



Mercedes-Benz

Press Information

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Mercedes-Benz Showcases Dynamic 2026 Model Lineup at the Montreal International Auto Show

Montreal, QC — Mercedes-Benz Canada is proud to present a compelling lineup of vehicles at the Montreal International Auto Show, highlighting the brand's continued leadership in performance, luxury, and electrification. Spanning high-performance AMG models, cutting-edge electric technology, and refined luxury vehicles, the 2026 Mercedes-Benz display offers something for every driver.

"Mercedes-Benz proudly celebrates 140 years of innovation in 2026, and the Montreal International Auto Show is the perfect place to experience how our legacy continues to shape the future of mobility," said Alex Matthews, Vice President, Digital, PR & Marketing, Mercedes-Benz Canada. "We invite visitors to explore our displays and see firsthand how performance, luxury, electrification, and adventure come together across our lineup."

AMG Driving Performance

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

Electrification and Innovation

Mercedes-Benz continues to expand its electrified portfolio with forward-thinking models that deliver efficiency without compromise. The G 580 with EQ Technology reimagines the legendary G-Class with all-electric power, preserving its iconic design and off-road supremacy while embracing a zero-emissions future. The GLC 350e 4MATIC SUV and GLC 450e 4MATIC SUV showcase the brand's latest plug-in hybrid technology, offering seamless transitions between purely electric driving and combustion power for enhanced flexibility and efficiency.

A key highlight of the stand is the all-new CLA 250+ with EQ Technology, making its Canadian debut at the Montreal Auto Show. This all-electric model signals the next chapter of Mercedes-Benz electric mobility, offering a driving range of over 600 kilometresⁱ, ultra fast charging and a sleek, progressive design that blends efficiency, performance, and advanced digital innovation.

Luxury and Design

Luxury remains at the heart of the Mercedes-Benz brand ethos. The Maybach SL 680 Roadster stands as the pinnacle of open-top luxury, blending handcrafted refinement with effortless performance. The flagship GLS SUV continues to define the full-size luxury SUV segment with spacious comfort, advanced driver assistance systems, and refined styling.

Everyday Elegance

Mercedes-Benz also highlights key models designed for everyday driving with elevated comfort and technology. The C 300 Sedan delivers a balanced mix of sophistication, efficiency, and innovation. The GLC 300 Coupe adds a sporty edge to the popular GLC lineup, reinforcing the versatility and design leadership of the GLC family.

Adventure Ready

Mercedes-Benz Vans returns to the Montreal International Auto Show with a showcase of adventure-ready and electric mobility solutions, located in the all-new Overlanding Zone. The exhibit features the Travois Weekender, an all-wheel-drive Sprinter Cargo-based adventure van designed to accommodate up to four adults, equipped with a pop-top sleeping area, a lightweight kitchenette, and swivel seats for extended travel comfort and outdoor exploration.

Also on display is the all-electric eSprinter, upfitted by eXpertUpfitters Action Car and Truck, transformed into a mobile bike shop featuring a Mercedes-Benz eBike. This innovative build highlights the versatility and real-world applications of electric mobility, reinforcing Mercedes-Benz Vans' commitment to sustainable, future-focused transportation solutions.

For more information, visit the Mercedes-Benz displays at the Montreal Auto Show from January 16-25, 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.

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

ⁱ 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.