

MEDIA RELEASE  
February 20, 2025

## Behind-the-Scenes Sights and Sounds from the 2025 Canadian International AutoShow

*Dynamic presentation of special cars and show exhibits  
Exclusive access to the indoor EV test track and Camp Jeep  
Past, present and future of automotive on full display*

TORONTO, ON. — Today, the Canadian International AutoShow hosted an exclusive media preview, offering an up-close look at the stunning and diverse lineup of exotic and specialty vehicles on display at this year's show.

Recognizing that recent weather events prevented some media from attending Media Day, the AutoShow introduced "Media Day 2.0" as a second opportunity to have behind the scenes access to one of the best AutoShows in years.

Hosted by Canadian International AutoShow General Manager Jason Campbell and Director of Marketing Dave McClean, the event kicked off with dynamic presentations of special edition and high-performance vehicles. One by one, each remarkable car roared onto the track, exciting the crowd as its representatives shared key insights and stories behind these machines.

The event offered the ultimate automotive showcase, seamlessly blending vehicles from the past, present and future. Attendees were able to see (and hear) the vehicles, as each one was started and driven up to the stage while interviews took place, followed by several parade laps. Attending media also enjoyed exclusive access to the indoor EV test track and Camp Jeep prior to show opening, offering a unique firsthand opportunity to explore the latest in automotive innovation. A total of 50 vehicles are available for indoor and outdoor test drives this year, from 24 different manufacturers.

The full lineup of diverse vehicles in today's program included:

**Hedley Studios DB5 Junior No Time to Die Edition:** Presented by Grand Touring Automobiles, the miniature Aston is a 66 percent scale version of the classic DB5. The No Time to Die Edition comes complete with a hidden gadget panel that activates cycling digital number plates, a smoke screen, mini gatling guns.

**Radical SR3:** Starting production in 2001, the SR (Sports Racer) is a lightweight, two-seater racecar. This particular example is a part of Radical Academy Canada, an organization that empowers and encourages girls and women to enter motorsports.



**Campagna T-Rex:** The Quebec-based company has been building exciting, analog three-wheeled machines since 1988. The Go-Kart-like performance and handling, along with the open-air experience create a stirring drive that is unparalleled.

**Allard J2X Roadster MKIII:** The J2X MkIII roadster is a contemporary reimagining of the iconic 1950s British competition cars that once captivated audiences across Europe and North America. Classic styling is blended with modern performance for an incredibly unique driving experience.

**1967 Mustang Shelby GT500:** The star of the 2000 “Gone in 60 Seconds” remake, this replica of the recreation of the reimagined Shelby GT500 was designed by Chip Foose and Steve Stanford.

**1991 Ferrari F40:** The sheer rawness and performance of the Ferrari F40 is the stuff of legends. Adorning the walls of childhood bedrooms around the globe, the twin-turbocharged 2.9 L V8 making 478 hp and 424 lb. ft. of torque allowed the F40 to be one of the first 200 mph super cars.

**Mercedes-AMG GT Black Series P1:** Part of the Cobble Beach Classics Tribute to Mercedes display this year, the limited-edition Black Series stands out with its exclusive upgrades and distinctive paint. Developed exclusively for the GT Black Series, its fearsome M178 LS2 twin-turbo V8 engine generates a jaw-dropping 730 hp and 590 lb.-ft. of torque.

**Mercedes-Benz G 580 with EQ Technology:** Mercedes-Benz marked a Canadian debut with unveiling of the 2025 Mercedes-Benz G 580 with EQ Technology. The G 580 was taken for a literal spin – thanks to its four electric motors, the vehicle performed a G-turn on the spot that wowed spectators.

**Wally Clark NHRA Dragster:** Demonstrating what show-goers will hear during the many “Light up the Night” demonstrations this week, the 2002 Grand Am NHRA Superstock GT caused those in attendance to reach for the ear plugs provided. The 327 cubic-inch V8 makes 650 hp, allowing the coupe to do the quarter mile in 9.4 seconds at 139.80 mph.

It was a great morning welcoming media back for Media Day 2.0 – out of the snow and back on track! Media can access b-roll video content from the special event [\[HERE\]](#).

We’re entering the final weekend of the AutoShow! Approved media accreditation grants you access to the AutoShow throughout the public days until February 23.

The 2025 Canadian International AutoShow, presented by Toronto Star, returns to the Metro Toronto Convention Centre from February 14<sup>th</sup> to the 23<sup>rd</sup>. Media registration for the Canadian International AutoShow is now open and can be accessed at <https://autoshow.ca/press-releases/media-registration/>. To receive the newsletter, sign-up at <https://autoshow.ca/newsletter-signup/>. Discounted tickets can be purchased in advance [online](#). For news and updates, check in regularly at [autoshow.ca](https://autoshow.ca). Stay connected with the Canadian International AutoShow on Instagram [@autoshowca](#), Twitter [@autoshowcanada](#) and Facebook [/autoshowcanada](#).

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### About the Canadian International AutoShow, presented by The Toronto Star

Celebrating the automobile since 1974, the Canadian International AutoShow features more



than 650,000 square feet of exhibits, displays and attractions spanning the North and South Buildings of the Metro Toronto Convention Centre. With annual attendance in excess of 370,000, the Canadian International AutoShow is not only the largest automotive expo in Canada, it is also the country's largest consumer show. A leader in lifestyle, technology and all things automotive, it is a showcase for the latest cars, trucks, SUVs, concept cars, exotics, classics, muscle cars, electric vehicles, alternative fuel vehicles and autonomous vehicles.

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