

Driving Your Future

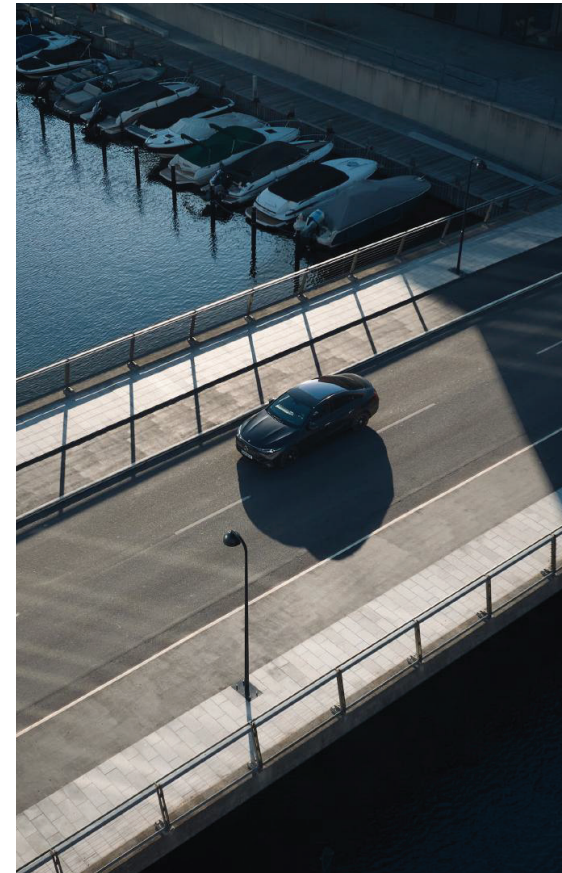
Mercedes-Benz USA
Corporate Social
Responsibility
Impact Report 2025





The Roadmap: Corporate Social Responsibility Impact Report 2025

01	A Message from our CEO	Pg 03
02	Driving Your Future	Pg 04
03	Promoting Child and Teen Safety	Pg 07
04	Supporting Education and Career Readiness	Pg 11
05	Electrifying Impact Across the Country	Pg 17
06	Building a Culture of Community	Pg 24
07	Dealership Impact	Pg 25
08	Conclusion	Pg 28





A Message from our CEO

Mercedes-Benz has always been defined by a steadfast spirit of innovation. Whether it is setting new standards in safety, luxury, or performance, the three-pointed star has consistently been guided by a pioneering spirit since first inventing the automobile 140 years ago.

The important work our valued employees and incredible dealer partners all do through local initiatives and our Driving Your Future corporate social responsibility mission brings this indelible spirit to life in such an impactful way to help benefit the communities where we live and work, and to empower the future generation for success. For example, our national partnerships with Junior Achievement USA and Safe Kids Worldwide teach children the importance of safety and help provide them the valuable career skills they need to thrive.

Every volunteer initiative is possible because of the care and commitment demonstrated by our employees and dealers. In 2025, MBUSA employees contributed their time and energy to organizations across the country in support of our Driving Your Future mission, giving over 4,500 hours of volunteer service.

I'm proud and grateful to work alongside this amazing team, and I thank everyone for embodying our mission of excellence through meaningful service.

While we proudly celebrate the achievements and impact our teams and dealer partners have made, we also understand that our work is far from complete. On our 140th anniversary, our resolve is stronger and more resolute than ever to reimagine the future of the automobile. Mercedes-Benz has always been synonymous with the absolute best in the luxury automotive segment, and we focus that same passion and pride on continuing to ensure we are also the good neighbors and corporate citizens that our customers expect from such an incredible brand.

Adam Chamberlain

President and CEO, Mercedes-Benz USA





Driving Your Future: Background and Statistics



Driving Your Future

Through our corporate social responsibility mission, Driving Your Future, Mercedes-Benz USA (MBUSA) remains steadfast in its dedication to uplifting the communities we serve. By prioritizing youth safety, educational empowerment, and sustainability, we have generated meaningful change locally while cultivating a strong internal culture defined by service and philanthropy.

