

TELEVISION

Mercedes braves the wild in new Jurassic Park film

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Mercedes GLE Coupe

By NANCY BUCKLEY

German automaker Mercedes-Benz is sharing the spotlight of the highly anticipated summer blockbuster "Jurassic World."

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An entire fleet of Mercedes-Benz vehicles will be showcased in the next film of the Jurassic Park series, including an all new GLE Coupé. The alignment with a well-respected, highly anticipated film will resonate with Jurassic Park fans and drive interest from auto enthusiasts looking to see Mercedes vehicles in action.

"All the Mercedes-Benz vehicles were perfectly suited to the requirements placed upon them by the film's script," said Stephanie Zimmer, department manager, brand experience marketing at [Mercedes-Benz USA](#).

"What's more, Universal Pictures already had a good experience with the M-Class in 1997," she said. "Back then this model made its first public appearance in the second part of the Jurassic Park trilogy, Lost World: Jurassic Park. They have now built on this with the GLE Coupé and at the same time significantly and organically extended the Mercedes-Benz vehicle range at the park."

Driving with dinosaurs

A behind-the-scenes video was released by Mercedes on its YouTube channel. It provides an exclusive look at how the filmmakers hid the GLE 450 AMG Coupé and the excitement behind revealing a brand new automobile within a film.

Frank Marshall, the producer of Jurassic World, speaks about how hiding the vehicle was a bigger ordeal than hiding a dinosaur. He talks about the reveal of the car as the crew prepares the car for the camera. The vehicle fits the film, according to Mr. Marshall, because the characters and the GLE Coupé are all “sophisticated, sexy and smart.”

Embedded Video: <https://www.youtube.com/embed/F9H1Gwl05vk>

Behind-the-scenes film

Bryce Dallas Howard, the female lead of the film, is seen driving the GLE Coupé in character and using the Bluetooth features. Ms. Howard talks about her experience in seeing and driving the new vehicle.

Other Mercedes cars are used throughout the film, such as the 6x6 that transports the troopers into the jungle, the Sprinter Van, the G-Class wagon and the Unimog.



Mercedes GLE in Jurassic Park

Mercedes-Benz's presence provides real and believable aspects to the film and the characters.

Also, Mercedes-Benz's television commercial introduces the GLE Coupé to fans.

Embedded Video: <https://www.youtube.com/embed/PiY2u1EFtZY>

TV commercial

The film will be released June 12 and the teasing campaign began May 18.

Movie premiere

Incorporating luxury brands in film franchises have been a part of both automotive and film history.

For instance, British automaker Land Rover Jaguar is continuing its connection with James Bond by providing automobiles for the character in the upcoming film, "Spectre."

The film is expected to be released this fall and will feature the Jaguar C-X75, Land Rover Defender and Range Rover SVR. The continual inclusion of Jaguar Land Rover vehicles in James Bond films allows the brand to associate with the franchise and the character ([see story](#)).

Also, fellow British automaker Aston Martin unveiled the newest model for the upcoming film of its iconic fictional driver, James Bond.

The vehicle was revealed on the 007 stage at Pinewood Studios in London for the newest Bond movie, "Spectre." This continual relationship with the James Bond franchise aligns Aston Martin with the famous spy and the adventure and mystery found within the series ([see story](#)).

"Mercedes-Benz has a long tradition as a sought-after partner of the film industry, both nationally and internationally," Ms. Zimmer said.

"The saying 'A picture is worth more than a thousand words' puts it succinctly: in no other medium than film can brand and product communication be so effectively implemented where the attributes 'desirability, emotion, admiration, joy, validation, fascination etc.' are concerned," she said.

Final Take

Nancy Buckley, editorial assistant on Luxury Daily, New York

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