

INTERNET

Mercedes-Benz partners with Austrian hotels to target traveling families

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Mercedes-Benz V-Class in Austria

By KAYSORIN

German automaker Mercedes-Benz is promoting its V-Class series by partnering with hotels in the Salzburg region of Austria to offer consumers a test drive during their vacation.

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Mercedes-Benz created a short social video to highlight the promotion, focusing on the beauty of the Austrian outdoors and how families on vacation can use the V-Class. Tailoring promotions to a specific demographic of consumers can help forge more intimate connections and show how a product can be used in real life.

"Austria's mountain resorts are picturesque," said Bob Prosser, CEO of [Auto World Marketing Corp](#), San Diego. "What's better than a family taking its requisite summer holiday, being able to drive a new, luxury-appointed V-Class Mercedes-Benz, doing exactly what it was designed for?"

"Any soccer mom would love the opportunity — and ultimately want such a vehicle for everyday use."

Mr. Prosser is not affiliated with Mercedes-Benz, but agreed to comment as an industry

expert.

Mercedes-Benz was unable to comment directly.

Family friendly travels

Mercedes-Benz suggests that the V-Class is the perfect vehicle for exploring the Salzburg countryside on a family vacation. The car is sizeable enough to fit a large family, and Mercedes-Benz technology ensures that it drives well on the mountainous roads.



The V-Class drives the mountain roads in Austria

In order to show this to consumers, Mercedes-Benz partnered with the family resort Ellmauhof and the garden hotel Theresia in Salzburg. Both hotels are offering guests the chance to take a Mercedes V-Class out for the day free of charge.

Giving consumers an opportunity to test drive a vehicle before purchase can ensure that they are comfortable enough with the product to commit. Families in need of a car during a vacation will especially appreciate this promotion.



A family of four enjoys learning archery together in the video

Mercedes-Benz also shared a social video on Facebook and YouTube to highlight the promotion. The video follows a family of five as they travel throughout Austria and enjoy a number of different activities.

The video opens with a shot of the family leaving their hotel and piling into the V-Class. It

is large enough to fit all five of them and their luggage.



The family travels throughout the Salzburg region

It goes on to show the family enjoying different activities such as making felt, learning archery, going swimming and having a meal together. Between each of the events the family drives the V-Class along the mountainous Austrian roads.

The promotion highlights how the car can be used by a large family and easily incorporated into everyday life. At the same time, it takes advantage of the picturesque Austrian scenery to show that this is no ordinary vehicle.



The beautiful Austrian scenery is highlighted throughout the video

All around the world

Mercedes-Benz has previously used travel as a way to appeal to consumers looking for a practical car. In 2014, the automaker invited fans to show off their personalities by packing their GLA models, or an equivalent space, with essential items and then snapping stylish photographs through Aug. 20.

The automaker first invited photographers, graphic designers, explorers and other social influencers to pack a GLA reflecting their interests. Although packing for a road trip is often a lesson in discovering what matters, Mercedes seems to be flaunting the car's expansive storage area, indicating that there are no limits here ([see story](#)).

Additionally, Mercedes-Benz has used interesting locations as a backdrop when presenting a vehicle. For example, the German automaker took its followers on a virtual road trip with a new social video touring South Florida as part of its 48-hour adventures series.

Titled "48 Hours in Miami with a trip to Key West," the video follows a Mercedes-Benz CLA as it drives through Miami and Key West, exploring the culture of South Florida throughout the trip. Because of South Florida's status as a flourishing luxury market where affluents retire or keep second homes, Mercedes-Benz' choice to focus on the location will likely appeal to consumers in a demographic it hopes to attract ([see story](#)).

"With the beautiful scenery as a backdrop, they get the expectation that this is a luxury vehicle that answers all their young family's needs with an extra touch of elegance and grace," Mr. Prosser said. "It's a very positive, memorable experience that involves all the senses and emotions.

"All that is required after this is for Mercedes' sales and marketing to qualify each prospective driver and then assist them gently into a purchase decision."

Final Take

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