



Mercedes-Benz

Press Release

January 14, 2025

Mercedes-Benz Supports California Wildfire Relief Efforts with a \$500,000 Donation to the American Red Cross and Los Angeles Fire Department Foundation

- The Mercedes-Benz contribution will support critical relief and frontline efforts for those affected by the Southern California wildfires. The donation includes contributions from all Mercedes-Benz U.S. entities and is part of the Company's ongoing support of the American Red Cross.
- Mercedes-Benz is providing additional support through payment relief for affected customers, in-car emergency assistance, and community-driven recovery initiatives led by local teams and employees.

Atlanta. Mercedes-Benz entities in the United States announced a \$500,000 donation to the American Red Cross and the Los Angeles Fire Department Foundation to support disaster relief efforts in response to the devastating wildfires impacting communities across Southern California. This contribution highlights the Company's ongoing commitment to support the communities where its employees, dealers and customers live and work.

The funds will help provide essential services, including shelter, food and emergency assistance, to individuals and families affected by the wildfires. Support from Mercedes-Benz will aid in addressing the immediate needs of victims and facilitating long-term recovery and prevention efforts.

"Our hearts are with all those impacted by the wildfires on the West Coast. As an organization deeply rooted in these communities, we are committed to leveraging our resources and support systems to aid recovery efforts and help residents rebuild."

Dimitris Psillakis, President and CEO of Mercedes-Benz USA.

Mercedes-Benz will further support drivers in the area by leveraging existing, advanced in-car technology to deliver critical notifications and services, aiding drivers in navigating affected areas safely. Geo-targeted messages via the Mercedes-Benz App and website went live to drivers in the affected areas last week, providing guidance for those impacted. These messages encourage drivers to use features such as the SOS button for immediate assistance and highlight vehicle air filtration options to help reduce smoke inhalation. Mercedes-Benz owners can also receive a complimentary cabin air filter replacement at participating dealerships in affected areas. Customers should reach out to their dealership for more information.

In addition to the financial donation, Mercedes-Benz Financial Services (MBFS) is offering up to 60 day payment deferrals to existing customers in the disaster affected areas. MBFS will also launch an outreach campaign to directly connect with customers in the affected areas for support. Further, MBFS has temporarily suspended collections activities for customers in the affected areas. These actions provide disaster-affected customers who finance and lease their cars and SUVs from MBFS with critical financial flexibility during this challenging time.



To further support relief efforts, multiple Mercedes-Benz groups will match employee donations up to \$200 per individual, encouraging its workforce to join in providing vital assistance to these communities. With facilities in Long Beach, Fontana, and Sunnyvale, CA, Mercedes-Benz is also working closely with its local teams to support affected residents.

“The American Red Cross is on the ground helping those impacted by the devastating wildfires in California. We are so grateful for partners like Mercedes-Benz as we work together to provide relief and hope for communities in the wake of this heartbreaking disaster.”

Anne McKeough, Chief Development Officer at the American Red Cross

Mercedes-Benz remains committed to the well-being of its customers, employees and the broader community. The Company will continue to monitor the situation and explore additional ways to provide meaningful support.

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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.

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