



Mercedes-Benz

Press Information  
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## **City of Tuscaloosa and Mercedes-Benz celebrate renaming of the New Mercedes-Benz Amphitheater**

Tuscaloosa, Alabama — The City of Tuscaloosa closed out the 2023 Tuscaloosa Amphitheater concert season with an exciting announcement: The venue is being rebranded “The Mercedes-Benz Amphitheater” and it will soon prominently showcase the brand’s signature 3-pointed star inside and outside the building.

The announcement was made during the historic farewell tour of Foreigner at the venue on Tuesday, Nov. 7th. The Tuscaloosa City Council will formalize the agreement in the coming weeks with Mercedes-Benz U.S. International, Inc. (MBUSI) and Mercedes-Benz U.S.A. (MBUSA) as joint sponsors. MBUSI has been among the Amphitheater sponsors since the venue opened in 2011. The plant has hosted numerous employee events at the venue with entertainment for its team members featuring the likes of Earth, Wind and Fire; St. Paul and the Broken Bones; India Arie and others.

“We have thoroughly enjoyed our partnership with the Amphitheater for more than a decade and we are eager to take our collaboration to a new level,” said MBUSI President and CEO, Michael Goebel. “We are especially excited to connect our brand to the overall plan for The Saban Center and the City’s Elevate Tuscaloosa Initiative. These projects are transformational, and they offer great promise and opportunity for Tuscaloosa’s future.”

“The Amphitheater was built to serve as a legacy for our City, while creating economic development opportunities. I’m proud to see what it’s become in the last 12 years,” said Tuscaloosa Mayor Walt Maddox. “This extended partnership with Mercedes-Benz is a great next step, and I’m excited to see the continued growth of the amphitheater, riverfront and city center because of great community partners.”

“We are honored and humbled to have Mercedes-Benz associated with this magnificent Amphitheater. Just as our company strives to bring people together through innovation and excellence, this facility will serve as a place where communities unite through the power of music, culture, and shared experiences,” said Dimitris Psillakis, President and CEO of Mercedes-Benz USA. “We look forward to seeing this venue serve as a central location for fostering connections and inspiration for years to come.”

The Amphitheater will sit directly across from The Saban Center when it is completed sometime in late 2025. The innovative community partnership will bring together community, STEAM-centered\* children's organizations including the Children's Hands-On Museum (CHOM) and the Tuscaloosa Children's Theatre, in a unique public-private partnership under the roof of what is currently the Tuscaloosa News Building. Part of the City's Elevate Tuscaloosa Initiative, the Saban Center will bring STEAM programs together with theater, literature, outdoor recreation, and interactive learning for children and families in Tuscaloosa.

*\*"STEAM" represents STEM plus the arts - humanities, language arts, dance, drama, music, visual arts, design and new media.*

### **About Mercedes-Benz U.S. International, Inc.**

Mercedes-Benz U.S. International, Inc. is the worldwide production location for a variety of large luxury SUVs bearing the three-pointed star. The highly flexible Mercedes-Benz production system allows the Alabama plant to build the GLE-, GLS- and GLE Coupe sport utility vehicles, as well as the Mercedes-Maybach GLS for all global markets. The plant has also successfully launched production of the all-electric EQE SUV, EQS SUV and the Mercedes Maybach EQS SUV as part of a global push to produce all-electric vehicles at seven locations on three continents. MBUSI's state-of-the-art battery factory in Bibb County provides batteries for these EQ models, which are built under the same roof with SUVs with conventional drive and plug-in hybrid drive. MBUSI currently employs more than 6,300 Team Members and in 2022 produced more than 260,000 vehicles.

### **About Mercedes-Benz U.S.A.**

Mercedes-Benz USA (MBUSA), headquartered in Atlanta, is responsible for the distribution, marketing and customer service for all Mercedes-Benz products in the United States. MBUSA offers drivers the most diverse line-up in the luxury segment with 18 model lines ranging from the sporty GLA SUV to the flagship S-Class and the dynamic all-electric Mercedes-EQ family. MBUSA is also responsible for Mercedes-Benz Vans in the U.S. More information on MBUSA and its products can be found at [www.mbusa.com](http://www.mbusa.com) and [www.mbvans.com](http://www.mbvans.com).

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