From its launch in 2022, Driving Your Future has focused on empowering the next generation with the tools they need to thrive. We have successfully maximized our impact, reaching key milestones in safety and education to ensure young people are prepared for the future.





Driving Your Future Standout Stats

88,000

Families positively impacted through
Driving Your Future

~5,000

Volunteer hours donated by MBUSA employees

90+

Volunteer events hosted nationwide



Safe Kids Worldwide: Promoting Child and Teen Safety

At MBUSA, we are deeply honored to continue our partnership with Safe Kids Worldwide, working hand-in-hand to bring peace of mind and life-saving resources to families across the nation.

This vital work allows us to educate thousands on preventable tragedies—from traffic accidents to drownings—helping future generations grow up safe and sound.



Since 2022...

~85,000

families were reached through MBUSA's partnership with Safe Kids Worldwide

59,500+

safety devices and educational resources were distributed nationwide

~25,000

safety kits were assembled and distributed to children and families



Inspiring Learning and Joy in Local Schools

MBUSA remains committed to supporting Atlanta's students through local school support. Our strong ties with Atlanta Public Schools and Communities in Schools of Atlanta help support critical needs for our educational partners, which positively impacts the schools and most importantly their students.

MBUSA works with our partners to educate students on critical topics and equip them with resources to give them the best educational experience to thrive. Part of this includes funding multiple school coordinators through grants to give focused attention and address the needs of our partner schools and local Atlanta community.

“Trunk or Treat”

Annually in October, MBUSA hosts a Trunk or Treat safety event, joining forces with Communities in Schools of Atlanta and Safe Kids Worldwide to educate Atlanta students on roadside safety tips to promote pedestrian visibility with our partner schools, Miles Elementary and Hollis Innovation Academy. This event focused on child injury prevention, providing students with reflective gear and safety tips.

“Holidays with Love”

MBUSA celebrated its fourth annual “Holidays with Love” campaign, bringing together our longstanding nonprofit partners, Safe Kids Worldwide and Atlanta Public Schools, with the Atlanta Falcons Cheerleaders and Freddie the Falcon to offer holiday cheer to children. MBUSA Atlanta-based volunteers helped bring the holiday spirit to life, turning Hollis Innovation Academy and Miles Elementary into magical winter wonderlands. Amidst the holiday festivities, students also engaged in important learning opportunities. Through interactive stations led by Safe Kids Worldwide, students learned essential tips to stay safe during the winter season and were gifted winter apparel to help prepare them for inclement weather.





Safe Kids Worldwide Champion For Children Award

Our efforts in this space led to MBUSA being honored with the Safe Kids Champion for Children Award, recognizing our contributions to child injury prevention and safety education. This accolade highlights our collaborative efforts with Safe Kids Worldwide to reduce preventable injuries through national programming and local community activations. This recognition reflects our deep-seated belief that every child deserves a safe environment to grow, play, and explore their world without fear.

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MBUSA has been a wonderful partner in our shared mission to reach new families with safety information and resources to prevent traffic and pedestrian injuries and deaths.

We are proud to recognize MBUSA with our Champion for Children Award and look forward to continuing our working together to ensure every child has the chance to grow up in a safe environment.”

Torine Creppy

President, Safe Kids Worldwide





Empowering Students in Atlanta and Beyond

MBUSA empowers the next generation in Atlanta and beyond by fostering education and career readiness. Our employees actively volunteer to support these goals, dedicated to building a brighter future together. MBUSA is honored to support Junior Achievement USA nationwide in giving youth the tools for economic success. Through programs in financial literacy, entrepreneurship, and work readiness, we are helping build a strong real-world foundation for the next generation.

