



Mercedes-Benz

Press Information

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The all-new Mercedes-Benz CLA: gorgeous, effortless, intuitive and flexible.

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The most emotional, efficient, intuitive and intelligent Mercedes-Benz ever

The all-new Mercedes-Benz CLA: highlights

The new CLA offers more to customers in every dimension: more space, more refinement, more comfort, more intelligence and more efficiency compared to its predecessor. It is the most intelligent Mercedes-Benz model to date – and the first in a completely new family of vehicles from Mercedes-Benz. Each new model will be available with both all-electric and high-tech hybrid powertrains.

Intuitive: The most intelligent Mercedes-Benz ever thanks to the Mercedes-Benz Operating System (MB.OS)

Always up-to-date and ready for new features: regular over-the-air updates

The new CLA is the first vehicle to fully operate on the new Mercedes-Benz Operating System (MB.OS) developed in-house, making it the most intelligent Mercedes-Benz ever. The new AI-enhanced system makes it possible to equip every vehicle with a supercomputer connected to the Mercedes-Benz Intelligent Cloud. This enables regular over-the-air updates¹ for the most important vehicle functions, including driver assistance systems for the first time, to ensure the CLA is up-to-date and refreshed for years.

Hyper-personalized digital experience: fourth generation MBUX

MB.OS marks the start of the fourth generation MBUX (Mercedes-Benz User Experience) infotainment system. It opens up a new world of personalized experiences and intuitive interaction between the vehicle and occupants, setting new standards. The new generation MBUX is the first in-car infotainment system to integrate artificial intelligence (AI) from both Microsoft and Google, combining multiple AI agents in one system for the first time. MB.OS offers maximum flexibility to seamlessly integrate content from third-party providers. The familiar Mercedes interface for customers remains.

Exceptionally intuitive and individual: the new MBUX UI/UX concept

The optional MBUX Superscreen is powered by state-of-the-art, high performance chips and real-time graphics from the Unity Game Engine. The new control and display concept is tailored to individual customer preferences. The further developed MBUX Zero Layer on the central display shows the most important information, suggestions and, for the first time, the most recently used apps¹. In the app grid, apps can now be moved and grouped into individually named folders, similar to a smartphone. When an app is open, a simple swipe to the left returns to the app grid. Another swipe takes the user back to the Zero Layer. Users can also go directly to the Zero Layer at any time via the home button.

Intelligent, easy to talk to and empathetic like a friend: the new MBUX Virtual Assistant

With generative AI, the new MBUX Virtual Assistant transforms the relationship between vehicle and driver. It enables the kinds of complex, multi-turn conversations one might have with a friend and has short-term memory. Based on ChatGPT4o and Microsoft Bing Search, it unites the collective knowledge of the internet. Thanks to Google Cloud's Automotive AI Agent, the intelligent virtual assistant is also well-versed in navigation-related questions. It can access information from the Google Maps platform to provide users with detailed answers to questions about navigation and points of interest. The MBUX Virtual Assistant is always present on the Zero Layer as a "living" avatar in the form of a Mercedes-Benz star. During an active dialog, it recognizes emotions and can respond accordingly.

¹ 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.

Intelligent navigation: tailored Google Maps solution

In the new CLA, the navigation experience is based on Google Maps². The navigation solution developed as part of the partnership between Google and Mercedes-Benz is one of the first integrations of Google Cloud's new Automotive AI Agent for in-vehicle conversation services with Google Maps. Digital Extra: MBUX Navigation with Electric Intelligence³ plans the fastest most convenient route, including charging stops, based on numerous factors. Integrated visual communication also reaches a new dimension with MBUX Surround Navigation. It seamlessly integrates the driver assistance view with a 3D representation of the vehicle's surroundings and route guidance in real-time on the driver display. Drivers benefit from improved situational awareness.

MB.DRIVE with state-of-the-art advanced driver assistance systems

The new CLA comes standard with a number of driver assistance technologies including Digital Extra: Distance Assist DISTRONIC³, Blind Spot Assist Plus with Exit Warning, Evasive Steering function, Lane Keeping function and more. Additional driver assistance features are also optionally available such as Digital Extra: MB.DRIVE ASSIST³ and Digital Extra: MB.DRIVE ASSIST PRO³.

Effortless on the road: The all-electric CLA is the compact sedan for the electric age

Remarkable efficiency and electric range

With impressive efficiency and electric range in this segment, the CLA elevates electric mobility in everyday life to new heights. At launch, the CLA portfolio comprises the 2026 CLA 250+ with EQ Technology and CLA 350 4MATIC with EQ Technology. With up to 374 miles (EPA) of electric range, the 268-hp CLA 250+ with EQ Technology offers exceptional mobility. The CLA 350 4MATIC with EQ Technology with 349 hp is positioned as the performance variant at the top of the model range.

800-volt electric architecture for fast charging

The 800-volt system can significantly reduce charging time in conjunction with the new generation battery. DC fast charging up to 320 kW enables up to 202 miles of range to be added in as little as ten minutes⁴.

New generation battery with high energy density and smaller carbon footprint

The all-electric CLA 250+ and CLA 350 4MATIC feature lithium-ion batteries with an 85-kWh usable capacity. The cells have anodes that mix silicon oxide with graphite. Compared to the previous battery with conventional graphite anodes, gravimetric energy density has been increased by up to 20 percent. The volumetric energy density of the cell chemistry is 680 Wh/l. Cobalt content has been further reduced.

The new generation battery also reduces the carbon footprint by approximately 30 percent per cell compared to its predecessor. This is thanks to carbon reduction measures, net carbon neutral⁵ cell production and the use of electricity from renewable energy sources in anode, cathode and cell housing production.

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⁴ 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.

⁵ Net carbon-neutral means that carbon emissions that are not avoided or reduced at Mercedes-Benz are compensated for by certified compensation offsetting projects.

Sprinter and marathon runner in one: new two-speed transmission

The two-speed transmission on the electric drive unit at the rear axle combines dynamic performance with high efficiency for all driving situations. The first gear enables excellent acceleration from a standstill and offers outstanding efficiency in city driving. The second gear is designed for power delivery at higher speeds and efficiency in highway driving for excellent long distance range and comfort. The electronically limited 130-mph top speed is also achieved in second gear.

“Free” heat for efficient pre-conditioning: multi-source heat pump equipped standard

The electric CLA is the first Mercedes-Benz production vehicle to feature an air-to-air heat pump. As a multi-source design, the heat pump can use three energy sources in parallel: waste heat from the electric drivetrain, the battery, as well as the ambient air. By using this “free” heat, the air-to-air heat pump contributes to the exceptional efficiency of the CLA. It only requires approximately one-third of the energy that a comparable auxiliary heater would need to deliver the same output.

Flexible for individual needs: all-electric and high-tech 48-volt hybrid drivetrains

Modern hybrid to follow

All-electric models play a key role in Mercedes-Benz’s sustainable business strategy. However, the wishes and mobility needs of customers in different regions of the world determine the pace of this transformation. Beginning with 2027 model year, the new CLA will also be available as a hybrid with 48-volt technology and an electric motor integrated into the transmission. The modular architecture of the CLA model family allows Mercedes-Benz maximum flexibility in the drive concept and production.

CLA hybrid model capable of electric driving and recuperation

The electric motor, inverter and transmission form a highly integrated unit. The electric motor provides intelligent support at all speeds. In city driving, the CLA hybrid can drive using only electric power, depending on the driving situation. The hybrid powertrain is also able to recuperate energy in all eight gears, recovering up to 25 kW.

