Embargoed until
November 16, 2026 at 9:00 AM ET / 6:00 AM PT

Mercedes-Benz
Press Release
November 16, 2026

Mercedes-Benz to Bring Hands-Free Highway Driving and Point-to-Point Driving Assistance to the U.S.

- Hands-free driving on highways will become available on eligible roads in the U.S. in spring 2027
- Point-to-point assisted driving (MB.DRIVE ASSIST PRO) will begin its commercial U.S. rollout in 2027
- U.S. Early Access Program (EAP) will provide select eligible customers in California with access to both MB.DRIVE ASSIST PRO and Hands-Free Highway Assist starting in December 2026

San Francisco. Mercedes-Benz is expanding its MB.DRIVE portfolio in the U.S., bringing advanced point-to-point driver assistance and hands-free highway driving to customers in 2027. MB.DRIVE ASSIST PRO[1] supports drivers along the navigation route, including in complex urban traffic, while Hands-Free Highway Assist[1] allows drivers to take their hands off the steering wheel on eligible controlled-access highways at speeds up to 85 mph. Both systems are designed to reduce routine workload behind the wheel and bring the Mercedes-Benz "Welcome home" feeling to the journey.

Ahead of the broader nationwide[3] rollout of both systems, a U.S. Early Access Program beginning in December 2026 will give select customers in California access to both MB.DRIVE ASSIST PRO[1] and Hands-Free Highway Assist[1].

"With our hands-free and point-to-point assisted driving systems, we're bringing software, sensing and computing together to offer the highest benefit to our customers. With the touch of a button, customers' lives become easier as the car makes point-to-point journeys almost effortless. And thanks to MB.OS, we will continue to deliver new and improved functions through regular over-the-air updates."

Jörg Burzer, Member of the Board of Management of Mercedes-Benz Group AG,
Chief Technology Officer, Development & Procurement

Relaxed Highway Driving with Hands-Free Highway Assist and Proactive Lane Change Assist

Hands-Free Highway Assist[1] helps make highway driving more comfortable by reducing routine driving workload. On eligible controlled-access highways with Digital Extra: Distance Assist DISTRONIC[3] active and under certain conditions, drivers can take their hands off the steering wheel at speeds of up to 85 mph, helping to make long journeys more relaxed and less demanding.

Where conditions permit, the system continuously supports the driver while adapting to the traffic situation. As an SAE Level 2 system, the driver remains responsible for the driving task, must remain attentive and be ready to take control at all times.

Proactive Lane Change Assist adds further convenience by initiating and performing lane changes when conditions permit, for example to overtake a slower vehicle or follow the navigation route toward an upcoming highway exit. Hands-Free Highway Assist[1] will be included in the Early Access Program in California beginning in December 2026, followed by a broader U.S. rollout across select eligible models in spring 2027.

MB.DRIVE ASSIST PRO: Making Complex Journeys Feel Easier

With its point-to-point driving experience, Mercedes Benz supports the driver from start to destination, making every-day journeys more comfortable and less demanding. Where established, assistance systems already ease highway driving. MB.DRIVE ASSIST PRO[1] extends this support across the entire navigation route, for instance by assisting when leaving the highway and navigating even dense urban traffic.

When MBUX Navigation route guidance is active, MB.DRIVE ASSIST PRO[1] can be activated with a simple press of a button on the steering wheel. It then assists the driver through many situations in everyday driving, including exiting the highway, changing lanes, merging into the correct lane, turning at intersections and braking or pulling away at traffic lights.

Behind this experience is a powerful sensing and computing architecture: MB.DRIVE ASSIST PRO[1] uses 27 sensing components, including 10 cameras, five radar sensors and 12 ultrasonic sensors. The sensor data is processed by a high-performance computer delivering up to 254 TOPS (Tera Operations Per Second). The required hardware is already installed in certain eligible 2027 vehicles, including CLA Electric, GLE, GLS and S-Class. Beginning with model year 2028, more vehicles across the Mercedes-Benz passenger car portfolio in the U.S. will be equipped to support the feature.

