

»»» Driving Your Future

Corporate Citizenship Impact Report 2024



A Message from our CEO



As the inventor of the automobile, Mercedes-Benz has always been a brand that leads, drives change, and is committed to creating a better tomorrow. *Driving Your Future*, our corporate citizenship initiative, is one of the ways we uplift and empower the next generation of Canadian youth, helping them reach their full potential.

Through our partnership with Big Brothers Big Sisters of Canada we are preparing young people for their futures, fostering a strong sense of community, and working together to shape a better future for us all.

We take pride in drawing on our global network of partners and ambassadors to support *Driving Your Future*. Tennis legend Roger Federer helped launch our partnership with BBBSC by participating in a tennis clinic with “Bigs” & “Littles” in Vancouver. Mercedes-AMG PETRONAS F1 driver George Russell also connected with young people from BBBSC ahead of the Canadian Grand Prix in Montreal. Across the country, countless Canadian racecar drivers, entrepreneurs, and business leaders have contributed to *Driving Your Future* events. It is truly a privilege and an honour to tap into our network to create such memorable, inspirational, and empowering experiences for Canadian youth.

I am grateful to our employees, dealers, and partners for their ongoing dedication and for embodying Mercedes-Benz values by supporting young people in our communities from coast to coast. We are excited to build upon this momentum and look forward to continuing to empower the next generation of leaders and innovators.

Together, we will drive the future.

Andreas Tetzloff
CEO, Mercedes-Benz Canada



Partnership with Big Brothers Big Sisters of Canada

Mercedes-Benz Canada is a proud national partner of [Big Brothers Big Sisters of Canada \(BBBSC\)](#). For more than 100 years, BBBSC has been championing the health and wellbeing of young people by facilitating meaningful mentoring relationships with caring adults. By enabling these mentoring relationships, BBBSC helps children aged seven to 18 overcome adversities and develop skills to realize their full potential.



"Our partnership with Mercedes-Benz will unlock potential and foster resilience for children and youth through mentoring. Their bright future starts today."

- Jill Zelmanovits
President and CEO,
Big Brothers Big Sisters of Canada



BBBSC IMPACT AT A GLANCE:

31,959 matches facilitated across Canada¹

17,547 volunteer mentors supported matches

BBBSC PROGRAMS ARE MAKING A MEASURABLE DIFFERENCE FOR CANADIAN YOUTH²:

72% of mentees reported

that their mentor helped them tackle tasks and achieve goals

85% of mentees reported

that their mentors genuinely listened to and valued their ideas

1. Source: National Impact Report, BBBSC 2023
2. Data from 2021 National evaluation

Sponsorship of BBBSC National Youth Mentoring Advisory Council (NYMAC)



Providing young people with meaningful leadership opportunities will not only develop their sense of community connectedness, but it will also inspire the next generation of Canadian leaders. Disappointingly, not all young people have opportunities to practice and strengthen their leadership skills. Based on a study by the Center for Information and Research on Civic Learning and Engagement (CIRCLE), 59% of young women and 57% of young men ages 15-25 were not actively engaged in community affairs. Researchers and youth experts are calling this a “missed opportunity” to prepare young people for their future, build a sense of community-belonging, and shape a better future for all.

With Mercedes-Benz Canada’s (MBC) support, Big Brothers Big Sisters of Canada (BBBSC) is investing in the leaders of tomorrow. With its national sponsorship of BBBSC’s [National Youth Mentoring Advisory Council \(NYMAC\)](#), MBC is amplifying the power of youth voices and strengthening the leadership skills of a group of diverse youth from across Canada.

“Working with peer mentors across Canada has broadened my horizons. My journey began as a student mentor. Each year, I work to develop more skills that position me to excel as a human being and as a professional. This support from Mercedes-Benz Canada will go a long way to boosting all our NYMAC colleagues to make positive contributions to the mentoring movement in Canada now, and in the future.”

- David Awosoga

**Co-Chair, National Youth Mentoring Advisory Council,
for Big Brothers Big Sisters of Canada**

NYMAC AT A GLANCE:

NYMAC provides consultation, undertakes projects, and takes a leadership role in supporting Big Brothers Big Sisters of Canada on issues related to youth mentoring. NYMAC members ensure the voice of Canadian youth authentically informs the work of BBBSC.



9

 Canadian provinces

NYMAC includes representation from 9 Canadian provinces.

30

 Events across Canada in 2024

NYMAC members hosted and participated in 30 events across Canada in 2024 supporting BBBS initiatives and shaping the future of mentorship.



