



Driving Your »»» Future

Corporate Social Responsibility
Impact Report 2024



A Message from our CEO



Mercedes-Benz has a longstanding commitment to safety and innovation that extends beyond the vehicles we design and build. I am incredibly proud of the progress we've made through our Driving Your Future mission to empower the next generation in our communities. Our national partnerships with Safe Kids Worldwide and Junior Achievement USA have allowed us to expand our reach and deepen our impact. From teaching children the importance of passenger and pedestrian safety to preparing students for their future careers, our partnership investments and employee volunteerism have positively impacted hundreds of thousands of youth and families across the nation.

In Atlanta, home to our corporate headquarters, we are proud to support organizations such as Communities in Schools of Atlanta and Children's Healthcare of Atlanta. These collaborations are at the heart of what we do, and they play an integral role in delivering on our promise to give back and support the communities where our employees live and work.

I am grateful for the dedication of our employees, dealers, and partners who continue to embody the values of Mercedes-Benz through their commitment to our community. Looking ahead to 2025 and beyond, we are excited to build upon this momentum and continue to empower the next generation of leaders and innovators. Together, we will drive the future.

Dimitris Psillakis

PRESIDENT AND CEO, MERCEDES-BENZ USA



Driving Your Future: At-A-Glance



Driving Your >>>Future

At Mercedes-Benz USA (MBUSA), we have continued our unwavering commitment to making an impact in communities where our employees live and work through our corporate social responsibility mission, Driving Your Future. With a focus on child and teen safety, education and career readiness, and sustainability and technology, we've made a significant impact in our communities while fostering a culture of giving back.

Since the launch of Driving Your Future in 2022, we have provided the tools and resources necessary to foster development and prepare young people for future success. We have maximized our efforts across multiple key areas, achieving significant milestones in child and teen safety, education, and career readiness.



The Mercedes-Benz USA executive leadership team is dedicated to participating in Driving Your Future giveback events throughout the year, reflecting the company's long-standing commitment to driving positive change in our community.

2024 DRIVING YOUR FUTURE IMPACT AT-A-GLANCE

45,000+

Families were positively impacted through Driving Your Future

6,800+

Volunteer hours donated by MBUSA employees

100+

Volunteer events were hosted nationwide



Promoting Child & Teen Safety





One million families lose a child to a preventable injury every year.

At MBUSA, safety is our top priority. We are proud to continue our long-standing work with nonprofit partner Safe Kids Worldwide to bring life-saving education programming and critical resources to thousands of families across the country. This important work helps keep thousands of children safe from preventable injuries including traffic injuries, pedestrian accidents, drownings, and more.



SAFE KIDS WORLDWIDE IMPACT AT-A-GLANCE

25,875+

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

25,050+

Safety devices (car seats, helmets, reflective gear, etc.) and educational resources were distributed across the country

3,875+

Safety kits were assembled and distributed to children and families





Clifford Takes a Ride

Our new book, in partnership with Safe Kids Worldwide and Scholastic, educates children and caregivers about passenger and pedestrian safety.

Together with Safe Kids Worldwide and Scholastic, MBUSA introduced the brand new children’s book, *Clifford Takes a Ride*. To celebrate the launch, we executed a multi-city book and safety tour designed to teach children and their families life-saving car and passenger safety tips. The initiative celebrated Clifford the Big Red Dog and important safety messages in the book by transforming Mercedes-Benz Stadium in Atlanta and YMCA locations in Florida, Texas, and New Jersey into immersive hubs of education and fun. At the heart of the tour, Clifford the Big Red Dog charmed children and parents alike, creating unforgettable moments from Florida to New Jersey.

30,000+
Clifford books were distributed

1,000+
Children were impacted by the Tour directly

50
Dealer partners joined the *Clifford Takes a Ride* campaign in their local communities





Interactive safety stations turned learning into an adventure, teaching kids about car seat safety, pedestrian safety, and bike safety. Creative activities like helmet decorating, Clifford stuffed animal personalization, and coloring stations complemented the hands-on learning, while Clifford himself delighted attendees with hugs and photo opportunities, leaving families with cherished keepsakes and a deeper understanding of essential safety practices.

