



Mercedes-Benz

Press Release
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Mercedes-Benz USA Awarded for Impactful Child Injury Prevention Efforts

- Mercedes-Benz USA (MBUSA) was awarded the Safe Kids Champion for Children Award by Safe Kids Worldwide.
- The company's dedication through events and education made a significant impact on child injury prevention efforts, impacting tens of thousands of families nationwide.
- Safe Kids Worldwide is part of MBUSA's corporate social responsibility initiative, "Driving Your Future," which focuses on education and safety programs to empower the next generation.

Atlanta – On Friday, Mercedes-Benz USA (MBUSA) received the Safe Kids Champion for Children Award at [The Safe Kids Worldwide Childhood Injury Prevention Convention \(PrevCon\)](#). This award recognizes an individual, business, government agency, or organization that has made a significant impact in the field of child injury prevention. Vehicle safety has been a cornerstone of Mercedes-Benz since its inception, and MBUSA has carried this legacy forward into meaningful community initiatives — efforts that are proudly reflected in this prestigious recognition.

Since 2022, MBUSA and Safe Kids Worldwide have positively impacted nearly 81,000 families, distributed more than 43,000 safety devices (including car seats, helmets, reflective gear and more), shared educational resources across the country, and assembled and provided roughly 15,000 safety kits to children. Additionally, in a joint effort with Scholastic, MBUSA and Safe Kids Worldwide launched the children's book, *Clifford Takes a Ride*, educating children and caregivers about passenger and pedestrian safety. More than 30,000 free copies of *Clifford Takes a Ride* were distributed to children and families in 52 cities across 19 states.

"Mercedes-Benz USA is honored to receive this award from Safe Kids Worldwide and grateful that it recognizes the impact of our safety programs, which remain a crucial component of our Driving Your Future initiatives designed to empower the next generation and keep them safe. Safety has always been a core value central to the Mercedes-Benz brand, and we are proud to carry that legacy forward through our partnership with Safe Kids Worldwide to ensure a meaningful impact in communities across the U.S."

Adam Chamberlain, President & CEO, Mercedes-Benz USA

PrevCon is the largest gathering of safety professionals in the world, dedicated solely to the field of childhood injury prevention. It brings together leading experts, advocates, academics, and partners to share best practices and experiences with the aim of increasing a collective impact.

"MBUSA has been a wonderful partner in our shared mission to reach new families with safety information and resources to prevent traffic and pedestrian injuries and deaths. We are proud to recognize MBUSA with our

Champion for Children Award and look forward to continuing our working together to ensure every child has the chance to grow up in a safe environment.”

Torine Creppy, President, Safe Kids Worldwide

As part of MBUSA's corporate social responsibility program, “Driving Your Future,” the company is committed to supporting educational programs that empower the next generation. Events including “Camp MBUSA,” “I’m a Mercedes Safe Kid,” and “Clifford Takes a Ride” provide hands-on safety training that equip attendees with vital learnings and resources. MBUSA also proudly collaborates with its dealer partners to bolster car seat safety and educate caregivers around the country.

For more information on Mercedes-Benz USA's safety initiatives, please visit: <https://www.mbusa.com/en/about-us#corporate-social-responsibility>

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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 <https://group.mercedes-benz.com/northamerica/>.

Driving Your Future is Mercedes-Benz USA's corporate social responsibility initiative to support educational programs that empower the next generation. As part of our commitment to positively impact communities where employees live and work, MBUSA has partnered with Safe Kids Worldwide and Junior Achievement USA to create and support programs focused on technology and sustainability, career readiness, and injury prevention to help the next generation succeed. To learn more about Driving Your Future, please visit MBUSA.com/CSR.

About Safe Kids Worldwide®

Safe Kids Worldwide is a nonprofit organization working to reduce unintentional injuries to children ages 0-19 and building sustainable systems that support injury prevention. Safe Kids works with strategic partners and an extensive network of more than 400 coalitions in the U.S. to reduce traffic injuries, drownings, sleep-related deaths, falls, burns, poisonings, and more. Learn more at safekids.org.

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