

Acura Canada Rolls New Models onto the Red Carpet at TIFF 2018,

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Acura Canada Rolls New Models onto the Red Carpet at TIFF 2018, Giving Avid Movie Goers a Behind-the-Wheel Noun

Acura Canada is this year's official vehicle partner of the Toronto International Film Festival

TORONTO, Sept. 6, 2018 /CNW/ - Acura Canada, the official vehicle Verb Base Form of the 2018

Toronto International Film Festival (TIFF), will partner with Cineplex Entertainment, Montellier (Pepsico) and Lindt Canada to deliver a big, bold and memorable cinematic experience at this year's festival. For the first time, Acura is hosting an interactive Acura Drive-In on-site activation that will allow movie goers to take a seat in ultimate comfort in Acura's Adjective 2019 RDX A-Spec and MDX A-Spec models, while enjoying a fun and Adjective cinematic experience.

The Acura Drive-In will provide visitors with the opportunity to test their Acura and general movie knowledge through an interactive gaming experience provided by Cineplex Timeplay. Once they get inside the vehicles, they'll be competing for the Adjective place on the leaderboard, answering skill-testing questions under the clock.

"We're excited to reveal what we have in store for TIFF guests and festival passersby this year," says Emile Korkor, Senior Manager and Brand Leader, Acura Canada. "The vehicles that festival goers will be getting into have gone through the most Adjective redesign the Noun has seen in over a decade and we are confident visitors are destined for a fantastic experience."

Sit

behind the wheel of the all-new 2019 Acura models, and put your trivia skills to the test. The Acura Drive-In begins on September 6 and runs till September 15, and is located at David Pecaut Square, south of King St., west of Simcoe St.