



Mercedes-Benz

Press Information

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The all-new Mercedes-Benz GLA: Designed to excite you every day

- **Confident:** striking appearance with a decidedly sporty character and illuminated iconic grille
- **Universal and built for real life:** fully electric with a range of up to 657 kilometres¹ and fast charging, or efficient high-tech electrified combustion variants
- **Elevated:** new interior experience with more space, more refinement, enhanced comfort and intelligent support that feels natural and intuitive

Stuttgart/Schlieren. The all-new Mercedes-Benz GLA SUV is made for the energy of urban life, combining a lower silhouette, longer wheelbase and an illuminated iconic grille for a distinctly sporty and confident presence. The completely redesigned interior brings more light, space and refinement to every journey, with a panoramic roof, a large MBUX Superscreen and premium materials. Intelligent technologies, including the MBUX Virtual Assistant powered by generative AI, enable natural interaction and personalised support.

At launch, customers can choose between three fully electric variants. These will be available for order in Switzerland from 30 July. Prices (including VAT) start at CHF 52,200 for the GLA 200, CHF 56,300 for the GLA 250+, and CHF 60,500 for the GLA 350 4MATIC. Further high-tech electrified combustion models will follow.

The all-new GLA brings together striking design, advanced technology and everyday practicality in a way that makes urban mobility feel more confident, more intuitive and more exciting. The “Welcome home” experience takes on a fresh, urban and lifestyle-oriented character in the all-new GLA. Elevated comfort and an intuitive digital environment create an experience that feels instantly familiar. Since Carl Benz invented the automobile 140 years ago, Mercedes-Benz has continued to drive innovation forward with one clear purpose: to create tangible value for customers. With the all-new GLA, this pioneering spirit enters a new urban chapter.

“The new GLA is designed to excite customers every day. Drawing on 140 years of innovation, we’ve built the most expressive GLA ever. Combined with a newly designed interior that brings even more space and comfort, we’ve further elevated the appeal of what is currently already our best-selling compact model.”

Ola Källenius, Chairman of the Board of Management of Mercedes-Benz Group AG

The all-new Mercedes-Benz GLA: Key Facts

Sporty proportions: Lower silhouette, longer wheelbase, wider rear track, pronounced muscular shoulders and wheels positioned flush with the body – the all-new GLA has a distinctly more dynamic appearance.

Charismatic presence: The all-new electric GLA brings the iconic grille to the compact segment. An illuminated high-tech masterpiece that lends the urban SUV an unmistakably confident presence and reinforces its exceptional status.

Individuality is key: With four equipment lines for the first time and the Night Package, the all-new GLA offers more ways than ever to express your own style. From the leather-free Style Line to the ultra-sporty AMG Line Plus to the exclusive Night Edition, which already includes the AMG Line and the Night Package.

Functionality in perfect form: A high-quality interior blends floating forms, carefully selected materials, and a large MBUX Superscreen spanning the entire dashboard and integrating driver, central and passenger displays. The Burmester® 3D surround sound system delivers an impressive audio experience.

More space for everyday life, leisure and travel: The all-new electric GLA offers more headroom and legroom in every seat. There's also more space for luggage thanks to the spacious interior, versatile boot and a 107-litre frunk. With a towing capacity of up to two tonnes, the 4MATIC models can easily tow even heavy loads.

Ready for adventures off the beaten track: With all-wheel drive, the TERRAIN driving mode and the “transparent bonnet” function, the all-new GLA turns adventures into a smooth and safe experience, even off the beaten track.

Effortless electric driving: With a range of up to 657 kilometres (WLTP)¹, the all-new electric GLA offers impressive long-distance comfort. Thanks to 800-volt technology, it can be recharged with up to 270 additional kilometres (WLTP)² in just ten minutes. This means more time on the road and less time at the charging point.

With hybrid drive: The all-new GLA will also be available as high-tech electrified combustion variant with 48-volt technology and a state-of-the-art internal combustion engine. It can drive purely on electric power in town, coast along on country roads and recover energy in every gear.

A friend who understands intuitively: The MBUX Virtual Assistant, powered by generative AI, can hold complex, multi-part conversations, remembers details and uses the latest voice technology. As a result, it sounds and responds just like a well-informed friend. In the all-new GLA, customers receive even more comprehensive and relevant answers to everyday topics.

