Mercedes-Benz

Press Information
October 26, 2026

The new Mercedes-Benz C-Class

- Combustion-engine-powered C-Class receives most comprehensive technological upgrade in the history of the model series
- Distinctive athletic silhouette and expressive light signature offer even greater visual presence
- Refined interior with exclusive materials, expanded comfort features and intuitive, personalized experiences thanks to MB.OS with over-the-air updates for numerous vehicle functions, Digital Extras[1] and AI-powered MBUX Virtual Assistant
- Further developed high-tech electrified engine and state-of-the-art MB.DRIVE driver and parking assistance systems[2]

Stuttgart. The new Mercedes-Benz C-Class introduces the most comprehensive update to date for its best-selling sedan model family. The new C-Class builds on the key strengths that have made the sedan such a trusted choice: sporty design, elegant interior, intuitive technology and an agile, efficient powertrain. With a sharpened visual presence, elevated comfort, enhanced technology and a high-tech electrified combustion engine, the new C-Class is more refined and capable than ever. The 2027 Mercedes-Benz C 350 and C 350 4MATIC arrive at U.S. dealerships in the first half of 2027.

“The new C-Class proves that continuity and innovation are not mutually exclusive. With its sporty elegance, electrified high-tech powertrain and intelligent support powered by MB.OS, it delivers what drivers truly need: proven reliability and innovative technology that creates real added value in everyday life. In this way, a familiar classic becomes a modern companion.”

Mathias Geisen, Member of the Board of Management of Mercedes-Benz Group AG, Sales & Customer Experience

Since its introduction in 1982, the C-Class has defined the midsize segment, with more than twelve million vehicles sold globally and a consistent pioneering role in innovation, design and driving character. The new C-Class carries this success story forward with purpose: more advanced, more refined and more agile than ever, it combines a trusted legacy with a decisive step forward – “Welcome home.”

Since Carl Benz invented the automobile 140 years ago, Mercedes-Benz has shaped automotive progress with innovative technologies – always guided by the clear purpose of making mobility simpler, safer and more comfortable for customers. By carrying this legacy forward, the new C-Class further strengthens its pioneering role in the midsize segment.

The new Mercedes-Benz C-Class: Key facts

Sporty elegance redefined: The powerfully sculpted front fascia featuring a new radiator grille with a striking chrome surround, contour lighting and an illuminated central Mercedes-Benz star, as well as headlamps with the distinctive star design give the new C-Class a more expressive appearance and commanding presence.

“Welcome home”: Two new colors, three new trim elements and an enhanced optional Burmester® 3D Surround Sound System with greater spatiality and depth further elevate the interior. More than ever, the interior becomes a serene space that appeals to the senses.

More powerful and agile: The new high-tech electrified combustion engine combines performance, refinement and efficiency. A further enhanced suspension makes the new C-Class noticeably more agile while also delivering excellent long-distance ride comfort.

MB.OS supercomputer with AI: The new Mercedes-Benz Operating System (MB.OS) manages all domains of the vehicle and enables over-the-air updates for the entire vehicle software, keeping the new C-Class up to date and refreshed.

An intelligent companion that learns: The latest generation MBUX introduces the AI-based MBUX Virtual Assistant to the C-Class. The intelligent assistant can engage in complex conversations and has short-term memory, responding like a well-informed friend. In the C-Class, customers receive comprehensive and relevant answers to everyday questions.

Tailored entertainment: The MBUX Virtual Assistant can also identify suitable music and podcast content from the conversational context and play it directly, making in-car entertainment a seamless experience.

Enhanced route guidance: Intelligent navigation based on Google technology, together with MBUX Surround Navigation, provides clear route guidance even in complex traffic situations. Thanks to Google Cloud’s Automotive AI Agent, the MBUX Virtual Assistant is highly knowledgeable and can provide personalized answers to questions about points of interest.

Intuitive operation: The new multifunction steering wheel features a new intuitive, ergonomic control concept with a rocker for Digital Extra: Distance Assist DISTRONIC[1] as well as a roller for volume control.