Supporting Education and Career Readiness

2025 Standout Stats

2,000+

students were empowered locally across JA of Georgia, JA of North Florida, and JA of New York

~18,000

students benefited from the 3DE by Junior Achievement program nationwide

27.3%

increase in graduation rates was achieved by Junior Achievement 3DE students

250+

students received support through the Future Bound initiative

29.2%

increase in college enrollment rates was seen among Junior Achievement 3DE students

105

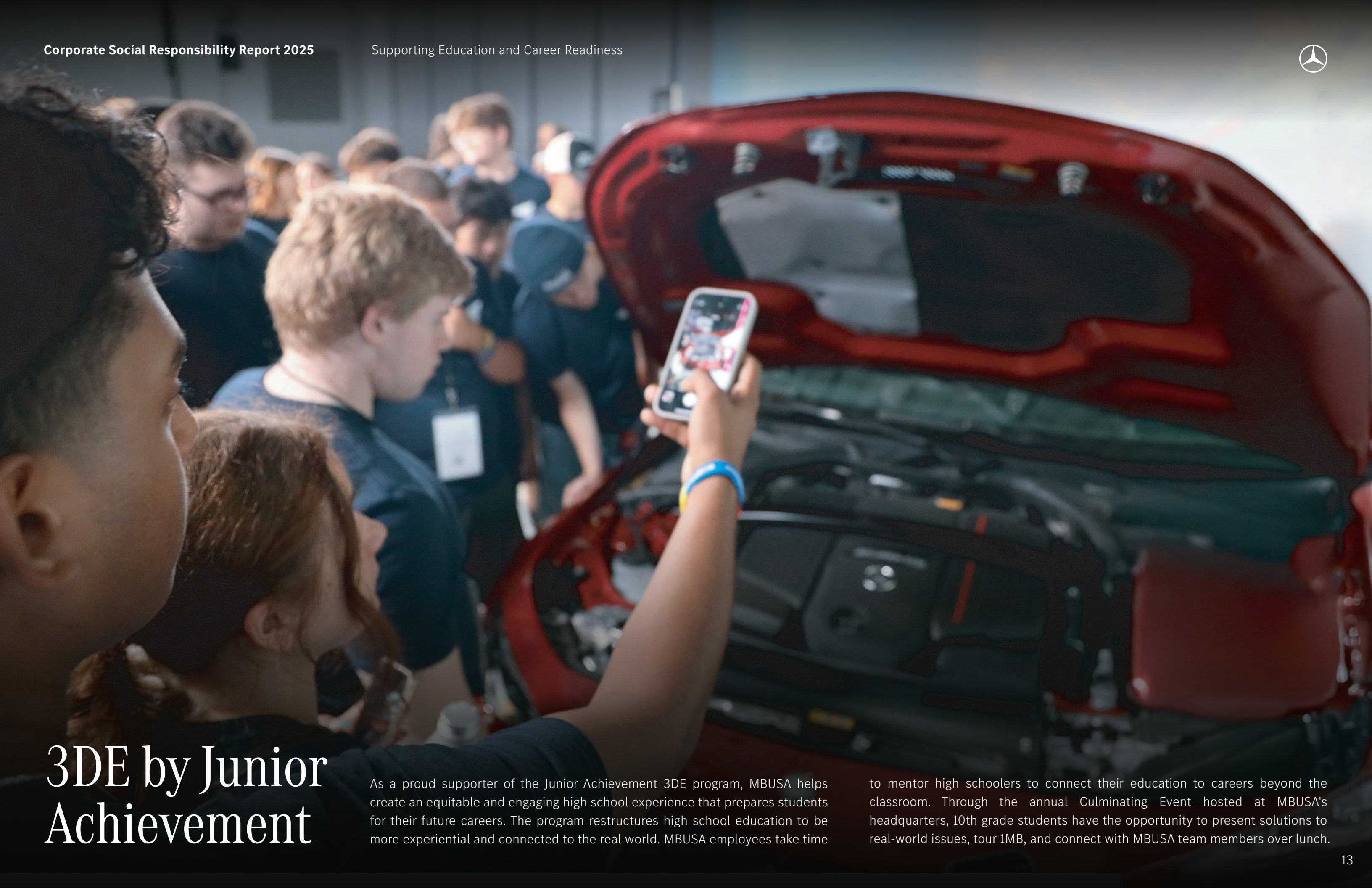
Mercedes-Benz employees volunteered their time to support JA programming



Junior Achievement Future Bound

In 2025, Junior Achievement USA hosted its annual student leadership conference, Future Bound, in Atlanta. As part of this event, MBUSA was proud to host students for a job shadow event at its 1MB headquarter offices. During the event, roughly 90 students from across the country explored various roles and responsibilities throughout the MBUSA

organization. This experience fosters curiosity and highlights the endless possibilities for future career paths. We are thrilled to continue providing resources through our partnership, helping to strengthen comprehension and accelerate academic performance for the next generation of leaders.



