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Mercedes-Benz

Press Information

March 31, 2026

World premieres of new GLE and GLS marked by five-millionth model assembled at MBUSI in Tuscaloosa

- The world premiere of the new Mercedes-Benz GLE and GLS is highlighted by a significant milestone, the Alabama plant's five-millionth SUV to roll off the line, highlighting 30 years of U.S. operation
- Mercedes-Benz U.S. International, Inc. (MBUSI), established in 1995, assembles SUVs for both the U.S. and global markets, exporting roughly 60 percent of its output, making it one of the largest exporters of automobiles in the U.S.
- With a broad U.S. footprint vital to its global operations, Mercedes-Benz seeks to further expand its second-largest market in the coming years with further investments of more than \$7 billion
- \$4 billion will be invested specifically in the Tuscaloosa plant by 2030 as a clear commitment to the Alabama location
- 2026 marks the year Mercedes-Benz celebrates 140 years of innovation – and 138 in the U.S.

Tuscaloosa, Ala. Today, the new Mercedes-Benz GLE and GLS made their world premieres at their home plant in Tuscaloosa, Alabama. Both models are more powerful, intuitive and confident than ever – embodying the Mercedes-Benz “Welcome home” feeling by offering modern design, cutting-edge technology and exceptional comfort. The full-size GLS upholds its reputation as the S-Class among SUVs, delivering unmatched luxury, while the GLE reinforces its position as one of the best-selling and most versatile models. The sporty GLE Coupe boasts dynamic design and driving character. Alongside the series model, Mercedes-AMG celebrated the world premiere of the GLE 53 HYBRID models.

The ceremony celebrated the reveal of the GLE and GLS, along with a monumental milestone of the five-millionth SUV to roll off the line, marking 30 years of production in Tuscaloosa. The event was presided over by Mercedes-Benz CEO Ola Källenius, Mercedes-Benz board members as well as U.S. Department of Transportation secretary Sean Duffy, and U.S. Senators Katie Britt and Tommy Tuberville.

As the second-largest market for Mercedes-Benz and with facilities that assemble vehicles for both the local and global markets, the German automaker is proud of its strong presence in the U.S. Now, with locations across 13 states and supporting hundreds of thousands of jobs, both directly and indirectly, Mercedes-Benz will continue to invest in and expand its U.S. footprint.

140 years of innovation; 138 years in the U.S.

That pioneering spirit of Mercedes-Benz was on full display in Tuscaloosa. The SUV world premieres were accompanied by the “140 Years. 140 Places.” Tour, in which three new S-Class Sedans are undertaking a global

journey spanning more than 30,000 miles across six continents. The tour is stopping at a symbolic 140 places, each reflecting a chapter of the brand's heritage, pioneering spirit and worldwide presence. The stop in Tuscaloosa, where Mercedes-Benz SUVs are assembled for the world, represents one of those defining chapters. More information about the tour can be found [here](#).

140 years ago, Carl Benz changed the course of the world with the invention of the modern automobile – the Benz Patent Motorwagen. Only two years later, Gottlieb Daimler arrived in the U.S. and partnered with piano manufacturer William Steinway to found the Daimler Motor Company with its headquarters in Long Island City, New York. This move paved the way for German automotive engineering excellence to come to American soil. Local assembly of the “American Mercedes” began in 1905. This early visionary power and engineering excellence established the foundation of the enduring local footprint of Mercedes-Benz. During this time there were numerous motorsport successes, such as a land-speed record set by Barney Oldfield's “Blitzen Benz” at Daytona Beach that created the high-end demand for Mercedes cars by the Hollywood elite and other wealthy Americans. This eventually led to their consistent importation by the famous Max Hoffman, who also advocated for the creation of the 300 SL Gullwing – unveiled at the 1954 International Motor Sports Show in New York City.