MB.DRIVE assistance technologies: The new C-Class is equipped standard with a number of advanced driver and parking assistance systems[2], including MB.DRIVE Standard and Digital Extra: MB.DRIVE PARKING ASSIST 360[1].

Distinctive: Familiar character with an even more expressive presence

Refined sporty design and new illuminated radiator grille for a more commanding presence

The new C-Class is instantly recognizable yet appears more confident than ever. The refined exterior design at the front and rear of the vehicle gives the athletic silhouette an expressive presence. The new grille, illuminated for the first time, new headlamps and taillights featuring the star design and sculpted bumpers make the new C-Class even more distinctive – further strengthening the model's position as a design trendsetter in its segment.

New front end design with distinctive light signature

The new radiator grille features chrome stars that create the unmistakable Mercedes-Benz pattern and give the grille a unique dimensional depth. LED lighting integrated into the chrome grille surround and an illuminated central Mercedes-Benz star add a striking effect and give the C-Class an even more radiant appearance.

A contrasting gloss black panel visually connects the chrome grille with the headlamps, creating an elegant, seamless design. The new headlamps with star-design daytime running lights add a further distinctive visual touch. The star design also extends to the taillights. This unique light signature enhances the impact of the athletic design and contributes to the emotional appeal of the new C-Class.

A special moment every time you enter the vehicle

In the new C-Class, even ingress and egress become a special occasion. An LED light projector is integrated into the side sills. When the doors are opened, the C-Class welcomes or bids farewell to the driver and passengers by projecting a Mercedes-Benz pattern onto the ground alongside the vehicle. In addition, the exterior mirrors project the Mercedes-Benz star alongside the vehicle.

Sporty refinement with new depth

The powerful contours of the new bumpers, with voluminous surfaces and precise, dynamically flowing edges, sharpen the sporty visual character of the C-Class. Gloss black and fine chrome elements at the sides of the front bumper emphasize the width of the vehicle, while a chrome element on the lower front bumper adds an additional elegant touch. A newly developed 18-inch wheel along with other available 18- and 19-inch wheel designs accentuate the vehicle's dynamic silhouette. Two new 19-inch AMG wheels are also available.

Two new paint finishes elevate the exterior color palette. These hues underscore the classic elegance of the new C-Class while offering innovative interpretations of color: Miami Silver Metallic and Moody Sky Grey Metallic. The latter is a subtle blue-grey shade that reveals ever-changing nuances as the light shifts.

AMG Line Plus for an especially sporty presence

The optional AMG Line Plus is available on the C-Class for the first time. It builds on the AMG Line with additional exterior and interior design elements that heighten the dynamic presence of the vehicle. These include, for example, a spoiler lip and tailpipe trim in gloss black, the Night Package, sports seats with red contrast stitching and red seat belts.

Refined: A place of elegance and serenity

Elevated interior and intuitive, personalized experiences with the MBUX Virtual Assistant

The interior of the new C-Class is a serene personal retreat where elegance, comfort and intelligent technology blend seamlessly. The “Welcome home” feeling can be experienced in every detail, creating an atmosphere that appeals to the senses. The interior design incorporates highlights from the new S-Class and the sporty DNA of the C-Class. The result is an elegant space that combines holistic comfort with everyday sophistication.

Intuitive displays and control concept

For the driver, the interior of the new C-Class combines clarity, elegance and an intuitive user experience. The 12.3-inch high-resolution driver display presents relevant information to the driver. The portrait-oriented 11.9-inch central multimedia display features a floating design and provides access to all key vehicle functions. The new multifunction steering wheel is even more ergonomic and intuitive to use. The control concept features a rocker for Digital Extra: Distance Assist DISTRONIC[1] and a roller for volume control. The capacitive controls are also seamlessly integrated and provide haptic feedback.

MBUX Virtual Assistant: A personalized companion that learns and evolves

Powered by MB.OS, the new C-Class features the fourth generation MBUX infotainment system with artificial intelligence (AI) from ChatGPT, Microsoft Bing and Google Gemini. With this unique multi-agent approach, the MBUX Virtual Assistant redefines the relationship between the vehicle and driver. The intelligent assistant is exceptionally intuitive and personal. Like a well-informed companion, the virtual assistant can conduct complex, multi-turn conversations and retain context.

