



Mercedes-Benz
Press Information

Mercedes-Benz Canada Welcomes the New S-Class to Canada as Part of the Global “140 Years. 140 Places.” Journey

Toronto. Mercedes-Benz Canada is proud to have welcomed the new Mercedes-Benz S-Class as part of “140 Years. 140 Places.” journey — a celebration of 140 years of innovation that sees three new S-Class sedans traverse six continents and 140 symbolic locations following the model’s world premiere in Stuttgart on January 29, 2026. This trans-continental drive is designed to connect customers and fans around the world with the brand’s heritage and future, culminating in Stuttgart in October 2026.

In Canada, the S-Class story unfolded across two meaningful chapters. The first celebrated the country’s natural grandeur with a stop at Niagara Falls. The second brought the brand’s “Welcome home.” philosophy to life at Mercedes-Benz Toronto Queensway—North America’s first AMG Brand Centre—where the community gathered to mark one of the earliest Canadian showcases of the new flagship.

A Canadian Icon: S-Class at Niagara Falls

Niagara Falls provided a cinematic stage for the S-Class, emphasizing the union of engineering elegance and awe-inspiring landscape. The result was a portrait of the S-Class that is both contemporary and timeless—an icon framed by an icon.

Canadian creator Chris Hau participated in this chapter, contributing a ride-along perspective that ties his personal Mercedes-Benz connection—shaped by family memories and S-Class ownership in his lineage—to the global journey. He underscored how the S-Class continues to resonate emotionally across generations in Canada.

“Welcome Home” at Mercedes-Benz Toronto Queensway

From Niagara Falls, the journey continued to Mercedes-Benz Toronto Queensway, recognized as North America’s first AMG Brand Centre. As the Canadian host venue, the dealership anchors a new kind of retail and cultural experience for enthusiasts, while offering one of the first opportunities in Canada to see the new S-Class up close.

People Behind the Star

"By creating an immersive environment dedicated to the track-bred heritage of Mercedes-AMG and the world-class craftsmanship of Mercedes-Maybach, the team at Mercedes-Benz Toronto Queensway is investing in our customers' passion for high-performance luxury and ultra-refined elegance. While AMG represents the peak of performance, and Maybach stands as the pinnacle of bespoke sophistication, the S-Class remains the global benchmark for the passenger experience. It is only fitting that we host its Canadian debut right here."

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Mercedes-Benz is celebrating 140 years of innovation by driving three new S-Class sedans on a trans-continental journey to 140 locations worldwide. Each place highlights the brand's technology, heritage, pioneering spirit and worldwide presence. Along the way customers, fans and colleagues will get to join in the celebrations - on an epic adventure that will run until October 2026.

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 37,382 vehicles in 2025.

Further information from Mercedes-Benz Canada is available at media.mercedes-benz.ca