

Driving Your  
»»» Future

# 2022 Corporate Social Responsibility Impact Report







**Mercedes-Benz USA is committed to supporting educational programs that empower the next generation through our corporate social responsibility (CSR) mission, Driving Your Future.**

In 2022, Mercedes-Benz USA launched a new national corporate social responsibility mission, Driving Your Future. The Driving Your Future mission is our commitment to support educational programs that empower the next generation through technology and sustainability, career readiness, and injury prevention.



**57,900+**

children and families were positively impacted in 2022 through Driving Your Future



**6,719**

hours of volunteer time donated by MBUSA employees



Mercedes-Benz USA partnered with three national nonprofit organizations – Safe Kids Worldwide, Junior Achievement USA, and Johnny Mac Soldiers Fund, providing them with financial resources, support from employees, community engagement programs, and volunteer moments throughout the year. In addition, we partnered with a number of local nonprofit partners with mission-relevant causes.

All of this outstanding work was made possible with the incredible support from our employees across the country who donated over 6,700 hours of their time across 140 giveback events in 2022.



140  
volunteer and giveback  
events conducted



MBUSA employees engaged in

2,539  
volunteer instances







# Mercedes-Benz USA National Volunteer Week

In April, Mercedes-Benz USA unveiled Driving Your Future during National Volunteer Week. Hundreds of MBUSA employees across the country participated in volunteer opportunities with our nonprofit partners, Safe Kids Worldwide and Junior Achievement USA.

Employees in Georgia, Florida, California, New Jersey, and Alabama visited schools and Junior

Achievement USA centers to share career advice and financial literacy skills. Across the country, employees read books to children in schools and assembled summer safety kits for kids in partnership with Safe Kids Worldwide. In addition, employees volunteered virtually with Junior Achievement USA and Safe Kids Worldwide by writing blog posts with career advice and reading aloud.



605

MBUSA employees  
participated in National  
Volunteer Week events



1,067

hours donated during  
National Volunteer Week







At our headquarters in Atlanta, we celebrated the launch of Driving Your Future with a summer safety kit assembly giveback for employees and a visit from Atlanta Falcons player, Grady Jarrett.



# 400

students in Pre-K through 3rd grade listened to in-person book readings from MBUSA employees



# 600

summer safety kits were assembled and delivered during National Volunteer Week



To celebrate **Earth Day**, Mercedes-Benz USA employees in Atlanta enjoyed a special menu that featured vegetable-forward options in our office cafeteria. All employees across the country received volunteer kits with recycled cotton totes, eco-friendly reusable straws, and sprout-plant pencils.





# Supporting Education & Career Readiness

Junior Achievement USA is a leading organization dedicated to giving young people the knowledge and skills to achieve economic success. Through the nonprofit's programs across work readiness, entrepreneurship, and financial literacy, Junior Achievement USA is inspiring and preparing students for the realities of work and life in today's economy.

As part of Junior Achievement USA's BizTown program combining in-class learning with a day-long visit to a simulated town, employees worked with students on proven lessons that promote financial capability, work and career readiness, and business ownership.

“

**“The career speaker was interesting. Mr. Jack really broke down how electric cars will be the future of the car industry. It is crazy to think that all cars will be electric when I am older. It is fun to learn about the different jobs and ask them questions.”**

**Student, Fort Caroline Middle School, Jacksonville, FL**

44,607



Junior Achievement USA students were impacted by MBUSA

201



MBUSA employees participated in Junior Achievement USA volunteer events





“

**“JA Job Shadow was such an amazing experience for the students. I’m so happy that Mercedes-Benz USA opened its door to us. Some of my students shared an interest in the DRIVE Academy, I had no idea this kind of program existed, it sounds amazing. We are looking forward to coming back in the future.”**

**Educator at Carson High School, Carson, CA**



Mercedes-Benz USA also continued to support Johnny Mac Soldiers Fund, which has given over \$20 million in scholarships to veterans and military family members, especially for children of the fallen or disabled. There are now 3,000 Johnny Mac Scholars attending schools. Mercedes-Benz USA was honored to receive the 2022 Giving Back Through Education Award from Johnny Mac Soldiers Fund.