Mercedes-Benz is continuously expanding the conversational capabilities of the MBUX Virtual Assistant. In addition to supporting general knowledge questions and queries about navigation or points of interest, the MBUX Virtual Assistant can also provide information on current stock prices, weather or even updates on slope conditions for a ski trip. The intelligent assistant appears on the MBUX Zero Layer as a “living” avatar. Three avatars are currently available for even more personal interaction.

The entertainment experience is also more personalized. If customers cannot remember the title or artist of a song, the MBUX Virtual Assistant can help them find it – and start playing it directly.

Music enjoyment with greater spaciousness and depth

The optional enhanced Burmester® 3D Surround Sound System with Dolby Atmos[3], 15 speakers and a 710-watt amplifier elevates the audio experience in the C-Class to a new level. Passengers are immersed in sound with significantly greater spatiality and depth than before. In the “3D Sound” menu, customers can individually adjust the spatial effect in ten levels. Music playback can also be focused specifically on the first or second row of seats. The sound can be focused on the rear seats when the driver prefers a quieter atmosphere. The new automatic selection function detects the occupants seated in the vehicle and adjusts the sound focus accordingly.

A wide range of options for individual lighting moods

Ambient lighting also creates a distinctive atmosphere in the new C-Class. With 64 individual colors and ten color worlds, it offers a lighting scenario to complement every mood and driving situation. Ambient lighting elegantly spans the sides of the center console, across the instrument panel and to the front and rear door handles, creating a warm, immersive atmosphere. Brightness can be adjusted across five levels, while four dimming zones allow even more precise control.

In addition, high-resolution ambient styles are available. The background themes, designed with meticulous attention to detail, range from calm to exhilarating, from cool to warm and from technical to emotional. These enhance the impact of the displays and allow customers to personalize the atmosphere of the interior to an even greater degree. The colors of the instrument cluster, controls and ambient lighting are harmoniously coordinated with the respective themes.

Intelligent interaction turns light into an active companion. An impressive welcome scenario greets occupants as they enter the vehicle. As the doors open, the system automatically adjusts the brightness. The ambient lighting provides visual feedback when adjusting the temperature of the climate control system. The Blind Spot Assist system uses discreet red flashing illumination in the door handles to warn the driver of other road users. The new C-Class combines emotion with attentiveness, creating an interior that actively supports its occupants.

New colors and materials

Two new upholstery colors and three new trim elements provide even more opportunities for personalization. Inspired by the world of luxury fashion, warm Beech Brown – available in MB-Tex, leather and Nappa leather – gives the interior an elegant atmosphere. The rich shade of Cherry Red creates striking accents and is available in MB-Tex. For the first time, seats with AMG Line leather upholstery feature moccasin stitching on the side bolsters. Seats with Nappa leather upholstery feature contrast piping and stitching. New trim elements in Natural Grain Birch Wood and High-Gloss Silver Metallic further enhance the premium look and feel of the interior.

Digital Extras[1]: Tailor-made customization

MB.OS enables over-the-air updates for the entire vehicle software, keeping the new C-Class up to date and refreshed. Customers can also flexibly customize the C-Class via the Mercedes-Benz Store and the Mercedes-Benz App. The growing portfolio of apps[1] spans a variety of categories, including audio, video, gaming and more.

Electrified high-tech combustion engine for effortless everyday performance

More powerful, agile driving experience with intelligent support

Thanks to integrated mild-hybrid technology, the new state-of-the-art 2.0-liter turbocharged engine delivers a new level of performance and refinement. The second-generation integrated starter-generator (ISG 2.0) intelligently supports the combustion engine at lower engine speeds with up to 23 hp and 151 lb-ft. This ensures immediate response and more efficient load changes. The 48-volt electrical system also enables functions such as coasting and recuperation to help maximize efficiency.

The ISG 2.0 enables the transition from coasting with the engine switched off to powerful propulsion under engine power as well as operation of the start-stop function to be almost imperceptible to the driver. The intelligent interaction between the combustion engine and ISG 2.0 also ensures exceptionally smooth operation at idle.

