



Mercedes-Benz

Press Information

The all-new Mercedes-Benz GLA

- **Confident:** striking appearance with sporty character and optional illuminated iconic grille
- **Built for every lifestyle:** up to 657 kilometers¹ all-electric range and 800-volt fast charging, or efficient high-tech hybrid powertrains
- **Elevated:** new interior experience with more space, elevated refinement, enhanced comfort and intelligent support that feels natural and intuitive

Warsaw/Stuttgart. The all-new Mercedes-Benz GLA SUV combines a sleeker silhouette, longer wheelbase and an available illuminated iconic grille for a distinctly sporty and confident presence. The completely redesigned interior brings more light, space and refinement to every journey, with a panoramic roof, elevated materials and the optional MBUX Superscreen. Intelligent technologies, including the MBUX Virtual Assistant powered by generative AI, enable intuitive interaction and personalized support. The all-new GLA brings together striking design, advanced technology and everyday practicality. Arriving at Canadian dealerships in the second half of 2027, the all-new 2028 Mercedes-Benz GLA will be available with both all-electric and high-tech hybrid powertrains.

The “Welcome home.” feeling takes on a fresh, lifestyle-oriented character in the all-new GLA. Elevated comfort and an intuitive digital environment create an experience that feels instantly familiar. Since Carl Benz invented the automobile 140 years ago, Mercedes-Benz has continued to drive innovation forward with one clear purpose: to create tangible value for customers. With the all-new GLA, this pioneering spirit enters a new chapter.

“The new GLA is designed to excite customers every day. Drawing on 140 years of innovation, we’ve built the most expressive GLA ever. Combined with a newly designed interior that brings even more space and comfort, we’ve further elevated the appeal of what is currently already our best-selling compact model.”

Ola Källenius, Chairman of the Board of Management, Mercedes-Benz Group AG

The all-new Mercedes-Benz GLA: Key Facts

Sporty proportions: Lower silhouette, longer wheelbase, wider rear track, pronounced muscular shoulders and wheels positioned flush with the body – the all-new GLA has a distinctly more dynamic appearance.

Charismatic presence: The all-new electric GLA brings the iconic grille to the compact segment. The striking optional illuminated grille contributes to the SUV's confident presence.

Individuality is key: The all-new GLA offers more ways than ever for customers to express their own style, including the new ultra-sporty AMG Line Plus with Night Package and the exclusive Night Edition.

Functionality in perfect form: A high-quality interior blends floating forms, carefully selected materials and the optional large MBUX Superscreen – spanning the entire dashboard and integrating driver, central and passenger displays. The optional Burmester® 3D Surround Sound System delivers an impressive audio experience.

More space for everyday life and adventures: The all-new electric GLA offers more headroom and legroom in every seat. There's also more space for luggage thanks to the spacious interior, versatile trunk and a frunk.

Ready for adventures off the path: With available 4MATIC all-wheel drive, TERRAIN drive program and the "transparent hood" function, the all-new GLA is ready for adventure, even off the beaten path.

Effortless electric driving: With up to 657 kilometers of electric range (WLTP preliminary)¹, the all-new electric GLA offers impressive long-distance comfort. Thanks to 800-volt technology, it can charge up to 270 kilometers of range (preliminary WLTP)² in as little as ten minutes.

High-tech hybrid: The all-new GLA will also be available as a high-tech hybrid with 48-volt technology, state-of-the-art internal combustion engine and an electric motor integrated into the transmission. The hybrid powertrain enables the GLA to drive on electric power in city driving, depending on the driving situation, and recuperate energy.

Intuitive and intelligent: The MBUX Virtual Assistant, powered by generative AI, can hold complex, multi-part conversations, has short-term memory and uses the latest voice technology. As a result, it sounds and responds like a well-informed friend.

Always on the right track: Intelligent navigation based on Google technology ensures clear route guidance, even in complex traffic situations. Thanks to Google Cloud's Automotive AI Agent, the MBUX Virtual Assistant is also well-versed in navigation-related questions. It can access information from the Google Maps platform to provide users with personalized answers to questions about navigation and points of interest.

Driver assistance technologies: The all-new GLA is equipped with a number of advanced driver assistance features including MB.DRIVE Standard. The optional Digital Extras: MB.DRIVE ASSIST and MB.DRIVE ASSIST PLUS³ offer further expanded driver assistance features.