Gorgeous: emotional expression of athletic power

Athletic proportions and striking character lines

The new CLA captivates with an exciting interplay of intelligence and emotion, redefining desire. The long wheelbase, short overhangs and powerful GT rear design are an emotional expression of athletic power. The sporty proportions are enhanced by a sleek greenhouse, long hood with power domes and large wheels. The car’s muscular, athletic shoulders start at the front wheel arches and extend to the sculptural rear. The distinctive design language emphasizes the sculpted surfaces with reduced lines and precise joints. The striking character lines along the side of the vehicle create an interesting interplay of light and shadow.

Radiant “face”: grille with illuminated Mercedes-Benz pattern

The iconic and sporty A-shape grille has been reinterpreted for the electric age. The innovative seamless star panel grille is fully illuminated for the first time on a Mercedes-Benz production vehicle. A total of 142 individually illuminated LED chrome-effect stars create a distinctive brand signature. One of the few visual differences distinguishing the CLA hybrid is its radiator grille, which features a Mercedes-Benz star pattern in chrome and is visually framed by an illuminated surround.

Brightens the day and night: star-design headlights and taillights

The standard High Performance LED headlights feature a reflector in the shape of a Mercedes-Benz star. With the optional LED Intelligent Light System, the daytime running light signature takes the form of a Mercedes-Benz star. A light band connects the headlights. The taillights also showcase the star design and are connected by an illuminated design element. This combination gives the CLA a strong unique visual presence. In conjunction with the optional LED Intelligent Light System, it forms the new Mercedes-Benz signature graphic. It makes a Mercedes instantly recognizable in the daytime or at night – an unmistakable statement of iconic luxury.

Standard panoramic roof for bright, spacious interior ambiance

All new CLA models come standard with a large, one-piece fixed glass panoramic roof that extends seamlessly from the windshield frame to the rear. It contributes to the spacious feel of the interior and the more generous headroom compared to its predecessor. The panoramic roof is constructed from heat-insulating laminated safety glass with infrared film and a low-emissivity (LowE) coating.

New spatial experience: minimalist interior design focusing on three iconic high-tech elements

The interior of the CLA offers a new luxury experience for this segment. The design follows the principle of reduction to the essentials. It de-emphasizes the underlying structure and focuses on a few iconic high-tech elements. One key highlight is the optional floating MBUX Superscreen, which extends across the entire width of the interior and features a 10.25-inch driver display, 14-inch center display and 14-inch front passenger display behind a large glass surface.

Another striking feature of the interior is the center console. Appearing to float in mid-air, its high position enhances the sporty feel. As seen in higher vehicle classes, it features a two-level design. The upper section offers an expansive, three-dimensional trim surface – with an integrated double cup holder and optional wireless smartphone charging cradle. The third high-tech element is the large leather-clad door center panels that also feature a floating design. These wrap three-dimensionally over the profile of the pull handle, which uses a classic tubular design.

Best-in-class equipment: a reinterpretation of modern luxury at Mercedes-Benz

An attractive and versatile range of colors, finishes and materials on the new CLA underscore Mercedes-Benz's commitment to exceptional design and distinctive features. This includes new Liquid Crystal Green and Sky Blue Metallic paint colors as well as newly developed upholstery with a technical-looking pearl effect in Black/Crystal White. Trim elements made of open-pore wood, aluminum and a unique natural fiber finish new to the automotive industry are also available.

Intuitive interaction and proactive support for the driver

The all-new Mercedes-Benz CLA: the Mercedes-Benz Operating System and driver assistance systems

- The most intelligent Mercedes-Benz to date
- For the first-time, over-the-air updates of entire vehicle software, including driver assistance systems
- New generation MBUX provides an even more intuitive and personalized experience
- New MBUX Virtual Assistant offers the first in-car system with artificial intelligence from Google and Microsoft for natural and complex conversations
- MB.DRIVE advanced driver assistance systems

The new CLA is the first vehicle to operate entirely on the new Mercedes-Benz Operating System (MB.OS) – developed entirely in-house. This makes it the most intelligent Mercedes-Benz model to date. The deep integration of the chip-to-cloud architecture into the vehicle provides control of all actuators and sensors for an unparalleled immersive experience and intelligent integration of vehicle functions into the user interface.

MB.OS is the brain of the new CLA. It controls four areas: infotainment, advanced driver assistance systems, body & comfort and driving & charging. At its core, MB.OS helps decouple hardware and software, making software development faster and more adaptable.

Starting with the new CLA, Mercedes-Benz divides the technological intelligence of its vehicles into three categories: MBUX, MB.DRIVE and MB.CHARGE. MB.DRIVE is the new umbrella term for intelligent driver assistance packages.

Thanks to MB.OS, the CLA is always up-to-date and ready for new functions

The CLA is equipped with supercomputers connected to the Mercedes-Benz Intelligent Cloud. This enables over-the-air updates⁶ of the entire vehicle software, including driving assistance systems for the first time. This keeps the CLA up-to-date and refreshed, similar to a smartphone that regularly receives new apps and extended functions. To provide customers with top-notch content and experiences, Mercedes-Benz collaborates with leading global partners like Google and Microsoft. The Mercedes-Benz Operating System offers maximum flexibility to seamlessly integrate content from third-party providers. The typical Mercedes-Benz user interface remains intact, ensuring the familiar and valued customer experience.

The Mercedes-Benz Operating System also features more efficient software performance. As a result, over-the-air updates consume significantly less energy compared to the previous system. With MB.OS, Mercedes-Benz sets new standards in energy efficiency through advanced technologies, the implementation of power-saving modes and intelligent function control.

Launch of the fourth generation MBUX: exceptionally intuitive and personalized

The new fourth generation Mercedes-Benz User Experience (MBUX) infotainment system operates on MB.OS. This opens up a new world of personalized experiences and intuitive interaction between customers and vehicles. The new generation MBUX is the world's first in-car infotainment system to integrate artificial intelligence (AI) from both Microsoft and Google, combining multiple AI agents in one system for the first time.

The driver and central multimedia displays, as well as the optional passenger display are powered by state-of-the-art high-performance chips and real-time graphics from the Unity Game Engine. The new operating and display concept is tailored to both the vehicle and individual customer preferences, following the design

⁶ 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.

principle of reduction to the essentials. The enhanced MBUX Zero Layer on the central display shows the most important information, suggestions and, for the first time, recently used apps⁷. In the app grid, apps can now be moved and grouped into individually named folders, similar to a smartphone. When an app is open, a simple swipe to the left returns to the app grid. Another swipe takes users back to the Zero Layer. It is also possible to go directly to the Zero Layer at any time via the home button.

The MBUX Virtual Assistant: intelligent, easy to talk to and empathetic like a friend

With generative artificial intelligence (AI), the new MBUX Virtual Assistant revolutionizes the relationship between vehicle and driver. It is the next evolutionary step of the MBUX voice assistant and goes far beyond responding to commands. The MBUX Virtual Assistant enables complex, multi-turn conversations – much like with a friend – and has short-term memory. It is activated by saying “Hey Mercedes.” Based on ChatGPT4o and Microsoft Bing Search, it unites the collective knowledge of the internet. For example, “Hey Mercedes, when does the cherry blossom season start in Japan?” – “And when does it start in Germany?” Users can speak naturally. For example, the virtual assistant can answer questions like “Hey Mercedes, what is a black hole? Explain it in terms a child can understand.”

Thanks to Google Cloud’s Automotive AI Agent, the MBUX Virtual Assistant is also well-versed in navigation-related questions. The agent, developed with Gemini via Vertex AI, is specifically tailored to the automotive industry. It can access information from the Google Maps platform to provide users with detailed answers to questions about navigation and points of interest. For example, it can respond with suggestions to the question: “Hey Mercedes, I have a date today. Do you have any ideas for something special to do around here?”