Enhanced 2.0-liter engine and new electric auxiliary compressor

The new, further developed M 254 EVO four-cylinder engine features a newly developed electric auxiliary compressor for improved performance and response, even at lower engine speeds. Powered by the 48-volt electrical system, the electric auxiliary compressor spools up within milliseconds and complements the twin-scroll exhaust gas turbocharger to ensure linear power delivery and powerful acceleration.

The engine produces 255 hp and 295 lb-ft of torque. Thanks to an overboost function that can be repeatedly activated, the engine delivers an additional 27 hp for approximately 20 seconds.

Tuned suspension for dynamic driving

The new C-Class is noticeably more agile. Mercedes-Benz has specifically optimized the suspension for greater dynamic handling while maintaining a high level of long-distance comfort. A stiffer connection and newly tuned adjustable damping reduce body movements and allow the C-Class to respond more directly, precisely and confidently. The four-link suspension design at the front axle significantly contributes to the car's dynamic handling. At the rear axle, a multi-link design with a five-link concept ensures precise wheel control and stable straight-line performance.

Exceptionally quiet interior

The outstanding NVH qualities of the interior have been further improved through numerous measures. The sophisticated aerodynamics – with a drag coefficient from 0.24 – reduce wind noise, supported by the redesigned exterior mirrors with aero-acoustically optimized mirror bases. The aerodynamic design of the trailing edge of the trunk lid, including the integrated spoiler contour, as well as lateral separation edges in the taillights, minimize turbulence and wind noise. An additional seal on the windshield further reduces wind noise. The exhaust system is now suspended in a cage-type arrangement, which noticeably reduces the transmission of vibrations. Further developed insulation and targeted acoustic measures contribute to the serene interior environment – even at higher speeds.

MBUX Surround Navigation and Augmented Reality Head-up Display

With MBUX Surround Navigation, integrated visual communication also reaches a new level. Supported by the vehicle's suite of exterior cameras and sensors, it seamlessly combines a real-time 3D representation of the vehicle and its surroundings using 3D game engine graphics. Other road users such as cars, motorcycles and pedestrians are also displayed. Drivers benefit from improved situational awareness.

The optional MBUX Augmented Reality Head-up Display from the new S-Class and EQS is also available in the C-Class for the first time. This provides intuitive support to the driver with clear route guidance in complex driving situations. It presents relevant information for the driver in the field of view.

Intelligent navigation based on Google technology

The navigation experience in the new C-Class is based on Google technology. Developed as part of the partnership between Google and Mercedes-Benz, this navigation solution is among the first systems to integrate the new Automotive AI Agent from Google Cloud for in-car conversational services, seamlessly combined with Google Maps.

State-of-the-art MB.DRIVE driver and parking assistance systems

The new C-Class is equipped standard with eight cameras, five radar sensors and 12 ultrasonic sensors for first-class driver and parking assistance technologies[2]. These sensors work together with a powerful control unit that uses MB.OS as its central software platform. Artificial intelligence algorithms trained on large volumes of fleet data process the sensor information in real time to assess the driving situation.

MB.DRIVE Standard can assist with lane keeping, maintaining distance, braking and accelerating. Maneuvering Assist, included standard, can brake the vehicle to a standstill when reversing at low speeds if the system detects risk of an imminent collision. When reversing out of a parking space, the assistant can warn the driver of detected obstacles and cross traffic.

Digital Extra: MB.DRIVE PARKING ASSIST 360[1] is also equipped standard on the new C-Class. It features the Digital Extra: 360 Camera[1] and improved surround view displays.

The new Digital Extra: Reverse Maneuvering Function[1], included standard, enables the vehicle to automatically reverse along part of the route most recently driven under certain conditions. When this feature is active, the image from the reversing camera and a graphic representation of the planned route are shown on the central display. This feature is particularly helpful in driving situations where a maneuver to turn the vehicle around is not possible.

Brighter and more efficient: DIGITAL LIGHT with micro-LED technology

With the optional next generation DIGITAL LIGHT system, the new C-Class offers improved visibility and enhanced safety. Innovative micro-LED technology and a new high-performance chip deliver a larger high-resolution field of illumination. The new system is also up to 50 percent more efficient than the previous generation. All software modules are integrated into MB.OS.

