Mercedes-Benz

Press Information
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The all-new Mercedes-Benz GLA

- Confident: striking appearance with sporty character and illuminated grille
- Built for every lifestyle: available with up to 657 km[1] of all-electric range and 800-volt fast charging, or as a hybrid with 48-volt technology
- Elevated: new interior experience with more space, refinement, enhanced comfort and intelligent support that feels natural and intuitive

Stuttgart. The all-new Mercedes-Benz GLA SUV combines sporty design, advanced technology and everyday practicality. A sleeker silhouette, longer wheelbase and an available illuminated grille create a distinctly sporty and confident presence. The completely redesigned interior brings more light, space and refinement to every journey, with elevated materials, standard panoramic glass roof and an optional MBUX Superscreen. Intelligent technologies, including the MBUX Virtual Assistant powered by generative AI, provide intuitive interaction and personalized support. The 2028 Mercedes-Benz GLA will be available with both all-electric and hybrid powertrains. The GLA Hybrid variants arrive at U.S. dealerships in the second half of 2027, followed by the GLA Electric models in the first half of 2028.

The “Welcome home” feeling takes on a fresh, lifestyle-oriented character in the all-new GLA. Elevated comfort and an intuitive digital environment create an experience that feels instantly familiar. Since Carl Benz invented the automobile 140 years ago, Mercedes-Benz has continued to drive innovation forward with one clear purpose: to create tangible value for customers. With the all-new GLA, this pioneering spirit enters a new chapter.

“The new GLA is designed to excite customers every day. Drawing on 140 years of innovation, we’ve built the most expressive GLA ever. Combined with a newly designed interior that brings even more space and comfort, we’ve further elevated the appeal of what is already our best-selling compact model.”

Ola Källenius, Chairman of the Board of Management, Mercedes-Benz Group AG

The all-new Mercedes-Benz GLA: Key Facts

Sporty proportions: A sleek silhouette, longer wheelbase, wider rear track, pronounced muscular shoulders and wheels positioned flush with the body – the all-new GLA has a distinctly more dynamic appearance.

Charismatic presence: The all-new electric GLA brings the iconic grille to the compact segment. The striking illuminated grille contributes to the SUV's confident presence.

Individuality is key: The all-new GLA offers customers more options for personalization, including the new ultra-sporty AMG Line Plus with Night Package and the exclusive Night Edition.

Functionality in perfect form: A high-quality interior blends floating forms, carefully selected materials and the optional large MBUX Superscreen – spanning the entire dashboard and integrating driver, central and passenger digital displays. The optional Burmester® 3D Surround Sound System delivers an impressive audio experience.

More space for everyday life and adventures: The all-new GLA offers more headroom and legroom in every seat. There's also more space for luggage thanks to the spacious interior and versatile split-folding rear seats.

Ready for adventure: With available 4MATIC all-wheel drive, TERRAIN drive program and "Transparent Hood" function, the all-new GLA is ready for any adventure, even off the beaten path.

Effortless electric driving: With up to 657 kilometers of electric range (WLTP)[1], the all-new electric GLA offers impressive long-distance comfort. Thanks to 800-volt technology, it can charge up to 270 kilometers of range (WLTP)[2] in as little as 10 minutes.

Hybrid drive: The all-new GLA will also be available as a hybrid with 48-volt technology. The hybrid powertrain enables the GLA to drive on electric power in city driving, depending on the driving situation, and recuperate energy in every gear.

Intuitive and intelligent: The MBUX Virtual Assistant, powered by generative AI, can hold complex, multi-part conversations, has short-term memory and uses the latest voice technology. As a result, it sounds and responds like a well-informed friend.

Always on the right track: Thanks to the Google Cloud Automotive AI Agent, the MBUX Virtual Assistant is also well-versed in navigation-related questions. It can access information from the Google Maps platform to provide users with personalized answers to questions about navigation, points of interest and more, all through a seamless, natural conversation.

Driver assistance technologies[3]: The all-new GLA is equipped standard with a number of advanced driver assistance features, including Digital Extra: Distance Assist DISTRONIC[4]. Further expanded driver assistance systems are also optionally available.

