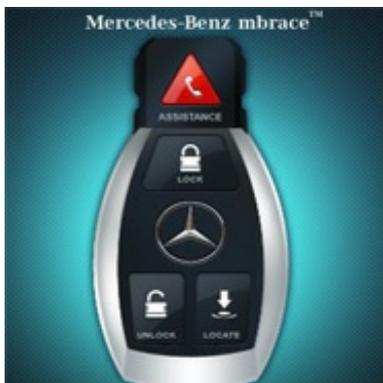


MOBILE

Mercedes-Benz keeps consumers safe through complementary mbrace features

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Mercedes' mbrace2 app

By KAYSORIN

German automaker Mercedes-Benz is expanding its consumer services by automatically providing its mbrace Connect system in all model year 2016 vehicles for five years.

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Mbrace is currently a system of mobile and cloud-based applications that aim to provide the driver with assistance when needed and limit the hazards of driving. Additionally, three optional new packages – Secure, Concierge and Entertain – will give consumers even more ability to enjoy a safe and stress-free ride in their Mercedes-Benz vehicle.

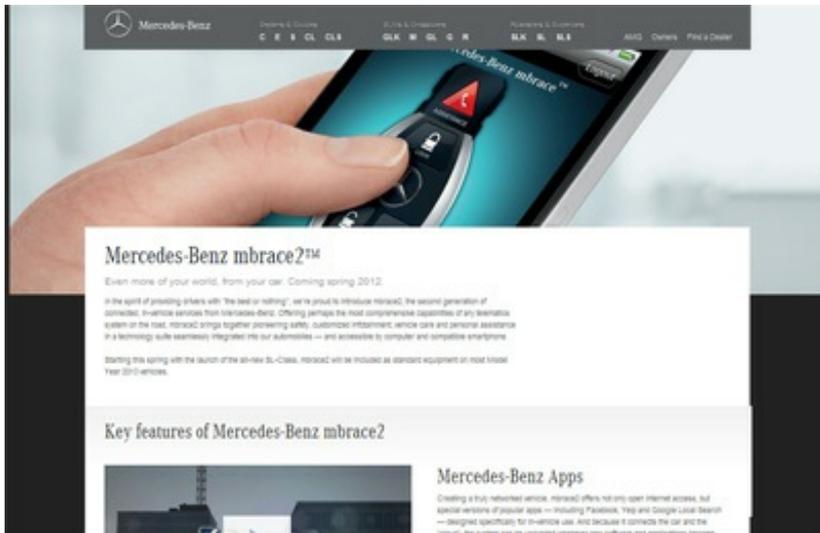
"We are always looking for ways to add value to our customers and to make the most productive use of their time," said Sam Adams, Telematics Program Manager at [Mercedes-Benz USA](#), New York. "Connect services offers a customer secure access to their vehicle remotely. Sending destinations to their car directly from Google Maps or the mbrace app is simple and fast.

"While our customer researches a destination or restaurant online, in a few simple clicks of a button can send that destination straight to their car, rather than having to enter it

manually into their navigation system. In various parts of the country, the weather can be oppressively hot or cold depending on the season. With Remote Start, the customer will be able to precondition the vehicle's cabin."

