

MEDIA RELEASE
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Mercedes-Benz Returns to Canadian International AutoShow

*The iconic luxury brand returns to AutoShow in grand fashion
The highly anticipated G 580 with EQ Technology makes its official Canadian premiere*

TORONTO, ON. — Mercedes-Benz Canada is making a grand return to the 2025 Canadian International AutoShow, marking its first appearance at the show in five years. It will be an unforgettable return with the brand's presence evident throughout the show in various displays and immersive guest experiences. One highlight of Mercedes-Benz's presence at the 2025 AutoShow is the Canadian premiere of the G 580 with EQ Technology, the first fully-electric variant of the iconic Geländewagen (G-Wagen).

"We are excited to welcome back fan-favourite Mercedes-Benz to the show after five years," says Jason Campbell, General Manager of the AutoShow. "AutoShow attendees will be among some of the first to see the G 580 with EQ Technology, offering a unique firsthand experience with this groundbreaking vehicle."

With 45 years of off-roading under its belt, the G-Class changes the landscape by introducing the all-new G 580 with EQ Technology to its lineup. This vehicle represents a unique fusion of tradition and progressive technology, featuring the distinctive silhouette and unmistakable design elements of the model.

The G-Class is renowned for its legendary off-road capability and the all-new Mercedes-Benz G 580 with EQ Technology is no exception. It can climb up to a 100 percent grade (45 degrees) on suitable surfaces. The vehicle display at the AutoShow reflects this off-road prowess. Visitors to the show will see the G-Class atop an eye-catching 11.5-foot-high mountain-scape at the Mercedes-Benz display located on the 300 Level of the North Building of the Metro Toronto Convention Centre.

In addition to the G 580 with EQ Technology, the display will include a range of vehicles showcasing Mercedes-Benz specialty brands Mercedes-AMG and Mercedes-Maybach. From traditional combustion engines to EVs and hybrids, the Mercedes-Benz display features a variety of powertrains, reinforcing Mercedes-Benz's commitment to offering customers the luxury of choice.

The vehicles that will be on display at the Mercedes-Benz booth are:

Mercedes-Benz:

- CLE 300 4MATIC Cabriolet
- GLA 250 4MATIC SUV
- GLC 350e 4MATIC SUV
- GLE 450e 4MATIC SUV
- EQB 300 4MATIC SUV
- EQE 500 4MATIC SUV
- G 580 with EQ Technology

Mercedes-AMG:

- Mercedes-AMG SL Roadster
- Mercedes-AMG GT 63 4MATIC+ Coupe
- Mercedes-AMG E 53 4MATIC+ Sedan

Mercedes-Maybach

- Mercedes Maybach EQS 680 4MATIC SUV

In the Mercedes-Maybach area of the Mercedes-Benz booth, visitors can fully immerse themselves in a world of sophisticated luxury in the [Welcome to Beyond](#) interactive experience.

Additionally, visitors to the show can get behind the wheel and test drive the all-electric EQE 500 4MATIC SUV at the indoor EV test track on-site at the show on the 800 Level in the South Building. Test drives of the EQE SUV offer an opportunity to experience cutting-edge technology, crafted to deliver an advanced, adaptive, and adventurous driving experience, all in one exceptional package.

In addition to the Mercedes-Benz exhibit on the 300 Level, Cobble Beach Classics will present a stunning tribute to the legacy of the brand, featuring a lineup of some of the most iconic and rare Mercedes-Benz vehicles spanning over a century. This exclusive showcase on the 100 Level will celebrate the history and innovation behind the brand, presenting visitors with an opportunity to explore the craftsmanship and heritage that defines Mercedes-Benz.

The 2025 Canadian International AutoShow, presented by Toronto Star, returns to the Metro Toronto Convention Centre from February 14th to the 23rd. Media registration for the Canadian International AutoShow is now open and can be accessed on www.autoshow.ca. To receive the newsletter and gain access to the limited time flash sale, sign-up at <https://autoshow.ca/newsletter-signup/>. For news and updates, check in regularly at autoshow.ca. Stay connected with the Canadian International AutoShow on Instagram @autoshowca, Twitter @autoshowcanada and Facebook /autoshowcanada.

About the Canadian International AutoShow, presented by The Toronto Star

Celebrating the automobile since 1974, the Canadian International AutoShow features more than 650,000 square feet of exhibits, displays and attractions spanning the North and South Buildings of the Metro Toronto Convention Centre. With annual attendance in excess of 370,000, the Canadian International AutoShow is not only the largest automotive expo in Canada, it is also the country's largest consumer show. A leader in lifestyle, technology and all things automotive, it is a showcase for the latest cars, trucks, SUVs, concept cars, exotics, classics, muscle cars, electric vehicles, alternative fuel vehicles and autonomous vehicles.



About Mercedes-Benz Canada

Mercedes-Benz Canada Inc. is responsible for the distribution, marketing and customer service of Mercedes-Benz, Mercedes-AMG, Mercedes-Maybach, and all-electric vehicles from Mercedes-Benz, as well as Mercedes-Benz Vans. Headquartered in Mississauga, Ontario, Mercedes-Benz Canada employs approximately 250 people across Canada. Through a nationwide network of 57 authorized dealerships, Mercedes-Benz Canada sold 34,484 vehicles in 2024.

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