



POWERING THE NEXT CHAPTER
OF OUR U.S. BUSINESS

Mercedes-Benz celebrates 140 years of innovation this year.
Our roots in the U.S. run nearly as deep

Mercedes-Benz started
business in the U.S. in

1888



Mercedes-Benz has built a strong U.S. footprint -
from R&D to production and sales

SUVs assembled
in Tuscaloosa

5 million



The U.S. market holds strategic importance for Mercedes-Benz,
especially for our SUVs and Top-End vehicles

Mercedes-Benz vehicles
sold in the U.S. in 2025*

3,000,000

*Retail sales

Our U.S. business is pivotal to delivering these targets - and we are executing with speed, focus, and confidence

Volume growth

Executing biggest
product & tech program

Customer Experience

Elevating customer-
centricity

Local for local

Strengthening our
U.S. footprint

One Mercedes-Benz

Leverage operational
excellence



We aim to increase our U.S. sales by more than 30%

U.S. volume ambition for
Mercedes-Benz Cars by 2030:

400,000



We also see significant growth potential in our U.S. van business

U.S. volume ambition for
Mercedes-Benz Vans by 2030:

80,000



Our new products are hitting the mark with U.S. customers



Entry

Introduction of GLB,
GLA to follow next year

Core

Launch of GLC BEV, GLE & GLE Coupé.
New GLC ICE & C-Class to follow 2027

Top-End

Premiere of S-Class & GLS.
Expansion of AMG & G lineup

The unique needs of the U.S. market are a top priority

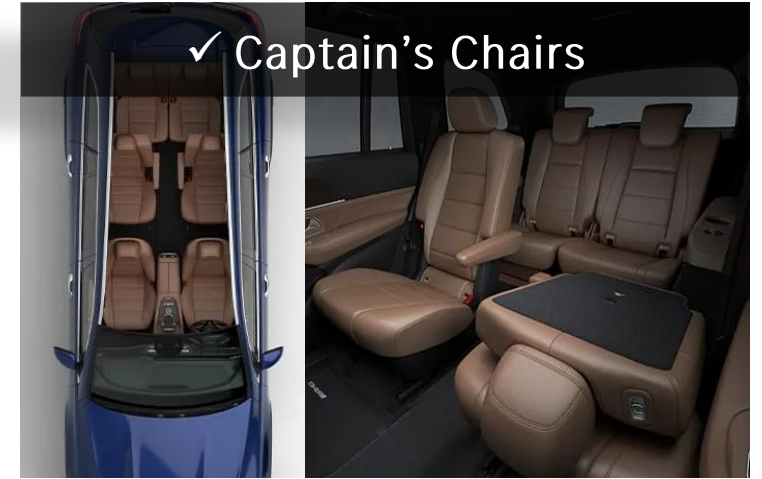
✓ US-Appropriate Size



✓ Physical Controls



✓ Captain's Chairs



✓ Improved US-Drivability



✓ Spacious Cargo



✓ Aggressive Exteriors



Our new engines deliver strong performance and high efficiency.
The new AMG-V8 will make its U.S. debut by the end of this year



Four-cylinder



In-line six-cylinder
incl. PHEV variant



Eight-cylinder

We're fully tapping into America's innovation power.
Infotainment, ADAS and AI are engineered in the U.S. for the U.S.



ChatGPT



DOLBY.



NVIDIA.



Qualcomm



Mercedes-Benz is scaling its U.S. manufacturing capabilities.
At the same time, we are taking production efficiency to a new level

New locally built model
will be our next-generation

GLC



Along with some special additions to create and grow key segments



Setting the stage for the next generation of Mercedes-Benz in the U.S.



We're investing heavily to fuel a market-driven organization
and sharpen our competitive edge

Total investment into our U.S.
operations until 2030

\$7 bn.



Our dedicated leadership team is driving the U.S. business forward with focus, confidence and ambition

