

AUTOMOTIVE

Mercedes-Benz adds celebrity touch to G-Class rollout

April 26, 2024



The all-new G-Class electrified in Los Angeles at a star-studded world premiere. Image courtesy of Mercedes-Benz

By EMILY IRIS DEGN

German automaker Mercedes-Benz is granting an electric model star power.

The brand revealed the first all-electric G Wagen, hosting simultaneous live events in Beijing and Los Angeles. Celebrities known for their contributions to music, movies and more joined Mercedes-Benz for its West Coast party, helping Mercedes-Benz highlight the G-Class model's enduring place in pop culture.

"The G-Class is a true legend, and we are thrilled to celebrate the highly anticipated debut of the all-electric model in Los Angeles," said Michael Schiebe, CEO of Mercedes-AMG and head of Mercedes-Benz G-Class and Mercedes-Maybach business units, in a statement.

"The G feels just as much at home here as it does in the great outdoors," Mr. Schiebe said. "Our new electric G-Class can do everything the G we know can do and then some.

"With these new capabilities and unique characteristics, the electric G-Class marks an important chapter for Mercedes-Benz as leaders in electric drive."

LA x EV

Following the reveal of the brand's first electric G-Class in March, it is now celebrating the arrival of the first all-electric G Wagen.

Mercedes-Benz picked the lifestyle and Hollywood hub of Los Angeles as one of the places in which to welcome the new G-Class product.

Mercedes-Benz presents The Gelndewagen: The Rise of Electric

At the invite-only world premiere at the California city's Franklin Canyon Park, influential figures got an intimate look at the G 580. The Red Carpet community's engagement with the offroad EV taps into a wider consumer interest than purely those who plan on driving into the wild.

The attendees included talents from fashion, music, art and beyond. Among them was American actress Madelaine Petsch the star from The CW's *Riverdale* series has worked with the automaker before ([see story](#)).

The exclusive event included a surprise performance and celebrity-owned car showcases, while the outdoor venue played into the G 580's go-anywhere spirit.

"Los Angeles is a place famous for its legends, which is why we chose to reveal our new electric G-Class right here in Beverly Hills," said Bettina Fetzter, vice president of communications and marketing at Mercedes-Benz AG, in a statement.

<https://t.co/WySlNHhki4>

Mercedes-Benz (@MercedesBenz) April 24, 2024

"For over four decades, the G-Class has shown its ability to go almost anywhere on the planet, and tonight the tables were turned," Ms. Fetzter said. "We're very grateful that so many of our beloved G-family like Kendall Jenner, Bradley Cooper and Travis Scott joined us to celebrate the relaunch of our icon tonight.

"And if that wasn't enough, the electric G was simultaneously revealed on the other side of the world in Beijing."

Road to adventure

New offroad features provide enhanced performance for drivers of the latest G-Class.

For example, the car can rotate on the spot thanks to the G-Turn capability. The EV can do up to two complete turns on loose or unpaved off-road surfaces.

Mercedes-Benz presents a walkaround of the new G-Class

G-Steering lessens the G 580's turning cycle in these conditions. G-Roar boosts sound.

The release also has a total of four individually controlled motors.

Appearance-wise, the drive has design elements that are classic to the G-Class series and the brand's EVs. A hood that is slightly raised and flared wheel arches with air curtains add to this, and a black panel radiator grille sharpens the exterior shapes.

Earlier this spring, the German company launched a slew of campaigns to mark the development of the Mercedes-Benz G 550 ([see story](#)).

The new G 580 continues this technologically-backed vision of offroading.