Confident: A design statement for urban life

Striking appearance with a decidedly sporty character

The silhouette alone makes it unmistakably clear: the all-new Mercedes-Benz GLA is designed to impress. The powerful SUV proportions with upright front end and flat-angle windshield present themselves in a much more dynamic form. Compared with its predecessor, the all-new GLA is 20 mm lower. Together with a longer wheelbase (+61 mm), wider rear track (+31 mm), muscular shoulders and flush-positioned wheels in 18- to 20-inch format, the all-new SUV is ready for all kinds of adventures.

The clean, surface-oriented design with minimalist lines reinforces the sporty, confident appearance. Striking character lines and powerful surfaces create a dynamic interplay of light and shadow when viewed from the side. Full-width wheelarch trims (depending on vehicle equipment) and visual underguard at the front and rear emphasize the SUV's rugged character. High-quality chrome trim elements at the front and rear add exclusive touches.

Expressive front design with illuminated iconic grille

The all-new electric GLA is the first model in the Mercedes-Benz compact segment to feature the new iconic grille. It lends the GLA a unique, charismatic presence, thereby underpinning its exceptional status among compact premium SUVs. It features a chrome frame, panel with a smoked-glass-effect mesh structure and integrated central Mercedes-Benz star. The grille panel can be optionally illuminated. The mesh structure contains a total of 608 polycarbonate light points, which are backlit. These can also be animated as an option. Together with 158 micro-LEDs, these orchestrate light sequences that radiate in time with the Aura sound of the selected soundscape – an emotional and enthusiastic welcome, just like from a friend.

The all-new GLA hybrid features the star grille. A total of 150 hot-stamped chrome stars form the distinctive Mercedes-Benz pattern. An LED surround frames the radiator grille and the central Mercedes-Benz star can also be illuminated.

Headlights and rear lights in the unmistakable star design

The standard LED High Performance headlamps ensure a striking and distinctive appearance both day and night. They feature the Mercedes-Benz star as a chrome-plated design element. With the optional LED Intelligent Light System, the daytime running lights are shaped like a star. Together with the illuminated grille surround, this creates a striking light signature that is sure to turn heads. The rear lights are visually connected through a band that emphasizes the width of the GLA. On vehicles with the optional LED Intelligent Light System, this element features welcome and farewell animations.

AMG Line and AMG Line Plus with Night Package for a distinctly sporty look

With the optional AMG Line, the all-new electric GLA carries the iconic grille with an illuminated surround and panel in Dark Shadow. Further exterior features include a front fascia with air intakes and rear fascia in body color. The wheelarch trims are available in body color or optionally in high gloss black and house the available 19- to 20-inch AMG wheels. When the door is opened, an animated projection with a star pattern welcomes the driver. Inside, the AMG Line adds a number of sporty accents, such as a multifunction sport steering wheel with flattened bottom and shift paddles, available trim elements in Carbon Grain Aluminum, among other finishes, and AMG sport pedals in brushed stainless steel with black rubber studs.

The AMG Line Plus with Night Package is also introduced as an option on the GLA for the first time. It enhances the AMG Line with additional design elements such as a high-gloss black spoiler lip, high-gloss black trim elements on the door sills, exclusive 20-inch AMG wheels and vehicle key finished in high-gloss black. The

interior features sport seats with adjustable headrests, AMG upholstery, red seatbelts, contrast stitching in the door panels and illuminated door sill panels in high-gloss black with Mercedes-Benz lettering.

Night Edition

The new Night Edition gives the all-new GLA a particularly striking, sporty appearance with dark accents. The package features exclusive MANUFAKTUR Cosmos Black MAGNO paint, front and rear fascia with a high-gloss black underguard, door and door sill trims in high-gloss black and exclusive 20-inch AMG ten-spoke aero wheels in black. Striking accents also extend to the interior with illuminated door sills in black with Mercedes-Benz lettering, Dark Shadow climate control air vents, sport seats in AMG Crystal White ARTICO/Black microfibre with Crystal White Pearl contrast stitching, center armrest in Crystal White Pearl ARTICO and Natural Fibre Zen trim elements.