3DE by Junior Achievement

As a proud supporter of the Junior Achievement 3DE program, MBUSA helps create an equitable and engaging high school experience that prepares students for their future careers. The program restructures high school education to be more experiential and connected to the real world. MBUSA employees take time

to mentor high schoolers to connect their education to careers beyond the classroom. Through the annual Culminating Event hosted at MBUSA's headquarters, 10th grade students have the opportunity to present solutions to real-world issues, tour 1MB, and connect with MBUSA team members over lunch.

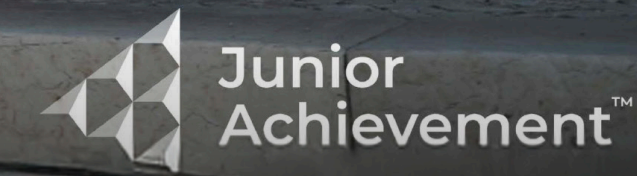


Mercedes-Benz dreamdays



Fueling the Dreams of the Next Generation During the 2025 Dream Days

In 2025, the Mercedes-Benz Dream Days campaign highlighted the partnership between MBUSA and Junior Achievement to provide students with long-term outcomes in areas such as financial literacy, career readiness, and entrepreneurial spirit. As part of the 2025 campaign, every 2025 CLE Coupe sold helped send a student to a Junior Achievement program. Additionally, the



2025 Mercedes-Benz Dream Days campaign helped connect customers to our CSR mission, inviting them to join us along the way in supporting the next generation. Customers who purchased a 2025 CLE Coupe during the sales campaign received a thank you video directly from the Junior Achievement students!



National Volunteer Week Standout Stats

500+ MBUSA employee volunteers

Empowering Atlanta's Next Generation

During National Volunteer Week in April, MBUSA partnered with Atlanta Falcons running back and MBUSA Brand Ambassador, Bijan Robinson to support Backpack Buddies of Metro Atlanta, an initiative stemming from the increasing need to address non-academic barriers to student learning.

By packing over 6,000 nutritious meals for children facing weekend food insecurity, our team worked to help resolve the link between food insecurity and education barriers, with the hope that local students can return to the classroom ready to engage.

This reflects research showing that when a student's basic needs are met, their academic, social, and emotional success improves. Through this partnership, we're able to deepen our mission by providing holistic support for local children, ensuring basic needs are better met within our community.



6,000+ meals packed with 7,200 pounds of food

4,750 safety kits assembled with Safe Kids Worldwide



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It breaks my heart to know that there are children in our city living in hunger. Food should never be a luxury — it's a vital resource and a basic necessity for everyday life.

Providing resources to youth has always been incredibly important to me, which is why I'm so grateful to have partnered with Mercedes-Benz USA and Backpack Buddies of Metro Atlanta to provide nutritious meals to kids in our community.

Every child deserves access to food and the resources they need to thrive—in the classroom, on the playground, and in life.”

Bijan Robinson

Atlanta Falcons Running Back and
Mercedes-Benz USA Brand Ambassador





Supporting Sustainability

'12 Days of Christmas' eSprinter Van Donations

To close out the year, MBUSA launched our '12 Days of Christmas' eSprinter van donations as part of the 2025 "Holidays with Love" campaign, in conjunction with MBUSA brand ambassadors. We donated 12+ all-electric eSprinter vans to deserving organizations across the country to provide sustainable transportation for their community missions. The participating brand ambassadors chose organizations that make a significant impact in the communities they serve and are close to their hearts.

Participating MBUSA brand ambassadors and organizations included:

Bijan Robinson, Atlanta Public Schools (APS)

Brad Guzan, Northside Youth Organization (NYO)

Charissa Thompson, The German Shepherd Rescue of Orange County

Chris "Ludacris" Bridges, The Ludacris Foundation (TLF)

Jess Hart, Baby2Baby

Kirk Cousins, City of Refuge



Lucy Liu, The Asian American Foundation (TAAF)

Madelaine Petsch, My Friend's Place

Martha Stewart, Northwell's Northern Westchester Hospital (NWH)

Matt Ryan, Raising Expectations Inc.