**“Today we had a JA field trip, and it was very cool. Before, I didn’t really know anything about budgeting or how much things like gas cost. But after we went through the whole experience of being an adult and seeing how much things cost each month and getting our gross income to our net income, it was actually very cool. I learned a lot and am very happy to have the people from Mercedes-Benz USA be our mentors today. It was a great experience, and I actually learned a lot about money.”**

**Student at Downey High School, Downey, CA**



At the Mercedes-Benz USA All Managers Meeting in January, 175 leaders built skateboards with helmets to support local foster children, providing a vital means of transportation for the children. At the All Managers Meeting in October, the leadership team assembled 281 solar-powered lights that helped students read and study while teaching them about the benefits of solar energy.





# Back-to-School Readiness

Ahead of the 2022-2023 school year, Mercedes-Benz USA led school supply drives in Alabama, California, Georgia, Illinois, New Jersey, South Carolina, and Texas. Through our ongoing work with Sandy Springs Education Force and Together We Rise, employees in Atlanta stuffed 500 backpacks with school supplies for students in need and assembled 300 STEM project kits, giving local foster children an opportunity to learn through fun science and math activities. MBUSA employees delivered the supplies to Sandy Springs Middle and High School students in a Driving Your Future branded Sprinter van.

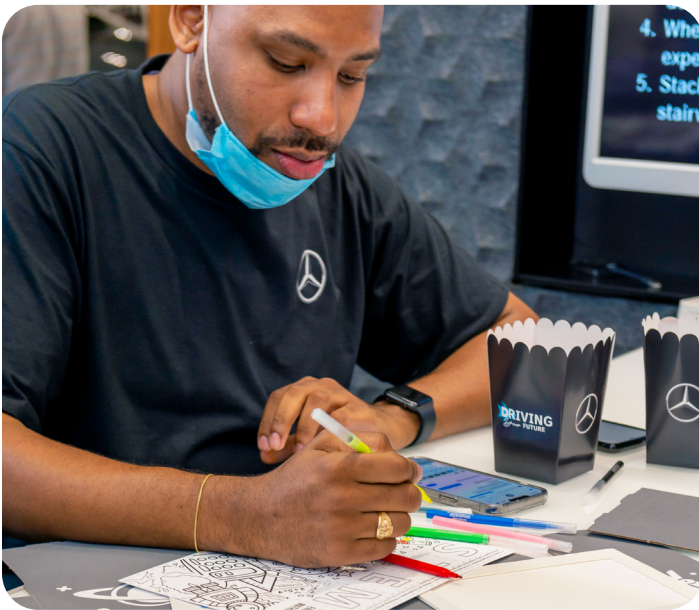


# 760

backpacks with  
supplies donated







300

STEM project kits donated

The Customer Services team conducted a school supply drive throughout July to help stock local teachers' supply closets. Additionally, MBUSA volunteers participated in Atlanta Public Schools' Back to School Bash, impacting over 13,000 local students.







# Improving Education in Atlanta

As the Atlanta Public Schools' 2021 Partner of the Year, Mercedes-Benz USA continues to support students in our communities.

To further empower the next generation in Atlanta, Mercedes-Benz USA supported Communities in Schools of Atlanta (CIS) for the 2021-2022 school year by funding a site coordinator at our partner schools Hollis Innovation Academy and Leonora P. Miles Intermediate Elementary to provide students with a support system aimed at raising graduation rates, improving behavior, and encouraging them to stay in school. Our dedicated coordinator oversaw 42 case-managed students and provided nearly 7,000 unique student supports throughout the year.

In support of Junior Achievement USA's 3DE program aimed at re-engineering high school education to be more relevant, experiential, and authentically connected to the real world, Mercedes-Benz USA provided mentorship and office experience to 10th grade students from King High School, enabling them to