A wide range of personalization options

A diverse range of exterior and interior colors is available, underlining Mercedes-Benz's commitment to exceptional design. New paint finishes such as Liquid Crystal Green and Sky Blue Metallic expand the exterior color palette. Inside, new upholstery choices, including Beech Brown, have been added. The all-new GLA also features a variety of interior trim options, including natural grain woods, brushed aluminum, an anodized-look finish and an innovative natural fibre surface.

Universal: Built to adapt to real life and the many demands of everyday use

A broad choice of powertrains and intelligent support in almost every driving situation

The all-new GLA adapts seamlessly to different customer needs and lifestyles. Because it is designed for what really matters in life: maximum flexibility and practicality for everyday use. Customers can choose between electric and high-tech hybrid powertrains. Whether it's the daily commute to work, a spontaneous weekend trip with friends or a long-awaited holiday – the all-new GLA is the perfect companion. It is equally at home on any road: agile and maneuverable in the city, dynamic on country roads and highways and confident on dirt and gravel roads. State-of-the-art technology transforms every moment behind the wheel into an intuitive and comfortable experience.

“The new GLA is engineered to make advanced technology feel effortless. Powered by MB.OS and its AI-driven capabilities, it anticipates and supports to make everyday life noticeably easier. With a broad portfolio of all-electric and high-tech electrified combustion variants, up to 657 kilometers of range and 270 kilometers recharged in just ten minutes, it redefines electric usability in its segment.”

Jörg Burzer, Member of the Board of Management, Mercedes-Benz Group AG,
Chief Technology Officer, Development & Procurement

The all-new electric GLA

With up to 657 kilometers of electric range (preliminary WLTP)¹, the all-new GLA elevates everyday and long-distance driving to a new level. Up to 270 kilometers of range (WLTP)² can be charged in as little as ten minutes thanks to 800-volt technology. This makes even long-distance drives effortless. DC fast charging up to 320 kW is possible at 800-volt stations. A DC converter is also fitted standard to enable charging at 400-volt charging stations.

Two fully electric models

The 2028 Mercedes-Benz GLA portfolio features two all-electric models: the 268-hp GLA 250+ Electric and 349-hp GLA 350 4MATIC Electric. The sporty top model sprints from 0-100 km/h in 5.4 seconds. Both models are equipped with an NMC (nickel-manganese-cobalt) lithium-ion battery, which has an 85-kWh usable capacity.

High-tech electrified hybrid powertrain

The all-new GLA will also be available with an efficient, high-tech hybrid powertrain in two outputs. The newly developed, electrified 1.5-litre four-cylinder turbo engine is designed for both power and efficiency. The electric motor supplements the power of the combustion engine with an additional boost of 30 hp⁴. It is integrated directly into the new electrified eight-speed dual-clutch transmission (8F-eDCT) along with its components. This makes the entire system efficient and ultra-compact.

A new 48-volt battery with lithium-ion technology and a usable capacity up to 1.3 kWh powers the electric motor. In city driving under certain conditions where less than 30 hp is required to keep the vehicle in motion⁵, the GLA hybrid model can drive purely on electric power. Efficient electric coasting with the drivetrain disengaged is also possible at speeds over 100 km/h. Recuperation in all eight gears is also possible, with up to 25 kW of recuperation.

TERRAIN mode and “Transparent Hood”

In addition to the ECO, COMFORT, SPORT and INDIVIDUAL drive programs, 4MATIC models feature the TERRAIN drive program. This mode automatically adjusts the characteristics of the drivetrain, steering and

brakes for dirt and gravel roads. The “Transparent Hood” function, in conjunction with optional Digital Extra: MB.DRIVE PARKING ASSIST 360³ provides a virtual view of underneath the vehicle.

Intelligent navigation based on Google technology

The navigation experience in the all-new GLA is based on Google technology. The navigation solution, developed as part of the partnership between Google and Mercedes-Benz, is one of the first systems to integrate Google Cloud’s new Automotive AI Agent for in-vehicle conversational services with Google Maps. Digital Extra: MBUX Navigation with Electric Intelligence³ plans the fastest and most convenient route, including charging stops when required, based on a variety of factors. It also responds dynamically to traffic jams or changes in driving style. Mercedes-Benz is also continuously refining the energy usage forecast. In future, predicted wind conditions along the route will be considered even more precisely according to vehicle height.

