	7 minutes

	11:39 am	Infiniti	One Canadian	5 minutes
	11:49 am	Audi	Four Canadian	12 minutes
	12:06 pm	Lexus	Two Canadian	7 minutes
	12:18 am	Mercedes-Benz	Three Canadian	10 minutes
	12:33 pm	Toyota	One Canadian	5 minutes
	12:43 pm	Chevrolet	Two Canadian	7 minutes
	12:55 pm	Kia	Two Canadian	7 minutes
	1:07 pm	GMC	One Canadian	5 minutes
	1:17 pm	Genesis	One Canadian	5 minutes
North and South Buildings	1:27 pm	<ul style="list-style-type: none"> Media Tour ends – media free to roam the AutoShow Opportunity for manufacturers to meet one-on-one with media 		
800 Level	PM	<ul style="list-style-type: none"> Electric Avenue – CEO of Plug N Drive available OPP and Ministry of Transport representatives available Innovation, Science and Economic Development Minister Navdeep Bains media conference (2:30 pm – Electric Avenue) 		
700 Level	PM	<ul style="list-style-type: none"> Art and the Automobile – Cobble Beach Concours d’Elegance & Classic Car owners available Legendary Motorcar Company owners available 		
100 Level – Auto Exotica	3:20 pm	<ul style="list-style-type: none"> Pfaff presentation of Singer & associated products 		
	3:30 pm	<ul style="list-style-type: none"> Aston Martin Hypercar Concept AM-RB 001, presented by Andy Palmer and Grand Touring Automobiles 		
100 Level - Auto Exotica	3:40 pm	<ul style="list-style-type: none"> Media reception 		
700 Level – Room 714a/b	3:50 pm	<ul style="list-style-type: none"> Automotive News Canada Congress opens to pre-registered media if space available (please apply to Libby Irwin at lrwin@autonews.com) Speakers include Audi Canada President Daniel Weissland and Joe Eberhardt, President and CEO of Jaguar Land Rover North America 		