



Mercedes-Benz

Press Information

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The all-new Mercedes-Benz GLB

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The new Mercedes GLB: striking design meets everyday practicality

Highlights

Thoughtfully designed with generous space for up to seven people, the new GLB combines striking SUV design with everyday useability. The high-quality, radically redesigned interior with the new optional MBUX Superscreen sets new standards.

“The all-new GLB is built for everyday life. Available as a 5-or 7-seater, it adapts effortlessly to our customers’ needs. With more space, a new design and greater comfort, it proves that an electric compact SUV can be as versatile as it is capable.”

Mathias Geisen, Member of the Board of Management, Mercedes-Benz Group AG, Marketing & Sales

“The all-new GLB embodies our philosophy of Sensual Purity in a particularly powerful way. It expands our Entry Luxury portfolio and ushers the iconic Mercedes-Benz design into a new era. With its sculptural proportions, emotional light signature, and modern architectural interior – a SUV with character, sensual and soul.”

Gorden Wagener, Chief Design Officer, Mercedes-Benz Group AG

At launch, the all-electric GLB portfolio comprises the GLB 250+ with EQ Technology and GLB 350 4MATIC with EQ Technology. With up to 631 kilometers of electric range (WLTP)¹, the 268-hp GLB 250+ offers a range that is unrivalled in its class.² The 349-hp GLB 350 4MATIC is the sporty performance variant at the top of the model range. Both models feature a lithium-ion battery with an 85-kWh usable capacity. The new 800-volt electric architecture enables the new GLB to charge up to 260 kilometers of range (WLTP)² in just ten minutes. The new GLB will also be available with a high-tech hybrid powertrain.

Spacious: everyday versatility offers more than just practicality.

Spacious: plenty of freedom of movement and room for luggage

Compared to its predecessor, the new electric GLB offers a noticeable increase in headroom for first and second row occupants thanks to the design of the SUV's roofline and the new standard panoramic roof. Seat comfort for the second row has been noticeably improved, with a longer thigh support now longer, among other changes. Second row passengers can also enjoy more legroom.

The trunk features up to 19.1 cu ft (17 cu ft with optional third row seating) of cargo space. With the rear seats folded down, cargo space increases to 60.6 cu ft (56.7 cu ft with optional third row seating). The electric GLB also has the largest trunk in the new model family.

Adventurous: ready for any journey

On the GLB 350 4MATIC with EQ Technology – when traction is needed, the electric motor on the front axle engages almost instantly. It also features the TERRAIN drive program that adjusts the characteristics of the

¹ The specified values were determined in accordance with the prescribed measurement procedure WLTP (Worldwide harmonized Light-duty vehicles Test Procedures). The energy consumption and CO2 emissions of a passenger car depend not only on the efficient utilization of fuel or the respective energy carrier by the car, but also on the driving style and other non-technical factors.

² The specified recharged range (WLTP) after ten minutes was determined using the maximum DC charging power in accordance with ISO/SAE 12906 under the conditions described therein.

drivetrain, steering and brakes for dirt and gravel roads. The "transparent hood" function, in conjunction with optional Digital Extra: MB.DRIVE PARKING ASSIST 360³, provides a virtual view of beneath the vehicle.

Further information about these topics can be found [here](#).

Effortless: the perfect everyday companion for stress-free journeys

Advanced driver assistance systems

The all-new GLB features a number of standard MB.DRIVE advanced driver assistance systems, including Digital Extra: Distance Assist DISTRONIC⁴. It is also equipped standard with eight cameras, five radar sensors, 12 ultrasonic sensors and a water-cooled high-performance supercomputer with sufficient power reserves for future functions and regular over-the-air updates. Many Digital Extras⁴ will already be available at market launch or can be purchased via the Mercedes-Benz Store. Further Digital Extras will also be available in the future.

Electric range for long distances journeys

From Cologne to Berlin; from Rome to Venice; from Lyon to Strasbourg – there are many interesting cities in Europe within a distance of around 600 kilometers. The same applies to China, where Xi'an and Zhengzhou are connected by a comparable distance, as well as the U.S. with Denver to Salt Lake City or Los Angeles to Las Vegas. It is possible for these journeys to be completed on a full charge thanks to the 631-km (WLTP)⁵ electric range of the GLB 250+ with EQ Technology.

800-volt architecture for fast charging

The 800-volt architecture in conjunction with a new battery generation can significantly reduce charging times. The GLB can charge up to 260 kilometers (WLTP) of range in 10 minutes.⁶ DC fast charging at 800-volt charging stations is possible with a charging capacity of up to 320 kW. A DC converter is equipped standard to also enable charging at 400-volt DC fast chargers.

Optional adaptive suspension for ride comfort and agility

Optional suspension with adaptive damping provides a particularly comfortable and dynamic driving experience. Drivers can use DYNAMIC SELECT to tailor the vehicle's damping characteristics to the driving situation. They can choose between Comfort mode with more comfortable damping characteristics or Sport mode for a sporty, firm setting.

³ The use of certain Digital Extras requires the continuous acceptance of the Terms of Use for Digital Extras and the Mercedes me ID Terms of Use in their respective current versions, the permanent pairing of the vehicle with the Mercedes-Benz user account, the consent to the storage and retrieval of necessary information to activate some Digital Extras within the paired vehicle and - where applicable - the activation of the Digital Extras. Furthermore, there may be additional prerequisites or restrictions for the usage of some Digital Extras, such as a separate customer-owned contract with a third-party provider (e.g., streaming, conclusion of a data contract for "Comfort Data Volume", navigation functions), the activation of additional Digital Extras to secure full functionality or selected third-party products (e.g., smartphone, smartwatch). As an alternative to the "Comfort Data Volume" a customer-owned data volume (e.g., mobile hotspot) must be used depending on the generation of your multimedia system. Information on the personal data processed for the usage of Digital Extras can be found in the Privacy Notices for the Digital Extras. The connection of the communication module to the mobile network, including the emergency call system, depends on the respective network coverage and availability of the network providers. Please also refer to any instructions in your vehicle's operating manual.

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⁶ The specified recharged range (WLTP) after ten minutes was determined using the maximum DC charging power in accordance with ISO/SAE 12906 under the conditions described therein.

Plenty of space and anchors for up to four child seats

Few vehicles in this class allow more than two child seats to be fitted in the rear. The new GLB can accommodate up to four child seats in the second and third rows

High-tech hybrid

The new GLB will also be available as a high-tech hybrid with 48-volt technology and an electric motor integrated into the transmission. The GLB hybrid will be able to drive purely electrically and recuperate energy under certain conditions.

Further information on these topics can be found [here](#).

Stunning: bold appearance thanks to a new look

Striking: powerful proportions and iconic lighting accents

Powerful SUV proportions with an upright front end and steep windshield, as well as short overhangs, characterize the profile of the new GLB. Wheel arch surrounds and visual underride guards at the front and rear emphasize the vehicle's rugged character. A wide track and flush-mounted wheels, together with muscular vehicle shoulders, give the GLB a powerful appearance. The iconic radiator grille features total of 94 individually animated LED chrome-effect stars and an illuminated central Mercedes-Benz star. One of the few distinguishing visual features of the GLB hybrid is the classic radiator grille with a Mercedes-Benz pattern in chrome and an LED surround.

Spectacular views: generous panoramic roof for unlimited visibility

The large standard panoramic roof creates an exceptionally spacious and open feeling. The glass surface of the optional SKY CONTROL panoramic roof can be switched within milliseconds between transparent and opaque (milky). It also offers a unique visual experience, especially at night when its 158 stars are illuminated.

Modern: high-tech design meets ergonomic control

The new interior design focuses on a few iconic high-tech elements, such as the optional floating MBUX Superscreen with a 10.25-inch driver display, 14-inch central display and 14-inch front passenger display beneath a large glass surface. Another eye-catching feature is the sporty, floating, high-positioned center console with an additional storage compartment. The new steering wheel is designed to be even more ergonomic and intuitive to use. By popular demand based on customer feedback, Mercedes-Benz has reintroduced the control concept with a rocker switch for Digital Extra: Distance Assist DISTRONIC⁷, as well as a roller for volume control.

