

ADVERTISING

Mercedes-Benz appeals to green side of Hollywood

March 8, 2011



By ELIZABETH ZELESNY



Mercedes-Benz has been the ride of choice for many Hollywood celebrities, but this awards season was different.

[Sign up now](#)

Luxury Daily

The German automaker appealed to the green side of celebs by trotting out its fuel-efficient Mercedes-Benz S400 Hybrid and BlueTEC vehicles. Those chauffeured included new and past Oscar winners such as Natalie Portman, James Franco, Amy Adams and Mark Wahlberg.

“Mercedes-Benz has had a very long relationship with Hollywood,” said Larkin Hill, director of regional public relations, West, at Mercedes-Benz, Los Angeles. “The award

season affords the most organic opportunity to support [celebrities] with ecofriendly transportation and by doing so, additional awareness is built with potential customers outside of the southern California market.

“By providing support with an all-eco fleet, key tastemakers are able to experience how Mercedes-Benz doesn't have to compromise safety, luxury and technology for their environmental conscience,” she said.

Since its debut, the S400 Hybrid luxury sedan has been the vehicle of choice for many eco-conscious stars.

Actors such as Tobey Maguire, Gerard Butler and Demi Moore have chosen the Mercedes-Benz S400 Hybrid luxury sedan.

Star-studded events

Mercedes-Benz kicked off award season as the title sponsor of the Palm Springs International Film Festival as well as The Art of Elysium's Fourth Annual Black Tie charity gala.

In addition, the automaker sponsored the Hollywood Dominos 4th Annual Gala benefiting The Seven Bar Foundation, and its annual Academy Awards viewing party at the Soho House West Hollywood.



Actress Amy Adams arrives in the S400 Hybrid

Oscar winner Natalie Portman chose the Mercedes-Benz S400 Hybrid and Zero Emission B-Class Hydrogen Fuel Cell vehicles, which were her vehicles of choice throughout the 2011 award season.

Ms. Portman attended marquee events such as the Golden Globe Awards, Palm Springs International Film Festival, Screen Actors Guild Awards, Independent Spirit Awards and the Academy Awards.

Mercedes-Benz was among the top 10 most effective advertising spots during the 83rd annual Academy Awards ([see story](#)).

The luxury automaker has also promoted its vehicles to the not-so-famous consumers.

Mercedes-Benz pampered fashion-forward New Yorkers via a taxi service that found pedestrians and brought them to their destination ([see story](#)).

Going green

Mercedes-Benz first launched its “Trees” ad last year that addressed the future of green mobility.

Mercedes-Benz "Tree of Innovation" campaign

“We also integrate eco-messaging throughout the year,” Ms. Hill said. “We’ve continued to run the ad throughout the year.”

The Zero Emission B-Class Hydrogen Fuel Cell is currently only available in California. It is an electric car that is fueled by compressed hydrogen that boasts an equivalent fuel mileage of 86.6 city-highway miles per gallon.

This vehicle produces water as its only emission.

“Both the S400 Hybrid and B-Class F-Cell Hydrogen Electric vehicle are the most useable and advanced examples of green mobility along the road to zero-emission mobility,” Ms. Hill said.

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.