Connect the dots

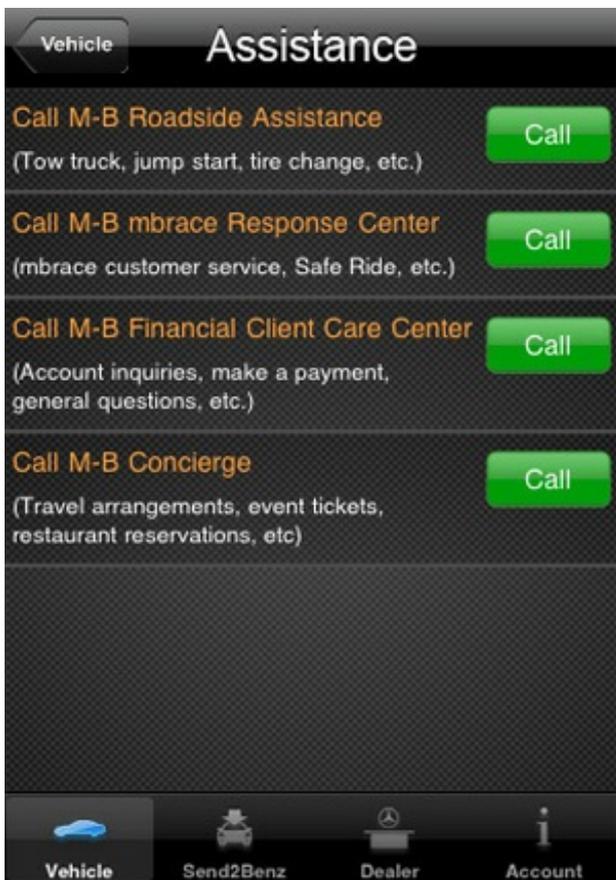
The mbrace Connect allows users to connect with the mbrace Mobile application, access mbrace Web Services and use in-vehicle Roadside Assistance services. It also lets them use non-streaming Mercedes-Benz apps and remote updates.



The Mercedes-Benz mbrace Web site

While previous consumers had to purchase the mbrace on their own, Mercedes-Benz is now making it automatically available in all model year 2016 vehicles. This will likely encourage those who enjoy it to purchase additional applications and technology.

For example, consumers have the option of adding the mbrace Secure, mbrace Concierge and mbrace Entertain packages to enhance the features already available.



Mercedes-Benz mbrace provides assistance to drivers in need

The mbrace Secure is designed to maximize safety with a range of services such as emergency crash notification, stolen vehicle location and automatic alarm notification. After a free six-month trial period, consumers will likely be eager to purchase the mbrace Secure package at the cost of \$199 per year.

The mbrace Concierge package offers personal assistance that is not emergency-based such as route assistance and traffic and weather updates. Mbrace Entertain provides consumers access to streaming apps and radio.



It can be used in a wide range of vehicles including the S Class

Another new update to the mbrace system that will be automatically include in MY2016 vehicles is the remote start function, which will allow consumers to start their cars from a distance using their smartphones.

"It has been said that the next battleground for the consumer is in the car," said Jeff Hasen, CEO and founder of [Gotta Mobilize](#), Seattle. "Mercedes-Benz not only has to be in the

race, it has to bring solutions that address consumer desires - if not needs - and differentiate."

Consumers who have already purchased an MY2016 vehicle can have it updated to mbrace for free. Ultimately, giving consumers an opportunity to experience some of these advanced features will likely make them willing to pay for additional options.



The mbrace system can be useful to a driver in numerous situations

Latest and greatest

Mercedes-Benz originally introduced the mbrace system to connect drivers with its mobile applications. In 2012, the German automaker upped its mobile connectivity through an update of its mbrace application that allowed consumers to control technology aspects in their car from their iPhone or Android devices.

Introduced in January at the Consumer Electronics Show in Las Vegas, the new aspects of mbrace — now called mbrace2 – worked in and out of vehicles as an Internet hub and as a remote control to in-vehicle technology. The new app launched that spring with the release of the MY 13 SL-Class ([see story](#)).

Mercedes-Benz is now looking to expand its technological offerings in more unusual ways. The German automaker is currently looking to stay ahead of its competitors by fine-tuning a Google Glass door-to-door navigation system that will likely pique the interest of technology enthusiasts.

The automaker's quest to create an operational Google Glass navigation program may encounter obstacles, but the innovative bent of the project demonstrates the brand's forward-looking objectives. Reliance on GPS navigation is second nature for drivers today, so searching for ways to enhance this technology will likely appeal to huge swaths of consumers ([see story](#)).

Mercedes-Benz's newest technology may be impressive, but will it actually result in more sales?

"Whether even the affluent Mercedes buyer will spend on these services remains to be seen," Mr. Hasen said. "And, of course, there is an intended new revenue stream behind Mercedes' motives.

"The more Mercedes can get in front of someone about servicing, the more likely he or she will come in and spend."

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