NYMAC & Mercedes-Benz Canada

We proudly hosted the NYMAC Annual General Meeting at Mercedes-Benz National Training Academy in Mississauga, allowing BBBSC to save on costs and logistics for the event.



Canadian entrepreneur, race-car driver, and former mentee (“Little”) in BBBS programs, Marc Lafleur, speaks to young people from BBBS at “Driving Your Future at Mercedes-Benz Toronto Queensway”.

»»» Driving Your Future in-dealership events

Driving Your Future events, designed to create local impact by tapping into Mercedes-Benz’s network of ambassadors to create inspirational experiences for young people, were held at Mercedes-Benz dealerships in British Columbia, Ontario, and Quebec. At each in-dealership event, Mercedes-Benz welcomed young people and their mentors from local BBBS agencies, offering them the opportunity to meet influential figures including Canadian entrepreneurs and professional race car drivers. Most notably, attendees in Montréal had the opportunity to meet Mercedes-AMG Petronas driver George Russell, who timed his appearance to coincide with the Canadian Grand Prix. At these events, young people heard from inspirational personalities about their path and personal growth. Attendees also explored the dealerships and discussed potential careers in the automotive industry, alongside fun, hands-on experiences.



Multi-championship winning Canadian race-car driver Demi Chalkias greets “Bigs” and “Littles” at “Driving Your Future at Mercedes-Benz Toronto Queensway.”



“Two of the Littles asked if we could go back there again. One Little would like to work there when she grows up. Lucinda (from MB) held the door for us on our way out and my one Little said to her: ‘I can’t wait to work with you.’”

- Feedback from BBBS Group Mentor who participated in a dealership event at Mercedes-Benz Kitchener-Waterloo.

"There are absolutely no words to share my gratitude... I left the event yesterday with my cup extremely full...I was a full-time classroom teacher for 8.5 years with a primary focus on inner city schools. A lot of my students were coming from troubled backgrounds or newly immigrated into the country. They desperately needed a positive mentor in their lives to keep them on the right track. Programs and initiatives like Big Brothers Big Sisters are crucial because I have seen firsthand the positive impact they've made in the Littles' lives academically and their overall well-being."

- Feedback from attendee who participated in a dealership event at Mercedes-Benz Toronto Queensway.

IN-DEALERSHIP EVENTS AT A GLANCE:

254

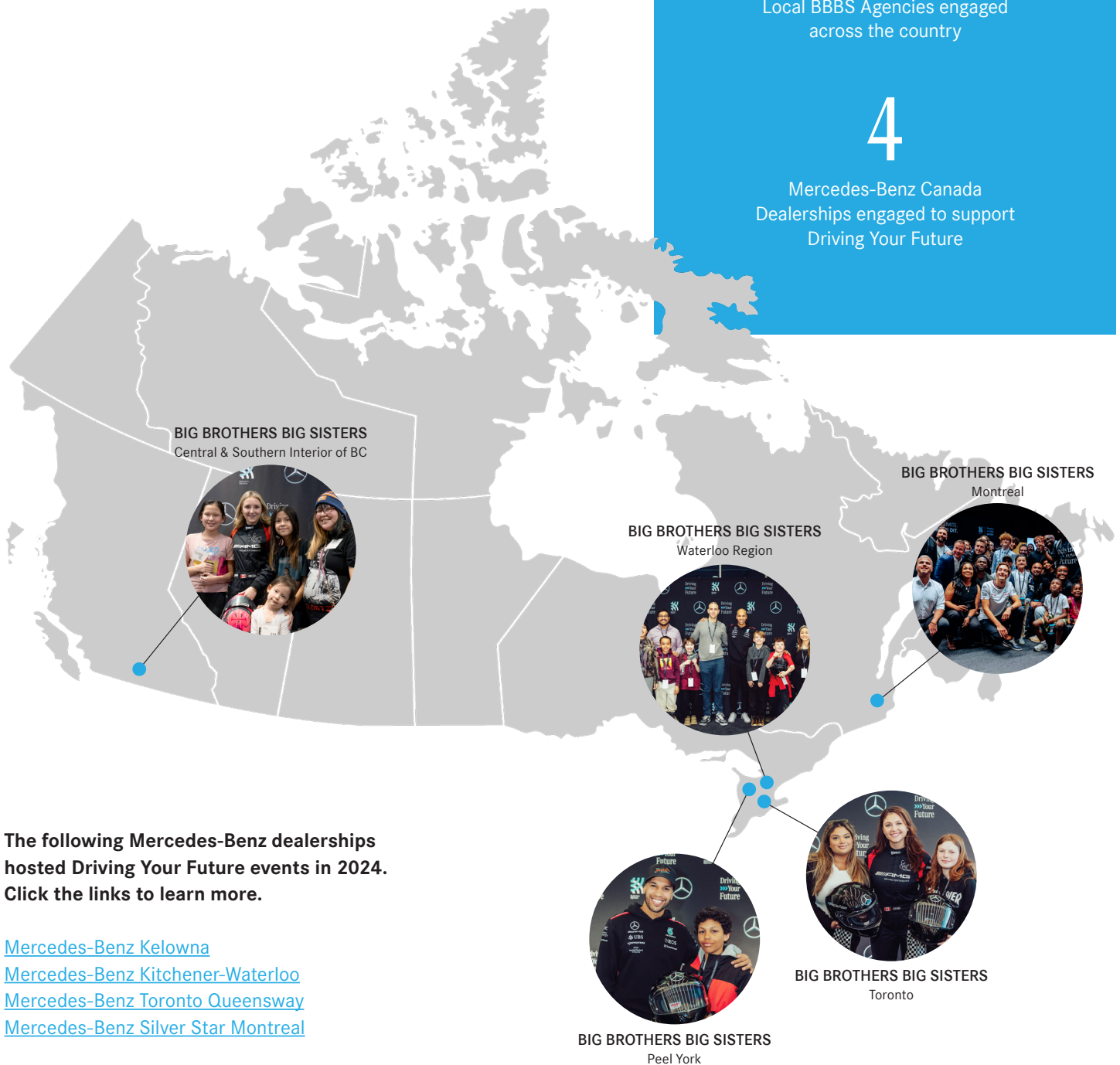
Bigs & Littles attended
in-dealership events