Our efforts had an incredible impact and reach: **457M+ views across digital and broadcast media**, including features in *Parents Magazine*, *Good Day New York*, and *Good Morning Washington*; **350+ volunteer hours**, surpassing goals by **163%**; and **915K+ mobile Clifford Sprinter van impressions**, spreading vital safety messages nationwide.



457M+

Readers and viewers across 20 media outlets (web and broadcast)

915,000+

Clifford Sprinter van sightings on the roadtrip

350+

MBUSA volunteer hours

300+

Bike helmets distributed across all events





CLIFFORD TAKES A RIDE BOOK AND SAFETY TOUR KICKOFF IN ATLANTA

MBUSA brand ambassador and NFL legend Matt Ryan joined us for the *Clifford Takes a Ride* campaign kickoff event at Mercedes-Benz Stadium with over 500 YMCA of Metro Atlanta students. The event included a live book reading by Ryan, a special appearance by Clifford the Big Red Dog, and interactive safety education stations focused on passenger and pedestrian safety, led by Safe Kids Worldwide and MBUSA volunteers. Every child received a Safe Kids Worldwide drawstring backpack filled with safety gear to take home.



A FUN-FILLED YMCA SUMMER ROADTRIP WITH CLIFFORD

The *Clifford Takes a Ride* Book and Safety Tour started in Atlanta and then traveled in a specially-wrapped Clifford Sprinter van to three other U.S. cities, teaming up with regional MBUSA employee

teams along the way. Over 300 students joined *Clifford Takes a Ride* events in Jacksonville, Florida; Coppell, Texas; and Hamilton Township, New Jersey. Students listened to live readings of the book and learned all about safety in and around cars through the interactive safety demonstrations led by Safe Kids Worldwide and local MBUSA employees.



JACKSONVILLE, FLORIDA

Over 60 children from YMCA's Tiger Academy and 30 Jacksonville-based MBUSA employee volunteers brought the lessons of *Clifford Takes a Ride* to life with fun safety education activities.

COPPELL, TEXAS

Over 100 Metropolitan Dallas-area YMCA students joined Grapevine-based MBUSA employee volunteers to participate in interactive safety education stations led by Safe Kids Worldwide, covering pedestrian, passenger, and bike safety.

HAMILTON TOWNSHIP, NEW JERSEY

Over 150 children from the Hamilton Township YMCA's Sawmill Branch joined Robbinsville-based MBUSA employee volunteers in learning life-saving tools to stay safe in and around cars through the teachings in the book.





CLIFFORD TAKES A RIDE AT A DEALERSHIP NEAR YOU

Mercedes-Benz dealers are proud stewards of their local communities. Dealer partners across the country came together to support the Driving Your Future mission by hosting *Clifford Takes a Ride* book and safety events in their local areas.





TRUNK-OR-TREAT

To further support Safe Kids Worldwide’s critical work keeping children safe, MBUSA hosted “Trunk-or-Treat” events at our partner schools Michael R. Hollis Innovation Academy and Leonora P. Miles Intermediate Elementary in Atlanta. MBUSA employee volunteers handed out candy, shared safety tips, and gifted hats, gloves, reflectors, and more to help keep kids safe not only when trick-or-treating, but any time they are walking near vehicles.

PAJAMA PROGRAM

During the holiday season, MBUSA partnered with the nonprofit Pajama Program to spread the message of *Clifford Takes a Ride* and provide new pajamas to students in need. MBUSA employees packed over 500 gift sets featuring new pajamas and copies of *Clifford Takes a Ride*. The gift sets were hand-delivered to children in need in our Clifford-wrapped Sprinter.



