

Driving Your
»»» Future



2023

Corporate Social Responsibility Impact Report



Driving Your Future

Mercedes-Benz USA is committed to supporting educational programs that empower the next generation through our corporate social responsibility mission, Driving Your Future.

At a Glance

At Mercedes-Benz USA, we are dedicated to creating a positive influence in the communities where we live and work, bringing engaging and meaningful social impact initiatives to life. Driving Your Future is designed to empower the next generation through educational support, career readiness, child and teen injury prevention, and sustainability and technology programs.

We are proud to continue our partnership with our national partners - Safe Kids Worldwide and Junior Achievement USA - to support the next generation through a variety of community engagement opportunities, financial assistance, employee volunteer support, and programming throughout the year.

In our hometown of Atlanta, we worked with our longstanding partners at Atlanta Public Schools and Communities in Schools of Atlanta, along with additional mission-related non-profit organizations to amplify our impact.

We are thankful to our employees and partners for embodying our commitment to Driving Your Future and making an impact together.



7,511

hours of volunteer time was donated by MBUSA employees

2,624

volunteer moments MBUSA employees engaged in this year

134

giveback events were hosted by MBUSA

Educational Support

To provide educational support for the next generation, Mercedes-Benz USA worked with national and local non-profit organizations across the country to facilitate employee volunteer engagements focused on youth mentorship, educational resources, improved school performance, and more.

In Atlanta, Mercedes-Benz USA continued to invest in Communities in Schools of Atlanta (CISA) for the 2022-2023 school year by funding a site coordinator at our partner schools, Leonora P. Miles Intermediate Elementary and Michael R. Hollis Innovation Academy, to provide students with a support system aimed at raising graduation rates, improving behavior, and encouraging them to stay in school.

113

students were directly supported by MBUSA's investment in Communities in Schools of Atlanta during the 2022-2023 school year



National Volunteer Week

Mercedes-Benz USA embraces National Volunteer Week by offering curated volunteer opportunities with our partner organizations every day during the week. From building an outdoor STEM learning lab to providing virtual quality support for academic resources, employees across the country became catalysts for positive change.

Across the country, Mercedes-Benz USA employee volunteers visited schools to teach safety workshops to students, helped teach financial literacy, optimized digital audiobooks for diverse learning populations, shared career advice, and more.



593

MBUSA employees participated in National Volunteer Week activities

10

states across the U.S. were a part of MBUSA's National Volunteer Week volunteer program



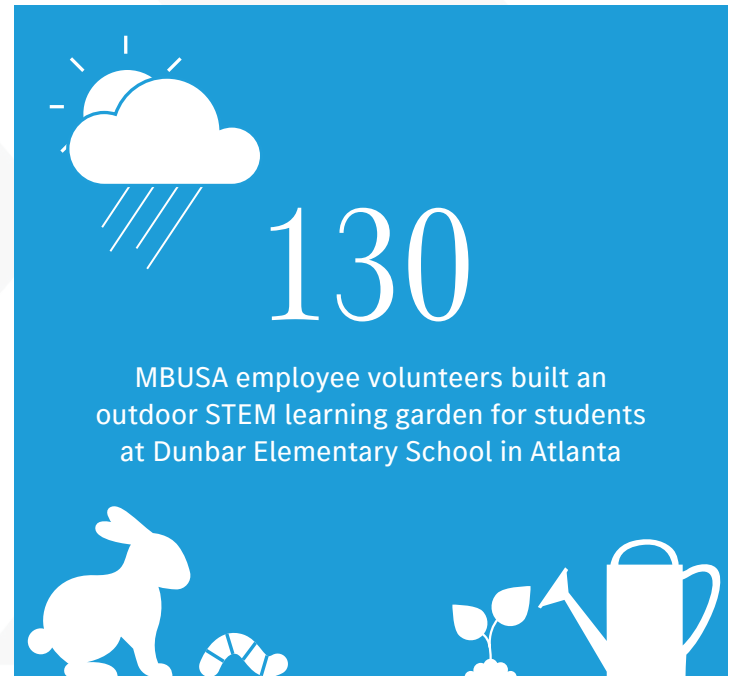
1,925

volunteer hours in 17 giveback events across the country



In Atlanta, Mercedes-Benz USA collaborated with national education non-profit Out Teach, along with Mercedes-Benz USA brand ambassador and former Atlanta Falcons Quarterback Matt Ryan, to create an outdoor STEM (Science, Technology, Engineering, Math) learning garden for Dunbar Elementary School. This effort was part of a teacher training program focused on enhancing students' skills beyond the traditional classroom. The converted space now features an earth science station, rainwater harvesters, compost bins, vegetable and flower beds, animal habitats, and more.