Always on the right track with the MBUX Virtual Assistant: For intelligent navigation, the agent can access information from various sources to provide users with personalised answers to questions about places of interest, available charging points, parking spaces and much more – seamless within the conversation.

Mercedes-Benz is taking in-car entertainment to the next level, offering customers access to more than 40 apps¹¹ and an expanding portfolio of premium streaming, sports and video experiences. From YouTube, RIDEVU from Sony Pictures Entertainment and Disney+ with Dolby Atmos support to future additions including the world's leading sports entertainment platform DAZN¹³ and AirPlay¹⁴ video in the car, the latest MBUX Entertainment offering turns every journey into an intuitive, personal and cinematic experience — right inside a Mercedes-Benz. With a dedicated 14-inch display, everything feels intuitive, personal and individually tailored – creating that unmistakable feeling of being at home.

Support in most situations: The all-new GLA offers a comprehensive range of active and passive safety features³. With MB.DRIVE ASSIST PLUS⁴, for example, it automatically changes lanes on the motorway under certain conditions. And when it comes to automated parking, it offers a host of improved or new features.

Confident: A design statement for urban life

Striking appearance with a decidedly sporty character

The silhouette alone makes it unmistakably clear: the all-new Mercedes-Benz GLA is an urban SUV that's designed to impress with a self-confident character and a sporty thirst for adventure. The powerful SUV proportions with an upright front end and flat-angle windscreen present themselves in a much more dynamic form. Compared with its predecessor, the all-new GLA is 20 millimetres lower. Together with a longer wheelbase (+61 mm), wider rear track (+31 mm), muscular shoulders and flush-positioned wheels in 18- to 20-inch format, the all-new lifestyle SUV stands firmly on the road, ready for adventures of all kinds.

The clean, surface-oriented design with minimalist lines reinforces the sporty, confident appearance. Striking character lines and powerful surfaces create a dynamic interplay of light and shadow when viewed from the side. Full-width wheelarch trims (depending on the equipment line) and visual underbody protection at the front and rear emphasise the off-road character. The roof rails underline the functional side of the GLA and accommodate optional roof luggage systems. High-quality chrome trim elements at the front and rear add exclusive touches.

Expressive front design with illuminated, iconic grille

The all-new electric GLA is the first model in the Mercedes-Benz compact segment to feature the new iconic grille. It lends the GLA a unique, charismatic presence, thereby underpinning its exceptional status among compact premium SUVs. Its features include a chrome frame, a panel with a smoked-glass-effect mesh structure and the integrated central star. The surrounding contour and the panel can be illuminated on request. The mesh structure contains a total of 608 polycarbonate light points, which are backlit. They can also be animated as an option. Together with 158 micro-LEDs, they orchestrate light sequences that radiate in time with the Aura sound of the selected soundscape – an emotional and enthusiastic welcome, just like from a close friend. Depending on country-specific legal regulations, the central star is also illuminated either fully or partially.⁶

The all-new GLA with high-tech electrified combustion variants features the light-flooded star grille. A total of 150 hot-stamped stars in a chrome finish form the distinctive Mercedes-Benz pattern. From the PROGRESSIVE Line upwards, a standard LED light strip frames the radiator grille, setting it off to impressive effect. In selected markets, the central star is also illuminated.⁶

Headlights and rear lights in the unmistakable star design

The standard LED High Performance headlamps ensure a striking and distinctive appearance both day and night. They feature the Mercedes-Benz star as a chrome-plated design element. On the optional MULTIBEAM LED headlamps, the daytime running lights are shaped like a star. Together with the illuminated grille surround, this creates a striking light signature that is sure to turn heads. The rear lights are visually connected through a band that emphasises the broad stance. In combination with MULTIBEAM LED, this connecting band can be animated.

Four equipment lines for different lifestyles

With four equipment lines for the first time and the Night Package, the all-new GLA is tailored to suit a variety of customer preferences and lifestyles. Every model comes as standard in the new Style Line. It includes, amongst other things, the iconic grille with a chrome frame and panel in silver chrome, LED High Performance headlamps with high-beam assist, front and rear aprons trim strips on the sills in polished aluminium and door panels with chrome trim, as well as 18- to 19-inch alloy wheels. The interior features a multifunction sports steering wheel in ARTICO man-made leather, comfort seats in black fabric or black fabric/ARTICO man-made leather, as well as optional black or ivory beige man-made leather.

