



Mercedes-Benz

Press Release

June 21, 2024

From the dream to automated driving: the Mercedes-Benz “Dreamer – a DRIVE PILOT Story” campaign

Campaign concept

- Mercedes-Benz has continued to set new standards with innovative technologies since the invention of the automobile 138 years ago. Now, the current development and introduction of automated driving systems is redefining the role of the automobile.
- Today, automated driving functions are already increasing comfort and convenience. DRIVE PILOT is the first system for series-production vehicles to allow drivers to engage in certain secondary activities safely and legally while in slow-moving traffic on suitable freeways. The system has been certified for sale in California and Nevada in the S-Class and EQS Sedan. Experts refer to this as conditionally automated driving according to SAE Level 3¹.
- The new campaign film “Dreamer – a DRIVE PILOT Story” tells the story of a dream and takes us on a journey through time with emotional snapshots. It relates to enthusiasm that motivates us to pursue our dreams until they become reality.
- Audiences journey alongside the protagonist from his childhood through to the present day, with the iconic three-pointed star brand serving as his steadfast companion. Whether it's in the form of a quartet card game in the classroom, toy cars in his nursery, or as the Silver Arrows in Formula 1 races on television, Mercedes-Benz remains a consistent presence. As he matures, so do his aspirations, with dreams of one day owning a Mercedes-Benz himself. The film unfolds the realization of this dream and highlights the pivotal role of DRIVE PILOT in his journey. The song “Dreamer” was released in 1974 and embodies the core message of the campaign film with the same name. Music & lyrics: Roger Hodgson and Richard Davies; publishing: Universal Music Publishing. (ISWC: T-070.041.709-9 / GEMA work no.: 1323525-001)

About Mercedes-Benz DRIVE PILOT

- DRIVE PILOT is the world's first SAE Level 3¹ system for highly automated driving with internationally valid system approval.
- In the U.S., since the end of 2023, the system has been certified for sale in the states of Nevada and California. The DRIVE PILOT technology is based on a redundant system architecture designed for safety with over 30 sensors, for example. These include camera, radar and ultrasonic sensors, LiDAR, microphones, and a satellite-based positioning system.

¹ SAE Level 3: the conditionally automated driving function takes over certain driving tasks. However, the driver must be ready to take control of the vehicle at all times when prompted to intervene by the vehicle.

- With DRIVE PILOT, Mercedes-Benz is introducing a paradigm shift: the vehicle performs the dynamic driving task under certain conditions while allowing the driver freedom to tend to other activities² such as surfing the internet or watching a video.
- You can find more information about DRIVE PILOT [here](#).

Campaign details & media mix

- The social media campaign “Dreamer – a DRIVE PILOT Story” will be launched on June 25, 2024 in the U.S. In addition to the 60-second [main film](#), short versions of various lengths will be posted on the Mercedes-Benz social media channels.

Credits

- Idea, concept and realization: team x
- Production: Tempomedia Filmproduktion GmbH
- Director: Eugen Merher
- Photographer: Christoph Koestlin
- Post-production: Replayboys GmbH
- Sound studio: Hyve Audio
- Music: Universal Music Publishing

###

About Mercedes-Benz USA:

Mercedes-Benz USA (MBUSA), headquartered in Sandy Springs, Ga., is responsible for the distribution, marketing and customer service for all Mercedes-Benz products in the United States. MBUSA offers drivers the most diverse lineup in the luxury segment with 18 model lines ranging from the sporty GLA SUV to the flagship S-Class and the dynamic all-electric vehicles from Mercedes-Benz. 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 and www.mbvans.com. Accredited journalists can visit our media site at media.mbusa.com.

Contacts:

Michael Minielly	Michael.minielly@mbusa.com
Cathleen Decker	cathleen.decker@mbusa.com

² Which secondary activities of the driver are legally permissible depends on the respective national road traffic regulations.