Holidays with Love Celebration



MBUSA collaborated with our longstanding nonprofit partner Safe Kids Worldwide and Communities in Schools of Atlanta to bring holiday cheer to children in our community at our third annual “Holidays with Love” giveback celebration. MBUSA employee volunteers in Atlanta brought the joy of the holiday season to life by transforming our partner schools – Michael R. Hollis Innovation Academy and Leonora P. Miles Intermediate Elementary – into winter wonderland experiences complete with holiday-themed festivities, snowy landscapes, holiday music, and treats. Students participated in interactive safety stations led by Safe Kids Worldwide where they learned about life-saving winter safety tips. MBUSA brand ambassador and Atlanta United goalkeeper Brad Guzan and Atlanta Falcons’ Freddie the Falcon surprised the students and helped MBUSA employee volunteers hand out brand new sweatshirts and winter gear.

1,000+
Students received sweatshirts, hats, gloves, and reflectors to prepare for winter safely



Supporting Education and Career Readiness



MBUSA is dedicated to fostering education and career readiness within our Atlanta community and beyond, actively engaging our employees in volunteer initiatives that empower the next generation and build a brighter future.

We're proud to continue our work across the country with Junior Achievement USA, the leading organization dedicated to giving young people the knowledge and real-world skills they need to achieve economic success through programs covering work readiness, entrepreneurship, and financial literacy.



JUNIOR ACHIEVEMENT USA IMPACT AT-A-GLANCE

17,900+

Junior Achievement USA and 3DE students were positively impacted through MBUSA's work

70+

MBUSA employees participated in Junior Achievement USA's volunteer events across the country

26%

Increase in graduation rates amongst Junior Achievement USA students

29.2%

Increase in college enrollment amongst Junior Achievement USA students

CONNECTING THE DOTS BETWEEN SCHOOL AND THE REAL-WORLD

MBUSA's national partnership with Junior Achievement USA has helped empower students in New York. Employees at Mercedes-Benz Manhattan helped deliver impactful education experiences through the JA of New York Finance Park program -- nearly 100 students participated in a simulation experience to practice life skills ranging from setting and adhering to monthly budgets, financial saving practices, and more.



3DE by Junior Achievement

REIMAGINING THE CLASSROOM

In our hometown of Atlanta, MBUSA is honored to continue to support the success of the 3DE by Junior Achievement program, which provides turnkey models to create a more equitable and engaging high school experience utilizing case study methodology. MBUSA employee volunteers hosted a case study challenge at MBUSA headquarters for 70 tenth grade students attending King High School in Atlanta. Students worked with volunteers to ideate solutions to real-world issues faced by corporations around the country, led presentations of their solutions in front of a panel of MBUSA employees, and enjoyed an MBUSA headquarters tour and electric vehicle product overview. The 3DE by Junior Achievement program is proven to increase student engagement, strengthen comprehension, build critical thinking, and accelerate academic performance.





National Volunteer Week

During National Volunteer Week, MBUSA employee volunteers activated across the country participating in giveback opportunities where they taught financial literacy, shared career advice, read books to students, assembled backpacks with school supplies, and more.



NATIONAL VOLUNTEER WEEK IMPACT

1,000+

Volunteer hours were donated during National Volunteer Week

25

Volunteers kicked off National Volunteer Week on Earth Day at the Chattahoochee Nature Center

30

Volunteers helped students with literacy and career readiness skills in-person at Junior Achievement USA and virtually with Share the Magic Foundation

250

Employees across the country packed 3,300+ safety kits for children - including water bottles, bike locks, and more

795+

MBUSA employee volunteers participated in National Volunteer Week giveback events

18

MBUSA volunteer events were held across the country during National Volunteer Week

