



Mercedes-Benz

Press Information

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Mercedes-Benz Showcases Performance, Luxury, and Electrification at the 2026 Canadian International AutoShow

Toronto, ON — Mercedes-Benz Canada will showcase a wide range of performance, luxury, and electric innovation at the 2026 Canadian International AutoShow in Toronto. The brand's presence this year reflects its ongoing commitment to delivering cutting-edge technology, distinctive design, and a clear vision for the future of mobility.

“As we celebrate 140 years of innovation, initiated when Carl Benz patented the world's first gasoline-powered car in 1886, Mercedes-Benz continues to lead the way in shaping the future of mobility,” says Alex Matthews, Vice President, Digital, PR and Marketing, Mercedes-Benz Canada. “Our presence at the 2026 Canadian International AutoShow reflects this legacy—bringing together performance, luxury, and a spirit of innovation in ways that inspire and excite. We invite all visitors to experience our exhibit firsthand, from groundbreaking electric vehicles to design icons and immersive collaborations, and to discover how Mercedes-Benz is driving innovation for generations to come.”

Attendees can visit the Mercedes-Benz display on the west side of L300 in the Metro Toronto Convention Centre's North Building.

Electrification and Innovation

A key highlight of the stand is the all-new 2027 GLC 400 4MATIC with EQ Technology, making its Canadian debut at the Canadian International AutoShow. This next-generation electric SUV combines cutting-edge performance, advanced digital intelligence, and exceptional everyday usability. The GLC 400 4MATIC with EQ Technology features a high-output electric drivetrain, delivering approximately 483 hp and a provisional driving range of over 640 km¹ with ultra-fast charging that can add up to 300 km of range in just 10 minutes at compatible DC fast chargers. Inside, the SUV offers a spacious, luxury-oriented cabin with available fourth-generation MBUX multimedia and AI-powered MB.OS interface, along with the optional 39.1" MBUX Hyperscreen, Mercedes-Benz's largest continuous display to date and features such as a STAR SKY CONTROL panoramic roof.

Driving Performance

Performance enthusiasts will be drawn to several standout Mercedes-AMG models making their appearance in Toronto. The all-new AMG E 53 HYBRID 4MATIC+ Wagon blends iconic AMG driving dynamics with plug-in hybrid efficiency, offering exhilarating performance with everyday practicality. Joining it is the striking AMG GT 55 Coupe, which delivers unmistakable AMG presence and thrilling V8 power. The AMG CLE 53 4MATIC+ Coupe further reinforces AMG's reputation for precision engineering, combining athletic design with dynamic handling and advanced F1-inspired technology.

Design Icons

Luxury remains at the heart of the Mercedes-Benz brand ethos. The Mercedes-Maybach SL 680 Roadster represents the pinnacle of open-top luxury, combining exquisite materials with effortless performance. Finished in deep, lustrous MANUFAKTUR Garnet Red Metallic paint and paired with MANUFAKTUR Exclusive Crystal White leather, the roadster offers a visual symphony of contrast and elegance. The illuminated Maybach grille, rose-gold headlamp inlays and monogrammed three-layer soft top telegraph exclusivity, while seat comforts like massage, ventilation and AIRSCARF make open-air motoring feel like a private lounge in motion.

The G 580 with EQ Technology brings electric innovation to the iconic G-Class, preserving its unmistakable character and off-road supremacy while embracing a zero-emissions future. Quad motors produce 579 hp and 859 lb-ft of torque, enabling precise power delivery and thrilling performance. Built on a reinforced ladder frame with a 116-kWh battery, it retains core G-Class traits like low-range gearing, adaptive damping, and water fording up to 85 cm. Features such as G-TURN for pivoting on the spot and G-STEERING for tighter turns provide modern capability without sacrificing character.

Everyday Luxury

Mercedes-Benz also highlights key models designed for everyday driving with elevated comfort and technology. The C-Class Sedan continues to deliver refined performance and advanced driver assistance features, while the GLC Coupe blends SUV capability with a sportier, coupe-inspired design. Electrification is further represented by the GLE 450e 4MATIC SUV, pairing plug-in hybrid efficiency with long-distance comfort. The all-new, all-electric CLA is another featured vehicle, introducing a new generation of Mercedes-Benz compact cars with a projected driving range of over 600 km¹ for specific variants and a progressive new design language.

Adventure-Ready

Another show highlight is the Travois Weekender, presented by Mercedes-Benz Vans: an all-wheel drive Sprinter Cargo-based adventure van designed to accommodate up to four adults. It's equipped with a pop-top sleeping area, a lightweight kitchenette, and swivel seats for extended travel comfort and outdoor exploration.

The all-electric eSprinter is also on display, upfitted by eXpertUpfitters Action Car and Truck. It has been transformed into a mobile bike shop featuring a Mercedes-Benz eBike, underscoring the versatility and real-world applications of electric mobility while reinforcing Mercedes-Benz Vans' commitment to sustainable, future-focused transportation solutions.

Play Beyond Limits

Adding a playful and expressive dimension to the brand's presence, the Mercedes-Benz CLA: Hot Wheels art installation makes its Canadian debut at the Toronto AutoShow. Created in collaboration with Hot Wheels® as part of Mercedes-Benz's Class of Creators program, the one-of-a-kind, full-scale art piece reimagines the CLA through a bold, exaggerated design lens inspired by the toymaker's "Play Beyond Limits" philosophy. Featuring dramatic proportions, oversized aerodynamic elements and vibrant, retro-inspired paintwork, the art piece celebrates creativity and design freedom while connecting to the new generation of the CLA production model launching later this year. The Mercedes-

Benz CLA: Hot Wheels art installation is featured at the Hot Wheels display, located in the North Building Lobby, offering visitors a distinct, immersive design experience.

For more information, visit the Mercedes-Benz and Hot Wheels displays at the Canadian International AutoShow in Toronto from February 13 to 22, 2026.

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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

For more information, media opportunities and interviews, please contact:

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¹ Charging capacity, charging time and driving range are all estimated based on preliminary information. Actual figures may vary depending upon the selected model characteristics and specifications (including wheel/tire styles and tire pressure, vehicle features and systems), battery charge percentage, charger type, charging capacity settings, battery temperature, age and condition, weather and ambient temperature, vehicle loading, use and maintenance, and other factors. This does not guarantee the availability, functionality or accuracy of charging stations, nor does it account for potential charging station limitations or malfunctions. Preliminary estimate of driving range determined internally in accordance with the "WLTP test procedure" with a fully charged battery using a European-spec vehicle. Country-specific figures to be announced closer to launch and may vary from what is indicated here.