Individual: unique ambient styles and a wide range of options

Customers can personalize the GLB in a variety of ways to match individual needs and preferences, including with the AMG Line and AMG Line Plus with Night Package. For the interior, there is also a large selection of trim elements and upholstery.

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With the optional MBUX Superscreen, customers can select from 11 ambient styles for even further personalization. The color scheme of the instrument cluster, including gauges, controls and ambient lighting, is coordinated with these emotional background motifs.

Further information about these topics can be found [here](#).

Intuitive: a new world of digital experiences with MBUX and technological innovations (MB.OS)

Always up to date and ready for new functions: regular over-the-air updates

The new GLB fully operates on the new Mercedes-Benz Operating System (MB.OS). Developed in-house, the AI-enhanced system makes it possible to equip every vehicle with a supercomputer connected to the Mercedes-Benz Intelligent Cloud. This enables regular over-the-air updates⁸ for the most important vehicle functions, including advanced driver assistance systems, keeping the GLB up to date and refreshed for years.

Hyper-personalized digital experience: fourth generation MBUX

The fourth generation MBUX opens up a new world of personalized experiences and intuitive interaction between customers and their vehicles, setting new standards in the automotive industry. It is the first in-car infotainment system to integrate artificial intelligence (AI) from both Microsoft and Google. This combines multiple AI agents in one system for the first time. MB.OS offers maximum flexibility to seamlessly integrate content from third-party providers. The familiar Mercedes interface for customers remains.

Exceptionally intuitive and individual: new MBUX UI/UX concept

The optional MBUX Superscreen is powered by state-of-the-art high-performance chips and real-time graphics from the Unity Game Engine. The new control and display concept is tailored to individual customer preferences. The further developed MBUX Zero Layer on the central multimedia display shows the most relevant information, suggestions and, for the first time, the most recently used apps⁸. In the app grid, apps can now be moved and grouped into individually named folders, like a smartphone. When an app is open, a simple swipe to the left returns to the app grid. Another swipe takes the user back to the Zero Layer. Users can also go directly to the Zero Layer at any time via the home button.

Intelligent, easy to talk to and empathetic like a friend: new MBUX Virtual Assistant

With generative AI, the new MBUX Virtual Assistant revolutionizes the relationship between vehicle and driver. It enables the kinds of complex, multi-turn conversations one might have with a friend and has short-term memory. Based on ChatGPT4o and Microsoft Bing Search, it unites the collective knowledge of the internet. Thanks to Google Cloud's Automotive AI Agent, the virtual assistant is also well-versed in navigation-related questions. It can access information from the Google Maps platform to provide users with detailed personalized answers to questions about navigation and points of interest. The MBUX Virtual Assistant is always present on the Zero Layer as a "living" avatar.

Intelligent navigation

The navigation experience in the new GLB is based on Google Maps⁸. The navigation solution developed as part of the partnership between Google and Mercedes-Benz is among the first integrations of Google Cloud's new Automotive AI Agent for in-vehicle conversation services with Google Maps. Digital Extra: MBUX Navigation with Electric Intelligence⁹ plans the fastest and most convenient route, including charging stops,

⁸ A personal Mercedes me ID and agreement to the Terms of Use for the Mercedes-Benz Digital Extras are required to use the services. In addition, the vehicle must be paired with the corresponding user account.

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based on numerous factors. Integrated visual communication also reaches a new dimension with MBUX Surround Navigation. It seamlessly integrates the driver assistance view with a 3D representation of the vehicle's surroundings and route guidance in real-time on the driver display. Drivers benefit from improved situational awareness.

Further information about these topics can be found [here](#).

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Spacious: versatility every for every journey

Dimensional concept and versatility

- Space for up to seven people
- Improved seat comfort; easier access to optional third row rear seats
- Largest frunk in the model family and optional adjustable second row seat
- TERRAIN mode and “transparent hood” function for 4MATIC models
- Innovative VISION CONTROL windshield wiper system included standard
- Fast, efficient climate control system

The new GLB is available with standard seating for five and optional seating for seven. The two individual seats in the optional third row are designed to comfortably accommodate occupants up to 5’6” tall – over one inch more than the previous model. Ingress and egress for third row passengers is also easier in the new GLB thanks to the Easy Entry function's 1.3-inch longer adjustment range and the vehicle's enlarged rear door openings.

Seat comfort is also enhanced for second row occupants. Passengers sit even more comfortably as the hip angle has been improved by 9 degrees, providing a greater contact area for the thighs on the seat. In addition, Mercedes-Benz improved the foam in the seats and optimized the contouring for lateral support.

Compared to its predecessor, the wheelbase on the GLB has increased by 2.4 inches to 114.1 inches. This benefits second row passengers with up to 2.7 inches of additional legroom. The design of the roof line and the standard panoramic glass roof contribute to improved headroom and the spacious feel of the interior. Compared to the EQB, maximum headroom for the driver and front passenger has increased by 1.4 inches, 2.5 inches¹⁰ for second row occupants and 0.4 inch for the third row.

Generous cargo space

The rear liftgate opening is generously sized for convenient loading. The trunk has a capacity of up to 19.1 cu ft (17 cu ft with optional third row seats), and with the rear seats folded down, this increases to 60.6 cu ft (56.7 cu ft with optional third row seats). The frunk also offers additional capacity.

The second row seat backrests can be folded in 40/20/40 configuration as standard. A sliding adjustable second row seat is available as an option for the five-seat models and is included with the optional third row seating. With this feature, the second row can move 5.5 inches, and the backrests can recline in several stages. This allows customers to either maximize seat comfort for passengers or increase cargo space by up to 4.9 cu ft.

When not in use, the optional third row seats can fold down into the load floor. In the five-seat model, the height-adjustable load compartment floor can be used in a variety of ways. It can be used to maximize load height or to store smaller items.

¹⁰ Specification for five-seater; for seven-seater, the plus is 54 mm.

Exterior and interior dimensions:

		New electric GLB	Previous EQB	Change	Previous GLB	Change
Exterior dimensions ¹¹						
Length	in	186.3	184.4	+1.9	182.4	+3.9
Width	in	73.3	72.2	+1.1	72.2	+1.1
Height	in	66.4	67	-0.6	67	-0.6
Wheelbase	in	113.7	111.4	+2.3	11.4	+2.4
Turning circle	ft	39	38.7	+0.3	38.4	+0.6
Interior dimensions ¹²						
Front legroom	in	41.4	41.1	+0.3	41.1	+0.3
Legroom, second row	in	39.7/37	37/35.8	+2.7/+1.2	37/36.9	+2.7/+0.1
Max. headroom, front	in	42.1	40.7	+1.4	40.7	+1.4
Max. headroom, second row	in	40.4/40	37.9/37.9	+2.5/+2.1	39.3/38.7	+1.1/+1.3
Max. headroom, third row ¹³	in	34.7	34.3	+0.4	34.8	-0.1
Cargo capacity	cu ft	19.1/17	17.5/16.4	+1.6/+0.6	20/17.7	-0.9/-0.7
Cargo capacity with rear-seat(s) folded down	cu ft	60.6/56.7	60.4/57.2	+0.2/-0.5	63.7/59.3	-3.1/-2.6

Always ready for journeys off the beaten path

On the GLB 350 4MATIC with EQ Technology, the disconnect unit (DCU) instantly engages the drive unit on the front axle when the corresponding power or traction is required (for more information on the drivetrain, see [here](#)).

4MATIC models also feature the TERRAIN drive program for use on dirt or gravel roads, which automatically adjusts the characteristics of the drivetrain, steering and brakes. The “transparent hood” function, in conjunction with optional Digital Extra: MB.DRIVE PARKING ASSIST 360^{14,15}, provides a virtual view of underneath the vehicle by combining images from the front camera and exterior mirror cameras.

VISION CONTROL

The new GLB comes standard with the innovative VISION CONTROL windshield wiper system, which cleans the windshield quickly and thoroughly. Water is sprayed from the windshield wiper directly in front of the rubber blade as required – no sudden bursts of water to obscure the driver's view. At the same time, the washer fluid is not deflected from the windshield and is used exclusively for cleaning. VISION CONTROL also reliably keeps the area at the top of the windshield clean, where cameras and sensors for the driver assistance systems are located.

