



Mercedes-Benz
Press Information
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“There is a place for those who dream”: Mercedes-Benz teams up with Sony Pictures Animation's new upcoming theatrical release “GOAT”



Stuttgart/Los Angeles. Today, Mercedes-Benz announced a collaboration with Sony Pictures Animation's “GOAT”, an original action-comedy coming to theatres globally in February 2026. Set in an all-animal world, the film follows the main character Will, a determined young goat who refuses to accept limitations as he pursues his extraordinary dreams to become a roar ball pro. This unwavering determination to achieve his goals mirrors the pioneering spirit that defines Mercedes-Benz: the conviction that ambition and innovation drive what's possible.

The highlight of this collaboration under the theme “There is a place for those who dream” is the prominent product placement of three Mercedes-Benz vehicles featured throughout the film: the all-new CLA 250+ (energy consumption combined: 14.1-12.2 kWh/100 km (62 miles) | CO₂ emissions combined: 0 g/km | CO₂ class: A)¹, the all-new electric GLC (provisional figures: energy consumption combined: 18.9 – 14.9 kWh/100

¹ The stated values were determined in accordance with the prescribed WLTP (Worldwide harmonised Light vehicles Test Procedure) measurement procedure. The ranges given refer to the European market. The energy consumption and CO₂ emissions of a car depend not only on the car's efficient use of the fuel or energy source, but also on driving style and other non-technical factors.

km (62 miles) | CO₂ emissions combined: 0 g/km | CO₂ class: A)² and the Sprinter. The collaboration further extends with a dedicated campaign featuring a 30-second spot in which a young girl's imagination and reality magically blur the lines after seeing GOAT in the cinema and when driving home with her family in a Mercedes-Benz CLA.

“There's a special spark between Mercedes-Benz and GOAT. We share the film's ‘anything is possible’ spirit, always pushing boundaries and showing how far dedication can take you. Will's story of perseverance echoes the way we've been moving forward for 140 years.”

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

“Teaming up with a global brand dedicated to its craft has made for a meaningful collaboration that reinforces GOAT's message that believing in your full potential can lead to something extraordinary. Mercedes-Benz has effortlessly captured the film's theme through an authentic spot and seamless in-film presence.”

Jeffrey Godsick, EVP, Brand Strategy & Partnerships, Sony Pictures Entertainment

Impact and Reach

“GOAT” is a film that will resonate around the world due to its inspiring message of following your dreams. Mercedes-Benz vehicles appear in the film and provide the protagonists with reliable, safe and comfortable mobility. Alongside the well-known Sprinter van, the film also features the all-new electric CLA and GLC—two of the latest models leading the biggest product launch program in Mercedes-Benz history. The CLA was recently honored twice, earning both the “[Car of the Year 2026](#)” and the distinction of being the “[safest car tested in Euro NCAP](#)”.

Campaign Details

- Campaign assets will roll out from January through March 2026, with its peak of communication taking place around the film's release in February 2026:
 - A 30-second commercial plus cutdowns for theatrical, linear TV, SVOD (Subscription Video on Demand), digital platforms and cinema
 - A Key Visual for various physical and digital ad formats
 - Social media videos/reels, posts and bumper ad
 - Dedicated section within [The all-new CLA – Class of its own](#) website
 - Film stills and clips
 - Regional campaign variations tailored to local markets

About GOAT

From Sony Pictures Animation, the studio behind “Spider-Man: Across the Spider-Verse” and the artists that made “KPop Demon Hunters”, comes GOAT, an original action-comedy set in an all-animal world. The story follows Will, a small goat with big dreams who gets a once-in-a-lifetime shot to join the pros and play roar ball – a high-intensity, co-ed, full-contact sport dominated by the fastest, fiercest animals in the world. Will's new teammates aren't thrilled about having a little goat on their roster, but Will is determined to revolutionize the sport and prove once and for all that “smalls can ball!”

² The specified values were determined in accordance with the WLTP (Worldwide harmonised Light vehicles Test Procedure) measurement method. The ranges given refer to ECE markets. The energy consumption and CO₂ emissions of a car depend not only on the efficient utilisation of the fuel or energy source by the car, but also on the driving style and other non-technical factors.

Directed by Tyree Dillihay. Co-Directed by Adam Rosette. Screen Story by Nicolas Curcio and Peter Chiarelli. Screenplay by Aaron Buchsbaum & Teddy Riley. Produced by Michelle Raimo Kouyate, Rodney Rothman, Adam Rosenberg, Stephen Curry and Erick Peyton. Executive Producers are Rick Mischel and Fonda Snyder. The film features the voices of Caleb McLaughlin, Gabrielle Union, Stephen Curry, Nicola Coughlan, Nick Kroll, David Harbour, Jenifer Lewis, Aaron Pierre, Patton Oswalt, Andrew Santino, Bobby Lee, Eduardo Franco, Sherry Cola, Jelly Roll and Jennifer Hudson.

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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 <https://group.mercedes-benz.com/northamerica/>.

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