



Press Release

October 17, 2026

The 140 Festival: Around 20,000 Guests Celebrated the Return of the S-Class Models Bertha, Carl and Gottlieb and the World Premiere of the Mercedes-AMG GT SUV at the Mercedes-Benz Museum

- After covering more than 40,000 miles across 55 countries on six continents, the three S-Class sedans returned to the Mercedes-Benz Museum in Stuttgart where their journey began at the end of January
- The global '140 Years. 140 Places' tour put the new S-Class powertrain, chassis and comfort features to the test in real conditions
- 'The 140 Festival': The homecoming of the three S-Class models was accompanied by a convoy of 140 historic and current vehicles, the world premiere of the Mercedes-AMG GT SUV and a live concert
- Further anniversary activities, including the opening of additional Mercedes-Benz Studios, will follow

Stuttgart. Exactly 140 years after Carl Benz filed the patent for the first automobile, three new Mercedes-Benz S-Class sedans set off on a journey around the world on January 29th, 2026: Bertha, Carl and Gottlieb, named after the pioneers of individual mobility, Carl and Bertha Benz and Gottlieb Daimler. Today, October 17th, the four-wheeled globetrotters returned safely to where their intercontinental journey began – the Mercedes-Benz Museum.

Over the course of nearly nine months, they covered more than 40,000 miles, averaging around 280 miles per day. Bertha and Gottlieb traveled from time to time in parallel to re-unite again on the road across 55 countries on six continents. The journey involved a total of 67 border crossings, the clocks had to be reset 28 times, and the climate control systems in the S-Class vehicles regulated the temperature across 13 climate zones. The '140 Years. 140 Places.' tour was among Mercedes-Benz's most ambitious activities. For the brand's flagship and innovation leader, the S-Class, the nine-month world tour was arguably its most demanding endurance test.

Cities among the 140 locations were Stuttgart, Madrid, Paris, Brussels, Rio de Janeiro, São Paulo, Montevideo, Buenos Aires, Santiago de Chile, Miami, New York, Toronto, Las Vegas, San Francisco, Seoul, Beijing, Tokyo, Shanghai, Bangkok, Singapore, Kathmandu, New Delhi, Mumbai, Sydney, Melbourne, Auckland, Nairobi, Johannesburg, Cape Town, Casablanca, Tunis, Istanbul, Vienna, Budapest, Bucharest, Amsterdam, Copenhagen, Vilnius, Riga, Tallinn, Brooklands, Hamburg, Bremen, Berlin, Munich.

Legends on wheels and a new Mercedes-AMG: “The 140 Festival”

The homecoming of the three S-Class sedans marked the highlight of the anniversary year “140 Years of Innovation” and served as the occasion for a festival that brought the brand’s past, present and future onto the road. Mercedes-Benz celebrated “The 140 Festival” at the Mercedes-Benz Museum in Stuttgart together with fans, partners and companions of the brand, employees and their families, and media guests. A convoy of 140 vehicles represented the illustrious history of Mercedes-Benz across different eras, including the 1886 Benz Patent-Motorwagen (replica), the Mercedes-Benz 300 SLR Uhlenhaut Coupe as the world’s most valuable car, a 220 S “Ponton,” the futuristic C 111 experimental vehicle, the electric G-Class, the electric C-Class, the Mercedes-AMG GT 4-Door Coupe and the Mercedes-AMG CLE 646 Spezialanfertigung. Together, they accompanied Bertha, Carl, and Gottlieb on the final miles to their destination.

An exciting highlight was the world premiere of the new Mercedes-AMG GT SUV. The first full-size SUV developed entirely in-house by Mercedes-AMG is the second new model based on the new AMG.EA high-performance architecture and combines the commanding presence of an SUV with the exhilarating driving experience of a sports car. With its exceptional combination of performance, comfort and everyday usability, the Mercedes-AMG GT SUV raises the bar for its segment. At the same time, Mercedes-AMG used the celebration as an opportunity to look ahead to the brand’s 60th anniversary in 2027, with a live concert rounding out the evening. On Sunday, the Mercedes-Benz Museum invites visitors to explore 140 years of automotive history through historic and current vehicles, hands-on activities, expert talks and special experiences. Further information: <https://go.mercedes-benz.com/140-festival>

“At the start of our global journey with our three S-Class vehicles, we made a promise: We’ll see you along the way. Today, at the ‘140 Festival’, we look back with gratitude on many special encounters and unforgettable moments shared with customers, fans and our teams around the world. This is what Mercedes-Benz stands for: for 140 years, we have combined a pioneering spirit and innovation with experiences that inspire people and become part of their lives. The return of our three globetrotters is a special moment for us. At the same time, it inspires us to further strengthen the connection people feel with our brand around the world.”

Christina Schenck, Vice President Digital & Communications and Investor Relations

The brand’s flagship proves itself: the S-Class mastered all conditions safely and comfortably

In addition to the regular testing of new Mercedes-Benz vehicles under extreme conditions in heat, cold and simulation chambers, the new S-Class journey around the world provided insights that cannot be gained in a laboratory. On the Indian mountain pass Umling La, the vehicles confidently mastered the drive at an altitude of around 19,000 feet demonstrating the power and reliability of the powertrain. The S-Class models also made safe progress during a monsoon and on roads in India that were, in places, completely flooded. In Kenya, Tanzania and Zambia, the chassis and comfort proved themselves on unpaved and extremely uneven roads. Features such as ENERGIZING COMFORT ensured relaxed travel even after hours on the road, all while the S-Class demonstrated its exceptional agility during numerous evasive maneuvers. The temperature difference on the tour was more than 122° Fahrenheit and ranged from desert to tropical climates. The interior climate control and air filtration system always maintained a comfortable interior environment. Find more information about the new Mercedes-Benz S-Class [here](#).

“140 Years of Innovation”: more anniversary experiences to come

Even after the return of the three S-Class models from their global tour, Mercedes-Benz will continue its ‘140 Years of Innovation’ anniversary year with further activities through to the end of the year:

- The limited edition adidas Samba OG x Mercedes-Benz shoe became available October 13th.
- [Mercedes-Benz Studios](#) in international cities around the world will invite visitors to experience the anniversary story and the brand. Additional studios will open following Copenhagen, Los Angeles, Sydney, and Delhi among other locations.
- During the Advent season, the approximately 475-foot-long glass façade of the Mercedes-Benz dealership at Donnersbergerbrücke in Munich will become an oversized Advent calendar in December – an attraction for automotive enthusiasts that brings 140 years of Mercedes-Benz innovation to life.
- In late autumn, customers will also be able to experience what the ‘140 Years of Innovation’ anniversary smells like inside their Mercedes-Benz. Yuzu, an aromatic Japanese citrus fruit, and eucalyptus express ‘curiosity’ and ‘responsibility’. Notes of sandalwood and vanilla round off the fragrance.
- Fans of the brand can look forward to a coffee table book titled ‘140 Years. 140 Places.’, documenting the intercontinental journey of the three four-wheeled globetrotters, their stops and encounters along the route.

#

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](#).

Contacts:

Cathleen Decker	cathleen.decker@mbusa.com
Matt Lins	matthew.lins@mbusa.com
Andrew Brudnicki	andrew.brudnicki@mbusa.com