



Mercedes-Benz

Press Information

October 20, 2026

Mercedes-Benz S-Class named MotorTrend 2027 Car of the Year

Atlanta. Mercedes-Benz USA today announced the new Mercedes-Benz S-Class has been named MotorTrend's 2027 Car of the Year. As the brand's flagship luxury sedan, the new S-Class represents the pinnacle of Mercedes-Benz engineering, craftsmanship and refinement.

Every year, the MotorTrend team invites a field of new and significantly updated vehicles to vie for its prestigious Car of the Year award. The 2027 field of competitors comprised 22 cars spanning a wide range of segments. A team of expert judges rigorously evaluates each vehicle against six key criteria – advancement in design, engineering excellence, performance of intended function, value, safety and efficiency – to determine the car most worthy of the iconic “Golden Calipers” trophy.

“The S-Class has always represented what a luxury car can be, and this year Mercedes found the right balance of innovation and tradition. It delivers the technology, performance and refinement we expect from an S-Class while raising the bar for all modern luxury sedans.”

Ed Loh, Head of Editorial, MotorTrend

“Since its introduction, the S-Class has embodied our brand's pioneering spirit and unwavering commitment to innovation, consistently redefining the benchmark in the luxury segment. We are honored that this distinguished MotorTrend award recognizes both the enduring legacy of the S-Class and its continued leadership in the industry. I can't think of a better way to celebrate this recognition than with the arrival of this exceptional Sedan at dealerships across the country.”

Adam Chamberlain, President and CEO, Mercedes-Benz USA

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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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