



Mercedes-Benz

Press Information

November 25, 2025

Mercedes-Benz USA Announces Pricing for All-New Electric CLA

Atlanta. The all-new electric CLA is the first in a completely new family of Mercedes-Benz vehicles and the most intelligent model from the brand to date. The compact sedan sets new standards with intuitive technologies, striking design, enhanced comfort and up to 374 miles (EPA) of electric range. Starting from \$47,250¹, the highly anticipated 2026 Mercedes-Benz CLA will celebrate its U.S. press launch in December, with the first vehicles hitting U.S. roads shortly after and the volume progressively ramping up through the first quarter of 2026.

Powered by an advanced 800-volt electric architecture, the new CLA maximizes performance, efficiency and can significantly reduce charging times. With DC fast charging up to 320 kW, it is possible to add 100 miles of range in just five minutes² and up to 202 miles of range in as little as 10 minutes².

The sporty exterior design of the new CLA impresses with its sleek fastback silhouette, sculpted details and powerful GT rear design. At the front of the vehicle, a stunning iconic grille with 142 individually illuminated stars and a central illuminated Mercedes-Benz star comes standard. This is complimented by the standard High Performance LED headlights with its star reflector design or the optional LED Intelligent Light System, featuring a star daytime running light signature. Optional flush-fitting power exterior door handles, included in the Exclusive and Pinnacle Trims, further enhance the sporty exterior and contribute to optimized aerodynamics.

Customers can personalize the exterior of the CLA with eight exterior paints, including two new colors – Liquid Crystal Green and Sky Blue Metallic, an optional Night Package and a variety of aerodynamic 17-, 18- and 19-inch wheel designs. The AMG Line and AMG Line Plus with Night Package are also available for an even more dynamic appearance.

Numerous opportunities for personalization continue through to the interior of the CLA. MB-Tex/Microfiber, MB-Tex and leather upholsteries are available in a diverse range of styles, in addition to open-pore wood, aluminum and natural fiber trim finishes. The all-new optional MBUX Superscreen features a 10.25-inch driver display, 14-inch central display and an additional 14-inch display for the front passenger – behind a large glass surface. The optional Burmester® 3D Surround Sound System (16 speakers, 850-watts) further elevates the in-car entertainment experience with Dolby Atmos® technology and sound personalization.

The new CLA comes standard with the most comprehensive suite of advanced driver assistance systems for the compact model series to date including, Digital Extra: Distance Assist DISTRONIC³, Blind Spot Assist Plus with Exit Warning, Evasive Steering function, Lane Keeping function and more. The optional Digital Extra: MB.DRIVE ASSIST³ package compliments the standard systems with Digital Extras: Steering Assist and Lane Change Assist.

At a Glance: Trim Levels and Standard Features at a Glance

Standard Features	Exclusive Trim	Pinnacle Trim
Highlights Include: - Next Generation MBUX Infotainment: Powered by MB.OS - MBUX Profile Identification via Facial Recognition - Heated Power Front Seats with Four-Way Power Lumbar Support and Memory - Digital Extras³: - Distance Assist DISTRONIC - MBUX Navigation with Electric Intelligence (7 yrs) - Wireless Smartphone Integration - Fixed Panoramic Glass Roof - High Performance LED Headlights - Blind Spot Assist Plus with Exit Warning - Lane Keeping Function - PRE-SAFE - PRE-SAFE Sound	Highlights Include: - All Standard Features - Flush-Fitting Power Door Handles - KEYLESS-GO - Digital Extra: MB.DRIVE PARKING ASSIST³ - Dual-Zone Automatic Climate Control 64-Color Ambient Lighting - Wireless Smartphone Charging in Front Console - Rear Seat Armrest w/ Cupholders	Highlights Include: - All Standard and Exclusive Trim Features - MBUX Superscreen - Digital Extras³: - MB.DRIVE PARKING ASSIST 360 - Digital Vehicle Key - MBUX Entertainment Package (1 yr) - LED Intelligent Light System - Head-Up Display - HANDS-FREE ACCESS - KEYLESS-GO Convenience Package - Power Closing Trunk - Illuminated Door Sills

At a Glance: Technical Specs

	2026 Mercedes-Benz CLA 250+ with EQ Technology	2026 Mercedes-Benz CLA 350 4MATIC with EQ Technology
MSRP	\$47,250 ¹	\$49,800 ¹
Powertrain	Rear Permanently Excited Synchronous Electric Motor	Dual Permanently Excited Synchronous Electric Motors with Front Disconnect Unit
Drive config.	Rear-Wheel Drive	4MATIC All-Wheel Drive
Output	268 hp	349 hp
Torque	247 lb-ft	380 lb-ft
Battery capacity	85 kWh (usable)	85 kWh (usable)
Charging capacity	DC: 320 kW / AC: 9.6 kW	DC: 320 kW / AC: 9.6 kW
DC charging time	22 min (10-80% SOC)	22 min (10-80% SOC)
Electric range (EPA)	Up to 374 mi	312 mi
0-60 mph	6.6 sec (est.)	4.8 sec (est.)
Top speed	130 mph (electronically limited)	130 mph (electronically limited)

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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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¹ Above pricing excludes \$1,250 destination and delivery charge

² At DC fast charging stations with 500 amps. Charging times based on DC fast charging up to 320 kW under optimal conditions. Actual times may vary depending on charger capability, battery temperature, and state of charge.

³ 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.