Mercedes-Benz

Fact Sheet
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Mercedes-Benz Launches a New Brand Campaign Inspired By the Power of Formula 1® and World Champion Kimi Antonelli

Stuttgart. Mercedes-Benz is championing the winning attitude of Formula 1® World Champion Kimi Antonelli, driver of the Mercedes-AMG PETRONAS F1® Team, with a new brand campaign. Following a dominant championship season that saw him clinch the World Drivers' Championship with four races remaining, the campaign brings the energy and cultural impact of Formula 1® into the world of Mercedes-Benz, shining a spotlight on the brand's next generation of products. The featured vehicles embody the same commitment to progress and excellence that defines Mercedes-Benz both on and beyond the racetrack. At its core is "Better keeps us going," an expression of the continuous pursuit of improvement that has long defined Mercedes-Benz. The campaign pairs distinctive storytelling with an exciting portfolio of new models, bringing that philosophy to life.

The campaign taps into the momentum of a major cultural moment as it unfolds, building on the excitement surrounding Kimi Antonelli's Formula 1® World Driver's Championship title and the successful Mercedes-AMG PETRONAS F1® Team. That momentum then translates into a contemporary Mercedes-Benz brand statement, connecting the team spirit and energy of Formula 1® with the Mercedes-Benz visual identity. The result is a campaign that feels deliberately immediate: unmistakably Mercedes-Benz and created around one of the biggest sporting moments of the year.

"Sport has the power to connect hundreds of millions of people around the world in a heartbeat. Our new brand campaign celebrates the winning attitude, the power of Formula 1® and our new World Champion Kimi Antonelli. Its creative visual language brings this spirit to life, reflecting our own ambition, our drive to push boundaries and to keep moving forward."

Christina Schenck, Vice President Digital & Communications and Investor Relations, Mercedes-Benz AG

TV commercial "Better keeps us going"

The campaign will be on the brand's social media channels from November 2nd and on TV in key markets. "Better keeps us going" is at the heart of the campaign, capturing what defines Mercedes-Benz and its products: a relentless drive to improve and keep moving forward. It's the mindset of a champion on the racetrack and the spirit of the brand's Welcome home promise behind every Mercedes-Benz on the road.

Visual language

The campaign combines the visual impact of Formula 1® with a clear Mercedes-Benz aesthetic. The visual language is bold, contemporary and reduced, designed for immediate impact across all channels and formats. The campaign photography is shot in black and white. Color is used selectively, highlighting Formula 1® elements, so that their colors stand out against the monochrome imagery. This contrast directs the eye to what matters most, bringing the energy and intensity of Formula 1® into the spotlight and giving the campaign a distinctive, recognizable look.

Product launch program and hero cars
Beyond honoring the new and youngest F1® World Champion and the successful Mercedes AMG PETRONAS F1® Team, the campaign puts the Mercedes Benz product launch program center stage. The hero cars alongside Kimi Antonelli play a central role in the campaign imagery and show how performance, design and innovation come together – on the racetrack and on the road. **For the U.S. market, the campaign features the all-new electric C-Class, the new Mercedes-AMG GLE 53 4MATIC+ Coupé and the all-new Mercedes-AMG GT 4-Door Coupé, with the GT 4-Door Coupé featured in the campaign's closing sequence to support its launch.**

Campaign Details
The campaign is designed for a multi-channel activation around the Formula 1® World Championship moment. It will be rolled out globally with assets tailored to the specific market demands and their respective formats and audiences.

- Hero key visuals
- TV commercial "Better keeps us going"
- Digital assets
- Market-specific adaptations
- Campaign film song: "That's life" performed by Frank Sinatra

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Mercedes-Benz anniversary year "140 Years of Innovation"
Since Carl Benz filed the patent for the first automobile 140 years ago and Gottlieb Daimler built his motorized carriage shortly afterwards, Mercedes-Benz has dedicated itself to constant innovation and to creating the world's most desirable cars for customers. This ambition has driven every innovation – from the world's first automobile in 1886 to the biggest product launch program in the company's history that is currently underway. With its passion for performance and pioneering power, excellence and an unwavering commitment to customer service, the brand has consistently shaped the future of mobility. The result goes well beyond engineering achievement – it creates the unmistakable feeling that leads through everything Mercedes-Benz does: Welcome home.

Mercedes-Benz is celebrating 140 years of innovation: Three new S-Class saloons went on a trans-continental journey to 140 locations worldwide as part of the "140 Years. 140 Places" tour. Each place highlighted the brand's technology, heritage, pioneering spirit and worldwide presence. Along the way, customers, fans and colleagues got to join in the celebrations right up to its grand 'Homecoming' finale at the Mercedes-Benz Museum. Highlights of the tour can be found on our "140 Years of Innovation | Mercedes-Benz Media" special.

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. To learn more about all Mercedes-Benz entities in North America, visit https://group.mercedes-benz.com/northamerica/.