The MBUX Virtual Assistant can retain context and switch seamlessly between agents, depending on the topic being discussed. This means users can continue conversations and retrieve information throughout their journey. The virtual assistant is always present on the Zero Layer as a “living” avatar in the form of the Mercedes-Benz star.

During an active conversation, it recognizes emotions and can respond accordingly. The Mercedes-Benz star avatar provides visual feedback through colored animations to express moods and show empathy. In the default setting, it is blue (silvery blue on vehicles with AMG Line). If it detects the customer is in a positive mood, it turns green. If the MBUX Virtual Assistant notices pronounced happiness or excitement, the avatar becomes more vivid and colorful. For anger or sadness, it changes to orange/red. With different animations, the Virtual Assistant also signals whether it is speaking, listening or processing. Movement, brightness, intensity and color interact seamlessly to communicate intuitively with the driver.

Individual entertainment for the front passenger

With the optional MBUX Superscreen, the new CLA provides the front passenger with a 14-inch display for individual entertainment. The growing portfolio of apps⁶ includes video streaming platforms like Disney+^{8,9}, which offers a wide range of films and series from Disney, Pixar, Marvel, Star Wars and National Geographic. The video streaming platform RIDEVU⁹ from Sony Pictures Entertainment is also available. Numerous safety precautions, such as eye-tracking technology, ensure that the driver is not distracted.

In addition, customers can customize the passenger display screensaver with personal images.

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⁸ Available to current Disney+ subscribers. Disney+ account and active subscription required.

⁹ 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. Features also require active Digital Extra: MBUX Entertainment Package and data plan.

MBUX Surround Navigation

Integrated visual communication reaches a new dimension with new MBUX Surround Navigation. Thanks to the deeply integrated MB.OS architecture, the system seamlessly combines the driver assistance view with a 3D representation of the vehicle's surroundings and route guidance on the driver display in real-time. It shows other road users such as cars, bicycles, motorcycles and pedestrians. The integration of information into the driver display using 3D game engine graphics provides an extremely intuitive overview.

Drivers benefit from improved awareness of the vehicle's surroundings. The display of route guidance in an environmental representation is particularly helpful in busy city traffic. Customers can see early on what lies ahead, such as behind the next turn. Buildings and other infrastructure are easily and quickly recognizable. The system also provides an integrated overview of vehicle status through real-time virtual-reality visualization, including the illumination of direction indicators, headlights and open doors/trunk.

Intelligent navigation with tailor-made route guidance from Google Maps

In the new CLA, the navigation experience is based on Google Maps¹⁰. The unique navigation system offers Mercedes-Benz customers the best of both worlds: core services from Google Maps as a recognized benchmark and the trusted user interface from Mercedes-Benz. This offers the familiar Mercedes-Benz services for charging and parking. The navigation solution in the CLA, developed in partnership by Google and Mercedes-Benz, is one of the first systems to integrate Google Cloud's new Automotive AI Agent for in-vehicle use with Google Maps.

Digital Extra: MBUX Navigation with Electric Intelligence¹¹, included standard, plans the fastest and most convenient route based on numerous factors, including charging stops. It dynamically responds to traffic jams and changes in driving style. Mercedes-Benz is continuously developing the energy forecast for Navigation with Electric Intelligence. In the future, predicted wind conditions along the route will be considered even more accurately based on the vehicle's height.

The system calculates energy demand to determine the route and takes into account the topography, route profile, ambient temperature, speed, as well as heating and cooling needs. Other factors include the traffic situation and the availability and charging capacity of charging stations on the planned route. The calculation takes place in the cloud and is combined with onboard data.

The intelligent navigation recognizes when a charging stop is necessary and automatically plans it to optimize overall travel time. In some instances, two short charging stops with higher charging capacity may be more beneficial than one longer stop. Additionally, Navigation with Electric Intelligence automatically adjusts the vehicle's charging settings to optimize it for fast charging along the route. This includes preconditioning the high-voltage battery to ensure it is at the optimum temperature for DC fast charging at the proper time. The system also provides customers with energy-saving tips.

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Mercedes-Benz is the first automaker to introduce an integrated reservation function¹² for charging stations at Mercedes-Benz charging hubs. In the U.S., Mercedes-Benz customers can use the Digital Extra: MB.CHARGE Public¹³ integrated charging service to reserve a charging station in advance at select Mercedes-Benz charging hubs. When route guidance using Navigation with Electric Intelligence is active, the vehicle automatically makes the reservation 15 minutes before reaching the charging station. For drivers, the reservation function saves time spent waiting and provides the assurance of an available charging spot.

Optional KEYLESS-GO now with automatic locking and unlocking

The latest generation of KEYLESS-GO (optional) now enables the vehicle to automatically lock or unlock when customers approach or move away from the car with the vehicle key. This feature can also be deactivated if desired via the central multimedia display. Additionally, optional HANDS-FREE ACCESS allows automatic opening and closing of the trunk with a gentle “kick” of the foot motion under the rear bumper.

MB.DRIVE advanced driver assistance systems

The all-new CLA comes standard with extensive driver assistance technologies including Digital Extra: Distance Assist DISTRONIC¹⁴. It is also equipped standard with ten cameras, five radar sensors, 12 ultrasonic sensors and a water-cooled supercomputer with sufficient power reserves for future functions and regular over-the-air updates. Additional optional driver assistance packages and features are also available:

- **Digital Extra: MB.DRIVE ASSIST^{14,15}** elevates standard Digital Extra: Distance Assist DISTRONIC with Digital Extras: Steering Assist and Lane Change Assist.
- **Digital Extra: MB.DRIVE ASSIST PRO^{14,15}** will offer market-specific enhanced assistance functions, adding even more capabilities in a variety of city driving scenarios.
- **Digital Extra: MB.DRIVE PARKING ASSIST^{14,15}** can better and more quickly identify parking spaces on both sides of the vehicle, as well as angled parking. It can also handle variety of parking space types including line slots, curb slots, slots containing other objects, garages and more. It is also now possible to leave a parking space automatically even after the car was parked manually by the driver.
- **Digital Extra: MB.DRIVE PARKING ASSIST 360^{14,15}** adds Digital Extra: 360 camera with new and improved surround view displays.

¹² The reservation function is currently available at selected Mercedes-Benz charging stations in Germany and the USA. Further rollouts are planned and the long-term goal is to establish around 10,000 charging points by the end of the decade. Mercedes-Benz is initially offering the reservation option free of charge as part of MB.CHARGE Public. Mercedes-Benz reserves the right to charge for the reservation in the future.

¹³ With just one charging contract, customers have access to one of the largest charging networks in the world and can always charge in the familiar, user-friendly way – regardless of the charging station operator. The use of certain Digital Extras requires the continuous acceptance of the Terms of Use for Digital Extras and the Mercedes me ID Terms of Use in their respective current versions, the permanent pairing of the vehicle with the Mercedes-Benz user account, the consent to the storage and retrieval of necessary information to activate some Digital Extras within the paired vehicle and - where applicable - the activation of the Digital Extras. After the expiration of limited runtimes, Digital Extras can be extended for a fee in the Mercedes-Benz Store, provided that they are still offered for the respective vehicle at that time. Furthermore, there may be additional prerequisites or restrictions for the usage of some Digital Extras, such as a separate customer-owned contract with a third-party provider (e.g., streaming, conclusion of a data contract for "Comfort Data Volume", navigation functions), the activation of additional Digital Extras to secure full functionality or selected third-party products (e.g., smartphone, smartwatch). As an alternative to the "Comfort Data Volume" a customer-owned data volume (e.g., mobile hotspot) must be used depending on the generation of your multimedia system. Information on the personal data processed for the usage of Digital Extras can be found in the Privacy Notices for the Digital Extras. The connection of the communication module to the mobile network, including the emergency call system, depends on the respective network coverage and availability of the network providers. Please also refer to any instructions in your vehicle's operating manual.

