

## AUTOMOTIVE

# Mercedes-Benz joins Renewable Carbon Initiative

October 8, 2025



*Mercedes-Benz plans to launch pilot projects to develop vehicle components using renewable alternative materials starting next year. Image credit: Mercedes-Benz*

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By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

German automaker Mercedes-Benz is the first car company to commit to a coalition supporting the transition away from fossil fuels.

This week, the manufacturer joined the Renewable Carbon Initiative (RCI). Its mission is to eliminate the use of fossil carbon, with Mercedes-Benz planning pilot projects to craft vehicle components with renewable alternative materials beginning next year.

“Joining the Renewable Carbon Initiative’ is an important step in driving the transition to renewable carbon sources and working with strong partners to develop innovative, fossil-free solutions,” said Ulf Zillig, VP of group research, sustainability and RD functions at Mercedes-Benz AG, in a statement.

## Green touch

By joining the RCI, Mercedes-Benz is seeking to build upon its strategic pillar of “Resource Use & Circular Economy,” while also lessening its impact on global ecosystems.

With its membership in mind, Mercedes-Benz will begin a series of tests focused on bio-based carbon sourcing, circular construction solutions and carbon capture for use in professional-grade plastics come 2026.



*Nearly 90 percent of the company's suppliers have signed ambition letters that commit the businesses to net carbon neutrality in the future. Image*

*credit: Mercedes-Benz*

The RCI was founded in 2020 by German research firm Nova-Institute with the target of fully replacing fossil-carbon sources with renewable alternatives by 2050. Other notable members include L'Oral Groupe, Lego, Continental, Michelin, Ikea and the World Wildlife Fund.

Mercedes-Benz has made strides in other sustainable areas as well, becoming the first automaker to bring an independently certified vegan interior to market recently ([see story](#)).

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