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Mercedes-Benz Brand Center Opens in Chicago

*As part of two decades of immersive customer events,
Mercedes-Benz is bringing its brand experience to Magnificent Mile*

ATLANTA – Mercedes-Benz USA (MBUSA) is taking its brand on the road with an immersive retail experience now open in Chicago through September 30. Popularized at marquee events and auto shows, the full concept store recently enjoyed successful stops in Atlanta and Miami retail hubs before opening in The Windy City’s 401 North Michigan building at the southern gateway to the famous Magnificent Mile shopping district.

The immersive experience in Chicago is a way for consumers, who may not necessarily visit dealerships as their first form of window shopping, to interact with the company and its products in a fun and engaging way. “After hosting various iterations of bringing the Mercedes-Benz brand to prospective buyers and aficionados for nearly two decades, we decided to take advantage of the ‘pop-up’ phenomena in a few key markets across the country,” said Drew Slaven, vice president of marketing at MBUSA.

Mercedes-Benz brand centers include in-store vehicle displays ranging from high-end to high-value models, an audio bar showcasing vehicle features and interactive stations where visitors can learn more about the Mercedes-Benz lifestyle, history and offerings. Product specialists mix with guests to share information and insights about the Mercedes-Benz brand. And since the center is based in the heart of Chicago’s retail corridor, guests will find Mercedes-Benz merchandise and accessories for purchase there.

Many visitors to the concept stores find themselves intrigued; nearly 250 people in a recent city visit ended up buying cars from local dealers based on referrals from the brand center.

MBUSA also provides immersive brand experiences at many of its sponsored events/venues including the Mercedes-Benz Stadium, the U.S. Open, auto shows etc.

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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