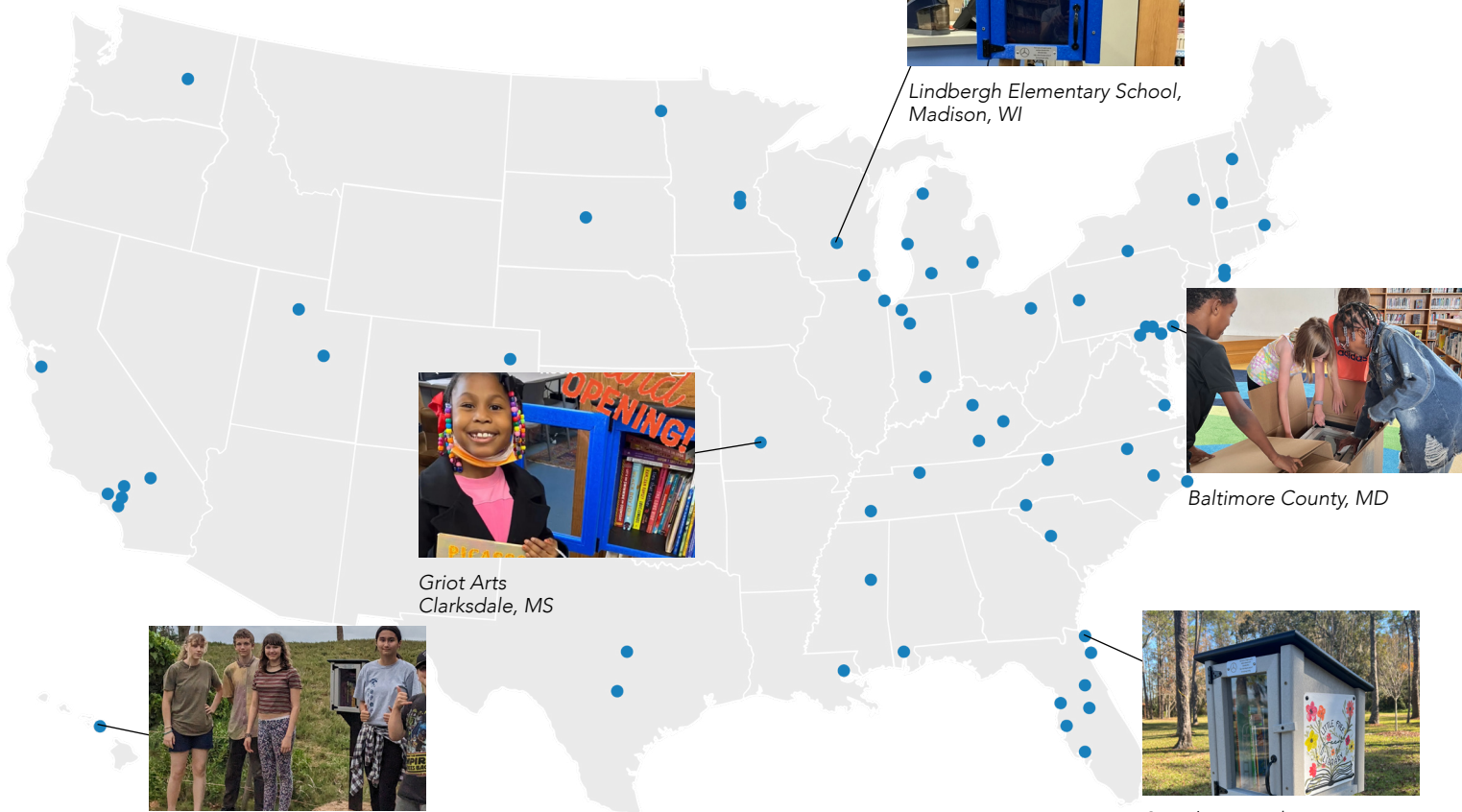


MBUSA collaborated with national nonprofit Little Free Library to build and distribute book-sharing boxes across the country to promote literacy and increase access to reading materials. Atlanta Falcons running back and MBUSA brand ambassador, Bijan Robinson, joined over 200 MBUSA employee volunteers in building the little libraries that were filled with thousands of donated books and sustainable bookmarks. The Little Free Libraries were installed in communities across the country where access to books is limited. Community members are encouraged to take a book they're interested in and leave a book they've finished, fostering a continuous cycle of reading and sharing within neighborhoods.