¹¹ Identical for five- and seven-seaters.

¹² Values for five- and seven-seaters unless otherwise stated.

¹³ Seven-seater

¹⁴ Our driver assistance and safety systems are aids and do not relieve you of your responsibility as the driver. Please take note of the in-formation in the Owner's Manual and the system limits which are described therein.

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When the vehicle is parked, the system offers a soaking function for stubborn dirt and fresh insect residues. The wipers move to the vertical position and washer fluid is sprayed while the wiper is moved to the lower storage position. After a 30-second soak, the loosened dirt is wiped off the windshield in one cycle. The function is activated by pressing and holding the button on the steering column lever for one wash cycle while the vehicle is parked. A corresponding message appears in the driver display.

A pleasant temperature shortly after getting in the vehicle

The new GLB takes efficiency and climate comfort to a new level. For example, during a 20-minute journey in an outside ambient temperature of 19° Fahrenheit, it heats up the interior twice as fast as its predecessor. It even outperforms the heating time of an ICE powered model. Compared to its predecessor, the new GLB only requires about half the energy to accomplish this, which also helps maximize electric range.

The cabin heating process starts automatically as soon as someone gets into the car. Mercedes-Benz employs a strategy to warm the upper body and hands of occupants first. This ensures rapid thermal comfort, even without using pre-conditioning. In addition, the climate control system is now even more intuitive to use and can be adapted to individual needs in many ways. The system seamlessly regulates heating and cooling with the help of its intelligent, predictive operating strategy.

At frigid temperatures, the climate control system must also defrost icy windows as quickly as possible. Tests conducted in the cold chamber in Sindelfingen demonstrate how efficient the defrosting process is in the new GLB. At an outside ambient temperature of 5° Fahrenheit, it takes only 15 minutes for the windshield to be clear for safe driving. This is achieved using only the defrost setting of the climate control system, without further intervention from the driver, such as switching on the windshield wipers.

An innovative heat pump adapted from the VISION EQXX technology program is central to this system. As a multi-source unit, it can use three energy sources in parallel: waste heat from the electric drive and the battery, as well as the ambient air. By using this “free” heat, the heat pump contributes to the high efficiency of the GLB. It requires only about one-third of the electrical energy that a comparable auxiliary heater would need to deliver the same output.

Effortless: the perfect companion for stress-free journeys

Drivetrain, suspension, safety features and driver assistance systems

- Up to 631 km (WLTP) of electric range¹⁶; charge up to 260 km (WLTP)¹⁷ of range in 10 minutes
- Comfort and sportiness at the touch of a button: optional suspension with adaptive adjustable damping
- High level of protection for everyone: passive safety including modern restraint systems
- Support for drivers: modern driver assistance and parking systems
- High-tech electrified hybrids with 48-volt technology can drive electrically at inner-city speeds

From Cologne to Berlin; from Rome to Venice; from Lyon to Strasbourg – there are many cities in Europe within a distance of around 600 kilometers. The same applies to China, where Xi'an and Zhengzhou are connected by a comparable distance, as well as the United States with Denver to Salt Lake City and Los Angeles to Las Vegas. It is possible for these journeys to be completed on a full charge thanks to the 631-km (WLTP)¹⁶ electric range of the GLB 250+ with EQ Technology.

The 800-volt architecture, in conjunction with the new generation battery, can significantly reduce charging times. The GLB can charge up to 260 kilometers (WLTP)¹⁷ in 10 minutes. DC fast charging up to 320 kW is possible at 800-volt charging stations. A DC converter is equipped standard to also enable charging at 400-volt charging stations.

At launch, the electric GLB portfolio comprises the 268-hp GLB 250+ with EQ Technology and the 349-hp GLB 350 4MATIC with EQ Technology. Both models feature a new generation lithium-ion battery with a usable capacity of 85 kWh.

¹⁶ The specified values were determined in accordance with the prescribed measurement procedure WLTP (Worldwide harmonized Light-duty vehicles Test Procedures). The energy consumption and CO₂ emissions of a passenger car depend not only on the efficient utilization of fuel or the respective energy carrier by the car, but also on the driving style and other non-technical factors.

¹⁷ The specified recharged range (WLTP) after ten minutes was determined using the maximum DC charging power in accordance with ISO/SAE 12906 under the conditions described therein.

The first electric GLBs at a glance:

		GLB 250+ with EQ Technology	GLB 350 4MATIC with EQ Technology
Output (peak)	hp	268	349
Torque (peak)	lb-ft	247	380
Battery cell chemistry		Nickel manganese cobalt	
Battery capacity (usable)	kWh	85	
AC charging capacity	kW	9.6	
DC charging capacity	kW	320	
DC charging: range after 10 minutes (WLTP) ¹⁸	km	225-260	215-255
Acceleration 0-60 mph (est.)	sec	7.3	5.4
Top speed (electronically limited)	mph	130	
Electric range (WLTP) ¹⁹	km	542-631	521-614

Newly developed electric drive system with 93 percent efficiency

The Electric Drive Unit (EDU) 2.0 optimizes torque and offers excellent efficiency – especially in real-world driving situations. The high torque supports dynamic driving performance and high load situations like steep mountain passes or towing.

With the main electric drive unit on the rear axle for optimal traction and driving dynamics, Mercedes-Benz brings a drive layout known from the mid and upper classes to the entry-level segment. The rear electric drive unit with a permanently excited synchronous motor (PSM) was developed entirely in-house. Battery-to-wheel efficiency over long distances is 93 percent.

The magnets in the rotor of the PSM are arranged in a double-V shape. Another feature is the winding of the stator with hairpin windings. These measures contribute to an especially quiet drive. The PSM also has a significantly lower proportion – almost zero percent – of heavy rare earth elements compared to previous generation motors. The high-performance power electronics are equipped with a silicon carbide (SiC) inverter to maximize efficiency. The transmission control and inverter are highly integrated into a single component.

Two-speed transmission combines dynamics with high efficiency

The two-speed transmission on the rear axle combines performance with efficiency. The first gear has a short ratio of 11:1, enabling excellent acceleration from standstill, high towing capacity and excellent efficiency in city driving. The second gear (ratio: 5:1) is designed for power delivery at higher speeds and efficiency in highway driving for outstanding long-distance range and comfort. The electronically limited 130-mph top speed is also achieved in second gear.

The shift points depend on the driving situation and the selected DYNAMIC SELECT drive program. Additionally, the onboard optimizer continuously adjusts to the current parameters such as battery charge level, power and driver requirements. Power is transmitted via claws (first gear) or discs (second gear). The transmission has special thermal insulation.

¹⁸ The specified recharged range (WLTP) after ten minutes was determined using the maximum DC charging power in accordance with ISO/SAE 12906 under the conditions described therein.

¹⁹ The actual range depends on numerous factors, such as individual driving style, environmental conditions, battery ageing, auxiliary consumers such as air conditioning, optional extras, tires, payload and route profile, and may therefore differ from the WLTP value stated.

Additional power only when needed: 4MATIC model with Disconnect Unit

The all-wheel drive GLB 350 4MATIC with EQ Technology features a 107-hp drive unit on the front axle. This unit is also a permanently excited synchronous motor (PSM) and is equipped with a silicon carbide (SiC) inverter for efficiency. The front electric motor functions as a “boost” drive, activated only when the corresponding power or traction is required, depending on the driving situation or drive program. This is facilitated by the Disconnect Unit (DCU), which Mercedes-Benz uses for the first time on vehicle in this segment.

For greater efficiency, the DCU can instantly decouple the front electric motor under low load so that the electric motor and parts of the transmission are no longer engaged. This reduces front axle losses by up to 90 percent and maximizes electric range.

