



Mercedes-Benz

Press Information

April 9, 2025

Mercedes-Benz Brings Unmatched Entertainment to Customers with Disney+

Stuttgart/Atlanta. Disney+, the premier streaming service from The Walt Disney Company, is now available to Mercedes-Benz customers in the U.S. This new integration effortlessly blends the advanced technology of Mercedes-Benz cars with the captivating content of Disney+, offering an unparalleled in-car entertainment experience¹.

Customers with an active Disney+ subscription can enjoy seamless access to Disney+^{2,3} directly from their vehicle's MBUX infotainment system on applicable models⁴ equipped with the MBUX Entertainment Plus Package. Disney+ will also be available in the all-new CLA, which arrives at U.S. dealerships later in 2025. Customers can now immerse themselves in the Disney universe with films and series from Disney, Pixar, Marvel, Star Wars and National Geographic.

Key Features of the Integration:

- **Intuitive Interface:** The Disney+ app is fully integrated into the Mercedes-Benz MBUX infotainment system, ensuring effortless, user-friendly access to content.
- **High-Quality Streaming:** Leveraging Mercedes-Benz's advanced connectivity solutions, passengers can stream shows and movies in high definition for a cinema-like experience, especially when paired with Burmester® 3D and 4D Surround Sound Systems. On vehicles equipped with an optional passenger display, the front passenger can enjoy Disney+ while the car is in motion. Content on the central multimedia display is only visible when the vehicle is parked.
- **Personalized Profiles:** Disney+ subscribers can access their personalized profiles, maintaining continuity in their viewing experience and preferences. This enables customers to seamlessly continue watching movies or shows in their Mercedes-Benz that they began viewing at home.

"We are excited to collaborate with Disney+ to bring a new level of entertainment to our customers. This integration reflects our commitment to enhancing the in-car experience and providing innovative solutions that align with our customers' lifestyles. With Disney+ on board, every journey becomes an adventure."

Markus Schäfer, Member of the Board of Management of Mercedes-Benz Group AG, Chief Technology Officer,
Development & Procurement

#

¹ For reasons of safety, the driver can gain full access to the app via the central display only when the car is parked.

² To use the Digital Extras, you must create a Mercedes me ID and agree to the Terms of Use for Digital Extras and the Mercedes me ID Service Terms in their applicable versions. In addition, the respective vehicle must be linked to the user account. After the limited term expires, the Digital Extras can be extended for a fee, provided they are still offered for the corresponding vehicle.

³ Requires an internet connection

⁴ MY24+ E-Class, MY24+ CLE 300 & CLE 450, MY26 C-Class and MY26 GLC

About Disney+

Disney+ is the dedicated streaming home for movies and shows from Disney, Pixar, Marvel, Star Wars, and National Geographic, along with The Simpsons and much more. In select international markets, it also includes the general entertainment content brand, Star, and in the U.S., eligible bundle subscribers can also access extensive Hulu and ESPN+ content on Disney+, including next day TV, Hulu and ESPN Originals, live sports events and studio programming. The flagship direct-to-consumer streaming service from The Walt Disney Company, Disney+ offers an unmatched collection of exclusive originals, including feature-length films, documentaries, live-action and animated series, and short-form content. With unprecedented access to Disney's long history of incredible film and television entertainment, Disney+ is also the exclusive streaming home for the newest releases from The Walt Disney Studios. Disney+ is available as a standalone streaming service or as part of bundle offerings in the U.S. that give subscribers access to different combinations of Disney+, Hulu, and ESPN+. For more, visit disneyplus.com, or find the Disney+ app on most mobile and connected TV devices.

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.

Contacts:

Paul Harmon

paul.harmon@mbusa.com

Andrew Brudnicki

andrew.brudnicki@mbusa.com