



Mercedes-Benz

Fact Sheet

February 14, 2024

A love that lasts forever: celebrating the Mercedes-Benz G-Class STRONGER THAN DIAMONDS Edition

Campaign concept

- On Valentine's Day, Mercedes-Benz launches a global campaign with the G-Class STRONGER THAN DIAMONDS Edition, a very special symbol of love limited to just 300 units worldwide.
- Paired with its time-honored characteristics of unmistakable design, resilience and unparalleled endurance, the G-Class demonstrates it is also a brand of true love.
- An exclusive variant of the 2024 Mercedes-Benz G 550 as never seen before, the G-Class STRONGER THAN DIAMONDS Edition embodies eternal beauty further enhanced by precious diamonds.
- The campaign, "A love that lasts forever. Stronger than diamonds," on Mercedes-Benz social media channels accompanies the launch of the G-Class special edition.
- The [campaign film](#) shows what makes the exclusive G-Class a highly desirable Valentine's gift.

G 550 STRONGER THAN DIAMONDS Edition Highlights

- MANUFAKTUR Rosewood Grey Magno paint developed exclusively for this special edition.
- A 0.25-carat diamond is set into all four stainless steel door locking pins, while the exterior door handles feature an embossed diamond logo.
- Even the vehicle key has a unique design with a genuine silver badge bearing the name of the special edition and diamond insignia.
- The interior features MANUFAKTUR Black Nappa Leather with Rosé contrast stitching and MANUFAKTUR deep-pile floor mats.
- The front passenger grab handle and illuminated door sills are adorned with finely crafted STRONGER THAN DIAMONDS branding in stainless steel.
- Each vehicle includes a custom indoor car cover in an exclusive STRONGER THAN DIAMONDS design.
- Each diamond has been sourced through a Responsible Jewelry Council (RJC) certified retailer to ensure ethical and responsible practices.

Campaign details and media mix

- “A love that lasts forever. Stronger than diamonds” is a 360-degree global campaign running on Mercedes-Benz social media channels.

Campaign Timing

- Starting February 14, 2024

Credits

- Idea, concept and implementation: teamx
- Production: Services United Sina Linke
- Post-production: SK Difference
- Music: Tracks and Fields – synchro license “Fever” (Charlie McClean)

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About Mercedes-Benz USA

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 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.

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