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¹⁵ Future enhancements and features may be available via Over-the-Air (OTA) Updates.

Effortless on the road with innovative drivetrains

The all-new Mercedes-Benz CLA: drivetrain, chassis, aerodynamics and safety

- The 800-volt system and SiC inverter bring the technology of the VISION EQXX to series production
- The two-speed transmission contributes to efficiency and enables dynamic driving performance
- Up to 202 miles of range can be recharged in just ten minutes
- Excellent drag coefficient (c_d) starting at 0.21, with minimal variation within the model range
- Center airbag available for the first time in this vehicle class
- High level of active and passive safety and a multi-stage high-voltage protection system

The all-new CLA is the compact sedan for the electric age. With remarkable efficiency and impressive range, it elevates the real-life practicality of electric mobility to a new level. With a range up to 374 miles (EPA), the CLA 250+ with EQ Technology can travel a significant distance without charging stops. The 349-hp CLA 350 4MATIC with EQ Technology is positioned as the performance version at the top end of the model range. It combines efficiency with outstanding performance, accelerating from 0 to 60 mph in just 4.8 seconds.

800-volt technology for fast charging

Among the key technical highlights of the all-electric CLA are the 800-volt electrical architecture and advanced electric drive unit with two-speed transmission at the rear axle. The 800-volt system maximizes efficiency and performance and can significantly reduce charging time in conjunction with the new generation battery. It is possible to add up to 202 miles of range in as little as ten minutes with DC fast charging up to 320 kW¹⁶.

All-electric 2026 CLA at a glance:

		CLA 250+ with EQ Technology	CLA 350 4MATIC with EQ Technology
Output	hp	268	349
Torque	lb-ft	247	380
Battery cell chemistry		Nickel Manganese Cobalt (NMC)	
Battery capacity (usable)	kWh	85	
AC charging capacity	kW	9.6	
DC fast charging capacity	kW	320	
Acceleration 0-60 mph	sec	6.6 (est.)	4.8 (est.)
Top speed	mph	130 (electronically limited)	
Electric range (EPA)	mi	Up to 374	312

Newly developed electric drive system with 93 percent efficiency

With the main drive unit on the rear axle for optimal traction and driving dynamics, Mercedes-Benz brings a drive layout from higher model classes to the compact segment. The 268-hp electric drive unit with a permanently excited synchronous motor (PSM) on the rear axle was developed entirely in-house and is directly derived from the unit in the VISION EQXX. Battery-to-wheel efficiency over long distances is 93 percent.

The magnets in the rotor are arranged in a double-V shape. Another key feature is the winding of the stator with hairpin windings. These measures contribute to an especially quiet drive. The PSM also has a significantly lower proportion – almost zero percent – of heavy rare earth elements compared to previous generation

¹⁶ 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.

motors. The high performance power electronics are equipped with a silicon carbide (SiC) inverter to maximize efficiency. The transmission control and inverter are highly integrated into a single component.

Sprinter and marathon runner in one: two-speed transmission combines dynamics with high efficiency

The drive architecture includes a two-speed transmission on the rear axle, combining performance and efficiency. The first gear has a short ratio of 11:1 for excellent acceleration from a standstill and efficiency in city driving. The second gear (5:1 ratio) is designed for power delivery at higher speeds and efficiency in highway driving for outstanding long distance range and comfort. The 130-mph electronically limited top speed is also achieved with transmission's second gear.

Shift points are based on the driving situation and the selected drive program. Additionally, the onboard optimization program continuously adjusts to current parameters such as battery charge level, power and driver requirements. Power is transmitted via claws (1st gear) or discs (2nd gear). The transmission also has special thermal insulation.

Additional power on demand: 4MATIC with Disconnect Unit

The CLA 350 4MATIC with EQ Technology also features a 107-hp electric drive unit on the front axle. This unit is also a permanently excited synchronous motor (PSM) design and equipped with a silicon carbide (SiC) inverter. The front electric motor functions as a "boost" drive, activated only when the corresponding power or traction is required, depending on the driving situation or selected drive program. This is facilitated by the Disconnect Unit (DCU), which Mercedes-Benz is using for the first time on a vehicle in this segment.

For greater efficiency, the DCU can quickly decouple the front electric motor under low load so that the electric motor and components of the transmission are no longer engaged. This reduces drivetrain losses at the front axle by up to 90 percent and increases electric range.

"Free" heat for efficient pre-conditioning: multi-source heat pump as standard

The new electric CLA is the first Mercedes-Benz equipped standard with an air-side heat pump. It can utilize three energy sources in parallel as a multi-source heat pump: waste heat from the electric drive, the battery and ambient air. The air-to-air heat pump contributes to the high efficiency of the CLA by utilizing this "free" heat. It uses about one-third of the energy of a comparable auxiliary heater for the same output.

The multi-source heat pump also contributes to the CLA's exceptional charging performance by bringing the high-voltage battery to the ideal temperature range before DC fast charging begins. The battery is integrated into the intelligent thermal management system. When Navigation with Electric Intelligence is active, the battery is preheated during the drive route if necessary, reaching the optimal temperature for fast DC charging at the charging station. Mercedes-Benz ensures that efficiency does not come at the expense of cabin warmth in cold weather, keeping the interior at a comfortable temperature during fast charging.

Intelligent recuperation for maximum range

The all-electric CLA features a new one-box brake system. Previously separate components such as the brake booster with master brake cylinder and ESP control are combined into a compact module. The system optimizes recuperation of braking energy to help maximize electric range. The by-wire concept ensures consistent, confident brake pedal feel regardless of whether deceleration is achieved via regenerative braking or the wheel brakes. Additionally, the new brake system meets the brand's high safety standards. In the event of a fault, the system switches to hydraulic operation, ensuring safe braking at all times.

To maximize efficiency, the majority of braking processes are carried out entirely through recuperation. Recuperation power up to 200 kW is possible. In principle, the models can even brake electrically to a standstill, thus recovering kinetic energy. The strong deceleration (up to 3 m/s² per axle) means more energy is

recovered and, ultimately, contributing to a longer range. Recuperation is even possible during ABS braking and on icy road surfaces.

The driver can use the selector behind the steering wheel to adjust recuperation power in addition to the drive program. Pulling the lever towards the steering wheel increases the level of recuperation to deceleration of up to 3 m/s². Pushing the lever towards the driver display reduces energy recovery accordingly. Further pressing the selector controls between “D+” and “D Auto” recuperation levels. The selected level of recuperation is shown at the bottom of the driver display. The driver can choose between four levels of recuperation:

- D Auto: Intelligent recuperation
- D+: No recuperation (coasting)
- D: Standard recuperation up to 1 m/s²
- D-: Enhanced recuperation up to 3 m/s²

All four recuperation levels are available as “Last Mode.” In “D Auto,” the ECO Assistant is automatically active. The ECO Assistant can use data stored in the navigation map as well as information from sensors and cameras to determine the anticipated route of the vehicle, depending on the vehicle’s equipment. This system helps the driver optimize driving behavior to maximize efficiency and recuperation. It can take into account a variety of factors on a given route including roundabouts, tight bends, junctions, three-way intersections, inclines and speed limits. The ECO Assistant can also respond to other types of intersections or junctions based on when the driver activates the direction indicator.

When the system detects an upcoming route event or another vehicle is ahead, the ECO Assistant calculates the optimized speed profile based on distance, current driving speed and available route information. The “foot off the accelerator pedal” symbol appears on the driver display – centrally located in the driver’s field of view. Following this prompt activates intelligent recuperation in coasting mode. If the ECO Assistant detects a stationary vehicle ahead, for instance, when approaching heavy traffic or a red traffic light, it can even bring the CLA to a complete stop.

