



Mercedes-Benz

Press Information

February 15, 2021

“Upgrade your comfort zone”: Digital World Premiere of the new C-Class on Mercedes me media

Sporty, emotional, efficient, and intelligent: the new Mercedes-Benz C-Class

Stuttgart. “Upgrade your comfort zone” – Mercedes-Benz will reveal the new C-Class under this claim in a digital world premiere on the Mercedes me media platform on Tuesday, February 23rd, 2021 at 8:00 a.m. EST (2:00 p.m. CET). Markus Schäfer (Member of the Board of Management of Daimler AG and Mercedes Benz AG; responsible for Daimler Group Research and Mercedes-Benz Cars COO), Dirk Fetzner (Head of Product Management C-Class), Belinda Günther (Head of Color & Trim), Georges Massing (Vice President Digital Vehicle & Mobility) and Christian Früh (Chief Engineer C-Class) will present the highlights of the vehicle in short statements. The digital world premiere of the new C-Class can be watched live at <https://media.mercedes-benz.com/c-class> and will be available afterwards as video on demand.

With the new C-Class, Mercedes-Benz is setting off into a more efficient and even more digital world, creating an all-round future-proof comfort zone – a refuge that combines apparent opposites, such as sportiness and comfort with efficiency, emotion, and intelligence, thus defining modern luxury. The new model generation is the manufacturer’s first series to be electrified throughout. As an additional highlight, the new C-Class, following the new S-Class, is also equipped with the second generation MBUX (Mercedes-Benz User Experience). This makes the passenger compartment even more digital and intelligent.

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* The figures are provided in accordance with the German regulation 'PKW-EnVKV' and apply to the German market only. Further information on official fuel consumption figures and the official specific CO₂ emissions of new passenger cars can be found in the EU guide 'Information on the fuel consumption, CO₂ emissions and energy consumption of new cars', which is available free of charge at all sales dealerships, from DAT Deutsche Automobil Treuhand GmbH and at www.dat.de.



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