



Mercedes-Benz

Press Release

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Grand Opening Mercedes-Benz Studio Los Angeles: The Brand Brings Its Global Studios Concept and MANUFAKTUR Made to Measure Hub to the U.S.

- Global brand studio concept celebrates U.S. debut with Mercedes-Benz Studio Los Angeles opening in Beverly Hills
- Immersive displays, experiences and activations connect the “Welcome home” brand promise with the Mercedes-Benz anniversary theme “140 Years of Innovation”
- First MANUFAKTUR Made to Measure Hub in the U.S. reinforces Mercedes-Benz’ presence in its most important market globally for individualization
- New Mercedes-Maybach GLS celebrates its world debut as a product highlight of the Studio Los Angeles grand opening, showcasing the pinnacle of luxury and personalization

Los Angeles/Stuttgart. Mercedes-Benz opened its stunning new Mercedes-Benz Studio Los Angeles, marking an important milestone in the brand’s global Mercedes-Benz Studios network. The initiative establishes brand spaces in 18 influential cities across four continents, combining emotional brand storytelling with cultural relevance while creating new ways for people to engage with the brand. For the first time in the United States, the brand introduces a dedicated MANUFAKTUR Made to Measure Hub, strengthening its presence in the program’s most important market for individualization and offering personalized one-to-one appointments for top-end customers seeking truly bespoke vehicles.

With Los Angeles joining locations including Munich, Budapest, Bucharest, Copenhagen, Delhi, Prague, Seoul, Singapore, Stockholm, Tokyo, Toronto and Warsaw, the rollout continues to gain momentum across key international cities. As physical brand spaces, they all combine customer proximity, cultural relevance and immersive brand experience within a single platform. Each Studio is tailored to the unique character of the region following a clearly defined global framework. While many Studios are created as unique, limited-time experiences, selected locations may establish a more permanent presence. Across the network, Mercedes-Benz Studios translate the “Welcome home” brand promise into inviting experiences embedded in customers’ everyday environments. Through carefully curated programming and displays, cultural collaborations and personalized interactions, the concept strengthens brand perception and builds lasting relationships with customers and brand enthusiasts.

“As one of the world’s most valuable brands, Mercedes-Benz has always stood for combining engineering excellence with emotional experiences that bring our ‘Welcome home’ promise to life. That is why we are introducing Mercedes-Benz Studios, bringing our brand into the heart of the world’s most iconic cities.

Los Angeles is an important part of this global network, creating new ways for people to experience Mercedes-Benz in everyday life and making our brand feel even more accessible, personal, and welcoming.”

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

Mercedes-Benz Studio Los Angeles: local relevance within a global network

As a flagship location in the global Mercedes-Benz Studios network, Los Angeles plays a particularly distinctive role as a cultural and creative epicenter. Located in Beverly Hills - an area defined by luxurious hotels, celebrated restaurants, cutting-edge design, and trendsetting retail - the Studio is embedded in one of the city's most dynamic environments.

Reflecting the character of its surroundings, the Studio is designed as a space where contemporary luxury, creativity and hospitality converge. An open, inviting layout combines contemporary architecture with warm materials and refined details. Inspired by Southern California's indoor-outdoor lifestyle, the space emphasizes light, openness, and a relaxed sense of modern luxury. Flexible zones allow for seamless transitions for guests to explore and learn more about the brand's legacy, while dedicated areas such as the MANUFAKTUR Made to Measure Hub create an exclusive setting to showcase the possibilities of bespoke craftsmanship and individualization.

“Mercedes-Benz Studio Los Angeles is designed to further complement the strength of our incredible retail network by adding an impactful brand experience touchpoint in one of the world's most influential luxury markets. As a city that shapes global trends across design, culture and entertainment and attracts visitors from around the world, Los Angeles provides the perfect environment to engage existing and new customers, strategically placing the brand in the heart of the renowned Beverly Hills shopping district and enabling robust storytelling and personalization opportunities for customers outside of a more traditionally sales focused dealership setting.”

Adam Chamberlain, President and CEO of Mercedes-Benz USA

First MANUFAKTUR Made to Measure Hub in the U.S.

With the opening of Mercedes-Benz Studio Los Angeles, Mercedes-Benz introduces the first MANUFAKTUR Made to Measure Hub in the United States. The dedicated space within the L.A. location offers an exclusive one-to-one vehicle personalization experience in a private environment. Customers can access the space by reaching out to their preferred dealer to schedule an appointment on their behalf. Following the Center of Excellence in Sindelfingen, Germany, this marks only the second MANUFAKTUR Made to Measure location worldwide to offer such an immersive and individualized experience. Customers can explore an extensive range of bespoke materials, finishes, and design combinations with product experts to tailor their vehicle to their individual preferences.

MANUFAKTUR Made to Measure is Mercedes-Benz's personalization offering for top-end vehicles, enabling customers to create truly individual vehicles crafted with the brand's renowned expertise in Sindelfingen. The United States is the most important market for MANUFAKTUR, accounting for over 40 percent of global demand in 2025.

Portfolio extension: MANUFAKTUR Made to Measure for SL and GT

Mercedes-Benz is proud to further expand the MANUFAKTUR Made to Measure portfolio in July to include additional top-end models, starting with the Mercedes-AMG SL and Mercedes-AMG GT Two-Door Coupe. Customers will have access to hundreds of exterior paint finishes, in a one-to-one consultation with a MANUFAKTUR Made to Measure product expert.

MANUFAKTUR and Mercedes-Maybach: the pinnacle of individualization

Where available, almost every Mercedes-Maybach customer selects an average of three MANUFAKTUR options, underscoring the strong connection between the brand's most exclusive vehicles and its personalization program. The extended MANUFAKTUR portfolio is available for the new Mercedes-Maybach GLS from launch, including exclusive leather interior packages with full leather appointments, even extending to the roof liner.

Crafted in Sindelfingen, the roof liner is the largest MANUFAKTUR component and is completed entirely by a single craftsperson using up to 20 precisely cut leather sections. It is currently one of the most requested features among Mercedes-Maybach customers, underscoring the importance of craftsmanship and attention to detail in this highly specialized segment.

Mercedes-Maybach GLS world premiere: product highlight of the opening

The Mercedes-Maybach GLS represents the pinnacle of the Mercedes-Benz luxury SUV family, combining a commanding presence, exceptional comfort and the signature craftsmanship of Mercedes-Maybach. Presented to the world for the first time at Mercedes-Benz Studio Los Angeles, the new flagship SUV underscores the Studio's role as a platform for exclusive brand moments and highly personalized experiences. Designed as a private sanctuary for its occupants, the Mercedes-Maybach GLS transforms every journey into a refined, serene experience. Its distinctive character blends expressive design, state-of-the-art digital intelligence and extensive personalization options. At the Mercedes-Benz Studio Los Angeles, the unveiling illustrates the close connection between Mercedes-Maybach and MANUFAKTUR - a shared commitment to refined taste, exquisite materials and a luxury experience that feels truly personal.

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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 trans-continental 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. 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 <https://group.mercedes-benz.com/northamerica/>.

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