



Mercedes-Benz

Press Information
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A closer look at the upcoming CLA: Sporty design meets efficiency

- Mercedes-Benz CEO Ola Källenius previews the highly anticipated next generation Mercedes-Benz CLA
- As demonstrated with the Concept CLA Class, the new CLA aims to raise the bar in its segment with range, efficiency and charging speed

Stuttgart/Immendingen. In a first drive, Mercedes-Benz CEO Ola Källenius gives detailed insights into the next generation CLA at the Mercedes-Benz test facility in Immendingen, Germany. In a previous video, the Mercedes-Benz boss tested the all-electric G 580 with EQ Technology in Austria and Sweden to give viewers a glimpse of what future products with the three-pointed star will offer. After the trip up Schöckl mountain last year, Ola reunites with host Sarah Harman to reveal more details about the upcoming CLA ahead of its world premiere in 2025.

This new model is the first of an all-new family of cars, heralding a new chapter for the segment at Mercedes-Benz. The CLA is designed to set new standards in range, efficiency and charging speed, offering customers a choice of an advanced electric drivetrain or a high-tech electrified combustion engine. While the car is still a camouflaged prototype, Ola Källenius reveals the headlight design in the video:

<https://www.youtube.com/watch?v=2ARBtZa2-gI>

“With the CLA, we are ushering in a new era at Mercedes-Benz. We will substantially elevate every aspect of what our customers can expect from a Mercedes in this segment. The modular platform allows for maximum flexibility: We can offer the CLA in both a state-of-the-art electric drivetrain version and a hybrid electrified combustion engine version. And our operating system, MB.OS, will make it the most intelligent car we’ve ever built.”

Ola Källenius, Chairman of the Board of Management of Mercedes-Benz Group AG

Drivetrain

The electric version of the CLA incorporates technology from the EQXX concept into series production. The next generation electric drivetrain unit was developed by Mercedes-Benz, ensuring high performance and efficiency. Thanks to a two-speed transmission, sporty performance and efficiency are in perfect balance.

The new CLA will also be available with a newly-developed high-tech hybrid combustion engine. This engine, part of the MMA vehicle family, utilizes 48V technology combined with a new electrified transmission to deliver a highly efficient and enjoyable driving experience.

MBUX Virtual Assistant & MB.OS

The new CLA will be the first vehicle to feature the new Mercedes-Benz Operating System (MB.OS), which includes the AI-powered MBUX Virtual Assistant. This system enhances the car-driver relationship with natural, intuitive interaction and proactive support.

Design

The new CLA will incorporate elements from the Concept CLA Class, including distinctive headlights, shown for the first time. The design will emphasize sportiness and modern aesthetics.

Credits

- Idea, concept and realization: Banauten GmbH
- Production: Louis Cieplik, Selin Sapmaz
- Videographer/Post/Edit: Bastian Hansen
- Photographer: Merlin Osenstetter
- Drone: Nikolaus Frielitz
- Sound: Julian Pfeil
- Sound design: Dennis Grell

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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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