Confident: A design statement for city life

Striking appearance with a decidedly sporty character

The silhouette alone makes it unmistakably clear: the all-new Mercedes-Benz GLA is designed to impress. The powerful SUV proportions with upright front end and flat-angle windshield present themselves in a much more dynamic form. Compared with its predecessor, the new GLA is 0.8 inches lower. Together with a longer wheelbase (+2.4 inches), wider rear track, muscular shoulders and available 18-, 19- and 20-inch wheels positioned flush with the body, the all-new SUV is ready for any adventure.

The clean, surface-oriented design with minimalist lines reinforces the sporty, confident appearance. Striking character lines and powerful surfaces create a dynamic interplay of light and shadow when viewed from the side. Full-width wheelarch trim (depending on vehicle equipment) and visual underguard at the front and rear emphasize the SUV's rugged character. Chrome trim elements at the front and rear add exclusive touches.

Expressive front design with illuminated iconic grille

The all-new electric GLA is the first Mercedes-Benz model in the compact segment to feature the new iconic grille. It lends the GLA a unique, charismatic presence, thereby underpinning its exceptional status among compact premium SUVs. It features a chrome frame, illuminated surround, illuminated panel grille with a smoked-glass-effect mesh structure and integrated central Mercedes-Benz star. The mesh structure contains a total of 608 polycarbonate light points, which are backlit. These can also be animated as an option. Together with 158 micro-LEDs, these orchestrate light sequences that radiate in time with the Aura sound of the selected soundscape – an emotional and enthusiastic welcome.

The all-new GLA Hybrid features the star grille. A total of 150 hot-stamped chrome stars form the distinctive Mercedes-Benz pattern. An LED surround frames the radiator grille and the central Mercedes-Benz star is also illuminated.

Exterior lighting featuring star design

The standard High Performance LED headlamps provide a striking and distinctive appearance both day and night. These feature the Mercedes-Benz star as a chrome design element. With the optional LED Intelligent Light System, the daytime running lights feature the star design. Together with the illuminated grille, this creates an unmistakable light signature. The taillights are visually connected through a design element that emphasizes the width of the GLA. On vehicles equipped with the optional LED Intelligent Light System, this rear center element also features welcome and farewell animations.

AMG Line and AMG Line Plus with Night Package for a distinctly sporty look

With the optional AMG Line, the all-new GLA features AMG exterior styling including a front fascia with large air intakes, rear fascia finished in body color, wheelarch trims finished in body color and available 19- and 20-inch AMG wheels. Inside, the AMG Line adds a number of sporty accents, such as AMG sport seats, multifunction sport steering wheel in Nappa leather with flattened bottom and steering wheel paddles, available trim elements in Carbon Grain Aluminum, among other finishes, and AMG sport pedals in brushed stainless steel with black rubber studs.

The AMG Line Plus with Night Package is introduced as an option on the GLA for the first time. It builds on the AMG Line to further elevate the GLA with additional exterior design elements such as a black AMG spoiler lip, black trim elements on the side sill panels and exclusive 20-inch AMG wheels. When the front doors are opened, an animated projection with the Mercedes-Benz star pattern welcomes customers. Unique touches in the interior include exclusive MANUFAKTUR red seatbelts, Dark Shadow climate control air vent accents and illuminated door sills.

Night Edition

The new optional Night Edition gives the all-new GLA a particularly striking, sporty appearance with a number of exclusive touches. The curated package features exclusive MANUFAKTUR Cosmos Black Magno paint, front and rear fascias with black underguard, door and side sill trim in black and exclusive 20-inch AMG wheels in black. Striking accents also extend to the interior with illuminated door sills, Dark Shadow climate control air vent accents, sport seats finished in exclusive AMG Black MB-Tex/Microfiber upholstery with Crystal White A-band, center elements and white contrast stitching, exclusive Crystal White center armrest and Natural Fiber Zen trim.

A wide range of personalization options

A diverse range of exterior and interior colors is available, underscoring Mercedes-Benz's commitment to exceptional design. New paints such as Liquid Crystal Green and Sky Blue Metallic expand the exterior color palette. Inside, new upholstery choices, including Beech Brown, have been added. The all-new GLA also features a variety of interior trim options, including natural grain wood, two aluminum finishes, innovative natural fiber and an anodized-look finish.