Intelligent recuperation for maximum range

The electric GLB features a new one-box brake system. Previously separate components such as the brake booster with master brake cylinder and ESP® control are combined into a compact module. The system optimizes recuperation of braking energy, increasing range. The by-wire concept ensures a consistent, confident brake pedal feel, regardless of whether deceleration achieved via recuperation or wheel brakes. The new brake system also meets the brand's high safety standards. In the event of a fault, the system switches to hydraulic operation, ensuring safe braking at all times.

To maximize efficiency, the majority of braking processes are carried out entirely through recuperation, with up to 200 kW of recuperation power. In principle, the electric GLB can even brake electrically to a standstill, thus recovering kinetic energy. The strong deceleration (up to 3 m/s² per axle) means more recuperation, contributing to a longer range. Recuperation is possible even during ABS braking and on icy road surfaces.

The driver can use the right selector lever on the steering column behind the steering wheel to adjust the recuperation power and select a recuperation level. The driver can choose from four levels of recuperation:

- D Auto: intelligent recuperation
- D+: no recuperation (coasting)
- D: standard recuperation up to 1 m/s²
- D-: enhanced recuperation up to 3 m/s²

All four recuperation levels are available as “Last Mode”. In the “D Auto” recuperation level, the ECO Assistant is automatically active. The ECO Assistant can use data stored in the navigation map as well as information from sensors and cameras to determine the anticipated route of the vehicle. This system helps the driver optimize driving behavior to maximize efficiency and recuperation. It can take into account a variety of factors on the route including: roundabouts, tight turns, junctions, three-way intersections, inclines and speed limits. The ECO Assistant can also respond to other intersections or junctions based on when the driver activates the turn signal.

When the system detects an upcoming route event or another vehicle is ahead, the ECO Assistant calculates the optimized speed profile based on distance, current speed and available route information. The “foot off the accelerator pedal” symbol appears on the driver display. Following this prompt activates intelligent recuperation in coasting mode. If the ECO Assistant detects a stationary vehicle ahead, for instance, at the end of a traffic jam or before a traffic light, it can even bring the GLB to a complete stop.

MB.DRIVE advanced driver assistance technologies

The new GLB is equipped standard with a number of advanced driver assistance systems²⁰ as well as eight cameras, five radar sensors, 12 ultrasonic sensors and a water-cooled high-performance supercomputer with sufficient power reserves for future functions and regular over-the-air updates.

Optional advanced driver assistance features include:

- **Digital Extra: MB.DRIVE ASSIST^{21,22}** elevates the standard Digital Extra: Distance Assist DISTRONIC with Digital Extras: Steering Assist and Lane Change Assist.
- **Digital Extra: MB.DRIVE ASSIST PLUS^{21,22}** will build upon the MB.DRIVE ASSIST package and will include market-specific advanced assistance functions such as, Digital Extra: Stop Sign and Traffic Light function for more driving situations and environments.
- **Digital Extra: MB.DRIVE PARKING ASSIST^{21,22}** can better and more quickly identify parking spaces on both sides of the vehicle as well as angled parking. It can also handle variety of parking space types including, line slots, curb slots, slots containing other objects, garages and more. In addition, it is now possible to leave a parking space automatically even after the car was parked manually.
- **Digital Extra: MB.DRIVE PARKING ASSIST 360^{21,22}** adds Digital Extra: 360 camera for new and improved surround view displays. It also enables the “transparent hood” function on 4MATIC models.

Passive safety: comprehensive protection complemented by intelligent systems

The new GLB has been developed from the ground up with state-of-the-art safety features. Advanced driver assistance systems can help prevent many accidents. However, should an accident occur, the crumple zones, stable passenger cell and restraint systems are designed to minimize the likelihood of serious injury.

The bodyshell offers enhanced protection in the event of a side impact. A compact honeycomb structure is built into the side skirts to better absorb energy. As an SUV, the GLB also meets Mercedes-Benz's high operational stability requirements.

The new GLB is equipped with a center airbag as standard for the first time. In the event of a severe side impact, the airbag deploys between the driver and front passenger. Another new feature is knee airbags for both the driver and front passenger.

The extensive safety features for rear occupants include adjustable headrests and seat belts with belt tensioners and force limiters on all outer seats. The GLB can accommodate up to four child seats – two iSize models in the second row and two ISOFIX seats in the optional third row. Front side airbags and window airbags on both sides are fitted as standard. These unfold like a curtain, covering a large area from the A-pillars to the D-pillars across the front and rear side windows. Side airbags for the rear row of seats are available as an option.

²⁰ Our driver assistance and safety systems are aids and do not relieve you of your responsibility as the driver. Please take note of the information in the Owner's Manual and the system limits which are described therein.

²¹ Future enhancements and features may be available via Over-the-Air (OTA) Updates.

²² The use of certain Digital Extras requires the continuous acceptance of the Terms of Use for Digital Extras and the Mercedes me ID Terms of Use in their respective current versions, the permanent pairing of the vehicle with the Mercedes-Benz user account, the consent to the storage and retrieval of necessary information to activate some Digital Extras within the paired vehicle and - where applicable - the activation of the Digital Extras. After the expiration of limited runtimes, Digital Extras can be extended for a fee in the Mercedes-Benz Store, provided that they are still offered for the respective vehicle at that time. Furthermore, there may be additional prerequisites or restrictions for the usage of some Digital Extras, such as a separate customer-owned contract with a third-party provider (e.g., streaming, conclusion of a data contract for "Comfort Data Volume", navigation functions), the activation of additional Digital Extras to secure full functionality or selected third-party products (e.g., smartphone, smartwatch). As an alternative to the "Comfort Data Volume" a customer-owned data volume (e.g., mobile hotspot) must be used depending on the generation of your multimedia system. Information on the personal data processed for the usage of Digital Extras can be found in the Privacy Notices for the Digital Extras. The connection of the communication module to the mobile network, including the emergency call system, depends on the respective network coverage and availability of the network providers. Please also refer to any instructions in your vehicle's operating manual.

The PRE-SAFE® preventative occupant protection system, included standard, can recognize critical driving situations at an early stage, provide warning and initiate precautionary protective measures. These include closing the windows and pre-tensioning the seat belts with reversible belt tensioners in certain critical driving situations before an imminent collision, or moving the front passenger seat into a more upright position. Preventive measures in the event of a detected impending accident also include preconditioning occupants' ears with PRE-SAFE® Sound.

Proven multi-stage high-voltage protection system and further developed battery monitoring system

Mercedes-Benz also places emphasis on the protection of the vehicle's high-voltage system, which includes the high-voltage battery and components it supplies power, such as the electric drive units and the air conditioning. Both the overall vehicle and the high-voltage battery, high-voltage (HV) lines and other HV components must meet strict Mercedes-Benz standards.

In the GLB, the battery housing is integrated into the crash concept as part of the vehicle structure. Additionally, Mercedes-Benz has taken comprehensive safety measures for the new generation high-voltage battery. These include appropriate spacing between the high-voltage battery cells as well as adaptations to the structure of the cells and cell modules. The enhanced monitoring system alerts occupants and also initiates further protective measures within the vehicle. These include automatically closing side windows and ventilation flaps.

Mercedes-Benz has implemented its multi-stage protection concept of high-voltage safety in the new GLB. This ensures there is no danger from electrical components to occupants, first responders and emergency services in the event of a collision. This concept is already proven itself in other Mercedes-Benz all-electric models – validated by Mercedes-Benz Accident Research. In the event of a severe collision, the high-voltage system is automatically shut down, with a distinction made between reversible and irreversible shutdown.

Reversible shutdown occurs in minor accidents in which restraint systems such as airbags are activated. If the driver attempts to restart the car after the automatic shutdown, an isolation measurement is automatically performed in the background. Once the vehicle's high-voltage monitoring systems can confirm that all components are functioning properly. Only in serious accidents in which additional restraint systems for the occupants are also activated is the high-voltage system irreversibly shut down. Irreversible means that only a specialist workshop can reactivate the vehicle.

During an automatic shutdown, the controlled discharge of the components ensures these pose no danger. Designated cut-off points allow first responders to manually de-energize the high-voltage system.

