

TELEVISION

Mercedes drives fan attention with branded Super Mario content

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Still from Super Mario Makers ' Jump 'n' Drive

By STAFF REPORTS

German automaker Mercedes-Benz is giving videogamers a new way to experience its brand via a special level created for Super Mario Maker.

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Mercedes-Benz Jump'n'Drive is an Event Course for the Nintendo game that lets consumers unlock a special costume featuring Mario in the driver's seat of a GLA for free. As the exclusive auto partner of the game, Mercedes will be able to reach consumers in an immersive and entertaining way.

Test drive

Mario fans at Mercedes were inspired to further their relationship with the game.

In 2014, Mercedes enlisted Nintendo's Mario and friends to help raise awareness for its GLA model.

The new GLA was being released in Japan, about the same time as Nintendo's Mario Kart 8, and the two companies joined to promote the new compact sport-utility vehicle by providing it as an option for characters to race. Mario's upgrade from a go-kart to a Mercedes-Benz indicated the increasing importance of gaming alignment for auto brands ([see story](#)).



Mario driving the GLA

Now a Mercedes GLA makes a second star appearance in a Super Mario game.

This time around, the automaker developed an entire level that centers on a road trip taken by the plumber. Mario goes through many real-life automotive situations, such as being at the dealership, taking a test drive and cruising down the autobahn.

Super Mario Makers is a game centered on giving consumers the opportunity to make and share levels, perhaps leaving them more open to experiencing Mercedes' own creation.

Promoting the launch of the level on Wii U Dec. 9, Mercedes shared a social video depicting a GLA racing through city streets, accompanied by a cartoon Mario running alongside.

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Mamma Mia Mario jumps and drives like he never did before. Find the GLA and beat the exclusive Mercedes-Benz Event Course for Super Mario Maker. Only on Wii U.

Posted by [Mercedes-Benz](#) on [Thursday, December 10, 2015](#)