



**Embargoed until  
January 29<sup>th</sup>, 1:30 p.m. EST / 10:30 a.m. PST**

Mercedes-Benz

Press Information

January 29, 2026

## Mercedes-Benz Sets Off on an Epic Trans-Continental Journey to Celebrate “140 Years of Innovation”

- Global celebrations kick off with the world premiere of the new S-Class, marking 140 years since Carl Benz’s patent
- “140 PLACES”: Follow the S-Class on a journey to 140 iconic locations – digitally or in person
- Two campaigns highlight core Mercedes-Benz values: technology, safety, comfort and design
- Launch of the Mercedes-Benz x adidas 140 Years Edition sneaker

Stuttgart. Since Carl Benz filed the patent for the first automobile exactly 140 years ago, Mercedes-Benz has been driven by a singular ambition to innovate and to create the world’s most desirable cars. This pioneering spirit has driven every breakthrough – from the world’s first automobile in 1886 to today’s intelligent, safe and highly-sought after electric vehicles, like the all-new GLC and the award-winning CLA. With a passion for performance and pioneering power, engineering excellence and an unwavering commitment to customer service, the brand has consistently shaped the future of mobility. Beyond engineering achievements – Mercedes-Benz creates a distinct emotional experience that defines its philosophy: Welcome home.

In 2026, the inventor of the automobile shares this promise with customers and fans through a year-long series of global activities. The celebrations begin today, 29 January 2026 – exactly 140 years after the original patent was filed - alongside the world premiere of the new S-Class at the Mercedes-Benz Museum in Stuttgart. This new flagship model brings the “Welcome home.” feeling to life in its most refined form yet, combining innovation, engineering excellence, safety, comfort and elegant design. As the most significant evolution of an S-Class generation to date, it carries 140 years of pioneering spirit into the world’s most desirable cars of tomorrow. More information on the new S-Class is available at [media.mercedes-benz.com](https://media.mercedes-benz.com).

### 140 PLACES

Following the new S-Class world premiere today, Mercedes-Benz will embark on an epic drive across six continents to bring the anniversary celebration directly to customers and fans. Over the course of the year, a symbolic 140 places will be visited in this special convoy, with fans, customers and owners’ clubs encouraged to participate in their own local celebrations. The journey will conclude in Stuttgart in October 2026.

“Our ‘140 PLACES’ journey will see the new S-Class visiting customers and fans all around the world, bringing the Mercedes-Benz heritage to life in every corner we reach. We’re truly looking forward to meeting people in six continents, celebrating together and sharing highlights on our brand channels. We can’t wait to catch up with you along the way.”

Christina Schenck, Vice President Digital & Communications and Investor Relations, Mercedes-Benz AG

Three new S-Class Sedans will travel more than 31,068 miles through Europe, South America, North America, Australia, Asia, and Africa – visiting countries, cities and communities on every continent where Mercedes-Benz has made its mark. It is the most ambitious brand journey ever attempted, taking the most advanced brand ambassadors on four wheels to the world. The route includes brand milestones and legendary roads – such as Route 66, which celebrates its 100<sup>th</sup> anniversary in 2026 – and global megacities like Buenos Aires, Shanghai and Sydney. Along the way, checkpoint companions will join the new S-Class: classic vehicles, 2026 premieres and local fleet models reflecting the brand’s evolving presence.

“140 PLACES” will offer memorable in-person moments for customers, Mercedes-Benz Club members and fans – from meet-and-greets to exclusive stories and showcases to close-up experiences. The global drive can be followed via the [Mercedes-Benz Community](#) site and other brand channels like [mercedes-benz.com](#), [YouTube](#) and [Instagram](#), where fans can access behind-the-scenes content, checkpoint stories and regular updates from the road.

Two campaigns: brand emotion meets product excellence

At today’s S-Class world premiere, a new Mercedes-Benz brand film sets the emotional tone for the anniversary year. The film celebrates 140 years of pioneering spirit, honors the invention of individual mobility and invites audiences worldwide to experience the “Welcome home.” Feeling that defines Mercedes-Benz. The premiere film also offers a first look at the brand’s new creative language.

An accompanying social media campaign brings icons from Mercedes-Benz’s pioneering legacy to life, showing how that same visionary spirit continues in today’s vehicles. Through compelling images and short videos, the campaign highlights daring ideas and innovations – from legendary vehicles and groundbreaking safety innovations to the current lineup. The message is clear: Mercedes-Benz has always had the courage to be visionary and shape the future, inspired by the icons that came before.

Beginning in spring 2026, a comprehensive sales campaign will show how Mercedes-Benz innovations enhance everyday life. Built around the four pillars that have defined the brand from the start – technology, safety, comfort and design – the campaign turns 140 years of engineering excellence into real relatable moments. From AIRMATIC intelligent suspension, front heated seat belts in the warmth comfort package to ACTIVE Brake Assist and MB. OS: each innovation answers a human need. Hero vehicles include the new S-Class, E-Class, the all-new electric GLC and the award-winning electric CLA, brought to life across film, social media, print and retail.

140 Years special anniversary logo

A specially designed unique 140 years anniversary logo - inspired by the wheel of the world’s first vehicle, the patent motor car - will appear across all Mercedes-Benz communications throughout 2026, serving as a key visual to symbolize the rich Mercedes-Benz heritage and forward-looking ambition.

#### Mercedes-Benz x adidas 140 Years Sneaker Edition

At the world premiere of the new S-Class and the kick-off of the anniversary program, Mercedes-Benz announced a new collaboration with adidas. Together the brands created a special limited 140 Years Sneaker Edition that celebrates the heritage of both brands through a retro-inspired design based on the popular adidas Samba. The series combines leather with structured textile inspired by the interior design of Mercedes-Benz vehicles. Available in three colorways referencing iconic Mercedes-Benz models from past decades, the collaboration launches in late 2026 and offers fans of both brands and sneaker enthusiasts worldwide a new contemporary lifestyle item.

From history to the future: innovation is the basis for sustainable progress

The 140th anniversary year continues the biggest product launch program in the company's history. Over the next two years, Mercedes-Benz will launch more than 40 new models that blend tradition with innovation and set new standards across all segments. Each model embodies the brand's promise to build the world's most desirable cars. Today's Mercedes-Benz innovations carry heritage into the future – as a brand that understands progress programmatically, focuses on the needs of people and society, and continually redefines individual mobility.

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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](http://www.mbusa.com) and [www.mbvans.com](http://www.mbvans.com). To learn more about all Mercedes-Benz entities in North America, visit [group.mercedes-benz.com/northamerica](http://group.mercedes-benz.com/northamerica).

Accredited journalists can visit our media site at [media.mbusa.com](http://media.mbusa.com).

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