Comfort or sportiness at the touch of a button with DYNAMIC SELECT

On the suspension of the new GLB, the lower control arm comprises the transverse and thrust arms, both made of forged aluminum. As with a McPherson configuration, the strut guides the wheel and is directly connected to the steering knuckle. The third link, the tie rod, is part of the rack-and-pinion steering. The transverse steering gear is positioned in front of the wheel center, contributing to the precise steering response. The steering knuckle, connecting the lower control arm with the strut and supporting the wheel and brake system, is made of cast aluminum. In addition to lightweight construction, high camber stiffness was prioritized for this component, creating the best conditions for good steering response and low noise.

The rear axle features a newly developed multi-link suspension – a design used on higher model classes such as the E-Class and S-Class.

In combination with optional 20-inch wheels, the GLB comes available with a suspension with adaptive adjustable damping. Drivers can use DYNAMIC SELECT to change the vehicle's damping characteristics at the touch of a button. They can choose between Comfort mode with more comfortable damping characteristics and Sport mode for a sporty, firm suspension setup. Multiple sensors continuously monitor the suspension status, the driving situation and the driver's driving style, and adjust the damping individually for each wheel.

Modular architecture enables brilliant electric models and high-tech hybrids

All-electric models play a key role in implementing Mercedes-Benz's sustainable business strategy. However, the desires and mobility needs of customers in different regions of the world determine the pace of this transformation. Following the launch of the electric GLB, the new GLB will also be available as a hybrid with 48-volt technology and an electric motor integrated into the transmission. The modular architecture of the GLB model family allows Mercedes-Benz maximum flexibility in the drive concept and production.

Visually, the GLB hybrid closely resembles the electric model, allowing customers to choose between the two powertrains based on their lifestyle. One of the few distinguishing visual features of the GLB hybrid is the radiator grille with the Mercedes-Benz star pattern in chrome, framed as standard by an LED surround.

The highly efficient hybrid powertrain was developed by Mercedes-Benz engineers in Germany according to proven quality standards. The state-of-the-art combustion engine in the GLB hybrid will initially be available with 4MATIC all-wheel drive. Further details will be available in the future.

Hybrid models capable of electric driving and recuperation

The engine and transmission in the GLB hybrid are a compact design thanks to the cylinder spacing and the side-by-side arrangement of the electric motor. The electric motor, inverter and transmission form a highly integrated unit. A newly developed 48-volt battery with lithium-ion technology offers a usable capacity up to 1.3 kWh. Once again, the design is particularly compact: the battery cells and the DC/DC converter are integrated into the “flatpack.”

The electric motor provides intelligent support at all driving speeds and significantly improves acceleration, especially at low engine speeds. In city driving, when less than 27 hp is required for propulsion, the GLB hybrid can drive using only electric power. Electric gliding, i.e., efficient coasting with a decoupled drivetrain, is possible up to approximately 60 mph. Another special feature of the electric motor is the ability for recuperation in all eight gears, recovering up to 25 kW of energy.

The torque produced by the combustion engine and the electric motor are additive, enabling maximum torque to be available over a wide range of engine speeds. The combustion engine can be started entirely by the electric motor and disconnect clutch, eliminating the need for a conventional pinion starter. The start-stop function and switching between the two motors are almost imperceptible to the driver.

The electric motor, including the inverter, is integrated into a new, very compact eight-speed dual-clutch transmission (8F-eDCT). This development is called “eDCT” because the electric motor is integrated into the transmission, and control of the mechanical system is electrohydraulic. An electric motor serves both lines of the dual clutch. Power transmission and disconnection are achieved via two drive clutches and a disconnect clutch. The wide spread of the eight gear ratios also benefits efficiency, as it enables the engine to remain at optimal speeds.

New four-cylinder engine from the FAME engine family with Miller cycle combustion process

The combustion engine, developed by Mercedes-Benz, is a 1.5-liter four-cylinder gasoline unit. The engine, designated M 252, belongs to the Family of Modular Engines (FAME) and is suitable for a variety of vehicle applications.

Common features of the FAME engines include an all-aluminum crankcase with NANOSLIDE® technology and a cylinder head with a partially integrated exhaust manifold. The engines are also equipped with a turbocharger with a segmented turbine and switchable scroll connection. Other highlights include the compact charge-air path and the exhaust system mounted close to the engine in a one-box design, which is prepared for future emission standards. The electric refrigerant compressor with 48-volt technology, adopted from the M 256, reduces friction and allows the air conditioning to operate when the vehicle is stationary with engine off and during electric driving.

The engine uses a combustion process based on the Miller cycle for efficiency. The relatively early closing of the intake valves reduces throttling losses and allows a high compression ratio of 12:1. This design helps maximize efficiency, especially under partial load, which is very common in everyday driving. It also reduces NOx emissions.

The new engine-transmission unit has compact dimensions and is installed transversely between the steering knuckles. Another advantage is the exceptional NVH qualities (Noise, Vibrations, Harshness). The engine is fitted with an extensive NVH package of foams and covers to reduce sound radiation. The GLB also features a double-bulkhead concept, much like higher vehicle classes. Furthermore, the bulkhead insulation has been extended into the sides of the A-pillar and the floor.

MB.CHARGE Public: integrated digital charging service

With Digital Extra: MB.CHARGE Public²³ (formerly Mercedes me Charge), Mercedes-Benz bundles all public charging functions and offers numerous exclusive benefits to its customers. With just one charging contract²⁴ customers can access one of the world's largest charging networks and can charge in a familiar user-friendly way, regardless of the charging station operator.

In the electric GLB, authentication takes place via the Mercedes-Benz app, the MB.CHARGE Public RFID card or directly via Plug & Charge²⁵ at participating charging stations. Each charging process is automatically billed through MB.CHARGE Public. Mercedes-Benz also ensures maximum cost transparency at public charging stations. Before charging, users can view the specific costs per kilowatt-hour or per minute and the estimated total cost for a full charge on the vehicles MBUX display or in the Mercedes-Benz app.

Mercedes-Benz is continuously expanding the charging network through its own activities to build public charging infrastructure worldwide. Around 45,000 charging points will be created by the end of the decade through the global Mercedes-Benz Charging Network and the joint ventures IONITY, IONNA and IONCHI in Europe, North America and China. These will also be accessible via MB.CHARGE Public.

Green Charging: Mercedes-Benz is committed to charging with renewable energy

Green Charging is an integral part of MB.CHARGE Public in Europe, Canada and the U.S. If renewable energy is not yet available at the respective charging station, Green Charging employs renewable electricity certificates. to ensure an equivalent amount of electricity from renewable sources is fed into the grid for each charge. These certificates are sourced from certified energy generation plants²⁶ that are less than six years old²⁷. Wherever possible, the green electricity certificates are purchased and redeemed in the same country where the customer charges, supporting the growth of renewable energy.

Starting with the new generation of electric vehicles, Mercedes-Benz is extending its Green Charging initiative to private households. With intelligent home charging solutions, customers can increase the share of renewable energy when charging their electric vehicles via a wallbox and reduce their carbon footprint.

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²⁴ In order to use the MB.CHARGE Public digital extra, a separate customer charging contract with a selected third-party provider is required.

²⁵ With Plug & Charge, the charging process starts when the charging cable is plugged in. The vehicle communicates the charging contract data directly to the charging station. This requires an MB.CHARGE Public charging contract, which is used for billing.

²⁶ EKOenergy in Europe, Green-e in North America

²⁷ Guaranteed in all countries except the United Kingdom and Poland.

Stunning: character with understated charm

Design and aerodynamics

- Confident appearance thanks to a longer vehicle wheelbase
- Radiant front panel with illuminated Mercedes-Benz pattern
- Optional SKY CONTROL panoramic roof offers unique view of starry night sky
- Available floating MBUX Superscreen among key interior highlights
- Purist design and modern styling
- Excellent aerodynamic and aeroacoustic properties

At the front of the GLB, the eye-catching grille with illuminated Mercedes-Benz pattern reinterprets the classic chrome grille. Seamlessly integrated, this design element features the large iconic Mercedes-Benz star and a total of 94 chrome-effect stars, creating a distinctive brand signature. The illuminated radiator grille welcomes and bids farewell to customers with various animations. The central Mercedes-Benz star is also fully illuminated.

