

Mercedes-Benz USA Announces "12 Days of Christmas" eSprinter Donations, in Support of the 2025 "Holidays with Love" Campaign

- *12 Mercedes-Benz brand ambassadors will gift an all-electric eSprinter van to a non-profit organization of their choice to help support community work.*
- *Brand ambassadors, including Martha Stewart, Chris "Ludacris" Bridges, and Jess Hart will help deliver the "12 Days of Christmas" eSprinter vans across the U.S.*
- *The campaign highlights the Mercedes-Benz commitment to supporting local communities.*
- *The initiative also features local community events at Atlanta-area schools, continuing the annual tradition of Mercedes-Benz "Holidays with Love" marketing campaign.*

December 10, 2025 - ATLANTA – Mercedes-Benz USA (MBUSA) is proud to announce the annual "Holidays with Love" campaign, featuring donations of all-electric Mercedes-Benz eSprinter vans to organizations across the country. This year's "12 Days of Christmas" initiative brings together 12 Mercedes-Benz brand ambassadors, who will give the gift of sustainable, reliable transportation to deserving organizations making a difference in their communities.

"Mercedes-Benz USA is proud to celebrate this holiday season together with our incredible brand ambassadors through our most ambitious 'Holidays with Love' activation yet," said Jee-Seop Kim, Managing Director, Mercedes-Benz Vans USA. "The versatile, all-electric eSprinter is a true workhorse and the perfect tool to help empower and more sustainably mobilize the highly deserving charities across the country selected by our ambassadors so they can keep up the crucial work they do serving the communities where they operate."

"12 Days of Christmas" eSprinter Donations

This year's 2025 "Holidays with Love" campaign includes the donations of many eSprinter vans, gifted by Mercedes-Benz brand ambassadors to organizations close to their hearts and communities.

"It's one thing to talk about giving back, but it's another to show up and provide real tools that can change the game for an organization," said Chris "Ludacris" Bridges, Multi-Platinum Rapper, Philanthropist and MBUSA Brand Ambassador. "I'm honored to be a part of this initiative, giving an eSprinter to The Ludacris Foundation so they can continue to do their incredible work in my community."

The gifting of a Mercedes-Benz eSprinter will benefit The Ludacris Foundation to inspire youth and continue incredible work in the communities served. In addition to the "12 Days of Christmas" initiative, Ludacris is also taking part in a Holiday Love Celebration social campaign as "Ludacris Kringle," filling in as a festive substitute while Santa is under the weather. Ludacris will showcase his favorite features in the Mercedes-Maybach GLS, including the latest MBUX system. The social campaign coincides with the national campaign "[The Substitute](#)," airing on broadcast, cable and streaming platforms through December 25. The Holiday Love Celebration is taking place throughout this holiday season at Mercedes-Benz dealers nationwide.

Participating ambassadors and their selected organizations include:

- **Martha Stewart**, [Northwell's Northern Westchester Hospital \(NWH\)](#)
- **Chris "Ludacris" Bridges**, [The Ludacris Foundation \(TLF\)](#)
- **Lucy Liu**, [The Asian American Foundation \(TAAF\)](#)
- **Jess Hart**, [Baby2Baby](#)
- **Bijan Robinson**, [Atlanta Public Schools \(APS\)](#)
- **Madelaine Petsch**
- **Brad Guzan**, [Northside Youth Organization \(NYO\)](#)
- **Matt Ryan**, [Raising Expectations Inc.](#)
- **Kirk Cousins**, [City of Refuge](#)

- **Nigel Sylvester**, [Springfield Rifles and Riflettes Youth Sports Inc.](#)
- **Miles Chamley-Watson**, [American Heart Association \(AHA\)](#)
- **Tracee Ellis Ross**, [The Los Angeles Regional Food Bank](#)

"I am delighted to donate a Mercedes-Benz Sprinter van to Northwell's Northern Westchester Hospital, a place I have long admired and supported for its world-class medical expertise and unwavering commitment to our community. The hospital's compassionate care, innovative programs, and dedication to supporting every patient and family truly sets it apart. It is my hope that this vehicle will further enhance its ability to reach and serve those who depend on it," said Martha Stewart.

"As a parent myself, Baby2Baby's mission is one that is near and dear to my heart. It's truly inspiring that they've distributed over half a billion essential items to children who need them in homeless shelters, domestic violence relief programs, foster care, hospitals and more," said Jess Hart, Supermodel and Entrepreneur. "I hope this eSprinter donation from Mercedes-Benz USA is huge—it will be instrumental in boosting their capacity to deliver those life-changing items like diapers and formula to families who need it most."