U.S. headquarters in the metro Atlanta, Georgia area

To officially reestablish its U.S. operations, the former Daimler AG (now Mercedes-Benz AG) created Mercedes-Benz USA in 1965. After 50 years in Montvale, N.J., MBUSA moved to Atlanta, Ga., in 2015, and in 2018, into a new purpose-built headquarters facility dubbed “1MB” in Sandy Springs, Ga. To further streamline its U.S. workforce, MBUSA is currently in the process of moving up to 500 roles from various locations across the country into a new, state-of-the-art R&D hub in Atlanta.

This strategic multi-million-dollar investment in the Atlanta area will allow the company to leverage the rich engineering talent pool around institutions like Georgia Institute of Technology and create new opportunities to collaborate with the region's thriving startup ecosystem and established tech sectors. It also firmly establishes Atlanta as Mercedes-Benz's headquarters in North America, and is part of a broader strategy for the company to collocate its corporate functions, R&D activities, and sales and marketing teams in the U.S.

The home of Mercedes-Benz SUVs in Tuscaloosa, Ala.

For three decades, the Mercedes-Benz Factory in Tuscaloosa has been assembling vehicles with meticulous craftsmanship using premium materials, with a strong focus on safety and innovation. This is thanks to around 5,800 highly skilled team members who take pride in their work and ensure the quality that has long defined Mercedes. From the pioneering M-Class in 1997 to today's GLE and GLS, a total of five million SUVs have rolled off the line, all defining excellence in their segment.

Currently, the GLE, GLS and GLE Coupe sport utility vehicles, along with AMG performance variants and the Mercedes-Maybach GLS, are assembled at the Tuscaloosa site for all global markets. The plant also assembles the all-electric EQE SUV, EQS SUV and Mercedes-Maybach EQS SUV. Over the course of the next few years, the GLC SUV will also come to the Tuscaloosa facility, further enhancing the importance of its Alabama operations within the global company.

The plant currently exports roughly 60 percent of its output, making it one of the largest exporters of automobiles from the U.S. and contributing positively to the local trade balance.

A strategic hub for van assembly in Charleston, South Carolina

In South Carolina, around 1,700 employees assemble the Sprinter and eSprinter for the North American market. Last year, Mercedes-Benz Vans celebrated a milestone of five million Sprinter vans assembled globally.

¹ According to the Center for Automotive Research (CAR) estimate, every direct vehicle manufacturing job supports 10.1 additional U.S. jobs; dealer employment has a multiplier of 1.84.

Assembled at the company's facility in Charleston, S.C., the five-millionth Sprinter – an all-electric eSprinter – was handed over to FedEx, a longstanding Mercedes-Benz Vans customer. The plant in Charleston celebrates its 20th anniversary this year.

Other locations across the U.S. support thousands of jobs

Mercedes-Benz Research & Development has locations in San Jose, Long Beach and Carlsbad, California as well as a site in Ann Arbor, Michigan. In total, the company supports an estimate of nearly 160,000 jobs across the country, offering 10,600 direct jobs, of which around 7,500 are in assembly. Additionally, there are an estimated 107,000 jobs¹ across Mercedes-Benz's business suppliers and service providers, and its dealer network comprises 386 valued partners, at which another 27,000 people are employed.

A positive outlook and continued growth

With retail sales of 303,200 passenger cars and 40,000 vans last year, the U.S. market plays a crucial role in the success of the Mercedes-Benz Group as a whole. That's why investments of more than \$7 billion into U.S. operations by 2030 are planned, demonstrating the commitment of Mercedes-Benz to its local footprint and continued growth in the U.S. The Tuscaloosa plant will receive a significant share of these investments, amounting to \$4 billion, reflecting Alabama's strategic importance to the company's global production network. Having become an integral part of American car culture, Mercedes-Benz is counting on the next 138 years to be as memorable as the first.

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 constantly innovate and to create the world's most desirable cars for customers. This ambition has driven every innovation – from the world's first automobile in 1886 to today's intelligent and safe electric vehicles, like the all-new GLC and the award-winning all-new CLA. With the new S-Class, the company continues the biggest product launch program in its history. 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](#).

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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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