



News Media Contact:

Donna Boland
Beverly Rhodes

770-705-2009
770-705-3894

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Some Dreams Are Closer Than You Think Thanks to Mercedes-Benz

*Automaker offers fans a chance to win a Bucket List wish
as it gears up to launch the new A-Class, bringing the dream of
owning a Mercedes that much closer for a new generation of buyers*

ATLANTA – Some spend lifetimes longing to try something exceptional: parachuting from a plane, seeing the gorgeous Northern Lights, climbing sheer rock faces, listening to live music at Coachella or hiking trails for the first time at one of America’s stunning national parks. Everyone has a “bucket list” – and if they don’t, they probably will with the launch of the Mercedes-Benz A-Class Bucket List campaign.

Celebrating the high-tech new entry point for the Mercedes-Benz brand – the A-Class – making its debut in early 2019, the company is offering some lucky fans throughout the U.S. an opportunity to cross something off their lists. From now through Nov. 9, participants can share their “Bucket List” on Instagram for a chance to have Mercedes-Benz fulfill one of their biggest dreams. To enter, users just grab templates from the brand’s story highlights, customize them and post to their Instagram account using #AClassBucketListEntry and @MercedesBenzUSA. From there, Mercedes-Benz will select winners and use the A-Class to make these dreams come true.

Joining the campaign are professional tennis player Sloane Stephens and singer/songwriter Charli XCX who share their own personal bucket lists, such as finding the perfect slice of pizza in New York City.

The new A-Class features, among other cutting-edge technologies, the intuitive MBUX (Mercedes-Benz User Experience multimedia system) interface. MBUX is the most advanced user interface in the industry – it learns the driver rather than forcing the driver to learn the car. The vehicle learns driver preferences and patterns including lighting choices, settings, music, destinations and more. Rather than requiring specific commands to change the vehicle settings, the A-Class uses intuitive natural voice recognition. Feel chilly? Say “I’m cold,” and the vehicle’s MBUX will turn up the temperature. Song you want to hear? A little dark inside? Take a wrong turn and get lost? All the driver has to do is speak. The vehicle does the rest. And, while the MBUX interface will soon appear in other classes, the A-Class is the first car to debut this technology.

To learn more about how to enter and for more details about the campaign, visit <http://aclassbucketlist.mbusa.com>.

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 15 model lines ranging from the sporty CLA-Class four-door coupe to the flagship S-Class and the Mercedes-AMG GT R.

MBUSA is also responsible for Mercedes-Benz Vans and smart products in the U.S. More information on MBUSA and its products can be found at www.mbusa.com, www.mbsprinterusa.com and www.smartusa.com.

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