

CIAS JOINS DETROIT, FRANKFURT, PARIS, GENEVA, TOKYO IN ATTAINING INTERNATIONAL RECOGNITION STARTING IN 2001

Over a year of dedicated work has come to fruition as the Organisation Internationale des Constructeurs d'Automobiles (O.I.C.A.) informed the Canadian International AutoShow that its application has been approved to make it the only OICA Status "International Auto Show" for Canada.

The Canadian International AutoShow was the only show to be recognized in the 1999 round of OICA reviews even though applications and delegations had been received from Los Angeles, Chicago, New York and Montreal.

The CIAS achieved the status of Canada's International Auto Show with the official support of C.V.M.A. (Canadian Vehicle Manufacturers Association) - Canada's official member of OICA, and the endorsement of the AIAMC (Association of International Automobile Manufacturers).

The recognition is a unique honour bestowed on the CIAS after a meticulous review of the Show which included an on-site inspection by OICA's President Dr. Emilio diCamilo. Dr. diCamilo surveyed not only the Show, its content and management, but also the extensive supporting infrastructure of Toronto including availability of additional venues for growth, airline connections, public transit, hotel capacity and the City's capability to service international visitors and the media.

General Manager of the Canadian International AutoShow, Tom Tonks commented on the OICA announcement observing, "Tremendous work lies ahead in restructuring the current CIAS organization to ramp up to the extensive new requirements of an internationally recognized show."

Tonks added in this regard that the Show's immediate challenges will include the establishment of a new working relationship with manufacturers and the organization of a new approach to the international media.

Show President in 2001, Gerd Reisenacker, summed up the excitement of the OICA announcement stating, "This recognition is the culmination of a team effort by the Executive and Management of the CIAS who successfully portrayed the CIAS, its location, its content and its vast potential as being unique among all North American auto shows."

The 2001 OICA edition Canadian International AutoShow (February 16-25, 2001) will likely be expanded to include SkyDome, making it one of North America's largest consumer Shows with over 800,000 sq. ft. (approx. 80,000 sq. metres) of floorspace and over a quarter of a million (audited) attendance.

MEGA PRIZE PROMOTIONS TO FUEL YOUR DREAMS AT THE 2000 AUTOSHOW

A hallmark of the Canadian International AutoShow is the incredible media punch that it develops from its MEGA PRIZE PROMOTIONS.

Each year the Canadian International AutoShow devises a strategy to reinforce its EVENT STATUS that involves both paid advertising and huge cross promotional media identifying features and contests. The goal being to extend its media reach into millions of reader, viewer, and listener impressions with a value estimated at over 6 million dollars.

For 2000 the AutoShow has developed 5 mega prize promotion campaigns totalling hundreds of thousands of dollars in cars, trucks and other prizes to be won over the ten day automotive extravaganza.

The Pontiac Dealers present the Wheels 2000, a three car prize package that includes a Grand Am GT, a Grand Prix GT and a Montana. Readers of the Toronto Star will look for ballots in the paper and then deposit them in the ballot box of their choice at the Wheels 2000 feature area at the Show. Patrons can watch CFTO Television or listen to CHFI 98.1 or 680 News for details.

The Guys Garage, presented by the Chevrolet Oldsmobile Dealers, is a contest built around all the things you would like to

own or do, but just didn't have the opportunity to. Special daily prizes including home electronics, recreational products and opportunities that are not normally available to be purchased will be included with the core prize, one of three Chevrolet vehicles, compliments of the Chevrolet Oldsmobile Dealers.

Contestants get their gamecards from three separate insertions in The Toronto Sun and deposit them at The Guys Garage exhibit at the 2000 AutoShow in the North Building of the MTCC. The sooner you enter, the more chances you have to win. Read The Toronto Sun for details, listen to Q107 or watch Global Television for more chances to win.

The Cadillac dealers have joined the blitz this year with their participation in the Cadillac Living in Luxury Giveaway. One lucky person will win a 2000 Cadillac Catera Sport packaged with other lifestyle enhancing prizes including his and her golf clubs, a trip down south and more. In total it's a prize package valued at over \$50,000.00.