MB.DRIVE ASSIST PRO[1] is planned for a nationwide[4] rollout in the U.S. beginning 2027 on select eligible Mercedes-Benz models. The feature will offer flexible purchase options depending on the model year. On eligible vehicles with the required hardware, the feature can also be purchased digitally through the Mercedes-Benz Store[2] and delivered via an over-the-air update. Customers will be able to choose from subscription periods of three years, one year or one month.

“For Mercedes-Benz, leadership in driver assistance is not about a single feature. It’s about intelligent assistance across the entire journey. By bringing hands-free highway driving together with point-to-point assistance and expanding these technologies across our portfolio, we’re making them available to more customers across the U.S. That’s where sophisticated technology becomes meaningful: when it makes everyday driving more comfortable and convenient.”

Jason Hoff, CEO Mercedes-Benz North America

With the U.S. rollout of MB.DRIVE ASSIST PRO beginning in 2027, Mercedes-Benz will bring its advanced SAE Level 2 point-to-point driver assistance system to customers in the U.S., Germany and China. In China, the system has already been available since the introduction of the new CLA at the end of 2025. Together, these rollouts will make Mercedes-Benz the first automaker to offer this type of advanced point-to-point driver assistance system across all three markets.

Early Access to MB.DRIVE ASSIST PRO[1] and Hands-Free Assist[1] in California

Beginning in December 2026, select customers in California will be invited to participate in an Early Access Program (EAP), allowing the use of the new driver assistance features ahead of the broader U.S. rollout[3]. Eligible participants will be selected from owners or lessees of 2026 and 2027 CLA Electric Sedan and 2027 GLC Electric SUV[2], S-Class Sedan, GLE SUV and Coupe and GLS SUV.

Designed Around the Customer: A Global Strategy for Safe, More Comfortable Automated Driving

Safety is a core Mercedes-Benz value and the foundation of its driver and parking assistance systems. For customers, this translates to intuitive assistance in city driving, enhanced comfort on the highway and seamless support throughout the journey. Mercedes-Benz is consistently developing complementary technologies across different levels of driving automation, with each designed to integrate naturally into the Mercedes-Benz driving experience.

MB.OS provides the technological foundation for the new generation of driver assistance systems. As the architect of the overall system, Mercedes-Benz combines its expertise in vehicle integration, safety and driving characteristics with the latest technologies from leading AI partners.

# # #

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: Three new S-Class sedans went on a transcontinental journey to 140 locations worldwide as part of the “140 Years. 140 Places” tour. Each place highlighted the brand’s technology, heritage, pioneering spirit and worldwide presence. Along the way, customers, fans and colleagues got to join in the celebrations right up to its grand ‘Homecoming’ finale at the Mercedes-Benz Museum. Highlights of the tour can be found on our “140 Years of Innovation | Mercedes-Benz Media” special.

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/.

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

Contacts:

Cathleen Decker	cathleen.decker@mbusa.com
Florian Sailer	florian.sailer@mercedes-benz.com

[1] MB.DRIVE ASSIST PRO and Hands-Free Highway Assist are SAE Level 2 driver assistance systems. The driver remains responsible for the driving task and must remain attentive and ready to intervene at all times.
Use of Digital Extras requires permanent acceptance of the Terms of Use for Digital Extras and the Mercedes me ID Terms of Use in their currently valid version, permanent linking of the vehicle to the Mercedes-Benz user account and, where applicable, activation of Digital Extras. In addition, the vehicle must be linked to the corresponding user account. Information regarding personal data processed for the use of Digital Extras can be found in the privacy policy for Digital Extras.
[2] Use of Digital Extras requires permanent acceptance of the Terms of Use for Digital Extras and the Mercedes me ID Terms of Use in their currently valid version, permanent linking of the vehicle to the Mercedes-Benz user account and, where applicable, activation of Digital Extras. In addition, the vehicle must be linked to the corresponding user account. Information regarding personal data processed for the use of Digital Extras can be found in the privacy policy for Digital Extras.
[3] MB.DRIVE ASSIST PRO: Availability may be subject to minor geographic limitations at launch.