

AUTOMOTIVE

Mercedes-Benz selects first eSprinter brand ambassador

August 7, 2024



A custom version of the brand's all-electric van was gifted to support the efforts of Goodr, a food waste solutions company. Image credit: Mercedes-Benz

By EMILY IRIS DEGN FOR LUXURY DAILY NEWS SERVICE

German automaker Mercedes-Benz is making an impact.

The team has entered a partnership with Jasmine Crowe-Houston, founder and CEO of [Goodr](#), a food waste solutions company based in Atlanta. Announced Aug. 6, Ms. Crowe-Houston becomes the first-ever eSprinter brand ambassador as, larger picture, Mercedes-Benz AG continues to advance "Ambition 2039" and other sustainability strategies.

"The eSprinter's versatility, combined with Goodr's sustainable delivery solutions, has proven to be an ideal partnership for advancing sustainable urban logistics," said Iain Forsyth, director of product management and marketing at [Mercedes-Benz Vans USA](#), in a statement.

"Our collaboration with Goodr and Thermo King reinforces our commitment to sustainability and underscores our dedication to [supporting] small businesses with efficient, sustainable last-mile delivery solutions."

Driving change

Aiding local hunger relief efforts, Mercedes-Benz is gifting the certified B-Corp with the first refrigerated eSprinter Cargo Van to land in North America.

While the general market version of the electric vehicle launched in February 2024, a custom version features a chilled storage space installed by Thermo King of Charleston, located in Berkley County, South Carolina.

Through the organization's Surplus Food Recovery solution, the nonprofit and its network members have successfully kept more than 1.3 million pounds of waste away from landfills, preventing approximately 715,000 pounds of carbon emissions last year alone.

Announcing our new eSprinter Brand Ambassador: Goodr founder Jasmine Crowe-Houston! Goodr's mission is simplefeed more, waste less. Inspired by food delivery apps, they use technology to deliver meals that would've been wasted to those who need it most. More @goodrco to come! pic.twitter.com/ReVllcXlmK

Mercedes-Benz Vans aims to boost its EV share to 20 percent by 2026 and more than 50 percent by the end of the decade ([see story](#)).

"We are thrilled to collaborate with Mercedes-Benz Vans USA to showcase the eSprinter, propel electric mobility and continue to bring much-needed food supply to those in need," said Ms. Crowe-Houston, in a statement.

"Addressing food waste and hunger in our country is critical, and we're taking a unique approach to expanding our impact by working with Mercedes-Benz," she said. "This vehicle aligns perfectly with our mission to serve communities efficiently and sustainably."