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**MERCEDES-BENZ PUTS A NEW TWIST ON AN ICONIC ROAD FILM
TO CELEBRATE 50 YEARS OF AMG DURING THE BIG GAME**

ATLANTA, GA -- Mercedes-Benz returns to the Big Game for its fourth time on February 5 with an ad called "Easy Driver," commemorating the 50th anniversary of the Mercedes-Benz performance sub-brand AMG and the upcoming debut of the high-performance Mercedes-AMG GT C Roadster.

To portray the spirit of adventure and love of driving that the AMG brand is known for, Mercedes-Benz put a unique, modern twist on a film from the same decade that saw the launch of the first AMG and enlists its iconic star – and longtime Mercedes-Benz aficionado -- Peter Fonda, as its hero.

The tongue-in-cheek spot is directed by the Academy-Award-winning Coen Brothers, Joel and Ethan, who infuse their unique comedic talent into the story of an enduring tribute, played out over and over again, by a group of aging bikers.

In the spot, during the course of nearly 50 years of celebrating and worshiping their hero, Peter Fonda, the veteran bikers never imagine that they will one day be in his presence. It doesn't happen the way they expect it to, but when it does, it creates a once-in-a-lifetime moment.

The high-energy commercial, set to the music of Steppenwolf's "Born to Be Wild," celebrates the 50th anniversary of AMG and salutes the spirit of freedom, independence and sheer love of the open road that is the hallmark of the AMG brand.

"The AMG brand, over the past decades, has gained a phenomenal following among true performance enthusiasts and we pay that off with a continuous stream of new products leading up to this year's much anticipated Mercedes-AMG GT C Roadster," said Drew Slaven, vice president of marketing for Mercedes-Benz USA (MBUSA). "So the goal with the spot was to pay homage to the history that brought us to this point with something iconic but authentic that would resonate with

people who have a passion for open air driving, who live for the call of the road and who share a little of that rebellion from the norm. This film, which came out late in the '60's, as did AMG, was the perfect vehicle for a fast drive down memory lane."

Beyond the television ad, which will appear in the fourth quarter of the game, the campaign will consist of an extended cut and behind-the-scenes footage for online platforms, four 10-15 second teasers, a Mercedes-AMG GT C Roadster video brochure as well as digital and social media components. MBUSA will also activate on February 4 as a co-sponsor of Rolling Stone Live: Houston, as the brand prepares to celebrate its own 50th anniversary this year.

Additionally, MBUSA will run last year's popular "Snow Date" ad during the Pre-Game show.

The Easy Driver ad is the result of a unique collaboration between two global agencies: Antoni (Berlin), lead agency for Mercedes-Benz in Europe, who came up with the original concept and script and Merkley+Partners (New York), MBUSA's lead marketing agency, who worked with them on the realization of the spot for Mercedes-Benz and Mercedes-AMG.

<https://youtu.be/BvHFM8c7cPM>

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 S.

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.

Accredited journalists can visit our media site at www.media.mbusa.com. Follow us on Twitter [@MBUSAnews](https://twitter.com/MBUSAnews)

“EASY DRIVER” CREATIVE CREDITS

Agency

Antoni - Germany

André Kemper	Chief Creative Officer / Founder
Dr. Tonio Kröger	Managing Partner / Founder
Marcell Francke	Creative Director
Stephan Schaefer	Creative Director
Mark Róta	Executive Producer
Guelcan Demir	Account Director
Moritz Pfingsten	Account Director

Merkley + Partners - USA

Andy Hirsch	Chief Creative Officer / Chairman
Alex Gellert	CEO
Gary Grossman	Director of Broadcast Production
Alex Kobak	Senior Producer
Diane Delisa	Director of Business Affairs
Cynthia Davis	Chief Client Officer
Lisa Mannarelli-Puleo	EVP / Group Account Director
Beth Liss	Group Account Director

Production Company

Company Films

Joel Coen	Director
Ethan Coen	Director
Dan Hailey	DP
Ron Neter	Line Producer
Robin Benson	Executive Producer
Executive Producer	Richard Goldstein
Head of Production	Ari Schneiderman

Editorial Company

Final Cut NY

Rick Russell	Editor
Jen Sienkewicz	Producer
Sarah Roebuck	Executive Producer
Mike Radforth	UK Loading Assistant
Geoff Hastings	NY Cutting Assistant

Visual Effects

Blacksmith

Tom Bussell	VFX Lead
Iwan Zwarts	Lead Compositor
Daniel Morris	Compositor
Liz Lyons	Compositor
Michael Dunkey	CG FX Artist
Rotoscoping	Trace VFX
Tracking	Bogdan Mihajlovic
Megan Sweet	Producer
Charlotte Arnold	Executive Producer

Color Grading

Company 3

Tom Poole	Colorist
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Music

"Born To Be Wild"	Steppenwolf
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Audio Post

Heard City

Phil Loeb	Sound Mixer
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Trinitite Studios

Brian Emrich	Sound Designer
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