

INTERNET

Mercedes partners with Bose for behind-the-scenes audio experience

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AMG-GT Mercedes-Benz

By KAYSORIN

Germany's Mercedes-Benz is sharing an audio experience with consumers via a new short video featuring the chief mechanic of the Mercedes AMG Petronas Formula One team.

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Mercedes worked with audio brand Bose to create “The Sound of the Perfect Pit Stop,” in which the chief mechanic takes the viewer through his favorite sounds of a race, giving a detailed description of the behind-the-scenes action at the Mercedes garage. Despite the fact that Bose speakers do not play a major role in the video, emphasizing the unique noises of a Mercedes experience will give consumers a more intimate portrait of the brand.

"Both Bose and Mercedes have one thing in common as brands when it comes to their DNA, their relentless pursuit for excellence in everything they do," said Maritza Aldir, senior project manager at [Vertic](#), New York. "From continuing to innovate from QuietComfort noise cancellation headsets that zone you out from the outside world to audio speakers that transport you to any ambience setting in the world based on the rhythm of your choice.

"Bose is the most respected name in sound, a perfect match for Mercedes, a brand that builds only on quality."

Ms. Aldir is not affiliated with Mercedes-Benz, but agreed to comment as an industry expert.

Mercedes-Benz was unable to respond by press deadline.

Sound of success

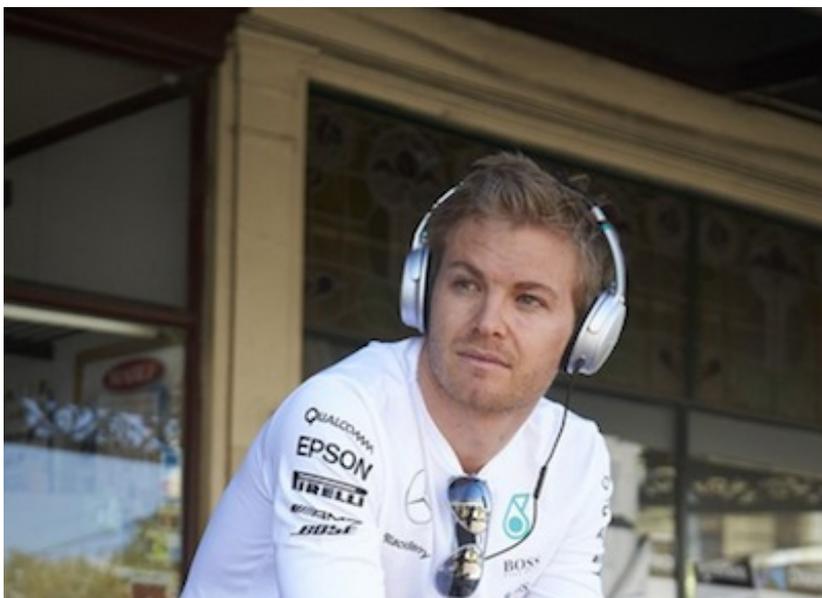
Earlier this year Mercedes AMG Petronas announced that Bose would be the team's "Official Team Partner in Sound." This video presented by Bose emphasizes the fact that Bose is an integral part of Mercedes sounds, regardless of what they are.



Mercedes AMG Petronas has officially partnered with Bose

The video opens with the chief mechanic speaking to the camera about his favorite sounds at a race. He remarks that a successful day would involve a perfect pit stop and that he especially enjoys the sounds of the wheel guns in the garage.

The viewer then sees mechanics working during a pit stop. The sound of the wheel guns is emphasized along with the background noise of the garage.



Mercedes driver wearing Bose headphones

The chief mechanic then goes on to say that music plays the largest role in his day during the pack-up after a race. He loves when the team can turn the sound system up in the garage and enjoy the satisfaction of finishing a race.

He says that the sound of success for him would be the sound of a racecar crossing the finish line and the cheering of the crowds at that moment. "The whole sound is a great atmosphere," he says.

Bose speakers are not directly mentioned during the course of the video, but the title reminds viewers of the audio's brand's significant relationship with Mercedes. Consumers will likely enjoy this intimate scene of life at Mercedes and the sensory experience described by the chief mechanic.

Embedded Video: https://www.youtube.com/embed/W4OYZA7-F_c

Bose presents - The Sound of the Perfect Pit Stop

All about audio

Bose has previously partnered with other automakers to create unique audio experiences. For example, Porsche Cars North America hosted a multisensory brand experience in New York's Meatpacking District through Oct. 5 to broaden how consumers perceive the brand.

The "Sound of Porsche" pop-up shop was organized with audio engineering brand Bose and featured numerous points of engagement for consumers. Since dealers tend to be positioned in key metropolitan areas, pop-up shops by automakers are rare, but the tactic provides an opportunity to cleanly interact with fans without the pressure of commerce hanging over their heads ([see story](#)).

Other automakers have taken the concept of the audio experience to even more elaborate levels. For example, Toyota Corp.'s Lexus worked with rapper will.i.am to challenge conventional notions of technology, design and music in a unique experience as part of its Amazing in Motion campaign.

Using lazer technology and a Lexus NX, the rapper collaborated with the automaker to create a remix of his famous song #thatPOWER. This unusual project likely captured consumers' attention and prompted discussion about the brand ([see story](#)).

Like these other automakers, Mercedes-Benz is seeking to use sound as a new way to connect with its consumers.

"Sound is an essential part to the user experience," said Ms. Aldir. "With the ability to manipulate aspects such as treble, bass and midrange, it can change the depth of the user's experience."

Final Take

Kay Sorin, editorial assistant on Luxury Daily, New York

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