From the PROGRESSIVE Line upwards, the outline of the grille is illuminated, with optional illumination also available for the panel. Other features of this equipment line include 18- to 20-inch alloy wheels, a multifunction sports steering wheel with leather trim, comfort seats with seat heating, and four-way lumbar support in fabric/ARTICO man-made leather black. Optional extras include ARTICO man-made leather black or ivory beige, as well as leather black or beech brown. The Night Package is available for the PROGRESSIVE Line for the first time.

AMG Line and AMG Line Plus for a distinctly sporty look

With the AMG Line, the all-new electric GLA carries the iconic grille with an illuminated surround and panel in dark shadow chrome. Further exterior features include a front apron with air intakes and a specific rear apron in the vehicle's colour. The wheelarch claddings are available in body colour or optionally in high gloss black and house the 19- to 20-inch AMG Line light-alloy wheels. When the door is opened, an animated light carpet with a star pattern welcomes the driver. Inside, vehicles with AMG Line stand out thanks to sporty accents, such as a sports leather steering wheel with shift paddles and a flattened rim in Nappa leather, trim elements in light carbon-grain aluminium and the AMG sports pedal set in brushed stainless steel with black rubber studs.

The AMG Line Plus is now available for the GLA for the first time. It enhances the AMG Line with additional design elements such as a high-gloss black spoiler lip, high-gloss black trim elements on the door sills, exclusive 20-inch alloy wheels, and a high-gloss black car key. The interior features sports seats with adjustable headrests in ARTICO man-made leather/MICROCUT microfibre in black with red contrast stitching or in black/crystal white, red seatbelts, contrast stitching in the door panels, and illuminated door sill panels in high-gloss black with Mercedes-Benz lettering. Optional choices include man-made leather black/power red, leather black, black/energy green or beech brown.

Night Edition with dark accents for an extravagant, sporty appearance

Additionally, a Night Edition is available that includes the AMG Line and the Night Package. It gives the all-new GLA a particularly striking, sporty appearance with dark accents. The package includes a paint finish in cosmos black magno, front and rear aprons with a high-gloss black skid plate, door panels and sill trims in high-gloss black, and 20-inch ten-spoke aero alloy wheels in black. Extravagant accents in the interior are provided by illuminated door sill panels in black with Mercedes-Benz lettering, air vents in dark shadow gloss, sports seats in ARTICO nappa-look crystal white/MICROCUT microfibre black with contrast stitching in crystal white pearl, a centre armrest in ARTICO nappa-look crystal white pearl and trim elements natural fibre white matt Silent Lines.

A wide range of further customisation options

For further personalisation, four equipment packages and a diverse range of colours and materials are available, underlining Mercedes-Benz's commitment to exceptional design. New paint finishes such as aquamint and clear blue metallic expand the exterior colour palette. Inside, new upholstery colours including ivory beige and beech brown have been added. The all-new GLA also comes with a range of trim options, including open-pore wood, brushed aluminium, an anodised-look finish and an innovative decorative paper surface. This allows the character of the GLA to be tailored precisely to individual style.

Universal: Built to adapt to real life and the many demands of everyday use

A broad choice of powertrains and intelligent support in almost every driving situation

The all-new GLA adapts seamlessly to different customer needs and lifestyles. Because it is designed for what really matters in life: maximum flexibility and practicality for everyday use. Customers can choose between electric and high-tech electrified combustion powertrains. Whether it's the daily commute to work, a spontaneous weekend trip with friends or that long-awaited holiday for two – the all-new GLA is the perfect companion wherever you go. It is equally at home on any road: agile and manoeuvrable in the city, dynamic on country roads and motorways, and confident on unpaved tracks. The high seating position typical of an SUV makes getting in and out extremely comfortable and provides excellent all-round visibility. State-of-the-art technology supports drivers and turns every moment behind the wheel into an intuitive and comfortable experience.

