



PRESS RELEASE
FOR IMMEDIATE RELEASE

The 44th Edition of the Montréal International Auto Show: Start your engines!

Montréal, January 12, 2012 – Desjardins General Insurance proudly presents the 44th Edition of the Montréal International Auto Show (MIAS), taking place at the Palais des congrès de Montréal from January 13 to 22, 2012. Once again this year, **every manufacturer will be on hand** to present their latest models, innovations and technologies. 40 Canadian and 2 North American premieres are already confirmed. A Show not to be missed!

Very special attractions

Once again, the Auto Show promises to amaze visitors with a host of all-new special attractions. Level 7 will be transformed to host the **Performance Zone**, presented by Scion, where a stunning collection of about 40 modified vehicles will be on display, ready to be admired! Incredibly detailed racing simulators will also be on hand to allow guests to experience the chills and thrills of real Formula 1 racing!

All-new exhibit: The "*Légendes de la route*"

Presented exclusively at the MIAS for the very first time, this fascinating exhibit will tell the story and retrace the evolution of some of the most iconic automobiles ever created, through the presentation of eight amazing models on display on level 5. These unique and breathtaking vehicles are part of the "*Légendes de la route*" series, premiering on January 9th on the French *Historia* network.

MIAS blood donor Clinic

This year, the traditional MIAS blood donor clinic, organized in conjunction with Héma-Québec and CTV Montreal, will be held at Complexe Desjardins from Monday, January 16 to Friday, January 20, 2012. Once again, we are counting on the renowned generosity of all Montreal residents to keep this wonderful tradition alive and strong.

Auto Show President, Mr. Pascal Dandurand, and official spokesperson, Bertrand Godin, will be on hand to meet and greet the crowd on Thursday, January 19, as well as to offer their heartfelt thanks for their precious gift of life.

2012 Blood drive schedule:

- Monday to Wednesday: 10 am to 7 pm; Thursday to Friday: 9 am to 8 pm
- Thursday, January 19 (CTV Montreal celebrities in attendance): 9 am to 8 pm.

Pink Days

January 16, 17 and 18, 2012 have been designated "**Pink Days**" in support of breast cancer research. During these three (3) days, the MIAS will donate \$2 to the Quebec Breast Cancer Foundation for every ticket sold to a



visitor wearing either a pink garment or pink accessory. The MIAS is proud to contribute to such a worthy cause. Don't forget to wear pink!

Kia Childcare Centre

The Kia Childcare Centre will once again be made available to amuse young ones... and allow their parents a well-deserved break! The Center features everything needed to keep children entertained while their parents enjoy the Show at their leisure!

Auto Show Contest

The Auto Show's much anticipated annual contest will once again give a few lucky winners the chance to walk away with incredible gifts. The draw will take place on Sunday, January 22, 2012. This year's Grand Prize is a fabulous 2012 *Jeep Wrangler Sahara*, courtesy of Chrysler Canada. The drawing will take place at the show on Sunday, January 22. The finalists who will participate in the final drawing will be selected among 105.7, Rythme FM, 96.9 CKOI and 98.5 listeners, La Presse readers and Auto Show visitors who will have dropped off their contest coupon. The winner will be announced at the show on 7 pm.

All the other prizes of the Auto Show contest will be distributed to Auto Show visitors. The drawing of these prizes will be done around 7 pm, just after the 1st Prize, on Sunday, January 22, 2012 and winners will be selected among the visitors who will have dropped off their contest coupon at the contest display area. These prizes are:

A luxury trip for two to Morocco with Sultana Tours, valued at \$5,500
One (1) of five (5) \$1,000 Sonic gas vouchers, total value of \$5,000
One (1) of ten (10) Sherlock intensive antitheft markings®, total value of \$2,590
One (1) of two (2) \$1,000 credits (tax included) for automobile insurance from Desjardins General Insurance, total value of \$2,000

Please see the contest rules at www.montrealautoshow.com in the "Auto Show Contest" Section.

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

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