



Mercedes-Benz

Press Information

September 11, 2026

MERCEDES-BENZ CANADA CELEBRATES 140 YEARS OF INNOVATION AT THE COBBLE BEACH CONCOURS D'ELEGANCE

- Mercedes-Benz Canada celebrates 140 years of innovation at the Cobble Beach Concours d'Elegance, September 19–20 in Owen Sound, ON
- The 2027 Mercedes-Benz S-Class makes its Canadian debut, offering guests a first look at the brand's next flagship sedan
- Nearly nine decades of history take the show field, from a 1937 540K Sport Cabriolet to the Formula One-derived Mercedes-AMG ONE
- Mercedes-Benz Heritage Chief Corporate Archivist Armin Gröger hosts a seminar on the engineering milestones that shaped the brand

TORONTO, ON – Mercedes-Benz Canada marks 140 years of innovation at the 12th annual Cobble Beach Concours d'Elegance, running September 19–20, with a special showcase highlighting the brand's history and vision for the future. The weekend will feature the Canadian debut of the 2027 Mercedes-Benz S-Class, a curated exhibition of historically significant Mercedes-Benz vehicles, and a seminar from the Mercedes-Benz Heritage Chief Corporate Archivist.

"140 years of innovation have shaped who we are today, and that spirit of progress continues to drive us forward," said Alex Matthews, Vice President, Digital, PR and Marketing, Mercedes-Benz Canada. "The 2027 S-Class reflects what the star has always symbolized: a perfect balance of heritage, engineering, and ambition."

A Rolling Timeline

The Sunday show field centres on the judged class "Mercedes-Benz Icons: Celebrating 140 Years of Innovation," tracing the brand from early craftsmanship to Formula One-inspired engineering. Highlights include the 1937 Mercedes-Benz 540K Sport Cabriolet, prized for its coachbuilt artistry, and the revolutionary Mercedes-AMG ONE, which brings a Formula One-derived V6 hybrid powertrain to the road. One of the most ambitious production cars ever developed, it serves as a powerful demonstration of the brand's enduring commitment to pushing technological boundaries.

Also on display is the 2027 S-Class itself, which introduces an illuminated Mercedes-Benz star and grille for the first time on this model, alongside the latest generation of the brand's MBUX infotainment system.

“Few automotive manufacturers have influenced the course of motoring history as profoundly as Mercedes-Benz,” said Rob McLeese, Founder & Chair, Cobble Beach Concours d’Elegance. “We’re proud to welcome Mercedes-Benz to Cobble Beach and showcase a collection that tells the story of one of the world’s most important automotive brands.”

From the Archives

On Saturday, September 19, from 2:15 to 3:15 p.m., Mercedes-Benz Heritage Chief Corporate Archivist Armin Gröger hosts a seminar at the Historic Roxy Theatre in Owen Sound. The talk explores defining moments in the company’s history, from early engineering breakthroughs to innovations in safety, luxury, and performance.

“Our heritage isn’t simply about preserving remarkable automobiles,” said Gröger. “It’s about preserving the ideas, ingenuity, and ambition that changed the world.”

For tickets and more information, visit www.cobblebeachconcours.com.

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Contact Mercedes-Benz:

Ryan Lee

ryan.lee@mercedes-benz.ca

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