

AUTOMOTIVE

Mercedes-Benz looks to more connected future with revamped S-Class

September 3, 2020



The redesigned 2021 Mercedes-Benz S-Class. Image credit: Mercedes-Benz

By SARAH RAMIREZ

German automaker Mercedes-Benz has debuted its redesigned S-Class with an emphasis on technology as it looks to fend off other luxury automakers.

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Already the world's best-selling luxury sedan, the new S-Class is a look at the future of Mercedes-Benz. To support the world premiere of the new S-Class, Mercedes-Benz is sharing in-depth video looks at the luxury sedan across its social media channels, including some which were live-streamed.

Innovating the S-Class

The 2021 Mercedes-Benz S-Class is debuting a sleeker exterior than its predecessor, including flush-mounted door handles that are electrically extended. However, the real innovations are in the inside of the S-Class.

The S-Class features the second generation of Mercedes-Benz User Experience (MBUX), the automaker's advanced voice assistant and infotainment system. Answering to "Hey Mercedes," MBUX has improved dialogue capabilities, can accept phone calls and explain vehicle functions all in 27 languages.



The redesigned S-Class marks the debut of the second generation of MBUX. Image credit: Mercedes-Benz

The interior is equipped for up to 5 screens, including a 3D driver display by the dashboard. Two optional head-up displays help drivers with navigation, such as animated arrows that are projected onto the road.

By the second half of 2021, Mercedes-Benz expects S-Class drivers will be able to use "driver pilot" for automated driving in select situations, pending government regulations. Other automated vehicle features include predictive compliance with speed limits and active park assist.

Drivers will be able to keep the S-Class's more than 50 electronic components including MBUX, the driver display and the driving assistance systems up-to-date with new software over-the-air (OTA). This will help time poor owners, who will no longer need to visit dealerships for software updates.

Mercedes' e-active body control makes for smoother rides in the S-Class. For added comfort, the leather seats are equipped with heating and vibration motors compatible with 10 different massage programs.

In a nod to sustainability, the S-Class includes more resource-conserving and renewable raw materials than ever before, including Econyl regenerated nylon for the floor coverings. A plug-in hybrid version of the S-Class will also be available next year.

These and other S-Class capabilities are on display in the new trailer from Mercedes-Benz.

Running about three and a half minutes, the film follows the days of three people, including a couple and a driver, in two different S-Class sedans. Both the drivers and passenger are seen enjoying different features of the S-Class and MBUX, including the infotainment and navigation systems.

The S-Class is how Mercedes-Benz defines luxury

In another video, race car driver Lewis Hamilton and billionaire businessman and engineer Jensen Huang each take the new S-Class for a test drive. Unlike the trailer, the two men give more detailed explanations about what makes the S-Class innovative.

The 2021 S-Class will be available in German dealerships by the end of this year, and U.S. dealerships early next year. Pricing details have not been released.

Its market debut will be followed next year by the EQS, the first fully electric luxury sedan from Mercedes-Benz based on an all-electric architecture ([see story](#)).

Marketing Mercedes

Any major overhaul of the S-Class is momentous for Mercedes-Benz, but especially now as the automotive industry has faced upheaval from the coronavirus.

The automotive industry slowed down significantly once COVID-19 brought the world to a standstill, with luxury car dealers selling half of what they would have normally sold at this time. Many car factories temporarily halted production to protect workers from being exposed to the virus at work ([see story](#)).

Automotive marketing has also had to adapt to the new coronavirus climate.

The Meet Mercedes Digital series launched in May, with current topics presented at regular intervals, complemented by background information and expert commentary ([see story](#)).

The automaker also debuted a series of new models of its Mercedes-AMG family with a virtual launch June 1 in Malaysia, with an introduction from the company's top executive for that country ([see story](#)).