MBUX Surround Navigation combines assistance and route guidance

With MBUX Surround Navigation, integrated visual interaction reaches a new dimension. Supported by the vehicle’s cameras and sensors, it displays a real-time 3D representation of the vehicle and its surroundings on the driver display using 3D game engine graphics. Drivers benefit from improved situational awareness.

State-of-the-art MB.DRIVE assistance systems

The all-new GLA is equipped standard with a number of driver assistance systems as well as eight cameras, five radar sensors, 12 ultrasonic sensors and a water-cooled high-performance control unit with sufficient power reserves for future functions and regular over-the-air updates. This high-performance computer can perform up to 254 tera operations per second (TOPS). Artificial intelligence processes all sensor data in real time to assess the current traffic situation.

Optional Digital Extra: MB.DRIVE ASSIST³ complements the standard Digital Extra: Distance Assist DISTRONIC³ with Digital Extras: Steering Assist, Lane Change Assist and Proactive Lane Change Assist³. Digital Extra: MB.DRIVE ASSIST PLUS³ builds upon the MB.DRIVE ASSIST package and will include market-specific advanced assistance functions such as Digital Extra: Stop Sign and Traffic Light function³.

Digital Extra: MB.DRIVE PARKING ASSIST³, also available as an option, can better and more quickly detect parking spots on both sides of the vehicle, including spots that are not marked by white lines. The system can also now assist with leaving a parking spot, even if the driver previously parked the vehicle manually. The Digital Extra: Reverse maneuvering function³ enables the vehicle to automatically reverse along part of the route most recently driven, under certain conditions. When this feature is active, the image from the reversing camera and a graphical representation of the planned route are shown on the central multimedia display. This is particularly useful in driving situations where a maneuver to turn the vehicle around is not possible.

The optional Digital Extra: MB.DRIVE PARKING ASSIST 360³ features the Digital Extra: 360 camera³ and new and improved surround view displays. It also includes Digital Extra: Rim protection warning³, which displays a top-view distance alert when maneuvering to help the driver avoid damage to the wheels.

Reduced carbon footprint

The new all-electric GLA reduces its carbon footprint across the entire value chain by approximately 40 percent compared to its combustion engine-powered predecessor. This is achieved through a range of measures. The new generation battery reduces the carbon footprint per cell by approximately 30 percent compared with the previous battery. Approximately 40 percent of the aluminum used is produced in electrolysis plants powered by renewable energy. In the all-new electric GLA, this saves a total of approximately 400 kg of CO₂ per vehicle. The all-new GLA also uses more than four times as much recycled

material compared to the previous model, including bumper substructures with nearly 55 percent recycled content and carpets made from 100 percent recycled Econyl yarn.

Elevated: Interior experience and comfort at a new level

More space, more refinement, enhanced comfort and a new world of intuitive, personalized experiences

The all-new GLA offers more space for all occupants. With an overall length of 4,565 mm, it is 143 mm longer than its predecessor. The wheelbase has also increased by 61 mm to 2,790 mm. The driver and front passenger benefit from an additional 7 mm of legroom. For rear passengers, legroom is increased by as much as 38 mm. The SUV's roofline and standard glass panoramic roof create a generous sense of space and noticeably improve headroom. Maximum headroom for the front seats has increased by 23 mm and 24 mm at the rear.

The all-new GLA also offers plenty of cargo space. The split folding 40/20/40 rear seats when folded down create a nearly flat cargo floor.

“For many of our customers, the GLA is more than just a car, it is a trusted companion for everyday life. With the all-new GLA, we have focused on what matters most to them: a combination of sporty confidence with more space, elevated comfort and intuitive technologies that make everyday life easier. With a wide choice of powertrains and more opportunities for individualization than ever before, it fits seamlessly into modern lifestyles and, true to Mercedes-Benz, it delivers that unmistakable ‘Welcome home’ feeling every time you step inside.”

Mathias Geisen, Member of the Board of Management of Mercedes-Benz Group AG, Sales & Customer Experience

More light, more space and your own starry sky: a large, fixed panoramic roof

The standard fixed glass panoramic roof creates an exceptionally spacious and open feel. It is made from heat-insulating laminated safety glass with an infrared-reflective coating and an ultra-thin low-emissivity (LowE) coating. This helps reduce cabin temperatures in the summer. In winter, the LowE coating reduces interior heat loss by reflecting the interior heat back into the cabin.

