



Mercedes-Benz

Press Information

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Mercedes-Benz returns to the Canadian International AutoShow

- The [G 580 with EQ Technology](#) makes its Canadian premiere at the Canadian International AutoShow, showing off its unique “G-TURN¹” capability, which enables the vehicle to rotate a full 360 degrees in place.
- The Mercedes-Benz display, located on Level 300 of the Metro Toronto Convention Centre North Building, is a flowing, artful, and minimalist space, where guests can immerse themselves in the design and story of the brand and its vehicles. The experience is complemented by intuitive display technology, thoughtfully designed to mirror the unparalleled experience of driving a Mercedes-Benz.
- While the Mercedes-Benz booth showcases the brand’s latest models, a special Cobble Beach exhibit on Level 100 pays tribute to Mercedes-Benz classics.
- As part of an on-going partnership with Big Brothers Big Sisters (BBBS), Mercedes-Benz is welcoming matches from six local BBBS agencies for a special [Driving Your Future](#) experience at the AutoShow.

TORONTO – Following a five-year hiatus, Mercedes-Benz makes a highly anticipated return to the Canadian International AutoShow. This (three-pointed) star-studded affair will showcase the iconic luxury manufacturer’s latest lineup—and highlight some timeless classics—through striking displays and memorable guest experiences. The AutoShow runs from February 14 to 23 at the Metro Toronto Convention Centre.

“The best way to truly understand what makes a Mercedes-Benz a Mercedes-Benz is to experience our incredible vehicles firsthand,” says Andreas Tetzloff, CEO, Mercedes-Benz Canada. “From heritage cars at the Cobble Beach Classics display to test drives and an interactive exhibit of our current product portfolio, we are excited to immerse visitors in the world of Mercedes-Benz and demonstrate the many ways that we bring luxury driving to life.”

Making its Canadian premiere at the AutoShow: The all-new Mercedes-Benz G 580 with EQ Technology

A new variant of the G-Class—joining the [Mercedes-Benz G 550](#) and [Mercedes-AMG G 63](#)—the all-new [Mercedes-Benz G 580 with EQ Technology](#) is the first fully electric version of the legendary G-Wagon. It represents a seamless fusion of tradition and progressive technology.

¹ G-TURN is an off-road function and must only be performed on loose or low-friction surfaces where space is sufficient to allow the vehicle to rotate. Driver is responsible for checking surroundings and surface before initiating the manoeuvre. Please see the Operator's Manual for important warnings and additional information.

Staying true to its iconic off-road heritage, the all-new electric G-Class features the distinctive silhouette and unmistakable design elements of the model series. To accommodate the electric drive, the development team has modified and reinforced the robust ladder frame while integrating a high-voltage lithium-ion battery with 116 kWh of usable capacity. This ensures a low centre of gravity for optimal performance. Additionally, the G 580 is fitted with an independent double wishbone front suspension and a newly developed solid rear axle.

Near the wheels, the four individually controlled electric motors generate a combined output of 579 hp. Paired with the selectable LOW RANGE off-road gear reduction, they enable unique driving characteristics and exclusive functions—most notably the vehicle’s signature “G-TURN,” which allows the SUV to rotate a full 360 degrees, while remaining in place.

The all-new Mercedes-Benz G 580 with EQ Technology also boasts impressive off-road performance: it’s able to climb a 100 percent grade (45-degrees) on suitable surfaces. At the AutoShow, this capability is demonstrated with an eye-catching 11.5-foot-high, 100 percent grade (ie 45-degree incline) mountaintop display at the Mercedes-Benz booth.

The all-new electric G-Class is instantly recognizable as part of the enduring model series. Several distinct design elements set the all-electric model apart from the G 550 and AMG G 63. These include a slightly raised hood, flared rear wheel arches with air curtains, and a new A-pillar cladding—each contributing to improved aerodynamics. A spoiler lip on the roof edge further enhances efficiency.

Additional vehicle displays and interactive exhibits at the Mercedes-Benz display

In addition to the G 580 with EQ Technology, the Mercedes-Benz display will include a range of vehicles showcasing the Mercedes-AMG and Mercedes-Maybach specialty brands.

<u>Mercedes-AMG</u>	<u>Mercedes-Maybach</u>
• Mercedes-AMG SL 63 4MATIC+ Roadster • Mercedes-AMG GT 63 4MATIC+ Coupe • Mercedes-AMG E 53 4MATIC+ Sedan	• Mercedes-Maybach EQS 680 4MATIC SUV • In the Mercedes-Maybach area of the booth, visitors can enter the Welcome to Beyond interactive experience to fully immerse themselves in a world of sophisticated luxury.

Mercedes-Benz continues to offer customers the luxury of choice with a diverse range of powertrains, including internal combustion engines (ICE), plug-in hybrids (PHEV), and battery electric vehicles (BEV).

- ICE: [CLE 300 4MATIC Cabriolet](#), [GLA 250 4MATIC SUV](#)
- PHEV: [GLC 350e 4MATIC SUV](#), [GLE 450e 4MATIC SUV](#)
- BEV: [EQB 300 4MATIC SUV](#), [EQE 500 4MATIC SUV](#)

In addition to the viewing the static display vehicles at the Mercedes-Benz booth on the 300 Level, visitors can get behind the wheel of a [Mercedes-Benz EQE 500 SUV](#) for test drives on the EV Test Track on the 800 Level. This is also where the G-Class G-TURN demonstrations will take place at 6 pm and 7 pm on February 14, 15, 16, 17, 21, and 22.

Additionally, Mercedes-Benz Vans will be displaying a [2025 eSprinter](#), the new all-electric variant of the popular Sprinter van. They will also display a Sprinter that has been upfitted into a premium camper van by NOMAD VANZ.

The [Driving Your Future](#) experience at the Canadian International AutoShow

Mercedes-Benz Canada is helping to ignite the potential of young people across the country through [Driving Your Future](#), an ongoing partnership with Big Brothers Big Sisters (BBBS) of Canada. With nearly 100 local agencies nationwide, BBBS facilitates mentoring relationships between Canadian children aged 7 to 18 (Littles) and trained adult volunteer mentors (Bigs).

Bigs and Littles are encouraged to find free activities to enjoy together, but winter weather can make that challenging. To help address this challenge, the AutoShow and Mercedes-Benz will welcome matches from six Ontario-based chapters of BBBS to enjoy 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 & Littles at the AutoShow,” says Tetzloff. “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.”

“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. We are proud to partner with Mercedes-Benz Canada to attract potential volunteer mentors so they can inspire children to reach their potential,” says Jill Zelmanovits, CEO, Big Brothers Big Sisters of Canada.

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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 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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