



Embargoed until
Thursday, February 6th, 5am EST / 2am PST

Mercedes-Benz

Press Information
February 6, 2025

Mercedes-Benz Places and JDS Development Group Reveal Branded Real-Estate Project in Miami

- Mercedes-Benz Places in Miami launches sales for Tower 2
- New Sales Gallery showcases the recently unveiled Silver Arrow Lounge and the core theme of “Timeless Design, Inspired by Miami”
- First Mercedes-Benz branded residential project in the U.S

Miami/Stuttgart. Mercedes-Benz and U.S.-based JDS Development Group celebrate the sales launch for the second tower at Mercedes-Benz Places in Miami. On February 5th, the specially commissioned Sales Gallery opened, accompanied by the unveiling of the prestigious Silver Arrow Lounge. Spanning more than 2.5 million square feet, Mercedes-Benz Places in Miami is the brand’s first real estate project in the U.S. and one of the largest developments of its kind currently under construction in Florida.

Following the initial sales release of Tower 1 in early 2024, 100 residences were purchased within just four days. As the 67-story building takes shape, the newly opened Sales Gallery showcases highlights of the interior design for the residential suites and offers a first glimpse of the Silver Arrow Lounge. This resident-only rooftop space features a 52-foot swimming pool and a sweeping sun deck, drawing inspiration from the classic Mercedes-Benz “Silver Arrows” racing cars. The Sales Gallery encapsulates the essence of this eye-catching development—blending ultra-modern design with impeccable materials and unparalleled attention to detail.

At ground level, the landscape surrounding the residential project in Southside Park is being reimaged by renowned landscape architects, Field Operations. Topographic contours and winding pathways will lead through a canopy of trees and native vegetation, connecting multi-use playgrounds, padel and basketball courts, green spaces, and the adjacent Underline Park system.

“With construction of Mercedes-Benz Places in Miami well underway, we are laying the foundation for one of the most ambitious and innovative residential projects in Florida. Together with our partner, JDS Development Group, we will showcase outstanding architecture, which is undeniably Mercedes-Benz and deliver a community experience that is second to none.”

Eva Wiese, Head of Mercedes-Benz Customer Solutions GmbH

Contemporary Design Creates Desire and Sets New Standards

The striking cuboid tower, characterized by its stacked and offset volumes, embodies the Mercedes-Benz brand aesthetic. Its design seamlessly integrates traditional craftsmanship with advanced technology, aiming to set a new benchmark for precision and quality.

“The architecture of Mercedes-Benz Places in Miami reflects the timeless tradition of our Design Philosophy of Sensual Purity and infuses iconic potential into luxury living. We are transferring our significant automotive design expertise into architecture and with that make a strong and different timeless statement. Creating such a landmark in an iconic city like Miami is a once-in-a-lifetime opportunity and an honor, making a bold statement in modern urban living in one of the most exiting cities.”

Gorden Wagener, Chief Design Officer, Mercedes-Benz Group AG

Standout details include the private Porte Cochère, which offers a lavish gateway into a refined lobby, ensuring the utmost convenience for residents and their guests. Mercedes-Benz Design is collaborating with SHoP Architects and Woods Bagot to create a thoroughly modern living space. As a result, residences feature floor-to-ceiling windows up to 10-feet-high, along with custom-designed kitchens and bathrooms.

Mercedes-Benz Places Delivers Visionary Approach to Urban Living

The partnership between Mercedes-Benz Places and JDS Development Group in Miami will offer a holistic, intelligent urban living experience in the heart of the city. The project comprises approximately 800 apartments, ranging from studios to three-bedroom condominiums with spectacular views of Miami, Biscayne Bay, and the Atlantic Ocean.

“We’re delighted to be launching the second tower at Mercedes-Benz Places in Miami – the international demand and sales to date have been extremely positive. It is a privilege to work with Mercedes-Benz to create a brand new, design-led community for the future, underpinned by sustainable building methods. Mercedes-Benz Places in Miami is set to change the skyline of Brickell and create an entirely new neighborhood in one of the world’s most exciting real-estate markets.”

Michael Stern, Founder and CEO of JDS Development Group

Unparalleled Amenities and Smart-Living Features

Mercedes-Benz Places in Miami will offer spaces, services, and experiences that transcend the ordinary. The development will feature over 130,000 square feet dedicated to amenities and hospitality, along with an additional 250,000 square feet of premier office space, health and fitness facilities, and a 174-key hotel. The project will also accommodate EV charging stations, bicycle and scooter sharing, valet parking and house cars for residents.

This visionary tower is part of the Mercedes-Benz licensing business by Mercedes-Benz Customer Solutions GmbH and is being developed by JDS Development Group. Advanced mobile and digital solutions will be implemented in collaboration with ReWyre, a leading commercial property technology platform. Estimated occupancy is planned for 2027.

Just as in Phase 1, sales for Phase 2 are being led by SERHANT, an American multi-dimensional real estate and media company that focuses on reimagining neighborhoods for tomorrow.

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Further information about Mercedes-Benz Places in Miami is available at

<https://miami.mercedesbenzplaces.com/>.

Instagram: @mercedesbenzplacesmiami

About Mercedes-Benz USA

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