Beat: Automobiles

Mercedes-Benz Celebrates Triple Success in Design and Technology Readers' Awards

Mercedes-Benz Wins Three Readers' Awards

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USPA NEWS - Mercedes-Benz has secured two Autonis awards and a Tech Award in the latest auto motor und sport readers' poll, with recognition for its S-Class, interior design and MBUX Virtual Assistant.

The results underline the German manufacturer's appeal across both traditional automotive design and the digital technology increasingly shaping the driving experience. Alongside its three category victories, Mercedes-Benz also achieved two second-place finishes in the technology awards.

Now in its 26th year, the Autonis poll invited readers to choose the best design innovations of the previous twelve months. A total of 92 models competed across 11 categories, with exactly 15,273 notarised entries recorded, making it one of Germany's largest reader polls of its kind.

The new Mercedes-Benz S-Class won the Luxury Class category, repeating the model's success in 2025. Readers also selected Mercedes-Benz as the brand with the best interior design for the second consecutive year.

In the Tech Awards, the MBUX Virtual Assistant took first place in the Voice Assistant category. MB.DRIVE ASSIST finished second in Comfort Assistance Systems, while the Mercedes-AMG GLE 53 secured second place in Most Innovative Combustion Engine Models.

Recognition Across Design and Technology

For Mercedes-Benz, the results bring together two areas central to its identity: the appearance and craftsmanship of its vehicles, and the technology used by drivers and passengers.

Jörg Burzer, Member of the Board of Management of Mercedes-Benz Group AG and Chief Technology Officer responsible for Development and Purchasing, said the awards demonstrated recognition of the company's innovation and design standards.

He described the results as supporting Mercedes-Benz's ambition to combine technology and design within a distinctive ownership experience. Success across several categories, he added, reflected the relevance of the company's products to its customers.

Although the poll represents the choices of participating readers rather than an assessment of the entire car market, the results offer a clear indication of the features attracting attention among the magazine's audience.

S-Class Takes Luxury Class Honours

The new Mercedes-Benz S-Class secured 42.8 per cent of the vote in the Luxury Class category.

According to Mercedes-Benz, the latest version represents the most comprehensive model update undertaken within a single S-Class generation. More than 50 per cent of its components have been newly developed, revised or refined.

Its exterior changes include a radiator grille that is 20 per cent larger and illuminated, together with headlights featuring a twin-star design. An illuminated Mercedes-Benz star on the bonnet is also planned as optional equipment shortly after market launch, subject to availability.

These details give the updated S-Class a more prominent visual identity while retaining the proportions and formal styling associated with the model.

For a car long positioned at the centre of the manufacturer's luxury range, the changes show how Mercedes-Benz is adapting an established design to incorporate new lighting and technology.

Bastian Baudy, Chief Design Officer at Mercedes-Benz Group AG, described the award as an affirmation of the design team's work. He highlighted the S-Class's elegance, proportions and presence, and thanked readers

Interior Design Remains a Strength

Mercedes-Benz's second consecutive award for Best Interior Design recognises an area where materials, comfort and digital features must work together.

The manufacturer's approach combines traditional craftsmanship with modern displays, personalised settings and comfort technology. Its stated aim is to create interiors that feel welcoming as well as functional.

That balance has become increasingly significant as digital interfaces occupy more space within modern cars. Screens and connected features may provide the technology, but the quality of the surrounding materials, seating and controls continues to shape how a cabin feels in everyday use.

The readers' decision suggests that Mercedes-Benz's combination of digital and analogue elements continues to resonate with the participating audience.

Further Recognition for Assistance Systems and AMG

Beyond the three category wins, Mercedes-Benz recorded two second-place finishes.

MB.DRIVE ASSIST was runner-up in Comfort Assistance Systems, adding recognition for the brand's driving assistance technology.

The Mercedes-AMG GLE 53 also finished second in Most Innovative Combustion Engine Models, extending the company's results into its performance range.

Together, these placings broaden the significance of the awards for Mercedes-Benz, covering exterior styling, cabin design, voice interaction, assistance systems and combustion-engine development.

Celebrating 140 Years of Innovation

The awards arrive during Mercedes-Benz's celebration of 140 years of automotive innovation.

The anniversary traces its origins to 1886, when Carl Benz filed his patent for the automobile and Gottlieb Daimler developed his motor carriage shortly afterwards. Those early developments form the historical foundations of the Mercedes-Benz story.

To mark the anniversary, the company is sending three new S-Class saloons on a transcontinental journey to 140 destinations across six continents.

The "140 Years. 140 Places" tour is scheduled to continue until October, with its destinations highlighting the manufacturer's heritage, technology and international presence. Customers, enthusiasts and employees are being invited to take part along the route.

Against that historical backdrop, the latest readers' awards recognise both familiar Mercedes-Benz strengths and newer priorities. The S-Class and interior design victories reflect the continuing importance of luxury and craftsmanship, while the MBUX award highlights the growing role of conversational technology in the modern car.

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