



Mercedes-Benz

Press Information

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## Digital world premiere: Mercedes-Benz presents the new GLA at Mercedes me media

Stuttgart. For the first time in its history, Mercedes-Benz is presenting a car as a purely digital world premiere: the new Mercedes-Benz GLA will celebrate its first presentation to the world public on the communication platform Mercedes me media. Those interested can view the world premiere from 2.00 p.m. CET on 11 December at <https://media.mercedes-benz.com/gla>, wherever they happen to be at the time. Afterwards the world premiere will be available on the website as an on-demand video.

Against the background of its corporate transformation, Mercedes-Benz is also taking new departures in communication. For example, augmented reality is not just a feature in the new GLA, but also plays an exciting role in the presentation of the new model by Ola Källenius, Chairman of Daimler AG and Mercedes-Benz AG, and Gordon Wagener, Chief Design Officer Daimler Group.

The new GLA, the eighth model rounding off the current compact car generation of Mercedes-Benz, is also the entry-level into the brand's SUV model family. The height of the new GLA exceeds that of its predecessor by more than ten centimetres. This allows a higher, characteristic SUV seating position and more headroom in the first row. Legroom in the rear is also much more generous – although the GLA is now one and a half centimetres shorter. Hallmark off-road design features include the upright front section, short overhangs at the front and rear, and protective cladding all-round.

When it comes to safety, the new GLA has also undergone further development thanks to its driving assistance systems with cooperative support for the driver. Extended functions of the Driving Assistance package include Active Brake Assist, the cornering function, the emergency lane function, the exit warning function alerting the driver to approaching cyclists or vehicles, and a warning when pedestrians are detected near zebra crossings.



Further information about Mercedes-Benz is available at [www.mercedes-benz.com](http://www.mercedes-benz.com). Press Information and Digital Services for journalists and multipliers can be found on our Mercedes me media online platform at <https://media.mercedes-benz.com/> and on our Daimler Global Media Site at [www.media.daimler.com](http://www.media.daimler.com). Learn more about current topics and events related to Mercedes-Benz Cars & Vans on our @MB\_Press Twitter channel at [www.twitter.com/MB\\_Press](https://www.twitter.com/MB_Press).

#### Mercedes-Benz AG at a glance

Mercedes-Benz AG is responsible for the global business of Mercedes-Benz Cars and Mercedes-Benz Vans with 175,000 employees worldwide. Ola Källenius is Chairman of the Board of Management of Mercedes-Benz AG. The company focuses on the development, production and sales of passenger cars, vans and services. Furthermore, the company aspires to be leading in the fields of connectivity, autonomous driving and alternative drives with its forward-looking innovations. The product portfolio comprises the Mercedes-Benz brand with the sub-brands Mercedes-AMG, Mercedes-Maybach and Mercedes me, as well as the smart brand and the EQ product and technology brand for electric mobility. Mercedes-Benz AG is one of the largest manufacturers of premium passenger cars. In 2018 it sold more than 2.3 million cars and over 420,000 vans. In its two business divisions, Mercedes-Benz AG is continually expanding its worldwide production network with over 40 production sites on four continents, while aligning itself to meet the requirements of electric mobility. At the same time, the company is developing its global battery production network on three continents. Sustainable actions play a decisive role in both business divisions. To the company, sustainability means creating value for all stakeholders on a lasting basis: customers, employees, investors, business partners and society as a whole. The basis for this is the sustainable business strategy of Daimler. With this, the company takes responsibility for the economic, ecological and social effects of its business activities and looks at the entire value chain.