



Mercedes-Benz

Press Release

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Mercedes-Benz USA Releases 2024 Driving Your Future Corporate Social Responsibility Impact Report

- Driving Your Future supports educational and safety programming across the country to empower the next generation.
- Through Driving Your Future's 2024 initiatives, MBUSA positively impacted more than 45,000 families through over 100 volunteer events across the country, exceeding 6,800 collective volunteer hours.

Atlanta. Mercedes-Benz USA (MBUSA) released its third [Annual 2024 Corporate Social Responsibility Impact Report](#), reflecting its ongoing commitment to Driving Your Future, the company's initiative to empower the next generation in local communities across the country. Through programs focused on educational support, career readiness, child and teen injury prevention, and sustainability and technology, employees and dealers advocate for communities through volunteerism and awareness through countless opportunities each year.

Since its inception in 2022, Driving Your Future has provided the tools and resources necessary to foster development and prepare young people for future successes – from teaching children pedestrian and passenger safety to equipping students with real-world skills and knowledge they need to prepare for their future careers. The report highlights significant milestones achieved over the past year with MBUSA's longstanding partners Safe Kids Worldwide and Junior Achievement USA, as well as other mission-driven nonprofit organizations.

"At Mercedes-Benz, we are driven by a purpose beyond the cars we build. We believe in driving meaningful change by investing in the future of our communities. I'm humbled by the incredible progress we have made through Driving Your Future, and I am grateful for the dedication of our employees who have continued to embody the values of Mercedes-Benz."

Dimitris Psillakis, President and CEO of Mercedes-Benz USA

Key Impact Report Highlights Include:

- **Safety and Injury Prevention:** In collaboration with Safe Kids Worldwide and Scholastic, MBUSA released a new children's book, *Clifford Takes a Ride*, to educate children and their caregivers about passenger and pedestrian safety. A coinciding multi-city book tour brought the safety messages in the book to life, teaching thousands of families about life-saving safety tips. Over 1,000 children participated in the tour's safety programming, and 30,000 copies of the book were distributed across the country.
- **Supporting Education and Career Readiness:** MBUSA supported over 17,000 Junior Achievement USA students in 2024, helping them obtain critical life skills including financial literacy, workforce readiness and mentorship. The dedication of MBUSA employee volunteers contributed to a 26%



increase in graduation rates and 29.2% increase in college enrollment amongst the enrolled students.

- Building a Culture of Community Giveback: In 2024 alone, MBUSA employees volunteered over 6,800 hours at more than 100 giveback events to address the local needs within their communities. Employees supported young patients at Children's Healthcare of Atlanta, uplifting their spirits during their hospital stay; provided essential items to children in foster care throughout Georgia and Alabama; built over 100 pieces of furniture for the Furniture Bank of Metro Atlanta for families in need; constructed over 150 Little Free Libraries that were distributed in 60 cities to promote literacy; and more.

"We are proud to work alongside Mercedes-Benz year after year to bring lifesaving education programming and resources to families across the country. Their support has been instrumental in our efforts to reduce preventable injuries and create a safer future for all children."

Torine Creppy, President of Safe Kids Worldwide

"Mercedes-Benz has been a dedicated supporter of Junior Achievement USA for several years, helping us to inspire and shape the future leaders of tomorrow. Through Driving Your Future, we have been able to expand and deepen our reach this year, providing more students with hands-on experience and mentorship that has proven critical in helping them pursue their dreams."

Jack Harris, CEO of Junior Achievement USA & 3DE Schools

Driving Your Future is a testament to MBUSA's ongoing commitment to supporting the communities where its employees, dealers and customers live and work. The full 2024 Annual Corporate Social Responsibility Impact Report is now available at https://www.mbusa.com/content/dam/mb-nafta/us/CSR/MBUSA_2024-Annual-Report.pdf.

To learn more about MBUSA's CSR initiatives and Driving Your Future, please visit <https://www.mbusa.com/en/corporate-social-responsibility>.

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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.

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 www.mbusa.com/en/corporate-social-responsibility.



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