“The new GLA is engineered to make advanced technology feel effortless. Powered by MB.OS and its AI-driven capabilities, it anticipates and supports to make everyday life noticeably easier. With a broad portfolio of all-electric and high-tech electrified combustion variants, up to 657 kilometres of range and 270 kilometres recharged in just ten minutes, it redefines electric usability in its segment.”

Jörg Burzer, Member of the Board of Management, Mercedes-Benz Group AG,
Chief Technology Officer, Development & Procurement

The all-new electric GLA: Effortless on the road with a range of up to 657 kilometres

With a range of up to 657 kilometres (WLTP)¹, the all-new electric GLA takes the everyday and travel suitability of premium SUVs in its segment to a new level. It can run non-stop, for example, from Berlin to Munich, from Paris to Bordeaux or from Madrid to Barcelona. If you want to go even further, a range of up to 270 kilometres (WLTP)⁴ can be recharged in ten minutes thanks to 800-volt technology. This makes even long distances an effortless and time-efficient driving pleasure. Fast DC charging is possible at 800-volt stations with a charging capacity of up to 320 kW. With the optional DC converter, the GLA can also use 400-volt charging stations. The AC charging power is up to 22 kW.⁵

Three electric models at market launch

For the market launch in November, customers can choose between three fully electric models. The 165 kW GLA 200 electric has a lithium iron phosphate (LFP) battery with a usable energy content of 58 kWh. The GLA 250+ electric develops an output of 200 kW. The 260 kW GLA 350 4MATIC electric is the sporty top model. It sprints from 0 to 100 km/h in 5.4 seconds. Both models are equipped with an NMC (nickel-manganese-cobalt) battery, which has a usable energy content of 85 kWh. Another model with a 71 kWh NMC battery will follow in early 2027.

Mercedes-Benz GLA 200 electric | energy consumption combined: 17.0–14.8 kWh/100 km | CO₂ emissions combined: 0 g/km | CO₂ class: A⁶

Mercedes-Benz GLA 250+ electric | energy consumption combined: 17.4–15.1 kWh/100 km | CO₂ emissions combined: 0 g/km | CO₂ class: A⁸

Mercedes-Benz GLA 350 4MATIC electric | energy consumption combined: 17.6–15.1 kWh/100 km | CO₂ emissions combined: 0 g/km | CO₂ class: A⁸

The all-new GLA with high-tech electrified combustion drive can run on electric power alone, coast and recover energy

At the beginning of 2027, the all-new GLA will be launched with an efficient high-tech electrified combustion powertrain. It will initially be available in two power outputs with front-wheel and all-wheel drive. The completely newly developed, electrified 1.5-litre four-cylinder turbo engine is designed to deliver both power and efficiency. The electric motor supplements the power of the combustion engine with an additional boost of 22 kW.⁷ It is integrated directly into the new electrified eight-speed dual-clutch transmission (8F-eDCT) along with its components. This makes the entire system efficient and ultra-compact.

A new 48-volt battery with lithium-ion technology and an energy capacity of up to 1.3 kWh powers the electric motor. At urban speeds where driving is typically gentler⁸, the hybrid models can run on electric power alone. Efficient electric coasting with the drivetrain disengaged is also possible at speeds of over 100 km/h, provided less than 22 kW of power is required. Particularly efficient: the electric motor can boost and recuperate in all eight gears, recovering up to 25 kW of energy.

Equipped for everyday adventures: TERRAIN mode and “Transparent Bonnet”

In addition to ECO, COMFORT, SPORT and INDIVIDUAL, the 4MATIC models feature the additional driving mode TERRAIN for unpaved roads. It adjusts the characteristics of the drivetrain, steering and brakes, thereby assisting the driver on dirt tracks and loose surfaces such as gravel or sand. The optional “Transparent Bonnet” function provides a virtual view underneath the entire vehicle. This helps to choose the optimal route and thus makes manoeuvring on unpaved roads and tracks easier.

Familiar route guidance: Smart navigation based on Google Maps

In the all-new GLA, the navigation experience is based on Google Maps. The navigation solution, developed as part of the partnership between Google and Mercedes-Benz, is one of the first systems to integrate Google Cloud’s new Automotive AI Agent for in-vehicle conversational services with Google Maps. When speaking to the MBUX Virtual Assistant, users can now also search for charging points and parking spaces, as well as obtain information on charging capacity and available spaces. Mercedes-Benz Navigation with Electric Intelligence plans the fastest and most convenient route, including charging stops, based on numerous factors. It reacts dynamically to traffic jams or changes in driving style. Mercedes-Benz is also continuously refining its energy forecast. In future, predicted wind conditions along the route will be considered even more precisely at the vehicle’s level.