Universal: Built to adapt to real life and the many demands of everyday driving

The all-new GLA adapts seamlessly to different customer needs and lifestyles. It is designed for what really matters in life: maximum flexibility and practicality for everyday driving. Customers can choose between electric and hybrid powertrains with 48-volt technology. Whether it's the daily commute to work, a spontaneous weekend trip or a long-awaited holiday – the all-new GLA is the perfect companion. It is equally at home on any road: agile and maneuverable in the city, dynamic on highways and country roads, and confident on dirt and gravel roads. State-of-the-art technology transforms every moment behind the wheel into an intuitive and comfortable experience.

"The new GLA is engineered to make advanced technology feel effortless. Powered by MB.OS and its AI-driven capabilities, it anticipates and supports to make everyday life noticeably easier. With a broad portfolio of all-electric and high-tech electrified combustion variants, up to 657 kilometers of range and 270 kilometers recharged in just 10 minutes, it redefines electric usability in its segment."

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

The all-new electric GLA

With up to 657 kilometers of electric range (WLTP)[1], the all-new electric GLA elevates everyday and long-distance driving to a new level. Up to 270 kilometers (WLTP)[2] of range can be charged in as little as 10 minutes thanks to 800-volt technology. DC fast charging up to 320 kW is possible at 800-volt stations. A DC converter is also fitted standard to enable charging at 400-volt charging stations.

The 2028 Mercedes-Benz GLA portfolio features two all-electric models: the 268-hp GLA 250+ Electric and the 349-hp GLA 350 4MATIC Electric. The sporty top model sprints from 0 to 60 mph in 5.3 seconds. Both models are equipped with an NMC (nickel-manganese-cobalt) battery, which has an 85-kWh usable capacity.

Hybrid with 48-volt technology

The all-new GLA will also be available with hybrid powertrains in two outputs. The newly developed, electrified 1.5-liter four-cylinder turbo engine is designed to deliver both power and efficiency. The electric motor supplements the power of the combustion engine with an additional boost of 30 hp[5]. It is integrated directly into the new electrified eight-speed dual-clutch transmission (8F-eDCT) along with its components. This makes the entire system highly compact.

A new 48-volt battery with lithium-ion technology and a usable capacity of up to 1.3 kWh powers the electric motor. In city driving, under certain conditions, where less than 30 hp is required to keep the vehicle in motion[6], the hybrid model can drive purely on electric power. Efficient electric coasting with the drivetrain disengaged is also possible at speeds up to 60 mph. In addition, recuperation in all eight gears is possible, with up to 25 kW of recuperation power.

TERRAIN mode and "Transparent Hood"

In addition to the ECO, COMFORT, SPORT and INDIVIDUAL drive programs, 4MATIC models feature the TERRAIN drive program. This mode automatically adjusts the characteristics of the drivetrain, steering and brakes for dirt and gravel roads. The "Transparent Hood" function, included with optional Digital Extra: MB.DRIVE PARKING ASSIST 360[4], provides a virtual view of the area beneath the vehicle.

Intelligent navigation based on Google technology

The navigation experience in the all-new GLA is based on Google technology. The navigation solution, developed as part of the partnership between Google and Mercedes-Benz, is one of the first systems to integrate Google Cloud's new Automotive AI Agent for in-vehicle conversational services with Google Maps. Customers can use the MBUX Virtual Assistant to search for charging stations as well as obtain information on the charging speed of stations.

Digital Extra: MBUX Navigation with Electric Intelligence[4] plans the fastest and most convenient route, including charging stops when required, based on a variety of factors. It also responds dynamically to traffic jams or changes in driving style. Mercedes-Benz is also continuously refining the energy usage forecast. In the future, predicted wind conditions along the route will be considered even more precisely according to vehicle height.

MBUX Surround Navigation combines assistance and route guidance

With MBUX Surround Navigation, integrated visual interaction reaches a new dimension. Supported by the vehicle's cameras and sensors, it displays a real-time 3D representation of the vehicle and its surroundings on the driver display using 3D game engine graphics. Drivers benefit from improved situational awareness.

