



Mercedes-Benz

Press Information
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Inside the all-new electric GLC: An exceptional experience, powered by MB.OS, that feels just like home

- All-new seamless MBUX HYPERSCREEN with matrix backlighting and zone dimming technology
- Elevated interior with an immersive digital experience
- New stunning, high-resolution ambient styles serve as screen background motifs

Stuttgart. With the world premiere of the stunning all-new GLC with EQ Technology on September 7 at IAA MOBILITY 2025 in Munich, Mercedes-Benz presents an exciting new era of automotive design. It is the first Mercedes-Benz in series production to showcase the next phase of the brand's design language, Sensual Purity. The exterior of the electric GLC gives the public a first glimpse of the new iconic grille that reinterprets the vehicle. While the interior blends intuitive digital technology with a flowing design concept giving drivers and passengers a space that feels personal, effortless and connected.

At its heart, an optionally available, all-new seamless MBUX HYPERSCREEN elevates the interior experience in a way never seen before¹. The majestically floating screen stretches seamlessly from pillar to pillar and instills a sense of belonging, encapsulating the "Welcome Home" feeling that only a Mercedes-Benz can evoke. With a continuous 39.1-inch screen, it is the largest display in a Mercedes-Benz to date. It boasts exceptional clarity and vivid color thanks to high resolution and innovative matrix backlight technology with over 1,000 individual LEDs. It also features intelligent zone dimming, which allows for the simultaneous adjustment of two display areas via sliders. This ensures key information is always clear and accessible, reducing distraction and enhancing comfort on every journey. Mercedes-Benz has filed a patent for this groundbreaking technology.

The interior design is further defined by a large decorative sculpture that unifies the center console and instrument panel. A single, sweeping trim element visually unites the two sections into one sculptural surface, elegantly accentuated by ambient lighting along its lower edge. Depending on the vehicle equipment, the console integrates up to two trays for inductive and rapid smartphone charging, followed by a new hard-key control strip (including hazard warning button). Separated, elegant cupholders improve usability, while galvanized vents provide a cool, refined tech aesthetic. Climate adjustments briefly change the color of the ambient lighting and vent illumination to red or blue to confirm selections. Door panels are uncluttered and feature striking metallic speaker grilles and trim, while the seating design is equally clean and minimalistic. In combination with new impressive ambient styles, the optionally available, all-new MBUX HYPERSCREEN creates a well-defined sense of digital sophistication and leads to a new and captivating immersive interior experience.

¹ Features/functions may vary by market

High-resolution atmospheric ambient styles can be selected as background motifs. Their striking design is notable for exceptional aesthetics and precision as well as for its intuitive user navigation. They offer a wide range of moods – from calm to intense, cool to warm, and technical to emotional. The coloring of the instrument cluster, control elements and ambient lighting are coordinated with these emotional motifs. This allows users to create a personalized atmosphere in the vehicle where physical and digital worlds blend perfectly thanks to the Mercedes-Benz Operating System (MB.OS).

With ambient lighting, eye-catching contours, exquisite decorative elements and the all-new seamless, breathtaking MBUX HYPERSCREEN, the all-new GLC redefines the art of interior elegance and digital convenience. It takes the unique Mercedes-Benz “Welcome Home” feeling of comfort, safety and reassurance to the next level.

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.

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