



Mercedes-Benz

Press Information
April 24, 2024

The all-new G-Class electrifies Los Angeles at its star-studded world premiere

- From Schöckl mountain to Beverly Hills: Mercedes-Benz premieres the all-new electric G-Class in Los Angeles
- Celebrating a new dawn for the iconic model series, the premiere at Franklin Canyon Park was attended by leading names across music, fashion, film and culture
- All-new electric G-Class boasts exceptional performance, off-road capability and nearly endless options for individualization
- A worldwide effort: The electric G-Class was also simultaneously revealed in Beijing, China

Schöckl/Stuttgart/Los Angeles/Beijing. Few other vehicles have influenced pop culture in recent years like the Mercedes-Benz G-Class. With its unmistakable angular silhouette, it has always retained its rugged off-road capability, whilst becoming an icon for creatively-minded customers and fans around the world. Mercedes-Benz chose Los Angeles – a lifestyle and cultural hub – to celebrate the [all-new electric G-Class](#).

The all-electric model was unveiled to a community of influential enthusiasts of the brand at an exclusive world premiere in Los Angeles's Franklin Canyon Park. Celebrating the diverse following of the iconic G-Class across music, fashion, art and culture, the event was attended by Mercedes-Benz ambassadors and friends of the brand, including Tracee Ellis Ross, Selma Blair, Ciara, Zack Bia, Joseph Lee, Madelaine Petsch, Trevor Noah, Saweetie, Siobhan Bell, Veneda Carter, Reese Cooper, Kacy Hill, Aminé, Evan Ross, Nigel Sylvester, Brandon Thomas Lee, Joyce Wrice, George Russell, Chase B, Justine Skye, Brent Faiyaz, Miles Chamley-Watson, Zane Lowe, Michael Uzowuru, Fahri Yardim, Bakar and many more. There was also a special surprise performance by renowned musician Travis Scott.

First launched 45 years ago, the G-Class, which takes its name from Geländewagen meaning off-road vehicle, formed its reputation globally as a sought-after brand icon. With its rugged durability, 80 percent of all G-Class vehicles ever built remain in use on- or off-road.

Geländewagen Electrified: The Ultimate G-Class Experience

The exclusive invitation-only event transported guests through Franklin Canyon Park via a captivating entrance that illuminated heritage G-Class models, including Kendall Jenner's personal G 500 Cabriolet, alongside the recently revealed latest generation G-Class. Guests were met with a spectacular outdoor setting, fitting of the go-anywhere legacy of the model series.

Throughout the event, guests continued to experience a unique G-Class universe: The all-new Mercedes-Benz G 580 with EQ Technology EDITION ONE emerged from water amongst light projections and mystical smoke. A surprise performance by musician Travis Scott added to the staging as guests were treated to an exclusive set. A second electric Geländewagen, was then unveiled offering guests a chance to see the all-new electric G-Class up close. During the evening, guests partied to the sounds of Chase B and Zack Bia.

“Los Angeles is a place famous for its legends, which is why we chose to reveal our new electric G-Class right here in Beverly Hills. For over four decades, the G-Class has shown its ability to go almost anywhere on the planet, and tonight the tables were turned. We're very grateful that so many of our beloved G-family like Kendall Jenner, Bradley Cooper and Travis Scott joined us to celebrate the relaunch of our icon tonight. And if that wasn't enough, the electric G was simultaneously revealed on the other side of the world in Beijing.”

Bettina Fetzer, Vice President Communications & Marketing Mercedes-Benz AG

“The G-Class is a true legend, and we are thrilled to celebrate the highly anticipated debut of the all-electric model in Los Angeles. The G feels just as much at home here as it does in the great outdoors. Our new electric G-Class can do everything the G we know can do – and then some. It can wade deeper, and – with the show-stopping G-TURN – continues to amaze. With these new capabilities and unique characteristics, the electric G-Class marks an important chapter for Mercedes-Benz as leaders in electric drive.”

Michael Schiebe, CEO Mercedes-AMG and Head of Mercedes-Benz G-Class & Mercedes-Maybach Business Units

Iconic design meets unparalleled technology: The Mercedes-Benz G 580 with EQ Technology

New off-road features enhance the impressive capability of the all-new electric G-Class. For example, with G-TURN¹, the all-electric model can rotate on the spot. The vehicle performs up to two complete turns in the desired direction on unpaved or loose off-road surfaces. G-STEERING can significantly reduce the vehicle's turning circle when driving off-road, and G-ROAR brings a unique sound experience to the all-electric model. The innovative drive concept includes four individually controlled electric motors, which contribute to the unique driving experience both on- and off-road.

The all-new electric G-Class combines the unmistakable look of the iconic model series with select design elements exclusive to electric vehicles. A number of unique elements set the all-electric model apart, including a slightly raised hood and flared rear wheel arches with air curtains. An optional black panel radiator grille is also available to further sharpen the striking electric exterior. Further details on the all-new electric G-Class are available [here](#).

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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.

Accredited journalists can visit our media site at media.mbusa.com.

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¹ It is not permissible to use G-TURN and G-STEERING on public roads. Use G-TURN and G-STEERING only on loose or soft surfaces, e.g. gravel or snow.