5

Local BBBS Agencies engaged
across the country

4

Mercedes-Benz Canada
Dealerships engaged to support
Driving Your Future



The following Mercedes-Benz dealerships
hosted Driving Your Future events in 2024.
Click the links to learn more.

[Mercedes-Benz Kelowna](#)

[Mercedes-Benz Kitchener-Waterloo](#)

[Mercedes-Benz Toronto Queensway](#)

[Mercedes-Benz Silver Star Montreal](#)

“Their Dreams Are What Drive Us”

Mentor Recruitment Campaign

By volunteering as mentors – also known as “Bigs” – with BBBS, Canadians have the power to make meaningful differences in the lives of young people, or “Littles.” Each mentor receives training and support from BBBS’s professional staff on how to build a safe, consistent relationship with their “Little,” and commits to volunteering a few hours of their time each month. These mentoring relationships can be extremely fulfilling for adult mentors, and truly life-changing for young mentees.

Inspired by the true story of a BBBS “Big” & “Little” who bonded over a shared interest in cars—often visiting car dealerships during their outings together—Mercedes-Benz Canada produced a campaign encouraging Canadians to learn more about opportunities with the organization in their local communities. In the campaign video, a boy with a keen interest in cars is picked up by his “Big” to visit a garage full of high-performance Mercedes-AMG vehicles, where they meet race car driver Marc Lafleur. Lafleur is a Canadian entrepreneur, race car driver, and former “Little” with BBBS, whose life choices were supported by the mentor he met over 20 years ago.

“I hope raising awareness about opportunities to volunteer with BBBS inspires Canadians to get involved and make a difference for young people in their communities,” says Lafleur. “I always had support from my parents, but having an adult outside of my direct family take an interest in me and my interests was pivotal in building my self-confidence, inspiring me to set goals for myself, and driving me to go after them.”



BBBSC observed a

24% Increase in
Volunteer
Sign-Ups

following the Mercedes-Benz
mentor recruitment campaign.

Mercedes-Benz Canada Employee Volunteerism



Mercedes-Benz employees want to make tangible contributions to the communities where they live and work. Mercedes-Benz Canada's corporate office in Mississauga, Ontario has partnered with the local chapter of BBBS (Big Brothers Big Sisters of Peel York), encouraging employee participation in BBBS of Peel York fundraising events.



VOLUNTEERISM AT A GLANCE:

176 Volunteer Hours

Mercedes-Benz Canada Volunteer hours with BBBSPY in 2024

2 VTO Days

To encourage Mercedes-Benz Canada employees to get involved as mentors with their local BBBS agency, MBC offers two Volunteer Time Off (VTO) days per year.

"The MBC team was great. Rolled up their sleeves and helped support the event. The staff enjoyed their involvement and help with the event!"

- Big Brothers Big Sisters of Peel York



Driving Your
»»»Future

We remain committed to making a meaningful difference in the communities where we live and work. To learn more, please visit:

www.mercedes-benz.ca/drivingyourfuture