Newly developed battery with silicon-oxide anodes and high energy density

The innovative battery system is based on a highly integrated modular architecture. The battery consists of four large cell modules with hardcase cells and features a compact and flat design. The CLA 250+ and CLA 350 4MATIC are equipped with lithium-ion batteries with an 85-kWh usable capacity. The cells’ anodes are made from graphite mixed with silicon oxide. Compared to previous battery designs with conventional graphite anodes, the gravimetric energy density has been increased by up to 20 percent. The volumetric energy density of the cell chemistry is 680 Wh/l. Cobalt content has been further reduced.

Class-leading aerodynamics with a drag coefficient starting at 0.21

Low air resistance means high efficiency, making aerodynamic performance particularly important for electric vehicles. Reducing the drag coefficient by just 0.01 increases long distance electric range by approximately 2.5 percent. With a drag coefficient starting at 0.21, the all-electric CLA leads its segment.

The variation within the model range is minimal, partly due to the wide offering of aerodynamically optimized wheels. This includes, for the first time, a two-tone full cover for alloy wheels, which improves the drag coefficient by up to two points compared to a conventional wheel design. Additionally, the aerodynamics team has optimized the wheel spoilers forward of the front and rear axles across all wheel sizes, minimizing the impact of wheels and tires on air resistance.

The joints around the front grille and headlights are optimally positioned and partially sealed. The underbody concept from the EQS and EQE has been further developed for the CLA. The very smooth underbody is almost completely closed, with even the control arms and tie rods covered. The rear wheel well is fixed to the body, meaning there are no joints with surrounding components. It therefore does not move with the axle during wheel travel. The CLA also has impact management system to protect the battery, with fully integrated components that have also been aerodynamically optimized.

Comfort suspension with new three-link front axle and multi-link rear axle

The CLA comes standard with a steel-sprung comfort suspension featuring a newly developed three-link front axle. The lower control arm comprises the transverse and thrust arms, both made of forged aluminum. As with a McPherson configuration, the strut guides the wheel and is directly connected to the steering knuckle. The third link, the tie rod, is part of the rack-and-pinion steering. The transverse steering gear is positioned in front of the wheel center, for optimal steering behavior and precise response. The steering knuckle, connecting the lower control arm with the strut and supporting the wheel and brake system, is made of cast aluminum. In addition to lightweight construction, high camber stiffness was prioritized for the steering knuckle, contributing to precise steering response and low noise.

The rear axle features a newly developed multi-link suspension – a design used by Mercedes-Benz on higher model classes such as the E-Class and S-Class.

High level of active and passive safety features – first center airbag in this segment

New in the CLA and for the first time in this segment, a center airbag integrated into the driver's seat backrest is equipped is standard. It deploys between the driver and front passenger in the event of a severe side impact, depending on the severity of the accident and vehicle occupancy.

Proven multi-stage high-voltage protection system and further developed battery early warning system

In addition to protecting the occupants of an electric vehicle as well as other road users, Mercedes-Benz places special emphasis on the protection of the vehicle's high-voltage system, which includes the high-voltage battery and the components to which it supplies power, such as the electric drive units and air conditioning. The high-voltage battery, high-voltage (HV) lines, and other HV components are designed to meet Mercedes-Benz's strict standards.

The battery housing is integrated into the crash concept as part of the vehicle structure. In addition, Mercedes-Benz has taken other comprehensive safety measures for the new generation high-voltage battery. These include appropriate spacing between the high-voltage battery cells as well as adaptations to the structure of the cells and cell modules. The enhanced early warning system alerts vehicle occupants and triggers additional protective measures within the vehicle, including automatically closing side windows and ventilation flaps. A new sensor, positioned centrally in the high-voltage battery, monitors its status even when the vehicle is parked.

In the new CLA, as with other models, Mercedes-Benz has implemented its multi-stage protection concept with eight elements of high-voltage safety. This ensures there is no danger from electrical components for occupants, first responders and emergency services in the event of a collision. This protection concept is already proven in other all-electric Mercedes-Benz models, confirmed by findings from Mercedes-Benz Accident Research. In the event of a severe collision, the high-voltage system is automatically shut down, with a distinction made between reversible and irreversible shutdown.

Reversible shutdown occurs in minor accidents in which restraint systems such as airbags are activated. If the driver attempts to restart the car after the automatic shutdown, an isolation measurement is automatically performed in the background. Restart is only possible if the system is error-free, ensuring that drivable

vehicles remain operational. In severe accidents, where the vehicle is typically no longer drivable, the high-voltage system is irreversibly shut down. Irreversible means that only a specialist workshop can reactivate the vehicle.

During automatic shutdown, targeted discharging of the components ensures these pose no danger. Designated cut-off points allow first responders to manually de-energize the high-voltage system.

New all-electric CLA reduces carbon footprint by 40 percent compared to its predecessor

The CLA is the forerunner of a new, innovative electric vehicle family from Mercedes-Benz. The carbon footprint of the new electric CLA is 40 percent smaller over the entire value chain compared to its non-electrified predecessor. By implementing further carbon-reduction measures in the supply chain and during battery charging, savings can increase by up to two-thirds.

Approximately 40 percent of the aluminum used on the all-electric CLA is produced in electrolysis plants powered by renewable energy, saving a total of approximately 400 kg of CO₂ per vehicle. Various carbon reduction measures in the high-voltage battery cells also reduce the carbon footprint of the new generation battery by approximately 30 percent per cell. In addition to net carbon-neutral¹⁷ cell production, renewable energy is also used in the production of cathode, anode and cell housing materials.

Thermoplastics utilized in the interior of the new CLA also contain a high proportion of secondary materials. This adds up to four times more across the vehicle as a whole compared to its predecessor. A total of 50 percent of the secondary material in the thermoplastics comes from post-consumer recycled materials. For example, the jack mounts are made entirely from recycled car bumpers. The frunk well is constructed from approximately 70 percent recycled materials.

Digital Extra: MB.CHARGE Public integrated digital charging service

Mercedes-Benz groups all the functions of public charging into the Digital Extra: MB.CHARGE Public¹⁸, offering numerous exclusive benefits to its customers. Just one charging account¹⁹ gives customers access to one of the world's largest charging networks. It also ensures user-friendly charging, regardless of public charging network. In the all-electric CLA, authentication takes place via the Mercedes-Benz app, the MB.CHARGE Public RFID card or directly via Plug & Charge²⁰ at participating charging stations. Each charging session is automatically billed through MB.CHARGE Public. Mercedes-Benz also ensures maximum cost transparency at public charging stations. Before charging, users can view the specific costs per kilowatt-hour or per minute and the estimated total cost for a full charge on the MBUX display or in the Mercedes-Benz app.

Mercedes-Benz is continuously expanding the charging network through its own initiatives to build public charging infrastructure worldwide. Approximately 45,000 charging points will be created by the end of the decade through the global Mercedes-Benz Charging Network and the joint ventures IONITY, IONNA and IONCHI in Europe, North America and China. These will also be accessible via MB.CHARGE Public.

Green Charging: Mercedes-Benz is committed to charging with renewable energy

Green Charging is an integral part of MB.CHARGE Public in the U.S., Canada and Europe. If renewable energy is not yet available at the respective charging station, Green Charging uses green electricity certificates. These ensure an equivalent amount of electricity from renewable sources is fed into the grid for charging processes. These are green electricity certificates from certified energy generation plants²¹ that are less than six years

¹⁷ Net carbon-neutral means that carbon emissions that are not avoided or reduced at Mercedes-Benz are compensated for by certified compensation offsetting projects.

¹⁸ 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.

¹⁹ In order to use the MB.CHARGE Public digital extra, the customer will require their own separate charging account with a selected third-party provider.

