



Mercedes-Benz

Press Release
July 14, 2025

Mercedes-Benz USA Announces Lucy Liu as Official Brand Voice, Ushering in a New Chapter of Storytelling for U.S. Campaigns

Atlanta. Mercedes-Benz USA (MBUSA) today announced it is embarking on an important new chapter for brand marketing, unveiling Lucy Liu—award-winning actress, producer, and director—as the new voice of Mercedes-Benz in the United States.

Drawing from her celebrated career and wide artistic acclaim, including two SAG awards, a Critics Choice Award and two Emmy nominations, Liu brings a distinct, sophisticated voice that naturally embodies the luxurious and pioneering core values of Mercedes-Benz. Renowned for her versatility and magnetic presence, Liu is uniquely suited to convey a spectrum of emotion—from serene warmth, to bold confidence and vibrant excitement—perfectly complementing the impressive breadth and groundbreaking innovation synonymous with the Mercedes-Benz vehicle portfolio.

“Mercedes-Benz doesn’t just define luxury - it continually reimagines it. To lend my voice to a brand with such a legacy of excellence and a bold vision for the future feels like a powerful alignment of values and creativity. This partnership reflects everything I value: innovation, intention, and impact. Together, we’re building a legacy of modern luxury that only Mercedes-Benz can deliver.”

Lucy Liu, Award-Winning Actress, Producer, and Director

Liu’s debut as the official voice of Mercedes-Benz premiered with the launch of the new campaign featuring the GLS SUV, created in partnership with Merkley+Partners, called “Moving Forward.” The television commercial was designed to further strengthen the GLS SUV’s position as the ultimate luxury SUV through compelling cinematic narratives that emphasize its versatile seven-seat interior, pioneering technology, elegant styling, dynamic handling and thrilling performance.

“The debut of Lucy Liu as the new official brand voice marks a new era for Mercedes-Benz marketing. Lucy’s range and sophisticated tone conveys a modern elegance that represents the brand’s legacy and future, and the transition to a female voice signals to our customers something fresh and innovative that provokes reappraisal.”

Melody Lee, Chief Marketing Officer, Mercedes-Benz USA

Watch Liu's voiceover debut with the GLS commercial debut [here](#), and look for two more campaigns featuring Liu to premiere later this month.

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About Mercedes-Benz

Mercedes-Benz USA (MBUSA), headquartered in Atlanta, is responsible for the distribution, marketing and customer service for all Mercedes-Benz products in the United States. MBUSA offers drivers the most diverse lineup in the luxury segment with 18 model lines ranging from the sporty GLA SUV to the flagship S-Class and the dynamic all-electric vehicles from Mercedes-Benz. MBUSA is also responsible for Mercedes-Benz Vans in the U.S. More information on MBUSA and its products can be found at www.mbusa.com and www.mbvans.com. To learn more about all Mercedes-Benz entities in North America, visit <https://group.mercedes-benz.com/northamerica/>.

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