Additionally, employee volunteers gathered at the Mercedes-Benz USA headquarters to create school supply kits for the students, write encouraging letters to the teachers, decorate planters for the outdoor learning lab, and more.



130

MBUSA employee volunteers built an outdoor STEM learning garden for students at Dunbar Elementary School in Atlanta



Holiday Love Celebration

To kick off the 2023 holiday season, Mercedes-Benz USA launched its “Holiday Love Celebration” and joined forces with national non-profit, Shoes That Fit, to donate new shoes to thousands of low-income children across the country.

Employees in Atlanta, Georgia and Jacksonville, Florida had the opportunity to pass out the shoes to students in person. In Atlanta, employee volunteers brought the magic of the holiday season to life by transforming partner schools - Michael R. Hollis Innovation Academy and Leonora P. Miles Intermediate Elementary - into a winter wonderland complete with snowy landscapes, shimmering lights, and festive music. Mercedes-Benz USA brand ambassador and Falcons player Grady Jarrett helped employee volunteers hand out brand new shoes to the students.



1,616

pairs of shoes were donated across the country for Holiday Love Celebration



Career Readiness

Mercedes-Benz USA is proud to partner with non-profit Junior Achievement USA, united in a common mission to inspire and prepare young people to succeed in a global economy. Our ongoing partnership has resulted in tangible and meaningful outcomes through multiple student experiences, events, and sponsorships that have helped prepare nearly 4,000 students with the tools and real-world experiences necessary for success in this global economy.

In Georgia, Mercedes-Benz USA sponsored two JA BizTown storefronts at the Junior Achievement Discovery Centers in Atlanta and Gwinnett, Georgia. In JA BizTown, middle school students can interact within a simulated economy and take on the challenge of starting and running a business. Through this program, Mercedes-Benz USA employee volunteers had the opportunity to work with students as they take on the role of an employee for the day.



3,608

students were impacted through MBUSA's work with Junior Achievement USA



Junior Achievement™

“Junior Achievement Job Shadow was such an amazing experience for the students, I’m so happy that Mercedes-Benz USA opened its door to us. Some of my students shared an interest in the MB DRIVE program, I had no idea this kind of program existed, it sounds amazing. We are looking forward to coming back in the future.”

Educator at Fremont HS, Los Angeles, CA



The MB DRIVE program provides students with technical and practical automotive instruction through in-person classes and hands-on training to help become certified Mercedes-Benz Technicians.



As part of Junior Achievement USA's 3DE program, Mercedes-Benz USA employees hosted a case study challenge for 10th grade students at Martin Luther King Jr. High School in Atlanta. Junior Achievement USA's 3DE program reengineers education to create engaging learning environments that reflect the world in which we live and empowers students with the knowledge, skills, and confidence to unlock greater economic opportunity.

“Today I worked with volunteers who taught us how to budget through our young adult, working adult, and adult nearing retirement phases. What really stood out to me was creating a budget, applying for loans, and seeing if we were able to buy a car or house. I had to spend the money I budgeted and see how much we had left over. I learned more about budgeting and can apply it in the real world.”

Student at Banning HS, Los Angeles, CA



100+ MBUSA employees participated in JA USA volunteer events



We are proud to be a part of 3DE's program success metrics featuring:

57% increase in English Language Acquisition Proficiency

27% increase in graduation rates

29% increase in college enrollment

20% decrease in absenteeism from class



Child and Teen Safety

As the go-to resource for parents and caregivers, Safe Kids Worldwide helps keep children safe from preventable injuries including traffic injuries, fires, falls, drownings, and more. Throughout the world, almost one million children die of an injury each year, and almost every one of these tragedies is preventable. Mercedes-Benz USA is grateful for the incredible collaboration through our partnership with Safe Kids Worldwide.