State-of-the-art MB.DRIVE assistance systems[3]

The all-new GLA is equipped standard with a number of driver assistance systems, including Digital Extra: Distance Assist DISTRONIC[4], as well as eight cameras, five radar sensors, 12 ultrasonic sensors and a water-cooled high-performance control unit with sufficient power reserves for future functions and regular over-the-air updates. This high-performance computer can perform up to 254 tera operations per second (TOPS). Artificial intelligence processes all sensor data in real time to assess the current traffic situation.

The optional Digital Extra: MB.DRIVE PARKING ASSIST 360[4] features the Digital Extra: 360 Camera[4] and new and improved surround view display. It also includes Digital Extra: Rim Protection Warning[4], which displays a top-view distance alert when maneuvering to help the driver avoid damage to the wheels.

Elevated: Interior experience and comfort at a new level

More space, more refinement, enhanced comfort and a new world of intuitive, personalized experiences

The all-new GLA offers more space for all occupants. The wheelbase has increased by 2.4 inches to 109.8 inches. The driver and front passenger benefit from an additional 0.3 inches of legroom. For rear passengers, legroom is increased by as much as 1.5 inches. The SUV's roofline and standard panoramic glass roof create a generous sense of space and noticeably improve headroom. Maximum headroom for both the front and rear seats has increased by 0.9 inches.

The all-new GLA also offers plenty of cargo space. When folded down, the split-folding 40/20/40 rear seats create a nearly flat cargo floor.

"For many of our customers, the GLA is more than just a car, it is a trusted companion for everyday life. With the all-new GLA, we have focused on what matters most to them: a combination of sporty confidence with more space, elevated comfort and intuitive technologies that make everyday life easier. With a wide choice of powertrains and more opportunities for individualization than ever before, it fits seamlessly into modern lifestyles and, true to Mercedes-Benz, it delivers that unmistakable 'Welcome home' feeling every time you step inside."

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

More light, more space: Standard panoramic roof

The standard fixed glass panoramic roof creates an exceptionally spacious and open feel. It is made from heat-insulating laminated safety glass with an infrared-reflective coating and an ultra-thin low-emissivity (LowE) coating. This helps reduce cabin temperatures in the summer. In winter weather, the LowE coating reduces interior heat loss by reflecting the interior heat back into the cabin.

With the optional SKY CONTROL, the glass surface of the panoramic roof can switch between transparent and opaque in 10 to 20 milliseconds. The glass roof is divided into seven segments, each of which can be controlled individually. This allows customers to choose how much sunlight they want to let into the interior, and in which area.

Interior design

The all-new GLA offers a new spatial experience in the segment. The previous sculptural design has been replaced by a clean, minimalist design concept. The focus is on a few striking, high-tech elements that structure and enhance the interior. A key highlight is the optional, floating MBUX Superscreen, which spans the entire width of the dashboard. A 10.25-inch driver display, 14-inch central display and 14-inch front passenger display are positioned beneath a large glass surface.

The circular climate control air vents at each end of the MBUX Superscreen also have a sporty high-tech look. The outer rings of the vents appear to float in front of a conical-shaped form. The center air vent replaces traditional vent louvers.

Another highlight is the door panels with a concave base that recedes visually, while floating-style door center panels with open storage make the interior appear lighter. The pull handle in the classic tubular design is minimalist in style yet still adds a powerful, sporty accent.

The sporty floating center console completes the new design concept. It blends elegantly beneath the optional MBUX Superscreen and is divided into two levels. The upper open surface features a large three-

dimensional trim element, available in a variety of stunning finishes. The trim element integrates cupholders and a smartphone storage compartment with optional wireless charging.

Even more ergonomic and intuitive: New multifunction steering wheel with rocker and roller

The steering wheel is designed to be even more ergonomic and intuitive to operate. The control concept features a roller for volume control and a rocker for Digital Extra: Distance Assist DISTRONIC[4]. Capacitive control panels are also seamlessly integrated and feature tactile feedback.

Exceptionally intuitive and personalized: New MBUX control and display concept

The optional MBUX Superscreen is powered by state-of-the-art high-performance chips and real-time graphics from the Unity Game Engine. The new control and display concept is tailored to the individual preferences of customers. It follows the principle of reducing everything to the essentials. The enhanced MBUX Zero Layer on the central display shows the most relevant information, recently used apps[4] and suggestions. In the app grid, customers can arrange and group apps into personalized folders, much like on a smartphone.