Technical Data at a Glance

	2027 Mercedes-Benz C 350	2027 Mercedes-Benz C 350 4MATIC
Drivetrain		
Cylinder arrangement/number	I4	I4
Displacement	1,999 cc	1,999 cc
Output	255 hp at 5,800 rpm	255 hp at 5,800 rpm
Torque	295 lb-ft at 2,000-3,200 rpm	295 lb-ft at 2,000-3,200 rpm
ISG (mild-hybrid)	23 hp / 151 lb-ft	23 hp / 151 lb-ft
Transmission	9G-TRONIC 9-Speed	9G-TRONIC 9-Speed
Drive config.	Rear Wheel Drive	4MATIC All-Wheel Drive
Dimensions and weight		
Length / width w/o mirrors / height	187.6” / 71.7” / 56.7”	187.6” / 71.7” / 56.7”

Wheelbase	112.8”	112.8”
Turning circle	36.4 ft	37.6 ft
Track width front / rear	62.3” / 62.8”	62.3” / 62.8”
Trunk capacity	11.6 cu ft	11.6 cu ft
Curb weight	3,891 lbs	3,990 lbs
Performance		
Acceleration 0–60 mph (est.)	5.8 sec	5.8 sec
Top speed (electronically limited)	130 mph	130 mph

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Mercedes-Benz anniversary year “140 Years of Innovation”
Since Carl Benz filed the patent for the first automobile 140 years ago and Gottlieb Daimler built his motorized carriage shortly afterwards, Mercedes-Benz has dedicated itself to constant innovation and to creating the world’s most desirable cars for customers. This ambition has driven every innovation – from the world's first automobile in 1886 to the biggest product launch program in the company’s history that is currently underway. With its passion for performance and pioneering power, excellence and an unwavering commitment to customer service, the brand has consistently shaped the future of mobility. The result goes well beyond engineering achievement – it creates the unmistakable feeling that leads through everything Mercedes-Benz does: Welcome home.

Mercedes-Benz is celebrating 140 years of innovation by driving three new S-Class sedans on a transcontinental journey to 140 locations worldwide. Each place highlights the brand’s technology, heritage, pioneering spirit and worldwide presence. Along the way, customers, fans and colleagues will get to join in the celebrations – on an epic adventure that will run until October 2026. Follow the “140 Years. 140 Places” drive across six continents on our “140 Years of Innovation | Mercedes-Benz Media” special and via the Mercedes-Benz Community.

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. To learn more about all Mercedes-Benz entities in North America, visit group.mercedes-benz.com/northamerica.

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

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[1] The use of certain Digital Extras requires the continuous acceptance of the Terms of Use for Digital Extras and the Mercedes me ID Terms of Use in their respective current versions, the permanent pairing of the vehicle with the Mercedes-Benz user account, the consent to the storage and retrieval of necessary information to activate some Digital Extras within the paired vehicle and - where applicable - the activation of the Digital Extras. Furthermore, there may be additional prerequisites or restrictions for the usage of some Digital Extras, such as a separate customer-owned contract with a third-party provider (e.g., streaming, conclusion of a data contract for "Comfort Data Volume“, navigation functions), the activation of additional Digital Extras to secure full functionality or selected third-party products (e.g., smartphone, smartwatch). Information on the personal data processed for the usage of Digital

Extras can be found in the Privacy Notices for the Digital Extras. The connection of the communication module to the mobile network, including the emergency call system, depends on the respective network coverage and availability of the network providers. Please also refer to any instructions in your vehicle's operating manual.

[2] The driver assistance and safety systems from Mercedes Benz are support systems and do not relieve the driver of their responsibility. The information contained in the Owner's Manual and the system limitations described therein must be observed.

[3] A personal Mercedes me ID and agreement to the Terms of Use for the Mercedes-Benz Digital Extras are required to use the services. In addition, the vehicle must be paired with the corresponding user account. Features also require active MBUX Entertainment Package and data plan.