²⁰ With Plug & Charge, the charging process starts by plugging in the charging cable. The vehicle communicates the charging contract data directly to the charging station. A Mercedes me Charge contract is required for billing.

²¹ EKOenergy in Europe, Green-e in North America

old²². Wherever possible, the green electricity certificates are purchased and redeemed in the same country where the customer charges. This contributes to the further expansion of renewable energy.

Starting with the new generation of electric vehicles, Mercedes-Benz is extending its Green Charging initiative to private households. With intelligent home charging solutions, private customers can increase the share of renewable energy when charging their electric vehicles via a wallbox and reduce their carbon footprint.

²² Assured in all countries except for the United Kingdom and Poland

Maximum flexibility thanks to modular architecture

The all-new Mercedes-Benz CLA: high-tech hybrid with 48-volt technology

- Hybrid capable of all-electric propulsion in city driving
- New four-cylinder engine from the FAME engine family with Miller-cycle combustion process
- New electrified eight-speed dual-clutch transmission with integrated electric motor
- New 1.3-kWh lithium-ion battery with flatpack design

All-electric models play a key role in implementing Mercedes-Benz's sustainable business strategy. However, the desires and mobility needs of customers in different regions of the world determine the pace of this transformation. Starting at 2027 model year, the new CLA will also be available as a hybrid with 48-volt technology and an electric motor integrated into the transmission. The modular architecture of the CLA model family allows Mercedes-Benz maximum flexibility in the drive concept and production.

Visually, the CLA hybrid closely resembles its electric counterpart, allowing customers to choose between the two powertrains based on their lifestyle and preferences. One of the few distinguishing visual features of the CLA hybrid is the radiator grille with the Mercedes-Benz star pattern in chrome, visually framed by an illuminated surround.

The highly efficient hybrid powertrain was developed by Mercedes-Benz engineers in Germany according to proven quality standards.

All-electric propulsion and energy recuperation

The engine and transmission is a compact design thanks to the cylinder spacing and side-by-side arrangement of the electric motor. The electric motor, inverter and transmission form a highly integrated unit. A newly developed 48-volt battery with lithium-ion technology offers a capacity up to 1.3 kWh. Once again, the design is particularly compact: the battery cells and the DC/DC converter are integrated into the flatpack.

The electric motor provides intelligent support at all speeds and significantly improves acceleration, especially at low engine speeds. In city driving, when less than 27 hp is needed to propel the vehicle, the CLA hybrid can be driven using only electric power. Gliding, i.e., efficient coasting with a decoupled drivetrain, is possible up to approximately 60 mph. Another special feature of the electric motor is the ability for recuperation in all eight gears, recovering up to 25 kW of energy.

The torque produced by the combustion engine and the electric motor are additive, allowing maximum torque to be available over a wide range of engine speeds. The combustion engine can be started entirely by the electric motor and the disconnect clutch, eliminating the need for a conventional pinion starter. The start-stop function and switching between the two motors are almost imperceptible to the driver.

The electric motor, including the inverter, is integrated into a new, very compact eight-speed dual-clutch transmission (8F-eDCT). This development is called "eDCT" because the electric motor is integrated into the transmission and control of the mechanical system is electrohydraulic. An electric motor serves both lines of the dual clutch. Power transmission and disconnection are achieved via two drive clutches and a disconnect clutch. The wide spread of the eight gear ratios also contributes to efficiency by enabling the engine to remain at optimal speeds.

New four-cylinder engine from the FAME engine family with Miller cycle combustion process

The combustion engine, developed by Mercedes-Benz, is a 1.5-liter four-cylinder gasoline unit. The engine, designated M 252, belongs to the Family of Modular Engines (FAME) and is suitable for a variety of vehicle applications.

Common features of the FAME engines include an all-aluminum crankcase with NANOSLIDE® technology and a cylinder head with a partially integrated exhaust manifold. The engines are also equipped with a turbocharger with a segmented turbine and switchable scroll connection. Other highlights include the compact charge-air path and the exhaust system mounted close to the engine in a one-box design, which is prepared for future emission standards. The electric air conditioning compressor with 48-volt technology, adopted from the M 256, reduces friction and allows the air conditioning to operate during electric driving and when the vehicle is stationary with the engine off.

The engine uses a combustion process based on the Miller cycle for efficiency. The relatively early closing of the intake valves reduces throttling losses and allows a high compression ratio of 12:1. This design helps maximize fuel economy, especially under partial load, which is very common in everyday driving. It also reduces NOx emissions.

The new engine-transmission unit has compact dimensions and is installed transversely between the steering knuckles.

Another advantage is the exceptional NVH (Noise, Vibrations, Harshness). The engine is equipped with an extensive NVH package of foams and covers to reduce noise. The CLA also features the double-bulkhead concept, familiar from higher vehicle classes. Furthermore, the bulkhead insulation has been extended into the sides of the A-pillar and the floor.

All-new CLA production at Rastatt plant

The CLA hybrid is produced flexibly on the same line at the Mercedes-Benz plant in Rastatt as the all-electric CLA. Production is net carbon neutral²³. The plant is supplied with 100 percent green electricity, most of which is purchased externally.

Rastatt is the lead plant in the production network for Mercedes-Benz vehicles in this segment, serving as a pioneer of the “Digital First” approach in the company’s global production network. In preparation for production of the new model, the extensive conversion of an existing assembly hall was virtually represented and commissioned for the first time using a digital twin. The all-new CLA also marks the first series-production applications of the Mercedes-Benz Operating System (MB.OS), the company’s proprietary chip-to-cloud architecture. Vehicle software is no longer transmitted via various hardware modules but via a central server of the Mercedes-Benz Intelligent Cloud.

²³ Net carbon-neutral means that carbon emissions that are not avoided or reduced at Mercedes-Benz are compensated for by certified compensation offsetting projects.

Emotional expression of athletic power

The new Mercedes-Benz CLA: design and dimensional concept

- More spacious than ever: more headroom, legroom and the first modern Mercedes-Benz with a frunk
- Radiant front end: sporty shark-nose design with illuminated grille and central star
- Sensual proportions: fastback silhouette for outstanding aerodynamics and efficiency
- New luxury experience: avant-garde interior with high-tech elements like optional MBUX Superscreen

The new CLA is designed for the electric and digital age at Mercedes-Benz. As the first model of an entirely new vehicle family, it embodies the next evolutionary step in the Mercedes-Benz design philosophy of Sensual Purity. The Concept CLA Class previewed this dynamic appearance combined with extraordinary design elements. The production CLA is equally striking with an exciting interplay of intelligence and emotion, redefining desire.

With its fastback silhouette, the CLA features outstanding aerodynamics and efficiency. The long wheelbase (109.8 inches), short overhangs and distinctive GT rear are an emotional expression of athletic power. The car's sporty proportions are enhanced thanks to a sleek greenhouse, long hood with power domes and large wheels up to 19 inches. The car's muscular and athletic shoulders start at the front wheel arches and extend to the sculptural rear. The flared wheel arches and wide track (front/rear: 63.2 inches/62 inches) underscore the vehicle's dynamic presence.

The clear design language emphasizes the sculpted surfaces with reduced lines and precise joints. The striking character lines on the vehicle's profile create an interesting interplay of light and shadow. The powerful design conveys sporty confidence and modernity, giving the CLA a visual lightness. The meticulous attention to detail underscores the high quality and exclusivity of the new model.

More space at every seat and the frunk returns after 90 years

With an overall length of 185.9 inches, the new CLA is approximately 1.6 inches longer than its predecessor. The wheelbase has increased by 2.4 inches to 109.8 inches. The driver and front passenger have slightly more legroom (+0.4 inches). Passengers in both seat rows also have more headroom: an increase of 0.6 and 1.1 inches (front/rear). This is due to the higher roofline and the standard panoramic roof, which lets in plenty of natural light and creates a sense of spaciousness.

