

PRESS RELEASE

**20th edition of the Montreal Auto Show Charity Preview Gala
2024 edition totals \$572,800 for a total of over \$10.5 million donated to
foundations since 2005**

Montreal, January 19, 2024 - On January 18, 2024, the 20th edition of the Montreal International Auto Show (MIAS) Charity Preview Gala was held. The event's co-presenters, the Montreal Automobile Dealers Corporation (MADC) and the Palais des congrès de Montréal, in collaboration with Le Journal de Montréal, presented a check for \$572,800 to five (5) Montreal-area hospital foundations.

Over \$10.5 Million in donations since 2005

Martin Taillandier, President of the 79th edition of MIAS, was delighted to welcome guests from the APB for this grand evening: *"It is with great pride that we celebrate the 20th edition of our flagship event. Over these two decades, we have joined forces, bringing together donors, industry partners, volunteers and guests to support the missions of hospital foundations in the greater Montreal area."* Since 2005, more than \$10.5 million has been donated to support various healthcare projects, marking a significant impact of the Greater Montreal automotive industry in its community.

The 3,562 guests gathered to support the five hospital foundations had exclusive and privileged access - as a preview - to the many new features and attractions of the 2024 edition of the Montreal Auto Show.

The 5 beneficiary foundations are:

Montréal Sacré-Cœur Hospital Foundation
Montreal Heart Institute Foundation
Fondation Hôpital Pierre-Boucher
Fondation Institut de gériatrie de Montréal
Fondation Santa Cabrini

Thank you to CPG partners and the Greater Montreal automotive industry

The success of an evening of this magnitude is made possible by the involvement of people from the Greater Montreal automotive industry, and the collaboration of several teams, including co-presenters Palais des congrès de Montréal and MADC. We would also like to acknowledge the involvement of the Journal de Montréal as principal collaborator, and of our major benefactors: Le Guide de

l'Auto, Templeton Marsh, First Canadian Financial Group, iA Dealer Services, Keeloop, Sirius XM, Sym-Tech Dealer Services and Tire Link.

To see the complete list of partners:

<https://apb.salonautomontreal.com/en/partenaires/>

By participating in this unique and prestigious evening, you are making a difference to five Montreal-area hospital foundations, each with a mission to improve healthcare in their communities.

Winner of Sym-Tech Dealer Services trip draw announced

Thanks to all participants, Éline Lacroix, ticket #0067, has won the trip to Mexico offered by Voyages Orientation and Grupo XCaret. This trip, valued at \$10,000, is offered in collaboration with Sym-Tech Dealer Services.

The 79th Edition of the Montreal International Auto Show

The Montreal International Auto Show welcomes the public to the Palais des congrès until January 28, 2024. The MIAS is back on 3 floors, showcasing new electric vehicles and innovations from over 20 major automotive brands, including 11 Canadian premieres. More than a dozen special attractions are worth the detour, including the latest in the leisure and motorsports industry, exceptional modified cars, Luc Poirier's Ferrari collection, electric vehicle road tests, the Performance Tuning Zone and much more.

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