Look for ballots in the Cadillac Living in Luxury promotional ads in The Globe and Mail or listen to 104.5 CHUM FM for details. Enter the contest at the Cadillac Living in Luxury exhibit in the South Building of the MTCC.

Sunoco, the Volkswagen Dealers and The Fan 590 team up for high octane prizing offering one lucky patron a chance to win a New Beetle 1.8 Turbo. There is also a chance to win fuel daily during the Show. Ballots can be picked up at local Sunoco Retailers or at the AutoShow at the Sunoco exhibit in the South Building of the MTCC.

TD Bank builds the car, you can win it... at the 2000 AutoShow. It's a Johnex 427 Roadster, a reproduction reminiscent of the Shelby Cobra of the 60's motorsport fame, valued at over \$60,000.00. It's being built daily during the ten days of the Show at the TD Construct a Car exhibit in the South Building of the MTCC. Patrons can fill out a ballot at the exhibit, deposit it in the MIX 99.9 drum and then listen to MIX 99.9 on Monday February 28, 2000 starting at 7:00 am. One ballot will be drawn and the contestant will then have 9 minutes to call in to claim their prize. If 9 minutes lapses without the verified caller claiming the prize, another ballot will be drawn. This will continue until the Johnex 427 Roadster is awarded.

The prizes, features and promotions are unequalled by any other auto show in North America, making the Canadian International AutoShow the most exciting automotive event ever.

TOYOTA

AUTOSHOW 3 DAY SALES EVENT FEBRUARY 24 - 26

The all new 2000 ECHO



\$198**

1.5 litre VVT-i Engine • 5 Speed Manual Transmission • AM/FM Stereo With CD • Full Wheel Covers • Colour Key Bumpers and Door Handles • Remote Mirrors

SPECIAL WINDSHIELD PRICING

The 2000 COROLLA VE



\$225**

Improved HP and Fuel Economy with VVT-i • Air Conditioning • Automatic Transmission • Dual Airbags • AM/FM Stereo with CD • Full Wheel Covers • Body Side Mouldings • 1.8 litre DOHC 125HP Engine

*4.8% FINANCING ON ALL NEW COROLLA'S UP TO 48 MONTHS!

The restyled 2000 CAMRY CE



\$320**

7-time winner of CAA's "Car of the Year" Award

VALUE PACKAGE INCLUDES:
• Air Conditioning • Automatic Transmission • Power Windows / Locks / Mirrors • AM/FM Stereo with CD • Carpet Floor Mats • Cruise Control • 2.2 litre 4 Cylinder DOHC Engine

FREE GIFT WITH TEST DRIVE (upon request)

The 2000 SIENNA CE



\$354**

VALUE PACKAGE INCLUDES:
• Dual Air Conditioning • Automatic Transmission • 194 HP DOHC V6 Engine • Power Windows • Anti-Lock Brakes • Seats 7 • Cruise Control • 5 Doors

Finance from I.C.G.I. O.A.C. 4.8% available on all new 2000 Corollas. Example: \$15,000 over a maximum term of 48 months. Monthly payment \$345.09 C.O.B. is \$1,554.32. Total Obligation is \$16,554.32. * Lease from I.C.G.I. O.A.C. based on a lease rate of 6.9% on ECHO, 5.8% on COROLLA, 5.8% on CAMRY and 6.8% on SIENNA for a term of 48 months. Payment plus taxes. Downpayment of \$1700. on ECHO, \$2400. on COROLLA, \$2300 on CAMRY and \$3250 on SIENNA. First payment, security deposit and all applicable taxes due upon delivery. Optional buyback is \$7,271.60 on ECHO, \$8,499.95 on COROLLA, \$11,532.20 on CAMRY, and \$14,100.00 on SIENNA. Mileage allowance of 96,000 kms. Excess km charge is 77/km on ECHO and COROLLA, 107/km on CAMRY and SIENNA. Freight and PDE included. Licensing and insurance are extra.

MARKVILLE TOYOTA

5362 Hwy. #7
(East of McCowan Rd.) MARKHAM

294-8100

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