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Mercedes-Benz

Press Information
November 4, 2026

The Holiday Season Checks In at Mercedes-Benz Studio Toronto

- Mercedes-Benz Studio Toronto has transformed into an immersive holiday shopping destination, inspired by unforgettable stays in luxury hotels. The experience runs until December 31, 2026.
- Guests can explore a seasonal showcase, shop a curated selection of gifts, and enjoy festive culinary offerings from Holts Café.
- The all-new electric Mercedes-Benz GLC takes centre stage alongside the limited-edition Hotel Holts Collection from Holt Renfrew.
- This is the third and final chapter of Mercedes-Benz Studio Toronto, an immersive retail experience within Holt Renfrew's Bloor Street flagship in Toronto. Mercedes-Benz Studio Toronto has been open since June 2026.

TORONTO, November 4, 2026 – Just in time for the holidays, Mercedes-Benz and Holt Renfrew present an immersive holiday shopping destination, inspired by unforgettable stays in luxury hotels. Until December 31, Mercedes-Benz Studio Toronto will showcase the new limited-edition Hotel Holts Collection alongside the all-new electric Mercedes-Benz GLC, a vehicle that offers its own version of five-star service.

Guests at Mercedes-Benz Studio Toronto, located within Holt Renfrew's Bloor Street flagship in Toronto, are invited to explore the seasonal showcase, shop a curated selection of gifts, personalize select Hotel Holts pieces with complimentary on-site embroidery, and enjoy a festive culinary offering from Holts Café. A visit to Mercedes-Benz Studio Toronto will set the tone for the season by bringing the ease, thoughtful details, and indulgences of a memorable hotel stay into everyday life.

"Whether guests are longtime members of the Mercedes-Benz family or are discovering our brand for the first time, we want them to feel comfort, enjoyment, and belonging from the moment they arrive," said Susann Mayhead, President and CEO of Mercedes-Benz Canada. "In every experience with Mercedes-Benz, we hope people will feel that they have arrived exactly where they belong; we call it 'Welcome Home'. The all-new electric GLC, which we're proud to introduce to Canada at Mercedes-Benz Studio Toronto, brings that spirit of hospitality to every drive. From the moment you get in, the vehicle looks after you."

Five-star service, built for the road ahead

At the centre of The Studio, the all-new electric Mercedes-Benz GLC makes its Canadian debut, continuing the hotel theme by offering its own version of five-star service. Hospitality begins upon arrival as the GLC offers personalized interior ambient lighting and exterior greeting animations to create a welcome ritual. Fully automated MB.DRIVE PARKING ASSIST serves as the valet. The GLC's MBUX Virtual Assistant, powered by AI, acts as the concierge, caring for the driver's every need. The vehicle's cabin feels like a presidential suite, with

available MBUX Hyperscreen and SKY CONTROL panoramic roof featuring an illuminated starry sky. Silent electric driving, available AIRMATIC air suspension, and available front-seat massage provide an in-car spa retreat.

The best stays feel made just for you, and the MANUFAKTUR Atelier within Mercedes-Benz Studio Toronto underscores how a Mercedes-Benz can feel that way too. A curated display of samples—including fine leathers, steering wheels, and pillows—lets guests see and touch MANUFAKTUR's craftsmanship. Also on display, the fully electric Mercedes-Benz G 580 showcases a range of MANUFAKTUR-specific options. A floor-to-ceiling wall presents the interior upholstery and exterior paint finishes available on a Mercedes-Benz, so guests can picture their own version of the electric GLC.

The comforts of luxury travel, reimagined for holiday gifting

Hotel Holts, Holt Renfrew's limited-edition collection, brings the comforts of luxury travel to Mercedes-Benz Studio Toronto, extending the GLC's hospitality into gifts guests can take home. Guests can shop plush robes, pyjamas, apothecary-inspired essentials, and an exclusive Flamingo Estate candle, with complimentary on-site embroidery on select pieces.

"We created Hotel Holts around the feelings of comfort and service as you travel for the holidays," said Jerry Wu, Senior Vice President, Marketing, Holt Renfrew. "Whether you're going to see family or travelling for yourself, we wanted to evoke the little pieces of luxury on your favourite trips. And that's why our partnership with Mercedes-Benz is perfect: together we want you to feel exactly where you belong."

A continuing invitation to discover Mercedes-Benz

Since opening in June 2026, Mercedes-Benz Studio Toronto has welcomed thousands of guests to an evolving space that combines vehicle discovery with retail and exclusive hospitality. Each refresh has introduced different vehicles, collections, and experiences, highlighting a facet of Mercedes-Benz's 140-year story and giving guests new reasons to return.

Mercedes-Benz Studio Toronto is open until December 31, 2026, inside Holt Renfrew at 50 Bloor Street West, Toronto. Further visitor information is available at 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 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: Three new S-Class saloons went on a trans-continental journey to 140 locations worldwide as part of the "140 Years. 140 Places" tour. Each place highlighted the brand's technology, heritage, pioneering spirit and worldwide presence. Along the way, customers, fans and

colleagues got to join in the celebrations right up to its grand ‘Homecoming’ finale at the Mercedes-Benz Museum. Highlights of the tour can be found on our “140 Years of Innovation | Mercedes-Benz Media” special.

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**.