See what the GLA sees: MBUX Surround Navigation combines assistance and route guidance

With MBUX Surround Navigation, visual interaction also reaches a new dimension. Supported by cameras and sensors, it seamlessly combines a 3D representation of the surroundings and route guidance as arrow information with the driver assistance view in real time in the driver display. Other road users such as cars, bicycles, motorcycles and pedestrians are also displayed. Drivers benefit from improved situational awareness, as they can see what the GLA sees and how the assistance systems are supporting. In addition, MBUX Surround Navigation offers real-time visualisation of vehicle status, including turn signals, headlights and boot. The highly intuitive overview is rendered by a 3D game engine as a live graphic onto the driver’s display.

Support in most driving situations: State-of-the-art MB.DRIVE assistance systems

The all-new GLA comes as standard in Europe with a comprehensive range of safety and comfort features.⁵ It is equipped with eight cameras, five radar sensors and 12 ultrasonic sensors to provide first-class driver assistance. Also on board is a water-cooled high-performance control unit with sufficient power reserves for future functions and regular over-the-air updates⁹. This high-performance computer can perform up to 254 tera operations per second (TOPS). Artificial intelligence processes all sensor data in real time to assess the current traffic situation.

Depending on the selected MB.DRIVE package, the all-new GLA can assist with steering, lane-keeping, distance control, braking, acceleration, and manoeuvring in and out of parking spaces. MB.DRIVE ASSIST⁶ thus complements the standard DISTRONIC distance control system with a steering assistant, making it a state-of-the-art SAE Level 2 driving assistance system. New to the GLA is the lane change assist, which makes changing lanes easier with a simple tap on the indicator lever.

The all-new GLA takes care of parking and manoeuvring out of a space: MB.DRIVE PARKING ASSIST

MB.DRIVE PARKING ASSIST detects parking spaces on both sides at a very early stage. It also identifies available spaces that are not marked by white lines. And there's another new feature: even after parking manually, the car can manoeuvre out of the space automatically.

MB.DRIVE PARKING ASSIST 360 offers new and improved surround views from the 360-degree camera and a redesigned user interface. A key feature is the 3D surround view, which displays an animated or transparent 3D model of the vehicle. It displays dynamic vehicle statuses in real time, including brake lights, indicators, open doors, folded mirrors and the exact rotation and steering angle of each individual wheel. The Digital Extra¹¹ "Rim Protection Warning" adds a distance warning to the top-view display when manoeuvring, helping drivers to avoid damage to the wheels.

Another convenient Digital Extra¹¹ is the "Reverse Manoeuvring Function". Under certain conditions, it enables the driver to reverse along part of the route recently travelled forwards with assistance. When the assistant is active, the image from the reversing camera and a graphical representation of the planned route are shown on the central display. This is particularly useful in traffic situations where turning manoeuvres are not possible.

Reduced carbon footprint, from battery to vehicle materials

The new all-electric GLA reduces its carbon footprint across the entire value chain by around 40 per cent compared with the current GLA with a combustion engine. This is achieved through a range of measures. The new battery generation reduces the carbon footprint per cell by around 30 per cent compared with the previous battery. Around 40 per cent of the aluminium used is produced in electrolysis plants powered by renewable energy. In the all-new electric GLA, this saves a total of around 400 kg of CO₂ per vehicle. At the same time, the vehicle uses more than four times as much recycled material as its predecessor, including bumper substructures with almost 55 per cent recycled content and carpets made from 100 per cent recycled Econyl yarn.

Elevated: Interior experience and comfort at a new level

More space, more refinement, enhanced comfort and a new world of intuitive, personalised experiences

The all-new GLA offers more space for everyone. The wheelbase has increased by 61 millimetres to 2,790 millimetres. The driver and front passenger benefit from 7 millimetres more legroom. In the second row of seats, the increase is as much as 38 millimetres. This makes travelling even more comfortable. Maximum headroom has also increased by 23 millimetres at the front and 24 millimetres at the rear. The SUV's roofline and the standard panoramic roof noticeably improve headroom and the sense of space.

