



PRESS RELEASE  
FOR IMMEDIATE RELEASE

**205,882 loyal visitors attended**

**the 2012 Montreal International Auto Show:**

**Montreal, January 22, 2012** – The 44<sup>th</sup> Edition of the Montreal International Auto Show (MIAS) has officially closed its doors after welcoming **205,882** visitors over a period of ten (10) days, between January 13 and 22, 2012.

Montreal Auto Show President, Mr. Pascal Dandurand, proudly commented that the show has become a tradition to Montrealers and Quebecers. "Our objective was to present entertaining and diversified attractions to please all our visitors!" he stated.

This year, the **Performance Zone** impressed visitors with 40 modified vehicles that have been lovingly lavished with incomparable creativity. The big surprise of the show was The Bugatti Veyron GS, a real show-stopper, and was appreciated by car enthusiasts.

The *Légendes de la route* has retraced the evolution of some of the most iconic automobiles ever created. Nine amazing models, from the French Historia tv series *Légendes de la route*, were on display on level 5.

Hydro-Québec and its partners have launched the **Electric circuit**. The first Canadian public charging networks have been unveiled at the Show; this announcement is an essential step forward to the electric automotive industry.

Once again this year, three (3) days were dedicated to Breast Cancer. For each visitor who was wearing pink, \$2 were given to the Quebec Breast Cancer Foundation (QBCF). The Show will donate a total of \$2,066 for this worthy cause.

As for the 28<sup>th</sup> annual blood donor clinic, the numbers speak for themselves. **689** generous souls stopped by to give their precious gift of life. The Auto Show, always proud to be associated with Héma-Québec and CTV Montreal for this event, extends its deepest thanks to all donors and to everyone who contributed to the phenomenal success of this year's blood drive. Together, we help save lives!

Also, in keeping with its previous editions, the Charity Preview evening, whose spokesperson this year was well-known comedian José Gaudet, was a resounding success. Close to **3,500** guests attended the special evening. The event allowed organizers raise **\$527,861.01** to benefit five (5) worthy causes within the Greater Montreal's medical community: Fondation du CHUM, Montréal Sacré-Coeur Hospital Foundation, MUHC-McGill University Health Centre Foundation, Pierre-Boucher Hospital Foundation and Santa Cabrini Hospital Foundation. Since it premiered back in January of 2005, the event has raised more than \$2.8 million for various foundations of the Greater Montreal's health care community; an achievement of which the automotive industry is extremely proud!

Desjardins General Insurance presents the Montreal International Auto Show, organized by the Montreal Automobile Dealers Corporation, in collaboration with *The Gazette*.

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