



PRESS RELEASE
FOR IMMEDIATE RELEASE

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

Montréal, December 14, 2011 – 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. 36 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 automobile 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 “Les légendes de la route” series, premiering this January 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 the 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.

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 *Jeep Wrangler Sahara*, courtesy of Chrysler Canada.

Purchase advance tickets to the Auto Show and save 25%!

Advance tickets to the 2012 edition of the Auto Show will be on sale between December 5, 2011 and January 2, 2012. Purchasing an advance ticket will allow you to save up to 25% off a *Regular admission* entry! To take advantage of this exclusive offer, simply visit our website at www.montrealautoshow.com to purchase your tickets online at the reduced price of \$11 – a savings of \$4 off *Regular admission* ticket prices! Next, simply print out your order to gain instant access to the Show! Indeed, your proof of purchase is all you require to enter the event without having to stand in line at the MIAS ticket outlet!

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

- 30 -

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