MBUSA is also donating vans to several Atlanta non-profit organizations, including [FurKids](#) and [The Metro Atlanta Furniture Bank](#). FurKids, Georgia's largest no kill animal shelter and rescue, will benefit from the eSprinter van as it recently lost their animal transportation van to a horrific vehicle crash this past October, while The Metro Atlanta Furniture Bank also suffered a devastating warehouse fire earlier this year.

"Holidays with Love" 2025 Campaign

In addition to the "12 Days of Christmas" eSprinter initiative, MBUSA is dedicated to making a positive impact in the communities where its employees live and work. To celebrate the joy of the season, MBUSA will continue its "Holidays with Love" campaign tradition by supporting students at its partner schools in Atlanta—Michael R. Hollis Innovation Academy and Leonora P. Miles Intermediate Elementary—as part of the brand's national corporate social responsibility program, *Driving Your Future*. MBUSA employees will host holiday celebrations and provide students with gifts and winter apparel to help prepare them for the winter months.

The "Holidays with Love" concept began in 2023 and was created to emphasize the power of connection and the memorable moments made with Mercedes-Benz during the holiday season.

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About Mercedes-Benz USA Ambassadors and Chosen Organizations

- **Martha Stewart**, [Northwell's Northern Westchester Hospital \(NWH\)](#): Located in Mount Kisco, N.Y., Northern Westchester Hospital specializes in areas such as emergency and stroke care, cardiology, cancer treatment, orthopedics, maternity and more. NWH has been recognized as 2024's America's Best Hospitals Award from Healthgrades.
- **Chris "Ludacris" Bridges**, [The Ludacris Foundation \(TLF\)](#): Founded in 2001 by Chris "Ludacris" Bridges, TLF is a platform to serve youth and families in communities. The foundation inspires urban youth to live their dreams and envision new possibilities for their lives through experiences they create through programs and partnerships.
- **Lucy Liu**, [The Asian American Foundation \(TAAF\)](#): TAAF promotes safety, fosters belonging, and advances prosperity for Asian American and Native Hawaiians/Pacific Islanders everywhere.
- **Jess Hart**, [Baby2Baby](#): Baby2Baby is a national nonprofit organization that provides essential items to over one million children in need each year. In the last 14 years, Baby2Baby has distributed over half a billion critical items including diapers, formula and clothing to families across the country.
- **Bijan Robinson**, [Atlanta Public Schools \(APS\)](#): Their mission is to provide a caring culture of equity, trust and collaboration to ensure every student will graduate ready for college, career and life. APS's vision is one of a high-performing school district where students love to learn, educators inspire, families engage and the community trusts the system. APS has 87 learning

sites, including 59 neighborhood schools, five partner schools, 19 charter schools, two citywide single-gender academies and two alternative programs.

- **Madelaine Petsch** is giving to an LA-based non-profit that cultivates growth and opportunity for young people impacted by homelessness.
- **Brad Guzan**, [Northside Youth Organization \(NYO\)](#): For over 70 years NYO has fostered the growth and development of young athletes as part of the North Atlanta community. The organization started offering football in 1949, eventually adding baseball, basketball, softball and cheerleading. NYO has grown to become one of the largest intra-league youth sports programs in the country.
- **Matt Ryan**, [Raising Expectations Inc.](#): Raising Expectations empowers youth in crises by elevating academic, social and civic expectations to facilitate high school graduation and post-secondary plans. When students begin their journey at Raising Expectations, each are assessed to determine skill gaps as well as their unique social and emotional needs. From there, Raising Expectations creates individualized plans, working with a wide range of service providers and school officials to provide wrap-around support to students and their families.
- **Kirk Cousins**, [City of Refuge](#): Through supportive services fueled by innovation and collaboration with on-site partners, City of Refuge seeks to lead individuals and families on an uninterrupted journey to self-sufficiency. City of Refuge does this by focusing on four key impact areas: health and wellness, housing, job training and youth development.
- **Nigel Sylvester**, [Springfield Rifles and Riflettes Youth Sports Inc.](#): It is the Mission of the Springfield Rifles and Riflettes to nurture the self-confidence and self-assurance needed to successfully overcome the conditions of life. Sportsmanship, teamwork, honesty, responsibility and self-discipline are among the traits needed by youngsters to face the future with positive aspirations and confidence. Players will learn to both foster confidence and a sense of self-worth that extend beyond the gridiron/gym and into school, family and our community.
- **Miles Chamley-Watson**, [American Heart Association \(AHA\)](#): From humble beginnings, the AHA has grown into the nation's oldest and largest voluntary organization dedicated to fighting heart disease and stroke. A shared focus on cardiovascular health unites our more than 35 million volunteers and supporters as well as our more than 3,300 employees.
- **Tracee Ellis Ross**, [The Los Angeles Regional Food Bank](#): The Los Angeles Regional Food Bank distributes food and other essentials to children, seniors, families and other individuals in need in the L.A. area.

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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