Passengers benefit from the larger dimensions, including more rear legroom. At the same time, the exterior is even more confident. Powerful SUV proportions with an upright front and steep windshield, as well as short overhangs, characterize the profile of new GLB. A wide track and flush-mounted wheels, available in up to 20-inch sizes, together with the muscular vehicle shoulders, give the GLB a strong visual presence. The compact exterior mirrors on the edge of the body and the optional flush-fitting exterior door handles blend harmoniously into the side of the vehicle. Wheel arch surrounds and visual underride guards at the front and rear emphasize the rugged nature of the SUV. The pillared roof rails offer further versatility.

The clean, surface-oriented exterior design and reduced lines contribute to the sporty and modern appearance of the new GLB. Muscular vehicle shoulders with striking interplay of light and shadow emphasize the athletic character, while high-quality chrome trim elements underscore the positioning of the vehicle.

Standard high-performance LED headlights, connected by a light band, provide a striking, emotional appearance both day and night. The innovative star design contributes to the unmistakable brand identity. The headlights feature the Mercedes-Benz star as a chrome-plated design element. With the optional LED Intelligent Light System, the daytime running lights are designed in the shape of the Mercedes-Benz star.

The taillights also feature a star-design and are connected by a fully illuminated design element, which emphasizes the modernity and width of the rear of the vehicle. On vehicles equipped with the optional LED Intelligent Light System, the element features welcome and farewell animations. The license plate is integrated into the rear bumper.

Large panoramic roof with optional SKY CONTROL

The large panoramic roof, equipped standard, sets a new benchmark for the segment and creates an exceptional feeling of space. It is constructed from heat-insulating laminated safety glass with an infrared-reflecting and a low-emissivity (LowE) coating on the inside. This serves as heat protection for the cabin in warm weather. In the winter, the LowE coating reduces heat loss by reflecting the interior heat back into the cabin. At approx. 200 nanometers, the coating is thinner than a human hair, which has a diameter of approximately 50,000 nanometers.

With the new optional SKY CONTROL panoramic roof, the transparency of the glass can be changed segment by segment in 10 to 20 milliseconds. Customers can switch between transparent for a clear view above and opaque (milky) for improved glare protection in direct sunlight. SKY CONTROL is operated via a corresponding

menu on the vehicle's central display, where a roof symbol with the segments is shown. The individual sections can be tapped and selected if a customized pattern is desired. Alternatively, there are three preset settings – “clear,” “opaque” and the “motif” striped pattern.

Ambient lighting with an illuminated starry sky is also available for SKY CONTROL panoramic roof. 158 stars are integrated into the glass surface, which can be illuminated in any color of the vehicle's ambient lighting. The light is fed in from the front via LED modules. The starry sky is almost invisible during the day. But at night, it surprises with a unique visual experience, especially for the rear passengers. In combination with the new light signature at the front and rear, the illuminated glass roof gives the GLB an appearance unlike any other vehicle.

Ultra-modern, elegant ambience

The previous sculptural interior design has been replaced by a minimalist concept with a focus on individual iconic high-tech elements. The design is reduced to the essentials and conveys an ultra-modern, elegant ambience.

A key highlight of the interior is the optional floating MBUX Superscreen, which extends across the entire interior width of the interior with a 10.25-inch driver display, 14-inch central display and 14-inch front passenger display behind a glass surface. Models without the MBUX Superscreen.

Round climate control air vents at each end of the MBUX Superscreen offer a sporty high-tech look. The outer rings, finished in Silver Shadow, appear to float in front of the conical-shaped form. The center nozzle with flat central vent replaces traditional vent louvers.

Another highlight of the interior design is the doors with a concave base that recedes into the background. The large, floating door center panels integrate an open storage compartment. The pull handle with its classic tubular design has a powerful and sporty look.

The floating center console also impresses. It elegantly connects to the optional MBUX Superscreen and features a large, three-dimensional trim element that is available in a variety of luxurious finishes. The trim element integrates cupholders and a smartphone storage compartment with optional wireless charging.

The new steering wheel is designed to be even more ergonomic and intuitive to operate. By popular demand based on customer feedback, Mercedes-Benz has reintroduced the control concept with a rocker switch for Digital Extra: Distance Assist DISTRONIC²⁸ as well as a roller for volume control. The capacitive switch panels are seamlessly integrated and offer tactile aids for better orientation.

A world of modern colors and materials

An attractive and versatile range of colors and materials underlines the brand's commitment to exceptional design and striking features. The selection includes, for example, new Liquid Crystal Green and Sky Blue Metallic paints and a new upholstery fabric with a pearl effect in Black/Clean White Pearl. The trim elements are available in open-pore wood, brushed aluminum, an anodized-look coating and a natural fiber finish.

²⁸ The use of certain Digital Extras requires the continuous acceptance of the Terms of Use for Digital Extras and the Mercedes me ID Terms of Use in their respective current versions, the permanent pairing of the vehicle with the Mercedes-Benz user account, the consent to the storage and retrieval of necessary information to activate some Digital Extras within the paired vehicle and - where applicable - the activation of the Digital Extras. After the expiration of limited runtimes, Digital Extras can be extended for a fee in the Mercedes-Benz Store, provided that they are still offered for the respective vehicle at that time. Furthermore, there may be additional prerequisites or restrictions for the usage of some Digital Extras, such as a separate customer-owned contract with a third-party provider (e.g., streaming, conclusion of a data contract for "Comfort Data Volume", navigation functions), the activation of additional Digital Extras to secure full functionality or selected third-party products (e.g., smartphone, smartwatch). As an alternative to the "Comfort Data Volume" a customer-owned data volume (e.g., mobile hotspot) must be used depending on the generation of your multimedia system. Information on the personal data processed for the usage of Digital Extras can be found in the Privacy Notices for the Digital Extras. The connection of the communication module to the mobile network, including the emergency call system, depends on the respective network coverage and availability of the network providers. Please also refer to any instructions in your vehicle's operating manual.

Greater range thanks to excellent aerodynamics

Aerodynamic performance plays a key role, especially in electric vehicles. Low air resistance ensures greater efficiency, which makes a noticeable difference – even a 0.01 reduction of the drag coefficient can increase the range on long journeys by approximately 2.5 percent. With a c_d value of 0.28, the electric GLB achieves an excellent value in its segment. Although its frontal area ($A = 2.6 \text{ m}^2$) is slightly larger than that of its predecessor, the air resistance, calculated as the product of the c_d value and the frontal area, is lower. The aerodynamic component of driving resistance is therefore reduced.

In addition to the aerodynamically favorable exterior dimensions, the most important measures include streamlined front and rear fascia, sealing of joints in the front end, an advantageous design of the A-pillars and exterior mirrors, a smooth, almost completely enclosed underbody, aerodynamically optimized wheels and tires, and adapted front and rear wheel spoilers.

Crucial to long-distance comfort: aeroacoustics

In aeroacoustic development, Mercedes-Benz emphasizes two key areas. As little noise as possible should be generated at the source, i.e., when air flows around the vehicle's outer skin. In the early development phase of a new model, the engineering team begins to design the geometry dimensions that are particularly relevant for this, for example on the A-pillars and exterior mirrors. Artificial heads and directional microphones are used to locate the smallest weak points, which are then eliminated using the best possible technical solutions.

The quality of the sealing and sound insulation makes a decisive contribution to ensuring unavoidable wind noises are eliminated or minimized in the interior. Wind-tight door and window seals contribute to the low interior wind noise in the new GLB. In addition, optional noise-insulating laminated glass on the front side windows is available.

Mercedes-Benz also specifically investigates the psychoacoustical relevant effects and the localizability of wind noises. Based on tests with test subjects, the company's experts have even defined their own target index. Its weighted metrics cover the entire frequency spectrum of human hearing.

Measurements are usually carried out in the wind tunnel with binaural artificial heads. There, microphones sit in simulated ear canals, which allows for ear-accurate recordings. Depending on the phenomenon being investigated, the artificial heads sit in the driver's seat or other seats in the vehicle. The measurement results then provide a realistic indication of how loud or quiet, disturbing or pleasant passengers perceive noise in the interior.

