



Mercedes-Benz

Press Information

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Mercedes-Benz Studio Toronto Unveils New '140 Years of Innovation' Immersive Experience at Holt Renfrew

- Mercedes-Benz Studio Toronto has introduced a new experience celebrating 140 Years of Innovation at Holt Renfrew's Bloor Street flagship in Toronto.
- Mercedes-Benz Studio Toronto welcomes Paul & Shark as the Italian luxury clothing brand celebrates its 50th anniversary, bringing a curated selection of menswear and Italian-inspired hospitality to the Studio.
- Guests are invited to experience Mercedes-Benz's engineering excellence and meticulous craftsmanship with the 2027 S-Class Sedan – the ultimate icon, refined in every detail – making its Canadian debut at the Studio.
- The brand's unparalleled legacy is also on full display, with a Benz Patent-Motorwagen replica, virtual reality experience, and gallery-style heritage storytelling.

TORONTO, September 4, 2026 – Mercedes-Benz Canada has unveiled a new 140 Years of Innovation experience at Mercedes-Benz Studio Toronto. Located within Holt Renfrew's Bloor Street flagship, where the Studio opened in June 2026, the new installation invites guests to trace the storied German brand's journey from the invention of the automobile in 1886 to its latest innovation: the 2027 S-Class Sedan, making its Canadian debut. The experience delivers a signature moment in Mercedes-Benz's year-long 140 Years of Innovation anniversary celebration, using legendary vehicles, virtual reality, and gallery-style storytelling to bring the story to life.

The experience celebrates Mercedes-Benz's evolution from automotive pioneer to modern luxury leader. Anchoring the space is a replica of the Benz Patent-Motorwagen, the world's first automobile, alongside archival imagery and milestone displays that chronicle 140 years of innovation. The S-Class brings that legacy into the present through sophisticated and adventurous expressions of luxury, while a separate virtual reality experience adds an interactive dimension to the installation.

"For 140 years, Mercedes-Benz has shaped the future of mobility through a relentless commitment to innovation, design, and craftsmanship," said Alex Matthews, Vice President, Digital, PR and Marketing, Mercedes-Benz Canada. "This latest evolution of Mercedes-Benz Studio Toronto offers guests a new way to explore that legacy, from the world's first automobile

to the new S-Class – a car which stands at the pinnacle of that history, showcasing the innovation, comfort, and sophistication that continue to set the benchmark today.”

Paul & Shark marks 50 years at Mercedes-Benz Studio Toronto

Mercedes-Benz Studio Toronto now also welcomes Paul & Shark, the Italian luxury clothing brand celebrating its 50th anniversary this year. A curated selection of the Paul & Shark Fall/Winter 2026 Collection will be available for purchase, with select pieces featuring an exclusive label developed in collaboration with Mercedes-Benz and Holt Renfrew.

Founded in Varese, Italy, in 1976, Paul & Shark is guided by its “Sense of Journey” philosophy, combining Italian heritage, modern craftsmanship, and technical innovation – values that make it a natural collaborator for Mercedes-Benz given its own legacy of innovation and design.

“Paul & Shark has always looked to its heritage as a foundation for what comes next,” said Andrea Dini, Paul & Shark CEO. “As we celebrate 50 years, our presence at Mercedes-Benz Studio Toronto creates a natural connection with Mercedes-Benz around craftsmanship, innovation and a shared sense of journey, while bringing the Paul & Shark identity to life in Toronto, a key market for the brand.”

The experience extends beyond the fashion and vehicle displays. The MANUFAKTUR Atelier highlights Mercedes-Benz customization, a live embroidery station offers hands-on personalization, and Holts Café features an Italian-inspired menu connected to Paul & Shark. Visitors can also step inside the featured S-Class to explore its design, materials, and details.

The Atelier invites guests to explore the craftsmanship behind MANUFAKTUR through a curated selection of samples, including pillows, steering wheels, and fine leathers. A featured G-Class showcases the full range of options, while a floor-to-ceiling wall displays the available interior upholstery and exterior paint finishes, offering a striking, tactile view into what’s possible on a Mercedes-Benz.

“The Mercedes-Benz Studio Toronto with Paul & Shark experience is the latest curation of the best brands for our customers,” said Jerry Wu, Senior Vice President, Marketing, Holt Renfrew. “Our second iteration of the Studio brings together a luxury heritage Italian brand alongside quintessential automotive heritage, both focused on legacy, craftsmanship and innovation, plus a refreshed Holts Café offering for guests to explore.”

The 140 Years of Innovation experience will run from September through October 2026 at Mercedes-Benz Studio Toronto, located inside Holt Renfrew’s flagship at 50 Bloor Street West. For more information, visit mercedes-benz.ca/en/studio-toronto.

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Mercedes-Benz Anniversary Year “140 Years of Innovation”

Since Carl Benz filed the patent for the first automobile 140 years ago and Gottlieb Daimler built his motorized carriage shortly afterwards, Mercedes-Benz has dedicated itself to constantly innovate and to create the world's most desirable cars for customers. This ambition has driven every innovation – from the world's first automobile in 1886 to today's intelligent and safe electric vehicles, like the all-new GLC and the award-winning all-new CLA. With the new S-Class, the company continues the biggest product launch program in its history. With its passion for performance and pioneering power, excellence and an unwavering commitment to customer service, the brand has consistently shaped the future of mobility. The result goes well beyond engineering achievement – it creates the unmistakable feeling that leads through everything Mercedes-Benz does: Welcome home.

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

About Holt Renfrew

Holt Renfrew is considered Canada's top fashion and lifestyle retailer. Founded in Quebec City in 1837, Holt Renfrew is renowned for unparalleled retail experiences and is Canada's hub for the world's best fashion and beauty brands. Recognized as a leader in personal service and experiences, the company's mission is to empower self-expression and ignite positive change along with overarching commitments to sustainability and diversity and inclusion. With six stores across Canada, including three in the Greater Toronto Area, plus Montreal, Calgary, and Vancouver, customers can also experience Holt Renfrew's offerings via holtrenfrew.com. Holt Renfrew was acquired by the Weston family in 1986 and continues to be privately and Canadian-owned. Visit us at www.holtrenfrew.com.

About Paul & Shark

Paul & Shark is an Italian luxury clothing brand, born from a deep passion for the sea. Founded in 1976 in Varese by Paolo Dini, the brand has grown over the years and is now led by the third generation. Paul & Shark's philosophy is based on the Sense of Journey, a voyage shaped by discovery, and on the union between modern craftsmanship and technological innovation, for a perfect balance between heritage and timeless design.