Beat: News

Mercedes-Benz Takes the S-Class Around the World

140 Years, 140 Places

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USPA NEWS - A journey across six continents brings together motoring heritage, modern engineering and the people behind a global automotive community.

From the roads of Europe to the landscapes of Africa, Asia and the Americas, Mercedes-Benz has marked 140 years of automotive innovation with a journey spanning more than 50,000 kilometres. At its centre were three new S-Class saloons, travelling between 140 selected locations in a celebration of the manufacturer's history and its worldwide following.

Under the title "140 Years. 140 Places", the international tour brought together customers, Mercedes-Benz Club members and enthusiasts. Each destination offered a different setting in which to explore the relationship between the company's heritage and the vehicles it produces today.

Following the world premiere of the new S-Class on 29 January 2026, the convoy began its journey from Stuttgart. Its opening European stage included Switzerland, France, Spain and Belgium, before the cars continued to destinations further afield.

The scale of the programme gave the anniversary a presence far beyond Germany. Across six continents, the convoy encountered different landscapes, driving environments and local motoring traditions, with communities along the route contributing their own vehicles and stories.

In South America, the journey took in Brazil, Argentina, Uruguay and Chile. The North American stage added another chapter before the tour continued through Asia, Australia and New Zealand. India featured in a further section of the itinerary, while the African leg included Kenya, Namibia and South Africa.

Throughout these stages, the latest S-Class was joined by classic Mercedes-Benz cars, current production models and locally owned vehicles. Seeing different generations together provided a striking illustration of how automotive design has developed, while also recognising the owners who continue to maintain and enjoy older models.

For enthusiasts, these encounters were an important part of the celebration. A classic car carries its own history, often shaped by decades of ownership, restoration and travel. Placing those vehicles alongside the new S-Class created opportunities to discuss the changes in engineering, comfort and design that separate one generation from another.

The programme also brought the anniversary directly to customers and club members through gatherings, presentations and opportunities to experience the convoy at close quarters. Local participation gave each stop its own identity, connecting the wider international journey with individual communities.

Returning to Europe, the announced route included Turkey, Greece and Hungary, followed by the Baltic states, Scandinavia and Great Britain. This second European crossing formed part of the closing stages as the convoy worked its way back towards Stuttgart.

The inclusion of Great Britain added a British chapter to a tour that had already covered a considerable range of countries and environments. It also reflected the role of owners and enthusiasts across Europe in sustaining interest in the marque's history.

For those unable to attend, photographs and films documented the journey online. The Mercedes-Benz Community hub, social media channels and a dedicated YouTube series provided updates from the road, introducing audiences to the locations and people encountered along the way.

Hosts accompanying different stages included Callum Mullin in Europe, Karl Shakur in South America, Benjamin Ortega in North America, Tom Exton in Australia and Tucker Doss in India.

The journey concluded at the Mercedes-Benz Museum in Stuttgart on 17 October 2026, returning the cars to the place where the tour began.

After months on the road, the anniversary leaves a record of encounters spanning six continents. Alongside the photographs of the S-Class in memorable locations are the owners, club members and local communities who helped give the journey its character — people whose enthusiasm continues to connect the company's history with the present day.

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