Attentive, intelligent and a great conversation partner: MBUX Virtual Assistant

The MBUX Virtual Assistant enables complex conversations, like one would have with a friend, and has short-term memory. AI from ChatGPT, Microsoft and Google unites the collective knowledge of the internet, enabling the intelligent assistant to seamlessly access different sources of information within the same conversation and retain context. With this unique “multi-agent approach,” the MBUX Virtual Assistant revolutionizes the relationship between the vehicle and the driver – transforming it into a natural, intuitive interaction. The virtual assistant appears as a “living” avatar on the MBUX Zero Layer.

Individual entertainment for the front passenger

With the optional MBUX Superscreen, the all-new GLA offers the front passenger their own 14-inch display for personalized entertainment. The growing portfolio of apps[7] elevates in-car entertainment with video streaming platforms like Disney+ and Sony RIDEVU, as well as streaming audio apps and video conferencing apps.

Personalized ambient lighting with dynamic effects

Optional ambient lighting visually enhances the interior. It also emphasizes the floating design of the three central interior elements: the center console, door center panels and optional MBUX Superscreen. With 64 colors, 10 color schemes, 20 brightness levels and three brightness zones, customers can personalize the lighting atmosphere of the cabin.

In addition, high-resolution, atmospheric ambient styles can be selected as mood-enhancing background motifs for the displays. The color scheme of the driver display, controls and ambient lighting is coordinated accordingly. Together with the high-quality materials and stunning details, the lighting and graphic designs create an atmosphere that appeals to the senses and takes the familiar “Welcome home” feeling to a new level.

Music enjoyment with greater spatiality and depth: Burmester® 3D Surround Sound System

The new optional Burmester® 3D Surround Sound System with Dolby Atmos[7] delivers an impressive multidimensional music experience. The system features four additional speakers – 16 speakers in total – and a powerful 850-watt amplifier. For the first time in the GLA, the covers for the tweeters and mid-range speakers in the front doors are finished in silver chrome.

The overall sound of the Burmester® 3D Surround Sound System has been further optimized. A new algorithm ensures significantly greater spatiality and depth. Customers can adjust the spatiality across 10 levels (the “3D Sound” menu). Another new feature allows the music to be directed only to the first or second row of seats (the “Sound Zone” setting). This means front occupants can enjoy the full sound when the rear seats are

empty. In addition, the sound can be directed to the rear passengers if the driver prefers a quieter environment. The sound focus can also be specifically optimized for the driver's seat or both rows of seats (the "Focus" setting). The new Auto Selection feature detects the occupants seated in the vehicle and adjusts the sound focus accordingly. Auto Selection is automatically activated in default mode.

Exceptionally quiet interior for a relaxed driving experience

A highly rigid body structure complemented by a wide range of measures is designed to ensure high levels of NVH refinement in the all-new GLA. These include extensive sound insulation from the front to the rear, decoupling elastomer mounts between the chassis and body, double decoupling of the electric motor from the body and enclosures for the electric drive in the GLA Electric.

Aerodynamics further contribute to the high level of acoustic comfort. The all-new GLA is more aerodynamic than its predecessor. Thanks to its streamlined silhouette and extensive aerodynamic detailing, the new SUV achieves a drag coefficient of 0.26. The excellent aerodynamics reduce wind noise and also help maximize electric range.

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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 afterward, 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 group.mercedes-benz.com/northamerica.

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

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[1] The actual range depends on numerous factors, such as individual driving style, environmental conditions, battery aging, auxiliary consumers such as air conditioning, optional equipment, tires, payload, and route profile, and may therefore differ from the WLTP value specified.
[2] The specified charging time was determined using the maximum DC charging power in accordance with ISO/SAE 12906 under the conditions described therein.
[3] Our driver assistance and safety systems are aids and do not relieve you of your responsibility as the driver. Please take note of the information in the Owner's Manual and the system limits which are described therein. Driver remains responsible to monitor the parking process and surroundings at all times.
[4] 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.
[5] Peak output for 20 seconds at 3,000 rpm.
[6] Technical criterion: when less than 30 hp is required.
[7] 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.