

MEDIA RELEASE
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Media Day at the 2025 Canadian International AutoShow Delivered Exclusive First Looks and Unveilings

Unveilings from Cadillac, Mercedes-Benz, Audi, McLaren & LEGO, Volvo, and Rivian

TORONTO, ON. — The 2025 Canadian International AutoShow Media Day kicked off an exciting day of unveilings from top global automakers including Cadillac, Mercedes-Benz, Audi, McLaren & LEGO, Volvo, and Rivian. From Mercedes-Benz to Cadillac, the opening ceremonies showcased the latest in automotive design and innovation, with AJAC crowning the winners of the Canadian Car of the Year Awards in all four categories!

HIGHLIGHTS:

Cadillac Opens Media Day with Ultra-Luxurious CELESTIQ

For the first time ever at an auto show, Cadillac kicked-off the opening ceremonies with the debut of the ultra-luxurious Cadillac CELESTIQ.

Cadillac presents an exciting vehicle lineup with two separate displays. The main exhibit on the 800 Level features the full Cadillac lineup, while an additional showcase on the 100 Level focuses on the CELESTIQ and SOLLEI concepts. The SOLLEI is a luxurious high-class convertible, which also made its global auto show debut, turning heads with its sleek design and cutting-edge features.

Hyundai Canada Gives Hope

Steve Flamand, executive director sales and digital strategy at Hyundai Auto Canada Corp., introduced the Hyundai Hope on Wheels Sante Fe, announcing that Hyundai Hope on Wheels has come to Canada. Started by Hyundai Motors America 25 years ago, a non-profit has now been set up in Canada that is dedicated to supporting pediatric cancer. As of Jan. 1, 2025, a portion from the sale of every vehicle sold through one of Hyundai's 226 dealers will support the cause. Hope on Wheels will distribute over \$4 million to pediatric oncology centres across Canada in its first year.

Mercedes-Benz Makes an Unforgettable Return, Debuting the G 580 with EQ Technology

Mercedes-Benz marked a Canadian debut with unveiling of the 2025 Mercedes-Benz G 580 with EQ Technology. The G 580 was taken for a literal spin – thanks to its four electric motors, the vehicle performed a G-turn on the spot.

Cobble Beach Concours d'Elegance also took the stage, presenting its tribute to Mercedes-Benz. The Cobble Beach Classics feature display honours Mercedes-Benz legacy, showcasing vehicles from as early as 1886.

Audi Stuns Media Day with the Unveiling of Five All-New Vehicles

This year at the AutoShow, Audi returns with its stunning “Audi Haus” showcase. The brand made a huge splash on Media Day with the following all-new vehicles unveiled:

- Audi SQ5
- Audi A5
- Audi S6 e-tron
- Audi Q6 e-tron
- Audi SQ6 e-tron

Rivian R2 breaks cover for the first time in Canada

Media Day preview attendees were among the first in the country to catch a glimpse of the new Rivian R2. The five-seat SUV combines innovative design and sustainable materials in a package that is ready for adventure.

If you missed the excitement of Media Day, there's still time to experience it all firsthand. Approved media accreditation grants you access to the AutoShow throughout the public days until February 23. The Media Office, located in Room 204 of the North Building, is open daily from 9 AM to 5 PM throughout the remainder of the show.

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.

About Subaru Canada, Inc.

Subaru Canada, Inc. is a wholly-owned subsidiary of Subaru Corporation of Japan. Headquartered in Mississauga, Ont., the company markets and distributes Subaru vehicles, parts and accessories through a network of 96 authorized dealers across Canada. For more information, please visit www.subaru.ca or www.pr.subaru.ca or follow @SubaruCanada on X.

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