



CANADA'S BIGGEST AUTO ENTHUSIAST & MOTORSPORTS SHOW

March 9, 10 & 11, 2018

International Centre, Toronto, Ontario

WHERE THE
CARS
ARE ALWAYS THE
STARS

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TORONTO MOTORAMA 2018: GEARING UP TO BE THE BEST YET

March 9, 10 & 11, 2018 at Toronto's International Centre

TORONTO, ON // JANUARY 23, 2018 • With the holidays in the rear-view mirror and the daylight hours getting longer, anticipation is building quickly for the upcoming *Motorama Custom Car & Motorsports Expo Presented by Mothers*.

For the fourth year in a row, Canada's biggest indoor auto enthusiast and racing show will fill Toronto's International Centre for a three-day celebration of cars and motorsports. The show takes place March 9, 10 & 11 and will encompass more than 300,000 square feet of space packed with incredible vehicles of all kinds, car clubs, vendors, racetrack and series displays, celebrity autographs, 'meet & greets,' awards presentations and more.

Hall 1A is *The Grand Hall* and will feature 28 amazing mostly 'first time shown' custom cars, hot rods, classics and more, many of which were built with the intention of unveiling them at *Motorama*. Hall 1B is the *Motorsports Expo* room and represents the entire spectrum of Canadian racing with tracks, series, sanctioning bodies and stunning race-ready vehicles of all kinds, including stock cars and road racing, drag racing and karting vehicles.

Hall 2 is a massive space that plays host to the busy *Johnsonville Stage* as well as the majority of the car club displays and corporate booths, including Mothers, NASCAR, MOPAR, Pinty's, Lincoln Electric, Mobil 1, Eibach Canada, Meguiar's and many others.

Spring Fever: Modified Cars & Culture will once again be located in Hall 4 at the International Centre. The 'show within a show' spotlights tuners, imports, modified and luxury performance cars in a room that has its own attitude.

In terms of celebrity appearances at *Motorama*, Courtney Hansen, Jeff Lutz and Lou Santiago have already been confirmed, with more to be announced in the coming days and weeks.

Courtney Hansen is known as 'The Leading Lady of Automotive TV' and is a favourite of car and racing enthusiasts because of her work on TV shows like *Overhaulin'*, hosting awards ceremonies and working as a product ambassador. Jeff Lutz is a multi-time Drag





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Week champion and is now a fixture on the hit TV show *Street Outlaws*. Lou Santiago, a co-host of *Car Fix* on Discovery Velocity, is being presented at *Motorama* by Lincoln Electric.

Motorama's show car coordinator Gary Challice is very excited about the feature car package. "Last fall, we went to SEMA (in Las Vegas) and we connected with several impressive builders who are going to bring their 'killer' cars to *Motorama*. People are really going to be impressed by the quality of the feature cars, the club entries and the vehicles in competition."

Awards presentations and discussion panels featuring celebrity guests, car builders, racing series, the media and others will make *The Johnsonville Stage* a hive of activity throughout the show.

And on Saturday, March 10, Stoneridge Specialty Insurance, Eibach Canada and London Recreational Racing will co-sponsor the popular **Short Track and Drag Racing Night of Champions**. This amazing event honours Canada's top short track and straight-line racers in front of their families, fans and peers. Celebrity guests will act as presenters during these awards.

Vehicle registration applications are now being accepted for all categories, including custom cars, hot rods, rat rods, classics, tuners, imports, modifieds, etc. Owners of racing vehicles can also apply to exhibit their machines in the **Racers' Corral** areas. Online forms for all are available on the 'Register A Vehicle' tab at MotoramaShow.com.

For businesses interested in participating at the show as an exhibitor or sponsor, please see the 'Exhibitor Info' tab at the show's website. Prime display space and some sponsorship opportunities are still available.

Updates about celebrity appearances and special show features will be revealed in the months leading up to showtime at MotoramaShow.com and on the show's social media feeds.

ABOUT THE MOTORAMA CUSTOM CAR & MOTORSPORTS EXPO: The fourth annual *Motorama Custom Car & Motorsports Expo* takes place March 9, 10 & 11, 2018 at The International Centre, across from Toronto's Pearson International Airport. The show features more than 300,000 square feet of custom cars, hot rods, racing vehicles of all kinds, tuners, displays and exhibitors. *Motorama* is Canada's biggest late-winter celebration of automobiles and motorsports. For information about the show, including tickets, sponsorship and exhibitor opportunities, and more, call (416) 962-7223, email info@MotoramaShow.com or visit www.MotoramaShow.com.