60

Cities received Little Free Libraries built by MBUSA employee volunteers



Lindbergh Elementary School, Madison, WI



Griot Arts Clarksdale, MS



Baltimore County, MD



Makawao Public Library, Maui, HI



St. John's Riverkeeper, Jacksonville, FL



LITTLE FREE LIBRARY IMPACT

250+

Sustainable bookmarks made from wildflower seeds were created by MBUSA employee volunteers

200

MBUSA employee volunteers participated in the Little Free Library giveback event



Supporting Education and Career Readiness in Atlanta

MBUSA volunteers provided new backpacks and school supplies to students through Sandy Springs Education Force to support The Link at North Springs High School. The Link is part of the Community School Initiative, which was developed in response to the increasing need to address non-academic barriers to student learning. Studies have shown that when a student's basic needs are met, their academic, social, and emotional success improves.



1,024
Students were directly supported by MBUSA's investment in Communities in Schools of Atlanta

100%
Of the case-managed students advanced to the next grade level



Driving Sustainability and Technology



MBUSA remains committed to advancing sustainability and technology in our communities where we work and live by collaborating with nonprofits that share our vision for a greener, more innovative future.

FOOD WELL ALLIANCE

MBUSA supported Food Well Alliance by mobilizing over 100 volunteers at Hyde Farm Park to enhance the community garden. Volunteers planted blueberry bushes, mulched fruit trees, and refreshed the garden, demonstrating the company's commitment to fostering local agriculture and community sustainability.

7,500+
Pounds of food that MBUSA employee volunteers packed at Atlanta Community Food Bank



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.

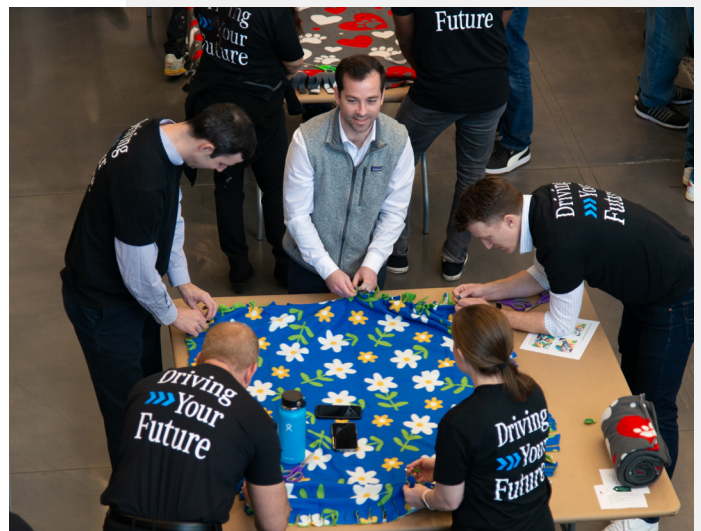
Our team members are encouraged to spend two days per year working in the community for a cause of their choice. Employee teams also volunteer together throughout the year.



Volunteer Highlights

CHILDREN'S HEALTHCARE OF ATLANTA "WEEK OF CARING"

MBUSA is pleased to support the new Arthur M. Blank Hospital through a multi-year investment with Children's Healthcare of Atlanta. To celebrate, over 300+ MBUSA employees participated in volunteer activities to bring comfort and joy to patients during their hospital stay. Employee volunteers crafted no-sew blankets, made customized empowerment bracelets, decorated letters of encouragement, and hosted a Valentine's Day-themed party for patients, spreading positivity and excitement throughout the hospital.





FOSTER LOVE

In Atlanta, Georgia and Birmingham, Alabama, MBUSA teams assembled skateboards and provided helmets to local children in foster care to encourage a sense of independence and mobility through nonprofit Foster Love.

FURNITURE BANK OF METRO ATLANTA

MBUSA employee volunteers assembled essential furniture pieces including tables and dressers with Furniture Bank of Metro Atlanta to provide much-needed items for people transitioning out of housing insecurity.

98

Skateboards were assembled for children in foster care

100+

Pieces of furniture were built by 122 MBUSA employee volunteers for families in need with Furniture Bank of Metro Atlanta



Driving Your Future

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 \(mbusa.com\)](#)

