



Mercedes-Benz

Press Information

September 8, 2025

“Welcome home.” - Experience Mercedes-Benz at IAA MOBILITY 2025

- An exclusive ‘Pre-Night’ event on the eve of the show celebrated the world premiere of the all-new electric Mercedes-Benz GLC
- Show premieres of the record-breaking CONCEPT AMG GT XX and camouflaged prototype of the all-electric VLE
- Behind-the-scenes insights into the MANUFAKTUR program at Studio Odeonsplatz, showcasing individualization and craftsmanship with the Mercedes-AMG S 63 E PERFORMANCE
- “Welcome home.” brand promise is the guiding principle that ensures every Mercedes-Benz creates the same special feeling – familiar, intuitive and unmistakably yours

Munich/Stuttgart. CEO Ola Källenius unveiled a new chapter in the illustrious history of Mercedes-Benz today. Embodying this vision is the all-new electric GLC that redefines the benchmark for its segment with iconic design and digital intelligence. It is modern yet reassuringly familiar – a true Mercedes-Benz in every sense. The all-new electric GLC was revealed during the “Pre-Night” event on the eve of the show at the Mercedes-Benz Pavilion on Apothekenhof at the Munich Residence.

“With the new electric GLC, the biggest product-launch program in our company’s history continues to gain momentum. We’re not just introducing a new model – we’re electrifying our top seller. It will feature a bold new design language, cutting-edge technology, our MB.OS operating system and performance that sparks excitement. The all-new GLC is comfort, dynamics, efficiency and intelligence in perfect harmony.”

Ola Källenius, Chairman of the Board of Management, Mercedes-Benz Group AG

World premiere of the all-new electric GLC: Effortlessly uncompromising

Building on the success story of the best-selling GLC, Mercedes-Benz is expanding its lineup with a new electric variant. The Mercedes-Benz GLC 400 4MATIC with EQ Technology, which has a range of up to 713 kilometers¹, will be available at market launch. The electric GLC is the first member of a new vehicle family and redefines the face of the brand with a newly designed grille. It impresses with exceptional range, efficiency and fast charging, as well as sets new standards in its class for design, value, versatility and spaciousness. The electric GLC seamlessly combines the elegant sophistication typical of Mercedes-Benz with state-of-the-art electric drive technology and intuitive software. It also effortlessly adapts to a wide range of customer needs and lifestyles. This ensures a seamless driving experience that embodies the iconic, versatile, intuitive and smooth character synonymous with the GLC. It is available with the world’s first vegan automotive interior certified by The Vegan Society. More information is available [here](#).

[More information on the new electric GLC](#)

¹ Figures are preliminary and were determined internally in accordance with the “WLTP test procedure” certification method. At present, there has been neither an EC type approval nor a certificate of conformity with official values. There may be discrepancies between the figures provided and the official values

“Welcome home.”

For almost 140 years, the Mercedes-Benz has been known for engineering excellence, iconic design and safety. Above all, every model is instantly recognizable as a Mercedes-Benz for its high level of comfort and quality – an unmistakable and intuitive experience inside the car. It starts with the iconic grille and extends through the design, the most important features and across the entire model portfolio. The brand promise, “Welcome home.”, is the focus of all Mercedes-Benz activities at IAA MOBILITY 2025.

“Welcome home. That is our promise to our customers. Whenever they come into contact with our brand – in one of our dealerships, on our website or behind the wheel. Whether they get into a CLA, GLC or S-Class.

No matter which powertrain they choose. Every detail instantly says: This is Mercedes-Benz. You will feel safe, secure and full of confidence. This feeling is no coincidence. It is the result of almost 140 years of technical excellence, passion for every detail, craftsmanship and emotion. Quite simply: no matter how far you drive – you will always feel at home in your star.”

Mathias Geisen, Member of the Board of Management, Mercedes-Benz Group AG, responsible for Sales

The new stars – record-breaking CONCEPT AMG GT XX and VLE prototype

Mercedes-Benz presents several show premieres at this year’s IAA MOBILITY, including the CONCEPT AMG GT XX. On the legendary high-speed track in Nardò, Italy, the CONCEPT AMG GT XX broke a total of 25 long-distance records and demonstrated its superior endurance under extreme test conditions. Among these was the greatest distance ever covered by an electric vehicle within 24 hours. This technology program from Mercedes-AMG previews the forthcoming AMG.EA high-performance architecture. It features revolutionary drivetrain technologies that will go into series production next year. [More information on the CONCEPT AMG GT XX](#)

The all-new electric VLE provides a look into the future of grand limousines. With up to eight seats, the VLE portfolio will range from flexible vehicles for families and customers with an active lifestyle to exclusive shuttles. Bringing the best of two worlds together, the VLE combines limousine-like comfort with MPV-like versatility. It will be the first model based on the newly developed, modular and scalable van architecture. [More information on the VLE](#)

MANUFAKTUR – Inside the World of Craftsmanship at Studio Odeonsplatz

Alongside the main Mercedes-Benz showcase at the Apothekehof, Studio Odeonsplatz offers IAA MOBILITY 2025 visitors behind-the-scenes insights into the MANUFAKTUR program — the brand’s ultimate expression of individualization. Rooted in over 120 years of heritage, MANUFAKTUR celebrates the tradition of hand-built excellence and timeless attention to detail. It is highlighted by the craftsmanship behind the S-Class and brought to life through a fully personalized Mercedes-AMG S 63 E PERFORMANCE. The exhibition features curated materials, exclusive finishes and bespoke details that transform every star into a personal statement.

The Community Hub immerses visitors in the atmosphere of a modern atelier. With paint colors and finishes, a high-tech visualizer and an array of material swatches, embroidery samples and trim pieces, it helps customers build unique cars that reflect their personality.

Mercedes-Benz Pavilion– an illuminated space for multiple brand experiences

The striking illuminated sculpture in the center of the Apothekehof of the Munich Residence’s courtyard represents the brand’s new iconic grille on a grand scale. Visitors are guided through the sculpture via a central walkway. On display are several current and future vehicles, spearheaded by the star of the show – the all-new electric GLC. Inside, guests can expect an immersive 360-degree space. The highlighted models will be presented here, including the CONCEPT AMG GT XX. Visitors can also gain interactive insights into technology and discover the story behind the brand promise “Welcome home.”

IAA Summit – showcasing forward-thinking technologies

At the Mercedes-Benz booth in Hall B3, trade visitors have the opportunity to get a closer look at some of the technologies that are inspiring the next generation of Mercedes-Benz vehicles. The CONCEPT AMG GT XX and the new electric GLC take center stage. Mercedes-Benz experts will also be on hand to offer deeper insights into the latest technologies, including EV charging and ADAS functions.

More information about Mercedes-Benz at IAA MOBILITY 2025 is available in the [Mercedes-Benz Media Special](#).

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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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