The electric CLA is the first modern Mercedes-Benz with a frunk (front trunk). It offers approximately 1.4 cubic feet of cargo space, which makes it larger than in the Mercedes-Benz 130 (W 23) from the 1930s – the brand's first vehicle with a frunk. At the rear, the trunk of the new electric CLA provides 10.3 cubic feet of cargo space.

Dimensions at a glance:

		CLA	Predecessor	Difference
Exterior dimensions				
Length	in	185.9	184.6	+1.3
Width without exterior mirror	in	73	72	+1
Width including exterior mirrors	in	79.6	78.7	+0.9
Height	in	57.8	56.7	+1.1
Wheelbase	in	109.8	107.4	+2.4
Interior dimensions				
Headroom, front	in	40.9	40.3	+0.6
Headroom, rear	in	36.8	35.7	+1.1
Legroom, front	in	42.2	41.8	+0.4
Legroom, rear	in	33.6	33.9	-0.3
Elbow room, front	in	57.3	57.4	-0.1
Elbow room, rear	in	56.3	57.2	-0.9
Shoulder room, front	in	55.6	55.1	+0.5
Shoulder room, rear	in	53.5	54	-0.5
Trunk volume	cu ft	10.3	16.2	-5.9
Frunk volume	cu ft	1.4	-	+1.4

Brightens the day and night: grille with illuminated Mercedes-Benz pattern and headlights with star design

The sporty front end of the all-electric CLA features a shark-nose design. A key highlight is the new grille with illuminated Mercedes-Benz pattern, which reinterprets the classic chrome grille. Seamlessly integrated, this design element includes the large iconic Mercedes-Benz star and features a total of 142 chrome-effect stars, creating a distinctive brand signature. The illuminated grille greets and bids farewell to customers with various animations. The central Mercedes-Benz star is also fully illuminated as standard.

High Performance LED headlights provide a striking emotional appearance and optimum illumination of the road. The headlights incorporate a reflector in the shape of a Mercedes-Benz star. With the optional LED Intelligent Light System, the daytime running lights feature the star design. Both available headlamps are connected by a light band.

The frameless doors with chrome trim emphasize the sportiness and timeless elegance of the new CLA. The large panoramic roof is included standard and brings natural light into the interior. The compact exterior mirrors are mounted on the beltline, while optional retractable door handles flush with the body also contribute to optimized aerodynamics.

The GT rear design gives the CLA a powerful presence. The star-design taillights are connected by a band of light, which features greeting and farewell animations. As is typical for sporty Mercedes-Benz vehicles, the rear license plate is positioned in the bumper. The rear diffuser is elegantly finished in high-gloss black, aerodynamically optimized and contributes to the model's excellent drag coefficient. Aerodynamically optimized wheels ranging from 17 to 19 inches are available in a variety of designs.

Best-in-class standard equipment

With the all-new CLA, Mercedes-Benz offers even more upgraded standard equipment. This includes High Performance LED headlights, heated power folding and adjustable exterior mirrors, auto-dimming rear view mirror, multifunction steering wheel in leather, heated power front comfort seats with 4-way lumbar support and memory, and single-zone climate control with air vents for the second row. Four 100-watt USB-C charging ports are also fitted standard.

The optional AMG Line package further emphasizes the sporty character of the CLA with 18-inch AMG wheels (19-inch AMG wheels optionally available), unique front bumper with air inlets and chrome splitter and a distinctive rear bumper. When the doors are opened, the driver and front passenger are greeted with an animated light projection featuring a star pattern. Sporty accents also extend to the interior with a multifunction sports steering wheel in Nappa leather with flattened bottom, sports seats with AMG upholstery and AMG sports pedals in brushed stainless steel with black rubber studs.

Customers can choose the optional Night Package to further sharpen the look of the CLA in conjunction with or without the AMG Line package. It includes high-gloss black trim elements and accents throughout the exterior.

For any even more dynamic aesthetic, the optional AMG Line Plus with Night Package is available for the first time. It adds additional exterior and design elements, including a black AMG rear spoiler, illuminated black door sills, red MANUFAKTUR seatbelts and exclusive 19-inch AMG wheels.

Panoramic roof with heat protection coating

All CLA models come as standard with a large panoramic roof. This one-piece fixed glass roof has no central brace and extends seamlessly from the windshield frame to the rear. This design provides a new interior experience with an almost unobstructed view upwards. It also contributes to more generous headroom for all occupants compared to its predecessor.

Heat-insulating laminated safety glass protects against sunlight. The exterior surface is coated with a 250-nanometre thin infrared film that reflects long-wave radiation, reducing potential glare. For comparison, a human hair has a diameter of about 50,000 nanometers. The equally thin 200-nanometre Low-Emissivity (LowE) coating on the interior side of the panoramic roof reduces the emissivity of the glass and serves as heat protection. This design eliminates the need for a roller blind, creating an even more light and airy feel in the interior.

New spatial experience: visual reduction to a few floating high-tech elements

The interior of the CLA offers a new luxury experience for its segment. The previous sculptural automotive design has been replaced by a new design concept that follows the principle of reduction to the essentials. It emphasizes the underlying structure and focuses on a few iconic high-tech elements. This radical reduction characterizes the avant-garde style of the interior. The inspiration for the control elements came from modern product design in the consumer electronics sector.

A key highlight of the interior is the optional floating MBUX Superscreen, which extends across the entire width of the interior and 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. On vehicles without Superscreen, a trim element with a star pattern graphic continues the sleek look of the glass surface.

Round climate control vents are integrated at either end of the MBUX Superscreen, enhancing the modern sporty design. The rings appear to float in front of the conical-shaped form. A flat central vent with a high-tech appearance replaces traditional vent louvers.

The doors also impress with large center panels, which also feature a floating design. This element makes the concave underlying structure recede into the background. Open storage compartments are integrated into the door panels. The pull handle in classic tubular design appears reduced, powerful and sporty. The power seat controls are also completely redesigned with a circular form and a high-quality galvanized surface finish.

The third key highlight of the interior is the center console. Appearing to float in mid-air, its high position enhances the sporty feel. It extends forward from the armrest between the front seats. As in higher model classes, it features a two-level design. The upper section offers an expansive, three-dimensional trim element, available in a wide range of finishes, and integrates a double cup holder and an optional wireless smartphone charging cradle.

New multifunction steering wheel with simplified controls

A new multifunction steering wheel is fitted standard on the CLA. The switch panels on the left and right are capacitive and seamlessly integrated into the surface. The operation of the steering wheel has been refined from the previous generation. Tactile aids around the symbols make orientation easier and many functions have been removed from the control panel for better usability. Only a finger navigation pad for controlling the content on the driver display is now present on the right side. This enables significantly larger individual functional areas. Additionally, the mute function has been removed from the volume slider. It is now available as a separate symbol at the top of the right switch panel. The volume can be finely adjusted by sliding or pressing the – and + points, the latter with haptic feedback.

Seats made from recycled materials in a luxurious layer design

Two types of seats are available in the new CLA: The standard comfort seats are generously sized and invitingly designed. In the shoulder area, it features a layer design similar to higher model classes. The sports seat also follows this design concept, where the layer design connects the seat surface and side bolsters into a single unit. The layer tapers upwards into the backrest and adopts the slim design of the headrest for an integrated look. It features a floating design and is height adjustable.

Both seats incorporate secondary materials throughout their construction – from the seat cover and seat foam to the substructure and metal components. A variety of upholstery options are available, including sustainably produced and processed leather. Every step of its production is considered – from cattle farming to the tanning process. The leather is chrome-free, tanned with mineral, synthetic or vegetable tanning agents such as coffee bean husks, chestnuts or extracts from other renewable raw materials.