Intuitive: a new world of comprehensive digital experiences

MB.OS, MBUX and immersive sound systems

- MB.OS supercomputer controls all vehicle functions of the new GLB
- Over-the-air updates of the entire vehicle software, including advanced driver assistance systems
- New generation MBUX provides an even more intuitive and personalized customer experience
- New MBUX Virtual Assistant with artificial intelligence from Google and Microsoft
- Holistic 'sound experience' with up to six soundscapes

The Mercedes-Benz Operating System (MB.OS) transforms the GLB into an intelligent companion that thinks, learns and evolves with its driver. Just as the human brain orchestrates thoughts, senses and actions, MB.OS integrates and controls every aspect of the vehicle – from infotainment and advanced driver assistance systems to comfort features and charging.

MBUX Virtual Assistant: intelligent, easy to talk to and empathetic, like a friend

With generative AI, the new MBUX Virtual Assistant revolutionizes the relationship between vehicle and driver. It represents the next evolutionary step of the MBUX voice assistant and goes far beyond responding to commands. The MBUX Virtual Assistant enables complex, multi-turn conversations – like one has with a friend – and has short-term memory. A multi-agent approach makes this possible. Depending on the context – whether navigation, points of interest-related or knowledge-based questions – the system accesses different sources within the same conversation. Multiple agents combine the collective knowledge of the internet and respond to the query autonomously. The MBUX Virtual Assistant can also retain context, which means users can continue conversations and retrieve information during a journey. Customers can activate the MBUX Virtual Assistant with the familiar “Hey Mercedes” keyword or, using the “just talk” function without a keyword when the driver is alone in the vehicle with this function activated.

ChatGPT4o and Microsoft Bing Search operate as agents in the area of knowledge to answer questions like: “Hey Mercedes, when does cherry blossom season start in Japan?” – “And when does it start in Germany?”. Users can speak naturally. For instance, the virtual assistant can answer questions like “Hey Mercedes, what is a black hole? Explain it in a way a child can understand.”

Thanks to Google Cloud’s Automotive AI Agent, the MBUX Virtual Assistant is also well-versed in navigation-related questions. The agent, developed with Gemini via Vertex AI, is specifically tailored to the automotive industry. It can access information from the Google Maps platform to provide users with personalized answers to questions about navigation and points of interest. For example, it can respond with suggestions to the question: “Hey Mercedes, I have a date today. Do you have any ideas for something special to do around here?”

The third agent is well-versed in questions about the customer’s own vehicle. It can assist with questions like: “Can I charge my car with the electrical outlet at home?”

The virtual assistant is always present on the Zero Layer as a “living” avatar in the form of the Mercedes star. In the default setting, it is blue or silvery blue with AMG Line. The colors in the avatar represent the emotions of the Virtual Assistant. For example, it reacts positively to “thank you” (green) or shows joy when telling a joke (colorful). With various animations, the virtual assistant also indicates whether it is currently speaking, listening or processing information. Movement, brightness, intensity and color interact seamlessly to communicate intuitively with vehicle occupants.

In addition to the star avatar, there are two new representations of intelligence. The first is a human-like avatar, which emerges from a condensing cloud of stars. It embodies intelligence in a technologically futuristic manner. The second new avatar, nicknamed “LittleBenz,” with its expressive face, allows for an even stronger connection. Its lively form invites inspiring interaction.

Individual entertainment for the front passenger

With the optional MBUX Superscreen, the new GLB offers the front passenger a 14-inch screen for individual entertainment. The growing portfolio of apps²⁹ includes video streaming platforms such as Disney+^{30,31}, which offers a wide range of films and series from Disney, Pixar, Marvel, Star Wars, 20th Century Studios, FX, Searchlight Pictures and National Geographic. The video streaming platform RIDEVU³⁰ from Sony Pictures Entertainment is also available. Numerous safety precautions, such as eye-tracking technology, ensure the driver is not distracted.

Music enjoyment with greater spatiality and depth

A Burmester® 3D Surround Sound System is available as an option. With Digital Extra: MBUX Entertainment Package³², Dolby Atmos® provides an incomparable multidimensional music experience. The system comprises 16 speakers and an 850-watt amplifier. For the first time in the GLB, the covers of the tweeters and mid-range speakers are finished in silver chrome, further elevating the interior.

With the Burmester® 3D Surround Sound System, Mercedes-Benz has recreated the spacious feel of a larger vehicle with immersive 3D sound. Together with experts from the Fraunhofer Institute for Digital Media Technology (IDMT) in Ilmenau and from Burmester, the team has optimized the room acoustics. Spatial Sound Wave is the name of the IDMT algorithm that gives the overall sound significantly more spatiality and depth.

In the MBUX sound menu, customers can vary the spatiality in 10 stages using a slider in the “3D Sound” menu in the central multimedia display. The visual representation is particularly striking: a circle floats above the stylized interior in the form of an aura. The more spatiality is selected for the 3D sound, the larger the inner circle becomes.

Automatic seat recognition for focused sound

Overall, the Burmester® 3D Surround Sound System has been significantly improved compared to its predecessor. It features additional three-way speakers in the doors, a coaxial center speaker in the instrument panel and 3D speakers in overhead control area, among other improvements. The premium sound system also features the Dolby Atmos® immersive sound experience and sound personalization, in conjunction with Digital Extra: MBUX Entertainment Package³².

The system is also able to intelligently direct audio to specific areas of the vehicle using the sound-zone setting. For example, the driver can direct audio content exclusively to second seat row passengers, while others enjoy a peaceful ride.

²⁹ A personal Mercedes me ID and agreement to the Terms of Use for the Mercedes-Benz Digital Extras are required to use the services. In addition, the vehicle must be paired with the corresponding user account.

³⁰ A personal Mercedes me ID and agreement to the Terms of Use for the Mercedes-Benz Digital Extras are required to use the services. In addition, the vehicle must be paired with the corresponding user account. Features also require active MBUX Entertainment Package and data plan. Digital Extra: MBUX Entertainment Package is required.

³¹ Available to current Disney+ subscribers. Disney+ account and active subscription required.

³² The use of certain Digital Extras requires the continuous acceptance of the Terms of Use for Digital Extras and the Mercedes me ID Terms of Use in their respective current versions, the permanent pairing of the vehicle with the Mercedes-Benz user account, the consent to the storage and retrieval of necessary information to activate some Digital Extras within the paired vehicle and - where applicable - the activation of the Digital Extras. After the expiration of limited runtimes, Digital Extras can be extended for a fee in the Mercedes-Benz Store, provided that they are still offered for the respective vehicle at that time. Furthermore, there may be additional prerequisites or restrictions for the usage of some Digital Extras, such as a separate customer-owned contract with a third-party provider (e.g., streaming, conclusion of a data contract for "Comfort Data Volume", navigation functions), the activation of additional Digital Extras to secure full functionality or selected third-party products (e.g., smartphone, smartwatch). As an alternative to the "Comfort Data Volume" a customer-owned data volume (e.g., mobile hotspot) must be used depending on the generation of your multimedia system. Information on the personal data processed for the usage of Digital Extras can be found in the Privacy Notices for the Digital Extras. The connection of the communication module to the mobile network, including the emergency call system, depends on the respective network coverage and availability of the network providers. Please also refer to any instructions in your vehicle's operating manual.

In addition, the sound image can also be optimized specifically for the driver's seat or both the first and second row of seats (focused setting). A new feature here is auto-selection, in which the system uses seat-belt detection to determine how many occupants are on board and adjusts the sound focus accordingly. Auto-selection is automatically activated in default mode.

The standard sound system in the GLB has also been upgraded with an additional center speaker. New functions such as the sound zone described above and two-stage adjustable bass characteristics have also been added. This means the new spatiality can now also be experienced in a reduced form in the standard sound system for the first time.