“For many of our customers, the GLA is more than just a car, it is a trusted companion for everyday life. With the all-new GLA, we have focused on what matters most to them: a combination of sporty confidence with more space, elevated comfort and intuitive technologies that make everyday life easier. With a wide choice of powertrains and more opportunities for individualisation than ever before, it fits seamlessly into modern lifestyles and, true to Mercedes-Benz, it delivers that unmistakable feeling of ‘Welcome home’ every time you step inside.”

Mathias Geisen, Member of the Board of Management of Mercedes-Benz Group AG, Sales & Customer Experience

Plenty of storage space for everyday life, leisure and travel

The weekly grocery shop and a trip to the garden centre? A weekend trip with friends to surf or snowboard? The all-new GLA offers plenty of storage space for everyday routines and shared adventures. The boot has a capacity of up to 410 litres. That is 70 litres more than in the previous model. With the rear seatbacks folded down, the capacity increases to 1,400 litres. The electric GLA also features a full-size frunk with a capacity of 107 litres. That's enough space for a crate of drinks, a carry-on trolley or a large sports bag.

The rear seats are split 40/20/40 as standard and can be folded down individually. When folded down, they create an almost horizontal loading area. Perfect for transporting larger sports equipment or camping gear. The load floor is adjustable for convenient loading and unloading. For large items of holiday or leisure equipment, the electric GLA with 4MATIC drive can tow up to two tonnes (braked) using the semi-electric tow bar (optional extra) – a top figure for a battery-electric vehicle in this class. This makes it suitable, for example, for towing a larger caravan, a jet ski or a quad.

More light, more space and your own starry sky: A large panoramic roof

The standard panoramic roof opens the interior upwards, creating an exceptionally spacious and open feel. The single-piece glass roof is made of heat-insulating laminated safety glass with an infrared-reflective coating and an ultra-thin low-emissivity (Low-E) coating. This reduces the build-up of heat in the cabin during the summer. In winter, the Low-E coating helps to minimise heat loss by reflecting the interior heat back into the cabin.

The SKY CONTROL panoramic roof^{f10} is available as an option. In 10 to 20 milliseconds, the transparency of the glass can be adjusted segment by segment between transparent and opaque. The glass roof is divided into seven segments, each of which can be controlled individually. This allows passengers to decide, according to their personal preferences, how much light and visibility they want to let in, and in which area. At night, they can even create their own glowing starry sky with 172 stars integrated into the glass surface. Connected to the ambient lighting, they are illuminated in the individually selected colour. A unique visual experience, especially for rear passengers. It invites them to sit back, relax and enjoy the moment. The illuminated glass roof also attracts attention from the outside. In combination with the new lighting signature at the front and rear, it shapes the unmistakable appearance of the all-new GLA.

Minimalist interior design: More space for high-tech features

The all-new GLA offers a new spatial experience in this vehicle class. The previous sculptural design has been replaced by a clean, minimalist design concept. The focus is on a few striking, high-tech elements that structure and enhance the interior. A key highlight is the optional, floating MBUX Superscreen, which spans the entire width of the dashboard. Behind a large glass panel sit the 26-centimetre (10.25-inch) instrument display, the 35.6-centimetre (14-inch) central display and a 35.6-centimetre (14-inch) screen for the front passenger. If no front passenger display is fitted, a trim element with a star-pattern graphic continues the glass look in this area. In conjunction with the ambient lighting, it is also available in a backlit version.

The circular vents at the ends of the MBUX Superscreen have a futuristic and sporty look. Rings in silver shadow appear to float in front of a funnel-shaped form. The centre vent replaces the classic slats with a flat, state-of-the-art body. Another highlight is the doors. The concave base recedes visually, whilst generous, floating-style door centre panels with open storage make the interior appear lighter. The pull handle in the classic tubular design is minimalist in style yet still adds a powerful, sporty accent.

The floating, sporty, high-mounted centre console completes the new design concept. It blends elegantly beneath the MBUX Superscreen and is divided into two levels. The upper, open surface features a large three-dimensional trim panel, available in various luxurious finishes. A smartphone tray with wireless charging and a double cup holder are aesthetically integrated into the trim panel.

