



Mercedes-Benz
Press Information
May 1, 2025

Mercedes-Benz USA Helps Fuel the Dreams of the Next Generation During 2025 "Dream Days"

- Recently launched Dream Days campaign to celebrate partnership with Junior Achievement, which provides students with career and life education to help them pursue their dreams.
- As part of the Mercedes-Benz Dream Days initiative, every 2025 CLE Coupe sold will help send a student to a Junior Achievement program.
- The campaign will also feature special promotions on select 2025 Mercedes-Benz models, including the E-Class Sedan, CLE Coupe, C-Class Sedan, and EQE Sedan.
- Dream Days is an integral part of MBUSA's corporate social responsibility mission, "Driving Your Future," which focuses on supporting education and youth safety programs to develop the next generation.

Atlanta. Mercedes-Benz USA (MBUSA) is proud to announce the launch of its 2025 "Dream Days" campaign, highlighting its partnership with Junior Achievement to provide students with long-term outcomes in areas such as financial literacy, career readiness, and entrepreneurial spirit. As part of MBUSA's commitment to corporate social responsibility, every 2025 Mercedes-Benz CLE Coupe sold helps send a student to a Junior Achievement program during the company's Dream Days campaign, running from May 1 to July 31, 2025.

"Mercedes-Benz USA is proud to help contribute to the education and long-term success of the next generation as part of our longstanding partnership with Junior Achievement. This collaboration unlocks a world of possibilities for students, and we're honored to continue working alongside Junior Achievement USA to bring transformative professional education and development to students across the country."

Dimitris Psillakis, President and CEO of Mercedes-Benz USA

"Junior Achievement is committed to helping young people pursue their dreams by giving them the learning experiences and support needed to lead choice-filled lives as adults. We are immensely grateful for the partnership with MBUSA and the ability to reach and impact more students through this joint effort."

Jack Harris, CEO of Junior Achievement USA

"Mercedes-Benz Dream Days" Campaign

Created in partnership with Merkley + Partners, the campaign supports a key moment in the year to build brand equity while breaking through the busy automotive summer sales season. This year's Mercedes-Benz Dream Days campaign helps connect customers to the Mercedes-Benz vehicle of their dreams that best expresses their individual style. The vehicles featured in the campaign include (all from model year 2025) the E-Class Sedan, CLE Coupe, C-Class Sedan, and EQE Sedan. Featured technology highlights include the Mercedes-Benz User Experience (MBUX) technology and Superscreen in the E-Class Sedan, which provides passengers with a groundbreaking digital experience. With the CLE Coupe,

Mercedes-Benz is continuing its long tradition of sporty, elegant dream cars offering striking design and luxurious comfort to raise the benchmark in its segment.

For more information on the Mercedes-Benz Dream Days campaign and more information on special offers, please visit: [MBUSA.com/Dream](https://www.mbusa.com/Dream).

"Dream Days" Community Initiative

MBUSA is dedicated to making a positive impact in the communities where employees live and work as part of the brand's national corporate social responsibility program, Driving Your Future. In addition to MBUSA's and Junior Achievement's combined efforts during the campaign and throughout the year, MBUSA will host an on-site job shadow day at their Atlanta office as part of Junior Achievement's annual student conference, Future Bound. During the event, students from across the country will experience various roles and responsibilities throughout the MBUSA organization. This event will help foster curiosity and show young people endless possibilities when it comes to choosing a future career path. MBUSA is honored to support and provide resources for students through this beneficial partnership and ongoing CSR efforts. To learn more about MBUSA's CSR initiatives and the Junior Achievement partnership, please visit [MBUSA.com/CSR](https://www.mbusa.com/CSR).

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Contacts

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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 <https://group.mercedes-benz.com/northamerica/>.

Driving Your Future is Mercedes-Benz USA's corporate social responsibility initiative to support educational programs that empower the next generation. As part of our commitment to positively impact communities where employees live and work, MBUSA has partnered with Safe Kids Worldwide and Junior Achievement USA to create and support programs focused on technology and sustainability, career readiness, and injury prevention to help the next generation succeed. To learn more about Driving Your Future, please visit [MBUSA.com/CSR](https://www.mbusa.com/CSR).

About Junior Achievement USA® (JA)

Junior Achievement is the world's largest organization dedicated to giving young people the knowledge and skills they need to own their economic success, plan for their future, and make smart academic and economic choices. JA learning experiences are delivered by corporate and community volunteers and provide relevant, hands-on experiences that give students from kindergarten through high school knowledge and skills in financial literacy, work readiness, and entrepreneurship. Additionally, Junior Achievement is expanding its reach to 18-to-25-year-olds to provide young adults with critical life skills, as well as to pre-K youth to ensure children get a solid head start. Today, JA reaches more than 4.6 million students per year in nearly 100 markets across the United States as part of 12.5 million students

served by operations in more than 100 other countries worldwide. Junior Achievement USA is a member of JA Worldwide. For more information, visit www.ja.org.