Miles Chamley-Watson, American Heart Association (AHA)

Nigel Sylvester, Springfield Rifles and Riflettes Youth Sports Inc.

Tracee Ellis Ross, The Los Angeles Regional Food Bank

Other Atlanta-based organizations gifted:

- Atlanta Community Food Bank
- Atlanta International School
- Backpack Buddies
- Chattahoochee Nature Center
- Children's Healthcare of Atlanta
- Dress for Success
- FurKids
- Furniture Bank of Metro Atlanta
- Our House





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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.

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.”

Jee-Seop Kim

Managing Director, Mercedes-Benz Vans USA





12 Days of
Christmas Impact

24 organizations
received an
eSprinter van

12+ MBUSA brand
ambassadors
participated



Driving Change: LudaCares & MBUSA Go the Extra Mile

As part of the '12 Days of Christmas' eSprinter campaign, MBUSA donated an eSprinter van to the Ludacris Foundation to provide vital food support to community members in need. The eSprinter van played a critical role in reaching more than 350 families across states to help feed them during the holiday season. The eSprinter served as the primary logistics vehicle for the program, transporting groceries, gifts, and supplies.

The eSprinter was also used for the Foundation's December LudaCrismas Santa Giveaway, supporting a gift distribution to a local children's hospital and helping bring moments of joy to families facing medical challenges during the holidays. Additionally, the van was deployed to visit homes of families in need.



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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.

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."

Chris "Ludacris" Bridges
Multi-Platinum Rapper, Philanthropist,
and MBUSA Brand Ambassador





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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.”

Martha Stewart

Bestselling Author, Entrepreneur,
Lifestyle Expert, and MBUSA Brand Ambassador





“

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.

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.”

Jess Hart

Supermodel, Entrepreneur,
and MBUSA Brand Ambassador





Building a Culture of Community

MBUSA is committed to addressing local needs within the communities where we live and work, strengthening bonds and empowering the next generation. Our team members are encouraged to spend two days per year working in the community for a cause of their choice. Employee teams also volunteer together throughout the year.

Disaster Relief & Corporate Giving

Mercedes-Benz USA committed to support relief efforts following devastating wildfires in California. These funds were distributed to the American Red Cross and the Los Angeles Fire Department Foundation to provide immediate aid and long-term recovery resources for affected communities. This contribution reflects our commitment to disaster response and supporting our neighbors during times of crisis.

A Company Cookout with Care

MBUSA and Atlanta United Goalkeeper and MBUSA Brand Ambassador, Brad Guzan, joined forces to support the Furniture Bank of Metro Atlanta after a warehouse fire devastated their inventory. MBUSA hosted a Labor Day Cookout, in which employees and their families participated in a large-scale furniture build to restock the non-profit's inventory and provide essential household furniture for community members in need. This initiative is part of MBUSA employee volunteer efforts as we are committed to building a culture of community. The furniture assembled helped provide critical infrastructure to local individuals and families moving out of homelessness, fleeing domestic violence, and living with HIV/AIDS.





Strengthening Local Communities Through Award-Winning Dealership Impact and Service

MBUSA and its dealer network are dedicated to strengthening our local communities through diverse philanthropic partnerships and hands-on service. In 2025, Mercedes-Benz USA launched the MBUSA Dealership Community Impact Program, designed to highlight the remarkable work dealerships across the country are doing in their local communities. MBUSA was honored to announce the ten winning dealerships that received the inaugural 2025 Philanthropic Leadership Award.



Local Dealerships, Lasting Impact



Mercedes-Benz of Annapolis



Mercedes-Benz of Covington

Congratulations to the 2025 Philanthropic Leadership Award Winners:

Mercedes-Benz of Annapolis x Seeds 4 Success: Mercedes-Benz of Annapolis partners with Seeds 4 Success, a nonprofit that works with the community to help children from low income communities gain the skills and support needed to succeed in school and life. Dealership employees helped wrap and distribute more than 300 gifts so students could receive presents at Christmas.