Even more ergonomic and intuitive: New multifunction steering wheel with rocker and roller

The steering wheel is even more ergonomically designed and can be operated more intuitively. The popular roller for volume control, as well as the rocker for the limiter and the DISTRONIC, also find their way into the GLA. The capacitive control panels are seamlessly integrated and feature tactile feedback to aid navigation.

Exceptionally intuitive and personalised: The new MBUX control and display concept

The MBUX Superscreen is powered by state-of-the-art high-performance chips and real-time graphics from the Unity Game Engine. The new control and display concept is tailored to the individual preferences of customers. It follows the principle of reducing everything to the essentials. The enhanced MBUX Zero Layer on the central display shows the most important information, suggestions and, for the first time, the most recently used apps. The apps themselves can be moved and grouped into custom-named folders, much like on a smartphone.

Attentive, intelligent and a great conversation partner: The MBUX Virtual Assistant

The MBUX Virtual Assistant is far more than just a voice assistant that responds to commands. It is a genuine conversation partner capable of engaging in complex dialogues, just as you would with a friend, and possesses short-term memory. It combines artificial intelligence from ChatGPT, Microsoft Bing and Google Gemini. This enables it to make optimal use of the strengths of the different models depending on the situation. Depending on the context, the system accesses different sources within the same conversation. With this unique “multi-agent approach”, the MBUX Virtual Assistant revolutionises the relationship between the vehicle and the driver – transforming it into a natural, intuitive interaction.

Mercedes-Benz is constantly working to enhance the assistant’s conversational capabilities. The MBUX Virtual Assistant is not only well-versed in general knowledge and questions relating to navigation or places of interest. It now also provides information on current share prices, assists with currency conversion and, in addition to the weather, even knows the ski slope conditions. It uses the latest voice technology and appears as a “lively” avatar on the MBUX Zero Layer. There are currently three avatars to choose from, enabling an even more personalised interaction. Things are becoming even more personalised in the entertainment sector too: if you can’t remember the song title or artist, the MBUX Virtual Assistant will help you search for it – and play the song.

Individual entertainment for the front passenger

With the MBUX Superscreen, the all-new GLA offers front-seat passengers their own 14-inch screen for personalised entertainment. Mercedes-Benz is taking in-car entertainment to the next level, offering customers access to more than 40 apps¹¹ and an expanding portfolio of premium streaming, sports and video experiences. From YouTube, RIDEVU from Sony Pictures Entertainment and Disney+ with Dolby Atmos support to future additions including the world's leading sports entertainment platform DAZN¹³ and AirPlay¹⁴ video in the car, the latest MBUX Entertainment offering turns every journey into an intuitive, personal and cinematic experience — right inside a Mercedes-Benz. With a dedicated 14-inch display, everything feels intuitive, personal and individually tailored — creating that unmistakable feeling of being at home.

Personalised lighting experience with dynamic effects: ambient lighting

Ambient lighting enhances many areas of the interior – from the instrument panel and rear doors to the SKY CONTROL panoramic roof. Indirect light sources emphasise the floating character of the three central components: the Superscreen, the centre console and the door centre panels. With 64 colours, ten colour schemes, 20 brightness levels, and three brightness zones, the lighting atmosphere can be individually adjusted.

In addition, high-resolution, atmospheric ambient styles can be selected as mood-enhancing background motifs for the displays. The colour scheme of the instrument cluster, controls and ambient lighting is coordinated accordingly. This allows customers to further refine their personal ambience. Together with the high-quality materials, trim elements and details such as contrasting stitching, the lighting and graphic designs create an atmosphere that appeals to the senses and takes the familiar “Welcome home.” feeling to a new level.

Music enjoyment with greater spatiality and depth: Burmester® 3D surround sound system

A new Burmester® 3D surround sound system is available as an optional extra. With Dolby Atmos, it delivers an impressive multidimensional music experience. The system features four additional speakers and more power than before. In total, there are 16 speakers and an 850-watt sound amplifier on board. For the first time, the covers of the tweeters and mid-range speakers in the front doors are finished in silver chrome, further enhancing the interior's appearance.