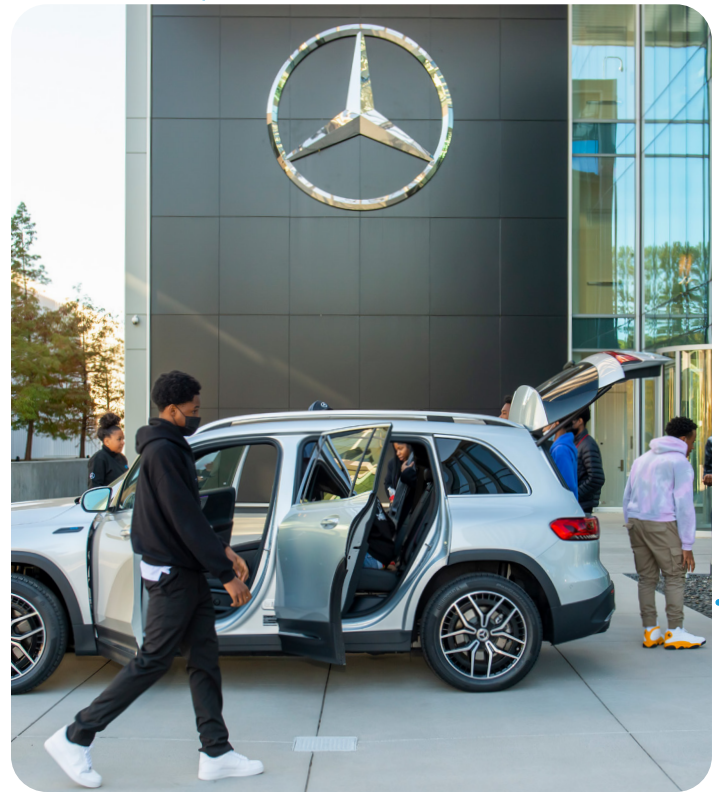
# 32,162

students were impacted in Atlanta  
through MBUSA's work with JA



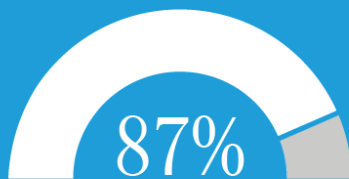


connect their education to careers beyond the classroom. Volunteers worked with the students to craft solutions to actual challenges faced by MBUSA, served as business coaches, facilitated brainstorms, and more. Students also completed an EQ challenge, creating a video “elevator pitch” about the benefits of electric vehicles.



100%

of all MBUSA CIS case-managed students graduated to the next grade



Miles Intermediate Elementary School had an 87% average attendance rate among the MBUSA CIS case-managed students

100%

of all MBUSA CIS case-managed students had zero suspensions and stayed in school



MBUSA provided financial assistance to some of the CIS case-managed students and their families, including helping families with housing assistance





# Promoting Child Safety

Safe Kids Worldwide is a nonprofit dedicated to protecting kids from preventable injuries. As the go-to resource for parents and caregivers, Safe Kids Worldwide helps keep kids safe from traffic injuries, fires, falls, drownings, and more. Through more than 400 coalitions in the U.S., Safe Kids Worldwide works with children's hospitals, trauma centers, first responders, and public health experts to provide evidence-informed, life-saving education to families, no matter where they live.



2,929

families were reached by MBUSA in partnership with Safe Kids Worldwide



6,970

safety devices and materials distributed



1,100

Safety kits distributed in 2022

**Safety kits included:**

Water bottle, bike bell, bike locks, phone popsocket, Family Activity Guide, crayons, and swim safety information.



