



Mercedes-Benz

Press Information

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The all-new G-Class electrifies Los Angeles at its star-studded world premiere

- From Schöckl mountain to Beverly Hills: Mercedes-Benz premieres the all-new electric G-Class (energy consumption combined: 30.3-27.7 kWh/100 km | CO₂ emissions combined: 0 g/km | CO₂ class: A)¹ in L.A., USA.
- Celebrating a new dawn for the iconic off-roader, the premiere at Franklin Canyon Park was attended by leading names across music, fashion, film & culture.
- The all-new electric G-Class boasts exceptional performance, off-road qualities and truly limitless options for individualisation.
- A worldwide effort: The electric G-Class was simultaneously revealed in Beijing, China.

Schöckl/Stuttgart/Los Angeles/Beijing. Few other vehicles have influenced pop culture in recent years like the Mercedes-Benz G-Class. With its unmistakable squared-off silhouette, it has never lost its rugged roots and off-road capabilities, whilst becoming an icon for creatively-minded customers and fans around the world. Mercedes-Benz chose the city of Los Angeles - a hotbed of lifestyle and culture - to celebrate the all-new electric [G-Class](#).

The all-electric off-roader was unveiled to a community of influential enthusiasts of the brand at an exclusive premiere in Franklin Canyon Park. Celebrating the G-Class icon following across music, fashion, art & culture, the event was attended by Mercedes-Benz ambassadors and friends of the brand including Tracee Ellis Ross, Selma Blair, Ciara, Zack Bia, Joseph Lee, Madelaine Petsch, Trevor Noah, Saweetie, Siobhan Bell, Veneda Carter, Reese Cooper, Kacy Hill, Aminé, Evan Ross, Nigel Sylvester, Brandon Thomas Lee, Joyce Wrice, George Russell, Chase B, Justine Skye, Brent Faiyaz, Miles Chamley-Watson, Zane Lowe, Michael Uzowuru, Fahri Yardım, Bakar and many more. There was also a special surprise performance by renowned global musician Travis Scott.

First launched 45 years ago, the G-Class, which takes its name from Geländewagen meaning off-road vehicle, formed its worldwide reputation as a sought-after brand icon. With its long-lasting durability, 80 percent of all G-Class' ever built remain in use on or off-road.

¹The specified values were determined in accordance with the prescribed 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.

Geländewagen Electrified: The Ultimate G-Class Experience

The exclusive invitation-only event transported guests through Franklin Canyon Park via a captivating entrance that illuminated heritage G-Class models, including Kendall Jenner's personal G 500 Cabriolet, alongside the latest generation of the G-Class unveiled only last month. Inside, guests were met with a spectacular lakeside setting, fitting to the G-Class' go-anywhere legacy.

Throughout the event, guests continued to experience a unique G-Class universe: The all-new Mercedes-Benz G 580 with EQ Technology EDITION ONE emerged from water amongst light projections and mystical smoke. A surprise performance by global musician Travis Scott added to the staging as guests were treated to an exclusive set. A second electric Geländewagen, was then unveiled offering guests a chance to see the all-new electric G-Class up close. During the evening, guests partied to the sounds of Chase B and Zack Bia.

"Los Angeles is a place famous for its legends, which is why we chose to reveal our new electric G-Class right here in Beverly Hills. For over four decades, the G-Class has shown its ability to go almost anywhere on the planet, and tonight the tables were turned. We're very grateful that so many of our beloved G-family like Kendall Jenner, Bradley Cooper or Travis Scott joined us to celebrate the relaunch of our icon tonight. And if that wasn't enough, the electric G was simultaneously revealed on the other side of the world in Beijing."

Bettina Fetzer, Vice President Communications & Marketing Mercedes Benz AG

"The G-Class is a true legend, and we are thrilled to celebrate the highly anticipated debut of the all-electric model in Los Angeles. The G feels just as much at home here as it does in the great outdoors. Our new electric G-Class can do everything the G we know can do – and then some. It can wade deeper, and - with the show-stopping G-TURN - continues to amaze. With these new capabilities and unique characteristics, the electric G-Class marks an important chapter for Mercedes-Benz as leaders in electric drive."

Michael Schiebe, CEO Mercedes-AMG and Head of Mercedes-Benz G-Class & Mercedes-Maybach Business Units

Legendary design language meets unique drive technology: The Mercedes-Benz G 580 with EQ Technology

The all-new electric G-Class is equipped with new off-road qualities that showcase the vehicle's near-endless possibilities. Unique driving characteristics and exclusive features have been included in the new car. For example, with the G-TURN², drivers can turn the all-new electric G-Class almost on the spot. The vehicle performs up to two complete vehicle turns in the desired direction on unpaved or loose surfaces. G-STEERING ensures a significantly smaller turning circle when driving off-road and G-ROAR brings a unique sound experience to the new model, otherwise the electric G drives very quietly. Four individually controllable electric motors contribute to innovative drive concepts and characteristics - whatever's happening under its wheels.

As well as embracing the new, the vehicle remains true to the character of the model series, combining the unmistakable look of the rugged off-road vehicle with selected typical electric design elements. The exterior is given a striking electric look with the optionally available black panel grille, amongst other distinguishing factors including: a restyled, raised bonnet; and air curtains in the rear wheel arch extensions. The interior combines impressive quality with a classic design language, bearing typical G-Class elements. More detailed information as well as technical data regarding the electric G-Class is available [here](#).

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² It is not permissible to use G-TURN and G-STEERING on public roads. Use G-TURN and G-STEERING only on loose or soft surfaces, e.g. gravel or snow.

Further information about **Mercedes-Benz** is available at www.mercedes-benz.com.

Press information and digital services for journalists and multipliers can be found on our

Mercedes-Benz Media online platform at <http://media.mercedes-benz.com>. Learn more about current topics and events related to Mercedes-Benz Cars & Vans on our **@MB_Press X channel** at www.twitter.com/MB_Press.

Mercedes-Benz AG at a glance

Mercedes-Benz AG is part of the Mercedes-Benz Group AG with a total of around 166,000 employees worldwide and is responsible for the global business of Mercedes-Benz Cars and Mercedes-Benz Vans. 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 vehicle-related services. Furthermore, the company aspires to be the leader in the fields of electric mobility and vehicle software. The product portfolio comprises the Mercedes-Benz brand with Mercedes-AMG, Mercedes-Maybach and G-Class with their all-electric models as well as products of the smart brand. The Mercedes me brand offers access to the digital services from Mercedes-Benz. Mercedes-Benz AG is one of the world's largest manufacturers of luxury passenger cars. In 2023 it sold around two million passenger cars and 447,800 vans. In its two business segments, Mercedes-Benz AG is continually expanding its worldwide production network with more than 30 production sites on four continents, while gearing itself to meet the requirements of electric mobility. At the same time, the company is constructing and extending its global battery production network on three continents. As sustainability is the guiding principle of the Mercedes-Benz strategy and for the company itself, this means creating lasting value for all stakeholders: for customers, employees, investors, business partners and society as a whole. The basis for this is the sustainable business strategy of the Mercedes-Benz Group. The company thus takes responsibility for the economic, ecological and social effects of its business activities and looks at the entire value chain.