The overall sound of the 3D surround sound system has been further optimised. A new algorithm ensures significantly greater spatiality and depth. Customers can adjust the spatiality themselves across ten levels (the “3D Sound” menu). Another new feature allows the music to be directed only to the first or second row of seats (the “Sound Zone” setting). This means front-seat passengers can enjoy the full sound when, for example, the rear seats are empty. Conversely, the sound can be focused on the rear passengers if the driver prefers a quieter environment. The sound image can also be specifically optimised for the driver's seat or both rows of seats (the “Focus” setting). A new feature is Auto Selection: using seatbelt buckle detection, the system detects how many occupants are on board and adjusts the sound focus accordingly. Auto Selection is automatically activated in default mode.

Exceptionally quiet interior for a relaxed driving experience

The all-new electric GLA offers a particularly quiet interior. This is made possible by a very rigid body structure, complemented by a wide range of measures designed to ensure high levels of noise and vibration comfort. These include, for example, extensive sound insulation from the front to the rear, decoupling elastomer mounts between the chassis and body, double decoupling of the electric motor from the body, and enclosures for the electric drive. For the front side windows, sound-insulating laminated safety glass is available.

Aerodynamics also contribute to the high level of acoustic comfort. The all-new GLA is more aerodynamic than its predecessor. Thanks to its streamlined silhouette and extensive aerodynamic detailing, the new lifestyle SUV achieves a drag coefficient of 0.27. This excellent aerodynamics not only reduces wind noise but also has a positive effect on the electric range.

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Further information on Mercedes-Benz in Switzerland is available [here](#). Press releases and digital services for journalists and multipliers can be found on our [Media Site Switzerland](#) or on the [Mercedes me media](#) online platform.

¹ The actual range depends on numerous factors, such as individual driving style, environmental conditions, battery aging, auxiliary consumers such as air conditioning, optional equipment, tires, payload, and route profile, and may therefore differ from the WLTP value specified.

² The specified charging time was determined using the maximum DC charging power in accordance with ISO/SAE 12906 under the conditions described therein.

³ Driver assistance and safety systems are aids and do not relieve the driver of their responsibility. The information in the owner's manual and the system limitations described therein must be observed.

⁴ The availability of equipment, functions, features, and services depends on the respective vehicle model, individual configuration, and the specific market.

⁵ Optional; 11 kW charger as standard.

⁶ The specified values were determined in accordance with the prescribed measurement procedure WLTP (Worldwide harmonized Light-duty vehicles Test Procedures). The energy consumption and CO₂ emissions of a passenger car depend not only on the efficient utilisation of fuel or the respective energy carrier by the car, but also on the driving style and other non-technical factors.

⁷ Peak output for 20 seconds at 3,000 rpm.

⁸ Technical criterion: when less than 22 kW of power is required.

⁹ The use of certain Digital Extras requires ongoing acceptance of the Terms of Use for Digital Extras and the Mercedes me ID Terms of Use, in their currently valid versions; the vehicle must remain linked to the Mercedes-Benz user account; consent must be given for the storage and retrieval of information necessary to activate certain Digital Extras in the linked vehicle; and – where applicable – the activation of the Digital Extras. Upon expiry of limited subscription periods, Digital Extras may be renewed for a fee in the Mercedes-Benz Store, provided they are still offered for the relevant vehicle at that time. Furthermore, there may be additional usage requirements or restrictions for the use of certain Digital Extras, such as a separate customer contract with a third-party provider (e.g. streaming, conclusion of a data contract for "Comfort Data Volume", navigation functions), the activation of additional Digital Extras to ensure functionality, or selected third-party products (e.g. smartphone, smartwatch). As an alternative to "Comfort Data Volume", depending on the generation of your multimedia system, the customer's own data volume (e.g. mobile hotspot) must be used. Information regarding personal data processed for the use of Digital Extras can be found in the privacy policy for Digital Extras. The connection of the communication module to the mobile network, including the emergency call system, depends on the respective network coverage and availability of the network providers. Please also note any information in your vehicle's owner's manual.

¹⁰ SKY CONTROL panoramic roof with illuminated pattern is currently not available and will be offered at a later date. Availability timing is subject to change.

¹³ DAZN is currently not available and will be offered at a later date. Availability timing is subject to change.

¹⁴ AirPlay Video is currently not available and will be offered at a later date. Availability timing is subject to change.