With the optional SKY CONTROL panoramic roof, the transparency of the glass roof can be adjusted segment by segment between transparent and opaque in 10 to 20 milliseconds. The roof is divided into seven segments, each of which can be controlled individually. This allows customers to choose how much light they want to let in, and in which area. The optional ambient lighting for the SKY CONTROL panoramic roof allows customers to create their own glowing starry sky with 172 stars integrated into the glass surface. The unique visual experience invites passengers to sit back, relax and enjoy the moment.

Interior design

The all-new GLA offers a new spatial experience in the segment. The previous sculptural design has been replaced by a clean, minimalist design concept. The focus is on a few striking, high-tech elements that structure and enhance the interior. A key highlight is the optional, floating MBUX Superscreen, which spans the entire width of the dashboard. A 10.25-inch driver display, 14-inch central display and a 14-inch front passenger display are positioned beneath a large glass surface.

The circular climate control air vents at each end of the MBUX Superscreen also have a sporty high-tech look. The outer rings are finished in Silver Shadow and appear to float in front of a conical-shaped form. The center air vent replaces traditional vent louvers.

Another highlight is the door panels with a concave base that recedes visually, while floating-style door center panels with open storage make the interior appear lighter. The pull handle in the classic tubular design is minimalist in style yet still adds a powerful, sporty accent.

The sporty floating center console completes the new design concept. It visually blends elegantly beneath the optional MBUX Superscreen and is divided into two levels. The upper open surface features a large three-dimensional trim element, available in a variety of stunning finishes. The trim element integrates cupholders and a smartphone storage compartment with optional wireless charging.

Even more ergonomic and intuitive: new multifunction steering wheel with rocker and roller

The steering wheel is designed to be even more ergonomic and intuitive to operate. The control concept features a roller for volume control and rocker for Digital Extra: Distance Assist DISTRONIC³. Capacitive control panels are also seamlessly integrated and feature tactile feedback to aid navigation.

Exceptionally intuitive and personalized: the new MBUX control and display concept

The optional MBUX Superscreen is powered by state-of-the-art high-performance chips and real-time graphics from the Unity Game Engine. The new control and display concept is tailored to the individual preferences of customers. It follows the principle of reducing everything to the essentials. The enhanced MBUX Zero Layer on the central display shows the most relevant information, recently used apps³ and suggestions. In the app grid, customers can arrange and group apps into personalized folders, much like on a smartphone.

Attentive, intelligent and a great conversation partner: the MBUX Virtual Assistant

The MBUX Virtual Assistant enables complex conversations, like one would have with a friend, and has short-term memory. AI from ChatGPT, Microsoft and Google unites the collective knowledge of the internet, enabling the intelligent assistant to seamlessly access different sources of information within the same conversation and retain context. With this unique “multi-agent approach”, the MBUX Virtual Assistant revolutionizes the relationship between the vehicle and driver – transforming it into a natural, intuitive interaction. The virtual assistant appears as a “living” avatar on the MBUX Zero Layer.

Individual entertainment for the front passenger

With the optional MBUX Superscreen, the all-new GLA offers front-seat passengers their own 14-inch display for personalized entertainment. The growing portfolio of apps³ includes video streaming platforms like Disney+ and Sony RIDEVU, as well as streaming audio apps and video conferencing apps.

Personalized ambient lighting with dynamic effects

Optional ambient lighting visually enhances many areas of the interior – from the dashboard and rear doors to the optional SKY CONTROL panoramic roof. It also emphasizes the floating design of the three central interior elements: the center console, door center panels and optional MBUX Superscreen. With 64 colours, ten colour schemes, 20 brightness levels and three brightness zones, customers can personalize the lighting atmosphere of the cabin.

In addition, high-resolution, atmospheric ambient styles can be selected as mood-enhancing background motifs for the displays. The colour scheme of the driver display, controls and ambient lighting is coordinated accordingly. Together with the high-quality materials and stunning details, the lighting and graphic designs create an atmosphere that appeals to the senses and takes the familiar “Welcome home.” feeling to a new level.

