

MEDIA RELEASE

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## Mercedes-Benz Hosts “Driving Your Future” at the 2025 Canadian International AutoShow

*Big Brothers Big Sisters of Canada get exclusive Mercedes-Benz AutoShow experience*

TORONTO, ON. — Mercedes-Benz Canada is empowering the potential of young people across the country through [Driving Your Future](#), an ongoing partnership with Big Brothers Big Sisters (BBBS) of Canada. As part of this initiative, the brand is welcoming mentor-mentee matches from six local BBBS agencies for a special Driving Your Future experience at the Canadian International AutoShow.

BBBS facilitates mentoring relationships between Canadian children aged 7 to 18 years-old (Littles) and trained adult volunteer mentors (Bigs). Driving Your Future is a Mercedes-Benz Canada initiative that aims to advance positive social change by empowering the next generation of Canadians through mentorship.

"Mentoring is like learning to drive. At first, it can be a little intimidating. Then, once you master it, your world opens up to so many possibilities," said Jill Zelmanovits, CEO, Big Brothers Big Sisters of Canada. "We are proud to partner with Mercedes-Benz Canada to attract potential volunteer mentors so they can inspire children to reach their potential."

Bigs and Littles are encouraged to find activities to engage in together, but winter weather can often make that challenging. With Mercedes-Benz making its grand return to the AutoShow this year, there was a perfect opportunity to further support the Driving Your Future program and provide these matches with memorable experiences. The AutoShow and Mercedes-Benz invited mentor-mentee pairs from six Ontario-based chapters of BBBS, offering an exclusive, complimentary Mercedes-Benz experience at the show.

"We are proud to continue to support Big Brothers Big Sisters and enable mentoring relationships that ignite the power and potential of young people. As part of this ongoing partnership, it's a privilege to host Bigs and Littles at the AutoShow," said Andreas Tetzloff, CEO, Mercedes-Benz Canada. "Along with many of my colleagues in the automotive industry, I started off as a kid who loved cars. It's great to be able to give something back to the next generation of fans."

The AutoShow is a one-stop-shop for total immersion, providing Bigs and Littles with a chance to explore the exciting world of automotive innovation.

The 2025 Canadian International AutoShow, presented by Toronto Star, returns to the Metro Toronto Convention Centre from February 14<sup>th</sup> to the 23<sup>rd</sup>. 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](http://autoshow.ca). Stay connected



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### **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 230 people across Canada. Through a nationwide network of 57 authorized dealerships, Mercedes-Benz Canada sold 34,484 vehicles in 2024.

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