

MEDIA RELEASE
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Cobble Beach Classics Presents a Tribute to Mercedes-Benz at 2025 Canadian International AutoShow

Cobble Beach Classics to display a century-long legacy of iconic Mercedes-Benz vehicles

TORONTO, ON. — Cobble Beach Classics returns to the 2025 Canadian International AutoShow with a spectacular lineup of iconic automobiles, celebrating the timeless legacy of Mercedes-Benz. The exhibit will feature a meticulously curated collection of Mercedes-Benz vehicles that span over a century, highlighting the brand's evolution and dedication to unparalleled innovation, craftsmanship, and design.

"We are thrilled to welcome back Cobble Beach Classics for another year at the show," says Jason Campbell, General Manager of the AutoShow. "Cobble Beach consistently showcases the finest classic automobiles, and it's always a highlight for car enthusiasts and collectors alike."

Presented by the prestigious Cobble Beach Concours d'Elegance, this curated exhibit celebrates Mercedes-Benz's return to the AutoShow – the marque's first showcase since 2019 - and will feature some of the brand's most iconic models from the past century up to near present day.

The tribute will include:

- **1886 Benz Patent MotorWagen Replica** – Carl Benz revolutionized the automotive industry with the first-ever stationary gasoline engine, a one-cylinder, two-stroke unit which ran for the first time on December 31, 1879. In 1886, the automobile we know today was born when Benz applied for a patent for his "Vehicle powered by a gas engine". The unit on display resembles the two-seater, three-wheeled Benz Patent Motor Car, model no. 1 which featured a compact high-speed single-cylinder, four-stroke engine with an output of 0.75 horsepower.
- **1935 Mercedes-Benz 130H** – Daimler-Benz, one of the most famous names in automotive history, developed the 130H as a first attempt at a rear-engine production car. This two-door car was offered as a hardtop, open top saloon, or cabriolet, and paved the way for the future, inspiring cars like the Volkswagen Beetle.
- **1938 Mercedes-Benz 540K Sport Tourer** – The 1938 Mercedes-Benz 540K Sport Tourer is an ultra-rare automobile, with only two models ever built. The sole survivor, shown on display, was found nearly 60 years later after being hidden in a World War II-era basement bunker in Germany. When the war broke out, the original owner of the vehicle concealed the car by knocking out a portion of his basement to create a bunker, protecting it from the ravages of the war. Miraculously, the vehicle survived there for almost six decades, only to be rediscovered after the fall of the Berlin Wall. In 2005, the car was completely restored and debuted at the world-renowned Pebble Beach Concours d'Elegance, where it earned the prestigious Best-in-Class award.

- **1960 Mercedes-Benz 300SL Roadster** – Maximilian Hoffman, the Mercedes-Benz US importer, sought to build on his success of the Gullwing coupe by proposing a convertible version of the 300 SL, which he believed would be a tremendous hit. This led to the introduction of the 300 SL Roadster in 1957. Due to reinforcements needed to accommodate the convertible rooftop, 250 lb of weight was added to the car. Prioritizing speed and performance, Mercedes-Benz standardized all roadsters with the more sporting NSL engine of the coupe, allowing the vehicle to reach top speeds of 133 to 155 mph.
- **1961 Mercedes-Benz 190SL Roadster** – After the tremendous success of the Mercedes-Benz 300 SL coupe and roadster, Hoffman proposed a smaller, less expensive version, resulting in the creation of the 190 SL. The roadster had its debut at the 1954 New York Auto Show and was a popular model throughout the duration of its nine-year production run. In contrast to the 300 SL, the 190 SL is designed for touring and is powered by a 1.9L, inline four-cylinder engine, producing 120 horsepower and a top speed of over 105 mph.
- **2006 Mercedes-Benz SLR McLaren Coupe** – At the 1999 North American Auto Show, Mercedes-Benz unveiled the Vision SLR concept, inspired by both the iconic Mercedes-Benz 300 SLR *Uhlenhaut Coupé* of 1955 and the design of closed-wheel Formula 1 cars. The concept car was equipped with a 5.0L supercharged AMG V8 engine, delivering an impressive power output of 557 horsepower. Positive reception of the car led to Mercedes joining forces with McLaren to bring the concept to life. Mercedes handled the styling of the car, while McLaren was responsible for everything else. The production car had its public debut in 2003, with McLaren having to radically alter the vehicle for improved performance, including repositioning the engine and altering the aerodynamics for optimal weight distribution.
- **2015 Mercedes-Benz SLS AMG GT Final Edition** – The SLS AMG GT Final Edition is a uniquely-rare model, crafted as a limited-edition series with only 350 units produced worldwide. Under the hood lies a powerful 6.3L V8 engine, delivering a robust 583 horsepower and 479 lb-ft of torque, propelling the car from zero to 100 km/h in just 3.7 seconds. The Final Edition models are distinguished with exclusive features, including a carbon fibre hood, front splitter, Black Series-inspired carbon fibre rear-wing, and lightweight forged alloy wheels painted matte black.
- **2021 Mercedes-Benz AMG GT Black Series “P-One Edition”** – The Mercedes-AMG GT is a testament to the brand’s commitment to producing highly-advanced performance sports cars. In 2021, Mercedes-AMG introduced the Black Series variant, a pinnacle of performance inspired by years of privateer and Formula 1 motorsport expertise, delivering truly extreme driving dynamics. Developed exclusively for the GT Black Series, the fearsome M178 LS2 twin-tubo V8 engine generates a jaw-dropping 730 horsepower and 590 lb-ft of torque. In 2022, Mercedes-AMG pushed boundaries further with the production debut of the range-topping Project One, a \$2.72 million hypercar, featuring cutting-edge Formula 1 hybrid powertrain technology. A special edition of the GT Black Series was offered exclusively to AMG Project One depositors, resulting in the “P-One Edition”. This model is a collectors dream, with only 275 units produced worldwide.

To commemorate this year’s Cobble Beach exhibit, multi-award winning artist, Jay Koka, has purposefully crafted a special piece of art which can be viewed on display, showcasing the iconic 1938 Mercedes-Benz 540K Sport Tourer alongside the 2007 Mercedes-Benz SLR McLaren 722. The Cobble Beach Classics Tribute to Mercedes-Benz exhibit can be found on Level 100 in the Metro Toronto Convention Centre - North Building.

The Cobble Beach Concours d'Elegance & Motoring Festival celebrated its 10th year in 2024. This year’s event will be taking place September 12, 13 and 14, 2025. The festivities begin with the Participants' Tour



on Friday, followed by Cars & Coffee and Concours d'LeMons on Saturday. The main event, the Concours d'Elegance, will be held on Sunday at Cobble Beach Golf Resort and Community, featuring a stunning array of international automobiles and special guests. Gates open at 9:00 am, with the awards ceremony at 2:00 pm. Net proceeds from the event support the Sunnybrook Foundation Garry Hurvitz Brain Sciences Centre and the Owen Sound Regional Hospital Foundation campaigns.

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 at <https://autoshow.ca/press-releases/media-registration/>. To receive the newsletter, sign-up at <https://autoshow.ca/newsletter-signup/>. Discounted tickets can be purchased in advance [online](#). 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.

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