Mercedes-Benz of Asheville x St. Michael's Soldiers: Mercedes-Benz of Asheville supports St. Michael's Soldiers, which raises funds year round to provide care packages to deployed U.S. service members. The dealership's showroom serves as packing party space for boxes filled with supplies and mailed, so troops receive them during the December holiday season.

Mercedes-Benz of Austin x Center for Child Protection: Mercedes-Benz of Austin demonstrates longstanding philanthropic leadership through its support of the Center for Child Protection and Dancing with the Stars Austin. Event proceeds fund trauma informed interviews, therapy, advocacy, and prevention education, helping the Center for Child Protection serve 1,695 children, 1,160 adults, and coordinate 1,182 cases annually.

Mercedes-Benz of Covington x Scott's Wish: For 5 years now, Mutts to Models—presented by MB of Covington— has been one of Northshore's premier philanthropic events. Funds support Scott's Wish in aiding nearly 150 critically ill patients each year with essentials like utilities, medical travel, and emergency bills, while also providing lifesaving care for abandoned pets and supporting The Duco Project's care for retired Special Operations Forces K9s.

Mercedes-Benz of Edison x Boomer Esiason Foundation: Ray Catena Motor Car's Mercedes-Benz of Edison supports the Boomer Esiason Foundation in making a difference for people with cystic fibrosis, their families, and the researchers driving scientific breakthroughs. This partnership advances the shared goal of improving lives while pursuing a cure.



Mercedes-Benz of Austin



Local Dealerships, Lasting Impact



Mercedes-Benz of Sugar Land



Mercedes-Benz of Silver Springs



Mercedes-Benz of Sugar Land



Mercedes-Benz of Orange Park

Mercedes-Benz of Orange Park x The Arc Jacksonville: For nearly a decade, The Fields Auto Group and Mercedes-Benz of Orange Park have partnered with The Arc Jacksonville, an assisted living community in North Florida for developmentally disabled adults. This partnership supports The Arc’s mission to promote inclusion and independence for its residents.

Mercedes-Benz of Owings Mills x YMCA of Central Maryland: Mercedes-Benz of Owings Mills partnered with the YMCA of Central Maryland to pack 300 bags with warm clothing for the winter months. These bags were distributed to youth at a local community school in partnership with the YMCA, supporting students’ essential cold-weather needs.

Mercedes-Benz of Silver Spring x ShareBaby: Employees of Mercedes-Benz of Silver Spring, together with the MileOne Cares program, partnered with Maryland Kids in Safety Seats, local hospitals, and social service agencies to distribute free car seats to expecting and new parents. In just two hours, 194 new car seats were provided along with education on proper installation.

Mercedes-Benz of Sugar Land x Gigi’s Playhouse: In the heart of Fort Bend County lies a center focused on compassion and opportunity—GiGi’s Playhouse Sugar Land. GiGi’s Playhouse Sugar Land serves as a pillar of support and empowerment for individuals with Down syndrome and their families by providing educational and therapeutic services from a prenatal diagnosis of Down syndrome through all life stages and into adulthood—all free of charge, made possible by donations. MBSL hired Lexi Villarreal, a graduate of Aggie Achieve, who has spent several years at GiGi’s Playhouse Sugar Land. GiGi’s provided Lexi with the professional skills to thrive in a workplace environment. Lexi now works in the service department, assisting with administrative tasks. Mercedes-Benz of Sugar Land recognizes the invaluable work of GiGi’s Playhouse Sugar Land in their support of families in Fort Bend County.”

Mercedes-Benz of Wilkes-Barre x Fork Over Love: Mercedes-Benz of Wilkes-Barre supports Fork Over Love, a nonprofit that combats food insecurity by purchasing hot, chef-made meals from local independent restaurants and distributing them free of charge to those in need, no questions asked. This model provides dignity to recipients while simultaneously supporting the local economy and sustaining neighborhood restaurants.



Driving Your Future



We remain committed to making a meaningful difference in the communities where we live and work.

To learn more, please visit:

Our Impact | mbusa.com/en/corporate-social-responsibility