



PRESS RELEASE
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2010 Montreal International Auto Show presents AUTO123.COM Interactive Zone

Montreal, January 14, 2010 – The Montreal International Auto Show (MIAS), taking place from January 15 to 24, 2010 at the Palais des congrès de Montréal, invites guests to experience the thrill and excitement of its newest special attraction, the **AUTO123.COM Interactive Zone**. Prepare to be blown away by this exhibit which will allow you to experience life in the fast lane by providing you with a taste of what it would feel like to take the wheel of an authentic racing vehicle, courtesy of the amazingly realistic details provided by five (5) astounding virtual reality racing simulators.

Among them, be sure not to miss the amazing **Hexatech simulator** from the Netherlands, presented for the very first time in Canada. This one-of-a-kind machine features hydraulics worthy of the most advanced flight simulators. After having been secured in their seat, guests will be hoisted up to a height of 3 meters and, thanks to an unique realistic 3-D movement motion control, will get to experience up to 2 G's of raw acceleration! Thrill-seekers will be in heaven!

Also, realistic simulations provided by four (4) Quebec-made simulators by **Simulation F1 Cockpit Inc.** that recreate the driving space of race car drivers. It creates an authentic environment with a real sensation of being in an F1 race car, and thus enables perfect management of virtual reality. Better hold on tight!

Visit the MIAS website at www.montrealautoshow.com to purchase your tickets online. Afterwards, simply print-out your order to gain instant access to the Show.

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

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