Music enjoyment with greater spatiality and depth: Burmester® 3D Surround Sound System

The new optional Burmester® 3D Surround Sound System with Dolby Atmos delivers an impressive multidimensional music experience. The system features four additional speakers – 16 speakers in total – and a more powerful 850-watt amplifier. For the first time in the GLA, the covers of the tweeters and mid-range speakers in the front doors are finished in silver chrome.

The overall sound of the Burmester® 3D Surround Sound System has been further optimized. A new algorithm ensures significantly greater spatiality and depth. Customers can adjust the spatiality across ten levels (the “3D Sound” menu). Another new feature allows the music to be directed only to the first or second row of seats (the “Sound Zone” setting). This means front-seat passengers can enjoy the full sound when the rear seats are empty. In addition, the sound can be directed to the rear passengers if the driver prefers a quieter environment. The sound focus can also be specifically optimized for the driver’s seat or both rows of seats (the “Focus” setting). Another new feature is Auto Selection where the system detects which seats in the vehicle are occupied and adjusts the sound focus accordingly. Auto Selection is automatically activated in default mode.

Exceptionally quiet interior for a relaxed driving experience

A highly rigid body structure complemented by a wide range of measures is designed to ensure high levels of NVH refinement in the all-new GLA. These include, for example, extensive sound insulation from the front to the rear, decoupling elastomer mounts between the chassis and body, double decoupling of the electric motor from the body and enclosures for the electric drive. Optional noise-insulating laminated safety glass for the front side windows is also available.

Aerodynamics further contribute to the high level of acoustic comfort. The all-new GLA is more aerodynamic than its predecessor. Thanks to its streamlined silhouette and extensive aerodynamic detailing, the new SUV achieves a drag coefficient of 0.27. This reduces wind noise and also helps maximize electric range.

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Mercedes-Benz Anniversary Year “140 Years of Innovation”

Since Carl Benz filed the patent for the first automobile 140 years ago and Gottlieb Daimler built his motorized carriage shortly afterwards, Mercedes-Benz has dedicated itself to constantly innovate and to create the world’s most desirable cars for customers. This ambition has driven every innovation – from the world’s first automobile in 1886 to today’s intelligent and safe electric vehicles, like the all-new GLC and the award-winning all-new CLA. With the new S-Class, the company continues the biggest product launch program in its history. With its passion for performance and pioneering power, excellence and an unwavering commitment to customer service, the brand has consistently shaped the future of mobility. The result goes well beyond engineering achievement – it creates the unmistakable feeling that leads through everything Mercedes-Benz does: Welcome home.

Mercedes-Benz is celebrating 140 years of innovation by driving three new S-Class sedans on a trans-continental journey to 140 locations worldwide. Each place highlights the brand’s technology, heritage, pioneering spirit and worldwide presence. Along the way customers, fans and colleagues will get to join in the celebrations - on an epic adventure that will run until October 2026.

About Mercedes-Benz Canada

Mercedes-Benz Canada Inc. is responsible for the distribution, marketing and customer service of Mercedes-Benz, Mercedes-AMG, Mercedes-Maybach, and all-electric vehicles from Mercedes-Benz, as well as Mercedes-Benz Vans. Headquartered in Mississauga, Ontario, Mercedes-Benz Canada employs approximately 250 people across Canada. Through a nationwide network of 57 authorized dealerships, Mercedes-Benz Canada sold 37,382 vehicles in 2025.

Further information from Mercedes-Benz Canada is available at media.mercedes-benz.ca

¹ The figures are preliminary. No confirmed values from an officially recognized testing organization, EC type approval, or certificate of conformity with official values are available at this time. Deviations between the figures and the official values are possible. The energy consumption and CO2 emissions of a passenger car depend not only on the efficient utilisation of fuel or the respective energy carrier by the car, but also on the driving style and other non-technical factors.

² The specified charging time was determined using the maximum DC charging power in accordance with ISO/SAE 12906 under the conditions described therein.

³ Use of Digital Extras requires permanent acceptance of the Terms of Use for Digital Extras and the Mercedes me ID Terms of Use in their currently valid version, permanent linking of the vehicle to the Mercedes me user account and, where applicable, activation of Digital Extras. In addition, the vehicle must be linked to the corresponding user account. Information on the processing of personal data when using Digital Extras can be found in the Mercedes me connect privacy policy.

⁴ Peak output for 20 seconds at 3,000 rpm.

⁵ Technical criterion: when less than 30 hp is required.