



Mercedes-Benz

Press Release
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Mercedes-Benz USA Shares 2025 “Driving Your Future” Corporate Social Responsibility Impact Report

- The “Driving Your Future” initiative supports educational and safety programming nationwide to empower the next generation.
- MBUSA positively impacted over 88,000 families through more than 90 volunteer events across the country, totaling nearly 5,000 collective volunteer hours.
- The 2025 report highlights major achievements in safety, education, and sustainability made possible through key partnerships with Safe Kids Worldwide, Junior Achievement USA, and others.

Atlanta – Mercedes-Benz USA (MBUSA) today released its annual [Corporate Social Responsibility \(CSR\) Impact Report](#), reflecting the continued expansion of the company’s flagship initiative to empower the next generation in local communities nationwide – “Driving Your Future.” This mission serves as the heartbeat of MBUSA’s community outreach. Through efforts in academic excellence, career development, and injury prevention, MBUSA employees and the national dealership network continue to shape a more resilient future for those in need through volunteerism and charitable commitment.

Since its launch in 2022, “Driving Your Future” has provided the next generation with essential tools for their future endeavors - from teaching core skills like pedestrian and passenger safety to equipping students with real-world professional experience. In 2025, MBUSA employees continued this commitment through hands-on community engagements, including a furniture build for families in transition, a meal-packing event for students without access to nutritious food, and the annual “Holidays with Love” program, which featured community events at Atlanta-area schools during the holiday season. The latest report details the impact of these efforts over the past year, reflecting a culture defined by service.

“At Mercedes-Benz USA, our commitment to excellence and culture of service is a vital part of who we are and extends to the communities where we live and work. I am deeply grateful to our employees, dealer partners and nonprofit champions, whose dedication has allowed us to provide resources and much needed support to thousands of families year after year.”

Adam Chamberlain, President and CEO of Mercedes-Benz USA

Key CSR Impact Report highlights include:

- **Promoting Child and Teen Safety:** In partnership with Safe Kids Worldwide, MBUSA reached nearly 85,000 families. More than 43,000 safety devices - including car seats, helmets, and reflective gear - were distributed. MBUSA was awarded the *2025 Safe Kids Champion for Children Award* for its dedication to preventing childhood injuries.
- **Supporting Education and Career Readiness:** Through a longstanding partnership with Junior Achievement, nearly 18,000 students benefited from 3DE programming nationally. This partnership supported an initiative that demonstrated a 27.3% increase in graduation rates and a 29.2% increase in college enrollment among participating 3DE students, while over 2,200 students were reached through local programs with JA of Georgia, JA of North Florida, and JA of New York. The investment reflects a shared commitment to economic mobility and student success.
- **Sustainability and Community Mobilization:** To close the year, MBUSA launched the “12 Days of Christmas” initiative as part of its “Holidays with Love” campaign. In collaboration with more than 12 brand ambassadors, the company donated over 20 all-electric Mercedes-Benz eSprinter vans to deserving organizations such as Baby2Baby and the Ludacris Foundation, to provide sustainable transportation for their community missions.
- **Harnessing Dealership Impact:** From Mercedes-Benz of Austin funding trauma-informed therapy for 1,700 children to Mercedes-Benz of Silver Spring distributing more than 190 free car seats in a single event, our dealerships continue to drive positive community impact.
- **Building a Culture of Community:** MBUSA employees dedicated nearly 5,000 volunteer hours addressing local needs. Key activities included packing over 6,000 meals with Backpack Buddies of Metro Atlanta to combat weekend food insecurity and conducting a large-scale furniture build for the Furniture Bank of Metro Atlanta following a devastating warehouse fire in 2025.

“Our partnership with Mercedes-Benz USA is a wonderful reminder of what we can achieve when a shared passion for protecting students is backed by real, life-saving action. Their unwavering support has allowed us to deliver vital injury prevention programs to communities nationwide, and we’re proud to recognize their impact with our Champion for Children Award.”

Torine Creppy, President of Safe Kids Worldwide

“Mercedes-Benz USA’s dedication has been a cornerstone of our work to bridge the gap between education and economic opportunity. We’re proud to continue this partnership through ‘Driving Your Future’ as we continue to reimagine the education experience and empower the leaders of tomorrow.”

Jack Harris, CEO of Junior Achievement USA & 3DE Schools

“Driving Your Future” is a testament to MBUSA’s ongoing commitment to supporting the communities where its employees, dealers and customers live and work. The full 2025 Annual Corporate Social Responsibility Impact Report is now [available here](#).

To learn more about MBUSA’s CSR initiatives and “Driving Your Future,” please visit <https://www.mbusa.com/en/corporate-social-responsibility>.

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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

line-up 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.

Driving Your Future is Mercedes-Benz USA's corporate social responsibility initiative to support educational programs that empower the next generation. As part of our commitment to positively impact communities where employees live and work, MBUSA has partnered with Safe Kids Worldwide and Junior Achievement USA to create and support programs focused on technology and sustainability, career readiness, and injury prevention to help the next generation succeed. To learn more about Driving Your Future, please visit www.mbusa.com/en/corporate-social-responsibility.

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