Holistic “SoundExperience”

Mercedes-Benz offers a holistic “SoundExperience” with various soundscapes that allow for an individual acoustic setup. “SoundExperience” can be conveniently selected as an app in the app grid. The range includes “Silver Waves,” “Vivid Flux,” “Serene Breeze” and “Roaring Pulse” (with AMG Line) as well as two new soundscapes:

- “Fractal Fusion” embodies a hedonistic, futuristic lifestyle, combining nostalgic sounds from 80s arcade games and synthwave music with modern, vibrant synthesizer textures.
- “Granular Fuzz” offers an expressive, organic style that emphasizes simplicity and straightforwardness. This sound combines fat guitar tones, epic orchestral soundtrack elements and post-apocalyptic electronic effects.

Customers can also experience “SoundExperience” when the vehicle is parked. It changes start-up, shutdown and welcome sounds in the interior, while locking and unlocking are accompanied by an event sound and the Aura soundscape. There is also a charging plug sound that confirms the proper connection and disconnection of the vehicle at a charging station. Once the vehicle is ready to start, the driver can use the accelerator pedal to generate simulated “revs” while the vehicle is stationary.

“SoundExperience” is available in every electric GLB model, regardless of the performance level and audio system. The AVAS pedestrian warning tone can be set to one of two levels: discreet and distinctive. Instead of the conventional warning tone when reversing, the electric SUV uses an optimized driving sound.

MBUX Surround Navigation

Integrated visual communication also reaches a new dimension with MBUX Surround Navigation. Thanks to the deeply integrated architecture of MB.OS, the advanced navigation system displays a real-time view of the vehicle and its surroundings. The system seamlessly combines the driver assistance view with a 3D representation of the vehicle's surroundings and route guidance on the driver display. It shows other road users such as cars, bicycles, motorcycles and pedestrians. The integration of information into the driver display using 3D game engine graphics provides an extremely intuitive overview.

Drivers benefit from improved situational awareness. The display of route guidance in an environmental representation is particularly helpful in busy city traffic. Customers can see early on what lies ahead, such as behind the next turn. Buildings and other infrastructure are easily and quickly recognizable. The system also provides an integrated view of the vehicle status through real-time virtual reality visualization, including illumination of direction indicators, headlights and open doors/trunk.

Intelligent navigation with tailor-made route guidance from Google Maps

The navigation experience in the new GLB is based on Google Maps³³. The unique navigation system offers customers the best of both worlds: core services from Google Maps as a recognized benchmark and the trusted user interface from Mercedes-Benz. This offers the familiar Mercedes-Benz services for charging and parking. Developed in partnership by Google and Mercedes-Benz, the navigation solution is one of the first systems to integrate Google Cloud's new Automotive AI Agent for in-vehicle use with Google Maps.

Digital Extra: MBUX Navigation with Electric Intelligence³⁴ plans the fastest and most convenient route, including charging stops, based on numerous factors. It also dynamically responds to traffic jams or changes in driving style. Mercedes-Benz is continuously developing the energy forecast for Navigation with Electric Intelligence. In the future, predicted wind conditions along the road will be accounted for even more accurately based on vehicle height.

To determine the route, the system calculates energy demand by taking into consideration topography, route profile, ambient temperature, speed, heating and cooling needs. Other factors include the traffic situation as well as availability and charging speed of charging stations on the planned route. The calculation takes place in the cloud and is combined with onboard data.

The intelligent navigation recognizes when a charging stop is necessary and plans it automatically to optimize overall travel time. In some instances, two short charging stops with higher charging capacity may be more beneficial than one longer stop. Additionally, Digital Extra: MBUX Navigation with Electric Intelligence³⁴ automatically adjusts the vehicle's charging settings and optimizes for fast charging along the route. This includes preconditioning the high-voltage battery to ensure it is at the optimum temperature for DC fast charging at the proper time. The system also provides customers with energy-saving tips.

Mercedes-Benz is the first automaker to introduce an integrated reservation function³⁵ for charging stations at Mercedes-Benz charging hubs. In the U.S., Mercedes-Benz customers can use the Digital Extra: MB.CHARGE Public³⁶ integrated charging service to reserve a charging station in advance at select Mercedes-Benz charging hubs. When route guidance using Navigation with Electric Intelligence is active, the vehicle automatically makes the reservation 15 minutes before reaching the charging station.

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³³ A personal Mercedes me ID and agreement to the Terms of Use for the Mercedes-Benz Digital Extras are required to use the services. In addition, the vehicle must be paired with the corresponding user account.

³⁴ With just one charging contract, customers have access to one of the largest charging networks in the world and can always charge in the familiar, user-friendly way – regardless of the charging station operator. The use of certain Digital Extras requires the continuous acceptance of the Terms of Use for Digital Extras and the Mercedes me ID Terms of Use in their respective current versions, the permanent pairing of the vehicle with the Mercedes-Benz user account, the consent to the storage and retrieval of necessary information to activate some Digital Extras within the paired vehicle and - where applicable - the activation of the Digital Extras. After the expiration of limited runtimes, Digital Extras can be extended for a fee in the Mercedes-Benz Store, provided that they are still offered for the respective vehicle at that time. Furthermore, there may be additional prerequisites or restrictions for the usage of some Digital Extras, such as a separate customer-owned contract with a third-party provider (e.g., streaming, conclusion of a data contract for "Comfort Data Volume", navigation functions), the activation of additional Digital Extras to secure full functionality or selected third-party products (e.g., smartphone, smartwatch). As an alternative to the "Comfort Data Volume" a customer-owned data volume (e.g., mobile hotspot) must be used depending on the generation of your multimedia system. Information on the personal data processed for the usage of Digital Extras can be found in the Privacy Notices for the Digital Extras. The connection of the communication module to the mobile network, including the emergency call system, depends on the respective network coverage and availability of the network providers. Please also refer to any instructions in your vehicle's operating manual.

³⁵ The reservation function is currently available at select Mercedes-Benz charging stations in Germany and the U.S. Further rollouts are planned for 2025, with the long-term goal of establishing around 10,000 charging points by the end of the decade. Mercedes-Benz is initially offering the reservation option free of charge as part of Digital Extra: MB.CHARGE Public. Mercedes-Benz reserves the right to charge for reservations in the future.

³⁶ With just one charging contract, customers have access to one of the largest charging networks in the world and can always charge in the familiar, user-friendly way – regardless of the charging station operator. The use of certain Digital Extras requires the continuous acceptance of the Terms of Use for Digital Extras and the Mercedes me ID Terms of Use in their respective current versions, the permanent pairing of the vehicle with the Mercedes-Benz user account, the consent to the storage and retrieval of necessary information to activate some Digital Extras within the paired vehicle and - where applicable - the activation of the Digital Extras. After the expiration of limited runtimes, Digital Extras can be extended for a fee in the Mercedes-Benz Store, provided that they are still offered for the respective vehicle at that time. Furthermore, there may be additional prerequisites or restrictions for the usage of some Digital Extras, such as a separate customer-owned contract with a third-party provider (e.g., streaming, conclusion of a data contract for "Comfort Data Volume", navigation functions), the activation of additional Digital Extras to secure full functionality or selected third-party products (e.g., smartphone, smartwatch). As an alternative to the "Comfort Data Volume" a customer-owned data volume (e.g., mobile hotspot) must be used depending on the generation of your multimedia system. Information on the personal data processed for the usage of Digital Extras can be found in the Privacy Notices for the Digital Extras. The connection of the communication module to the mobile network, including the emergency call system, depends on the respective network coverage and availability of the network providers. Please also refer to any instructions in your vehicle's operating manual.

About Mercedes-Benz USA

Mercedes-Benz USA (MBUSA), headquartered in Atlanta, is responsible for the distribution, marketing and customer service for all Mercedes-Benz products in the United States. MBUSA offers drivers the most diverse lineup in the luxury segment with 18 model lines ranging from the sporty GLA SUV to the flagship S-Class and the dynamic all-electric vehicles from Mercedes-Benz. MBUSA is also responsible for Mercedes-Benz Vans in the U.S. More information on MBUSA and its products can be found at www.mbusa.com and www.mbvans.com. To learn more about all Mercedes-Benz entities in North America, visit group.mercedes-benz.com/northamerica.

Accredited journalists can visit our media site at media.mbusa.com.

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