Microfiber upholstery is made from 100-percent recycled material. First, PET bottles are processed into re-granulated yarns. Using a sophisticated microfiber process, these are used to create a high-quality and durable material that has the look and feel of suede. It is used in two AMG upholsteries, on the seats as well as the door center panels and armrests.

The interior carpet is also made from secondary material. The Econyl yarn is produced from 100-percent recycled material.

Modern luxury reinterpreted: exclusive colors and trim elements with innovative surfaces

A balanced variety of colors and materials underscore the luxurious overall experience in the interior. The extensive range of exterior paints, as well as interior upholstery and finishes, allows customers to tailor the CLA to personal tastes. This includes:

- Two new paint colors developed for the new CLA: Liquid Crystal Green and Sky Blue Metallic
- Special interior accents: Beech Brown leather, available for both the standard comfort seats and AMG Line sports seats
- Optional AMG MB-Tex/microfiber upholstery in Black/Crystal White with a technical-looking pearl effect emphasizes the sporty character of the CLA. The Color & Trim specialists reversed the usual color distribution on the seat, with the stronger color now adorning the shoulder area. A textile strip in the center of the seat and piping on the outer sides showcase the highest craftsmanship
- AMG Black leather with Lime Green piping is also optionally available for a sporty look

The selection of large, high-quality trim elements is equally diverse, inspired by offerings from higher vehicle segments. Natural grain wood and aluminum finishes are available, along with a new finish made from paper – Natural Fiber Zen. This high-quality trim finish is unique in the automotive industry, offering a completely new look. It is made of cellulose and hemp fibers and is very robust.

Personalized ambient lighting: numerous settings create a cozy atmosphere

In typical Mercedes-Benz fashion, the available 64-color ambient lighting enhances many areas of the cabin, from the instrument panel to the rear doors. Indirect light sources emphasize the floating design of the three central features: MBUX Superscreen, center console and door center panels. The many settings – 64 colors plus ten colorways, 20 brightness levels and three brightness zones – allow for extensive customization.

Individual sound experience: available Dolby Atmos and standard holistic “SoundExperience”

An optional Burmester® 3D Surround Sound System is available on the new CLA. With Dolby Atmos® technology, it enables an unparalleled multidimensional music experience, in conjunction with Digital Extra: MBUX Entertainment Package²⁴. The system features 16 speakers and an 850-watt amplifier. For the first time, silver chrome covers for the tweeters and midrange speakers further enhance the interior’s visual appeal.

Mercedes-Benz also offers a holistic “SoundExperience.” Various sound worlds allow for an individual acoustic setup. “SoundExperience” can now be conveniently selected as an app from the app grid. The range includes “Silver Waves,” “Vivid Flux,” “Serene Breeze” and “Roaring Pulse” (AMG Line), as well as two new sound worlds:

- “Fractal Fusion” embodies a hedonistic, futuristic lifestyle. It combines nostalgic sounds of 80s arcade games and synthwave music with modern, vibrant synth textures.
- “Granular Fuzz” embodies an expressive, organic style. It emphasizes simplicity and straightforwardness, combining fat guitar sounds, epic orchestral soundtrack elements and post-apocalyptic electronic effects.

Customers can also experience “SoundExperience” while the vehicle is parked. It changes startup, shutdown and welcome sounds in the interior, while locking and unlocking are accompanied by an event sound and the aura sound. There is also a charging plug sound that confirms the proper connection and disconnection of the vehicle to the charging station. If the vehicle is ready to start, the driver can use the accelerator pedal to generate simulated “revs” while stationary.

“SoundExperience” is available in all models of the new vehicle family, regardless of the performance level and audio system. The AVAS pedestrian warning sound can be set at one of two levels: discreet and full of character. Instead of the conventional warning beep when reversing, the CLA uses an optimized driving sound.

²⁴ The use of certain Digital Extras requires the continuous acceptance of the Terms of Use for Digital Extras and the Mercedes me ID Terms of Use in their respective current versions, the permanent pairing of the vehicle with the Mercedes-Benz user account, the consent to the storage and retrieval of necessary information to activate some Digital Extras within the paired vehicle and - where applicable - the activation of the Digital Extras. After the expiration of limited runtimes, Digital Extras can be extended for a fee in the Mercedes-Benz Store, provided that they are still offered for the respective vehicle at that time. Furthermore, there may be additional prerequisites or restrictions for the usage of some Digital Extras, such as a separate customer-owned contract with a third-party provider (e.g., streaming, conclusion of a data contract for "Comfort Data Volume", navigation functions), the activation of additional Digital Extras to secure full functionality or selected third-party products (e.g., smartphone, smartwatch). As an alternative to the "Comfort Data Volume" a customer-owned data volume (e.g., mobile hotspot) must be used depending on the generation of your multimedia system. Information on the personal data processed for the usage of Digital Extras can be found in the Privacy Notices for the Digital Extras. The connection of the communication module to the mobile network, including the emergency call system, depends on the respective network coverage and availability of the network providers. Please also refer to any instructions in your vehicle's operating manual.

Technical data

Mercedes-Benz CLA 250+ with EQ Technology

Drive system and battery		
Drive		Rear-wheel drive
Electric motor		Permanently excited synchronous motor
Transmission		Two-speed (1 st : 11:1 / 2 nd : 5:1)
Output	hp	268
Torque	lb-ft	247
Battery type		Lithium-ion
Battery cell chemistry		Nickel Manganese Cobalt (NMC)
Battery capacity	kWh	85 (usable)
AC charging capacity	kW	9.6
AC charging time	hrs	TBA
DC charging capacity	kW	320
DC charging time ²⁵	min	22 (10-80% SOC)
Dimensions and weight		
Length / width / height	in	185.9 / 73 without mirrors (79 with mirrors) / 57.8
Wheelbase	in	109.8
Track width front / rear	in	63.2 / 62
Turning circle (wall-to-wall)	ft	36.8
Trunk volume	cu ft	10.3
Frunk volume	cu ft	1.4
Curb weight	lbs	4,553
Performance and range		
0-60 mph	sec	6.6 (est.)
Top speed	mph	130 (electronically limited)
Electric range (EPA)	mi	Up to 374

²⁵ The charging times correspond to 10-80% charge when using a DC fast-charging station of category "K" or "L" according to EN17186 with 500A charging current.

Mercedes-Benz CLA 350 4MATIC with EQ Technology

Drive system and battery		
Drive		4MATIC all-wheel drive
Electric motors		Dual permanently excited synchronous motors with front disconnect unit
Transmission		Two-speed (1 st : 11:1 / 2 nd : 5:1)
Output	hp	349
Torque	lb-ft	380
Battery type		Lithium-ion
Battery cell chemistry		Nickel Manganese Cobalt (NMC)
Battery capacity	kWh	85 (usable)
AC charging capacity	kW	9.6
AC charging time	hrs	TBA
DC charging capacity	kW	320
DC charging time ²⁶ at fast charger	min	22 (10-80% SOC)
Dimensions and weight		
Length / width / height	in	185.9 / 73 without mirrors (79 with mirrors) / 57.8
Wheelbase	in	109.8
Track width front / rear	in	63.2 / 62
Turning circle (wall-to-wall)	ft	36.8 ft
Trunk volume	cu ft	10.3
Frunk volume	cu ft	1.4
Curb weight	lbs	4,729
Performance and range		
0-60 mph	sec	4.8 (est.)
Top speed	mph	130 (electronically limited)
Electric range (EPA)	mi	312 mi

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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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²⁶ The charging times correspond to 10-80% charge when using a DC fast-charging station of category "K" or "L" according to EN17186 with 500A charging current.