



Mercedes-Benz

Press Release
September 4, 2025

Mercedes-Benz USA Appoints Nicolette Lambrechts as Vice President of Customer Services

Atlanta. Mercedes-Benz USA (MBUSA) today announced the appointment of Nicolette Lambrechts as Vice President of Customer Services, succeeding Jee-Sop Kim, effective November 1, 2025. Lambrechts will join the MBUSA executive team in Atlanta, Georgia.

“We are pleased to welcome Nicolette back to the North American leadership team. Her global perspective, extensive experience with the brand and proven leadership acumen positions her well to further elevate the customer experience and strengthen connections with our dealer network and customers throughout the ownership journey.”

-Adam Chamberlain, President & CEO Mercedes-Benz USA

Nicolette Lambrechts joined Mercedes-Benz South Africa in 2001 as a Graduate Trainee. In 2002, she took over the position as sales planner for Chrysler Jeep and was promoted in 2004 to distribution and logistics manager for commercial vehicles. Between 2008 and 2014, Lambrechts held key leadership positions as the National Sales Manager and Brand Manager for Mercedes-Benz Vans in South Africa.

In 2014, Nicolette was appointed Managing Director of the Vans Division for Mercedes-Benz South Africa, and in 2017 she became Managing Director of Vans for Mercedes-Benz Canada. From there, Nicolette joined the MBUSA Vans team in 2019 as General Manager, Sales, and was subsequently appointed to the role of Managing Director of Vans for MBUSA in 2021.

In May 2023, Nicolette transitioned to Mercedes-Benz global headquarters in Stuttgart as the Head of Region Overseas for Mercedes-Benz Vans. Since July 1, 2024, Nicolette served as Head of Vans Global Sales and Marketing Operations.

#

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 line-up 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/>.

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

Contacts:

Ashley Baird	ashley.baird@mbusa.com
Paul Harmon	paul.harmon@mbusa.com