Mercedes-Benz USA employee volunteers participated in 22 volunteer events with Safe Kids Worldwide throughout the year. They assembled over 4,000 summer safety kits, assisted in hands-on training, and provided over 15,000 resource materials and safety equipment that addressed key safety areas such as bike, pedestrian, water, home, and car safety.



5,225

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

20

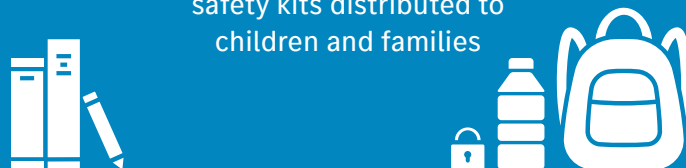
Safe Kids Worldwide locations were supported by MBUSA employee volunteers

15,590

safety devices and resource materials were distributed across the country

4,870

safety kits distributed to children and families



Camp MBUSA

In partnership with Safe Kids Worldwide, Mercedes-Benz USA launched “Camp MBUSA” as part of their series of summer safety programming events.

In Atlanta, employee volunteers welcomed student campers from YMCA of Metro Atlanta for a full day of engaging summer safety programming, field day activities, and arts and crafts. Mercedes-Benz USA brand ambassador and Atlanta Falcons running back, Bijan Robinson, added to the festivities by participating in helmet fittings, a bike rodeo, and water safety programming.



195

employees participated in Camp MBUSA volunteer events across the country

482

volunteer hours were given across 12 giveback events



Sustainability and Technology

To support advancements in sustainability and technology, Mercedes-Benz USA teamed up with non-profit organizations to facilitate community service and volunteer activities that give back to our communities and the environment.

In partnership with the international non-profit Wine to Water, Mercedes-Benz USA employee volunteers helped build water filters to provide clean water to people in need around the world.



In support of the Chattahoochee Nature Center's mission to preserve and protect the environment for future generations, Mercedes-Benz USA employee volunteers participated in four key initiatives throughout the year. Employees renovated summer camp cabins, cleaned out greenhouses to prevent disease, pests and weeds, and raised and harvested vegetables in the Unity Garden providing nearly 9,500 pounds of produce donations to North Fulton Community Charities.



250

water filters were built by MBUSA leadership, which will provide clean water for 3,000 people across the world for 10+ years



2,600

students and community members were introduced to STEAM job opportunities that are available to them upon graduation through our partnership with Sandy Springs Education Force



Dealership Engagement

Mercedes-Benz dealerships are proud stewards of their local communities, many of which are committed to impactful local causes and organizations. We value and appreciate our dealer partners and the investment they make in their communities.

Dealer partners are also invited to join Mercedes-Benz USA in our Driving Your Future mission with support from our national non-profit partners. Mercedes-Benz USA dealer partners held car seat safety checks across five dealer locations, provided families with replacement car seats, assembled nearly 2,000 safety kits, and provided caregivers with lifesaving car safety information.



20

replacement car seats were provided as a result of car seat safety drive assessments

1,995

safety kits were assembled by dealer locations



Building a Culture of Community

Our commitment to building a culture of community and purpose has enabled us to go farther, together. Mercedes-Benz USA teams consistently prioritize community giveback initiatives. During team meetings, employees engaged in volunteer activities such as packing meals with Rise Against Hunger, assembling furniture for Furniture Bank of Metro Atlanta, and creating fun items for children in foster care ranging from skateboards to birthday kits for Foster Love.

34,776

meals

were provided through two MBUSA volunteer events in partnership with Rise Against Hunger

50 & 144

kitchen tables dressers

were built by MBUSA employee volunteers for families in need with the Furniture Bank of Metro Atlanta



430

interactive educational kits were built and donated to foster children in Atlanta



Duffel Bag Kits



STEM Kits



Birthday Kits



Superhero Kits



Driving Your »»» Future

We are grateful to our dedicated employees who have championed our Driving Your Future mission, donating their time and efforts to support the next generation. We remain committed to making a meaningful difference in the communities where we live and work.

To learn more, please visit:

[About Us | Mercedes-Benz USA \(mbusa.com\)](https://www.mbusa.com)

