

AUTOMOTIVE

Mercedes unveils its headquarters in Atlanta

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A general exterior view of the Mercedes-Benz USA headquarters on March 9, 2018, in Atlanta. Image credit: Abell Images for MBUSA.

By STAFF REPORTS

German automaker Mercedes-Benz has unveiled its new headquarters location that embodies its luxury persona.

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Mercedes has officially opened its new headquarters in the suburbs of Atlanta, GA after two years of construction. The building is almost 200,000 square feet on 73 acres, costing an impressive \$93 million.

Building luxury

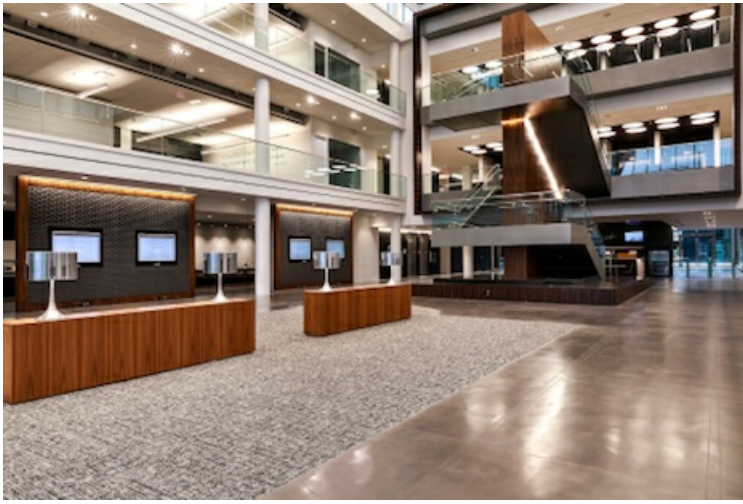
About 1,000 Mercedes employees will call the new headquarters their workplace as it opens its eye-catching facilities starting March 19.

The building features an employee gym, childcare facilities, a three-store atrium and a garden level.

Mercedes' new HQ opening comes two years after Mercedes announced it was moving from Montvale, NJ to Georgia. Employees have since been working in temporary offices in Atlanta.

With the original announcement, the automaker hired 350 employees from its new city. Another 600 employees in Atlanta will continue to fill the headquarters over the course of the next two months, while those left behind in New Jersey will also move in.

Mercedes' parent company, Daimler will also open a fourth location for its innovation division Lab1886 in a nearby location in Atlanta.



Interior of Mercedes-Benz HQ. Image credit: Mercedes.

The automaker allowed guests to tour the facility this week, ahead of its official opening for business next week. Guests were able to view a variety of iconic Daimler and Mercedes vehicles, including the first Daimler car ever made and a future EV concept model

"All the stars are aligned," said Dietmar Exler, president and CEO of Mercedes-Benz, in a statement. "Our new Atlanta headquarters marks a highpoint for Mercedes-Benz in the U.S. market.

"Not just in terms of being the leading luxury brand in the U.S. for the past two years, but also in terms of this building which is designed from the inside out to enable a creative, innovative and empowered workforce more representative of a start-up than a conventional corporation."

Mercedes-Benz's opening comes after it dramatically emphasized the launch of its A-Class in a series of preemptive teasers. The brand later on revealed why, as the car comes with industry changing launches.

The entry-level Mercedes was revealed at an event in Amsterdam broadcast on Facebook Live, following a variety of video teasers and images on social that heightened the news. However, hype surrounding the A-Class is warranted, as the vehicle will usher in car-sharing features that could reshape the industry ([see more](#)).