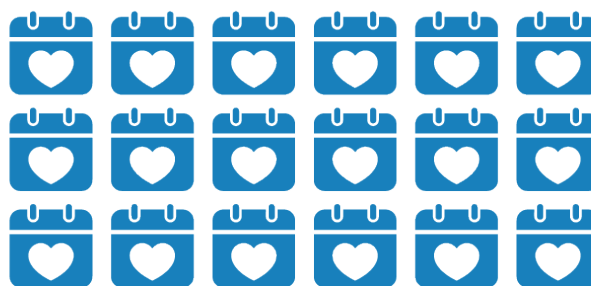




# 500

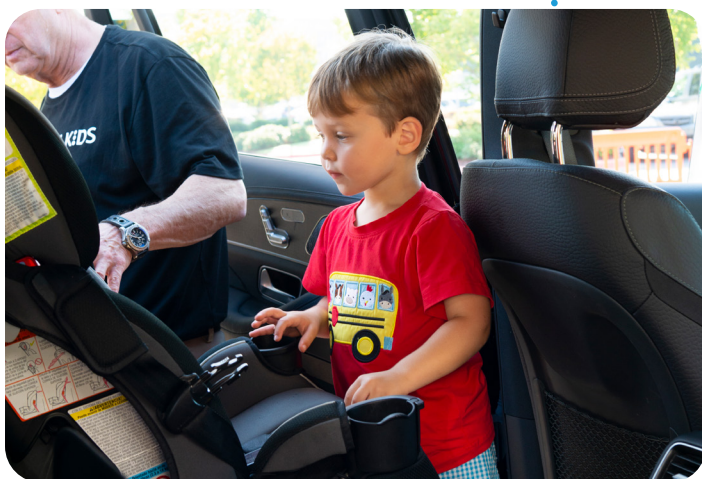
dealers came together to  
assemble summer safety kits at the  
Mercedes-Benz National Dealer Meeting

To support Safe Kids Worldwide's critical work, Mercedes-Benz USA addressed youth injury prevention through employee engagements including pedestrian and pool safety education events in Florida, Georgia, and New Jersey; summer safety kit assembly drives in California, Georgia, New Jersey, Illinois, Texas, and Maryland; an employee car seat safety check in Atlanta, Georgia; and Halloween safety demonstrations at local schools in Atlanta, Georgia. Each volunteer activity focused on delivering education, resources, and safety equipment.



# 18

volunteer events were  
held with MBUSA and  
Safe Kids Worldwide





A group of children and an adult male are gathered for a shoe distribution event. The man on the left wears a white bucket hat and a brown t-shirt with the text "HONOR THE GIFT® Home City, Home". The children are dressed in various casual clothing, including a yellow polo shirt and a grey long-sleeved shirt. One child in the foreground is holding a large, colorful, patterned bag. The background shows a white wall and some blue balloons.

# Season to Shine

To kick off the 2022 holiday season, Mercedes-Benz USA worked with the nonprofit Shoes That Fit to donate new shoes to children across the country as part of the MBUSA's Season to Shine holiday giving program.

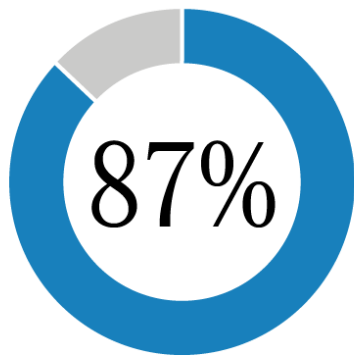
In Atlanta, we teamed up with multi-platinum rapper, philanthropist and Mercedes-Benz brand ambassador, Ludacris to deliver donated shoes to students at our partner schools – Michael R. Hollis Innovation Academy and Leonora P. Miles Intermediate Elementary. Ludacris and volunteers gave 1,270 pairs of new shoes to every student.

1,270 

pairs of shoes were donated to each student at both MBUSA's partner schools



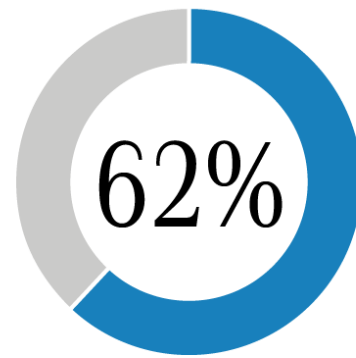




of schools have reported an improvement in students' self-esteem after receiving new shoes from Shoes That Fit

**SHOES  
THAT FIT**  
Every child deserves them

Mercedes-Benz USA is determined to empower the next generation of leaders and innovators, which is why we worked with Shoes That Fit to ensure students arrive at school with confidence and dignity, prepared to learn, play and thrive.



of schools have reported an improvement in students' behavior







**Mercedes-Benz USA has always been synonymous with achievement and innovation, and to that end – we are dedicated to supporting the success of the next generation.**

We are grateful to our employees who have championed our mission and given their time and hearts to supporting the next generation. Together, we will continue to make a difference in the communities across the country where we live and work by Driving Your Future.

To learn more about Mercedes-Benz USA's CSR programs, please visit: [About Us | Mercedes-Benz USA \(mbusa.com\)](https://www.mbusa.com)

