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Mercedes-Benz

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Mercedes-Benz USA Celebrates U.S. Premiere of the All-New CLA at the Grand Opening of its Reimagined Mercedes-Benz of Manhattan Flagship Dealership

- The all-new CLA is the most efficient, intuitive and intelligent Mercedes-Benz ever.
- The redesigned Mercedes-Benz of Manhattan facility showcases innovative new brand design standards for an exceptional customer experience.
- Four-time GRAMMY-nominated Ice Spice unveils stunning art piece as part of the Multi-collaboration 'Class of Creators' initiative.

New York. Mercedes-Benz USA (MBUSA) unveiled the highly anticipated all-new CLA during a milestone event celebrating both the vehicle's U.S. premiere and the grand opening of its flagship dealership, Mercedes-Benz of Manhattan. The celebration marked a defining moment for the brand - taking a bold step forward in the evolution of its vehicle portfolio and the future of customer experience.

U.S. Premiere of the All-New CLA

With the U.S. debut of the all-new CLA, Mercedes-Benz reinforces its legacy of setting benchmarks and redefining standards. This new model introduces a new era of digital experience and efficiency, designed to cater to the needs of customers in every dimension: more space, more refinement, more comfort, more intelligence, and more efficiency. As the most intelligent and efficient Mercedes-Benz ever, the new CLA seamlessly integrates electric performance with a state-of-the-art digital experience, setting unprecedented standards in efficiency, intelligence, and adaptability.

The CLA is poised to elevate electric mobility in everyday life to new heights with impressive efficiency and electric range. At launch, the CLA U.S. product portfolio will be comprised of the CLA 250+ with EQ Technology and CLA 350 4MATIC with EQ Technology. With up to 492 miles of range according to the WLTP cycle¹, the 268-hp CLA 250+ with EQ Technology offers exceptional versatility. The 800-volt system will significantly reduce charging time in conjunction with the new generation battery, allowing the CLA 250+ with EQ Technology to be charged to a range of up to 202 miles in as little as ten minutes.² The new CLA will also be available as a high-tech 48-volt hybrid. Further details on the all-new CLA are available [here](#).

Notably, the CLA is the first model of a completely new family of Mercedes-Benz vehicles and the pioneer to fully operate on the revolutionary, in-house developed Mercedes-Benz Operating System (MB.OS), delivering a seamlessly connected and highly personalized digital experience. Set to arrive in the U.S. later this year, the all-new CLA represents a bold step forward in the brand's product strategy for the North American market.

¹ The specified values were determined in accordance with the prescribed WLTP (Worldwide harmonized Light vehicles Test Procedure) measurement method. The ranges given refer to the European market. The energy consumption and CO₂ emissions of a car depend not only on the efficient utilization of the fuel or energy source by the car, but also on the driving style and other non-technical factors.

² At DC fast-charging stations with 500 amps based on the WLTP range.

“With the all-new CLA, we are taking another step toward the future of mobility – guided by our customers’ evolving needs and expectations. The vehicle embodies the essence of our brand: intelligent technology and progressive design. Presenting the CLA in the U.S., alongside a cultural collaboration that embraces creativity and individuality, adds a meaningful dimension to its launch. It’s a statement about connection, innovation and the evolving role of the car in culture.”

Mathias Geisen, Member of the Board of Management of Mercedes-Benz Group AG Marketing & Sales

Mercedes-Benz of Manhattan: Reimagining Customer Experience

Serving as a fitting platform for the CLA’s U.S. premiere, the newly reimagined Mercedes-Benz of Manhattan dealership respects the brand’s proud heritage and legacy while offering an immersive look into the future of luxury retail. The flagship facility merges personalized digital touches with an experiential environment, reflecting layers of luxury and classic elegance.

“Mercedes-Benz of Manhattan has symbolized automotive excellence in the New York community for more than 70 years. One constant in the fast-paced city of New York is change, and this incredible new facility illustrates our innovative vision for the future, showcasing our reimagined design standards that best positioning us to continue to offer an exceptional experience to our valued customers that sets the benchmark in the luxury segment.”

Dimitris Psillakis, President and CEO of Mercedes-Benz USA

One of the focal points of the renovation is the debut of the first bespoke Maybach Lounge in the U.S. dealer network – a refined space featuring an exclusive Maybach MANUFAKTUR paint and leather sample wall, offering customers an exceptional personalization experience. MANUFAKTUR is the cross-brand individualization program of Mercedes-Benz, offering an extensive range of premium paints, finishes and bespoke interior options, allowing the customer to personalize every detail for a unique and first-class experience. Whether it’s leather cladding, cutting, embroidering or sewing – all interiors are finished with exquisite craftsmanship and the utmost precision.

The dealership also introduces an expanded AMG Performance Center Plus, featuring a first-in-dealer-network “Unboxing the Star” AMG vehicle delivery experience – bringing a sense of exclusivity to every handover. Using high-energy visuals and multi-speaker surround sound, this immersive moment builds anticipation and stirs the emotional thrill of owning an AMG.

Sustainability was also a priority throughout the renovation, with the facility incorporating energy-efficient features such as advanced energy management systems and comprehensive electric vehicle charging infrastructure.

The overall grand opening event theme of “Stars, Sounds and Slices” took guests on a journey paying homage to the neighborhood and celebrating many quintessentially New York elements. This included carefully curated pizza and wine pairings alongside engaging performances from the cast of Broadway’s Tony Award-Winning musical Hell’s Kitchen and a special-guest appearance from four-time GRAMMY-nominated Ice Spice.

Bridging Luxury & Culture

In a dynamic blend of high fashion, music, and artistry, Mercedes-Benz also introduced the multi-collaboration “Class of Creators” with the all-new CLA serving as the artists’ muse and canvas. Partners for the campaign include Ice Spice, who was born and raised in New York, interior designer Gustaf Westman from Sweden, U.S. fashion designer and artist Colm Dillane (aka KidSuper), as well as the gaming platform League of Legends and the toy car brand Hot Wheels. Each creator will present future-facing visions and content inspired by the all-new CLA as a creative platform – merging the essence of Mercedes-Benz with the artists’ DNA. During the evening, Ice Spice was the first of the five partners to unveil her design, showcasing a unique art piece that fuses the CLA with her unmistakable creative signature and personality. Click [here](#) to read more about the multi-collaboration.

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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 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/>.

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