

AUTOMOTIVE

Mercedes exposes quality craftsmanship to promote delivery vans

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Mercedes Van

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German automaker Mercedes-Benz' Vans division is distancing competitors with a series of online films.

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Four online films highlight the importance of GenuineParts to Mercedes-Benz Vans, displaying what makes its products stand out from competitors. The transparency the short films provide make them a more appealing choice to businesses, a timely market as ecommerce growth necessitates delivery vehicles.

"We wanted our customers to understand the true benefits of maintaining their vehicles using GenuineParts," said Caroline Burnell, senior press officer at **Mercedes-Benz**. "Negative marketing has become the industry norm and we recognize that our customers deserve to be given the facts about the development that goes into our GenuineParts and the benefits that this could bring to their business.

"Everything that we do is designed to keep businesses moving and with an investment of 4.6 billion into research and development, as a manufacturer we need to communicate confidently with our customers about the benefits of using our GenuineParts."

Genuinely better

As an overview video explains, today's businesses need to be constantly operating. Economic uncertainty and the on-demand economy mean that distributing goods of any kind needs to be done in a timely manner.

The film then explains that GenuineParts, the product of more than 100 years of engineering, improve uptime to keep businesses running at their greatest capacity.



Mercedes Vans

Mercedes' narrator then explains that the vans are able to carry loads as heavy as trucks while maintaining the speed of a passenger car, a duality that makes the brakes particularly important. Footage of engineers inspecting the part plays as the narrator explains that the parts are all designed in conjunction to fit properly and work with one another.

As one test showed, Mercedes-Benz Vans GenuineParts produced a friction coefficient of 100 percent while braking, while a competitor only achieved 70 percent, significantly increasing stopping distance. Moreover, the proper fitting and specified interdependence of the engineering means parts will last longer, saving businesses money.

Mercedes-Benz Vans GenuineParts: Genuinely better

Mercedes' braking system alone took four years to test, and six engineers spent three years working on the front bumper, showcasing the great deal of care that goes into GenuineParts.

The brakes, bumper and air filter also have videos of their own, ranging from three to four-and-a-half minutes. These videos expand on details contained in the first video, further explaining the process that goes into each part and resulting performance improvements.

In general, consumers are skeptical of brands for product information, but the transparency of the videos and in-depth explanation of the parts provides a more reliable basis for information. In this way, the videos serve to spur those in need of vans for business purposes to consider Mercedes-Benz Vans first.

Mercedes-Benz Vans has exhibited stable growth for the brand in recent years. As delivery-based goods and services proliferate alongside ecommerce and mobile commerce growth, more and more deliveries will be made.

Mercedes-Benz Vans GenuineParts brake pads

The growth contrasts with changes in personal mobility and a trend toward urban living, both of which have stilted personal automobile growth rates. The vans therefore represent an alternative growth market for Mercedes.

"You could argue that GenuineParts is a very rational subject matter but we wanted to tell the human story behind this," Ms. Burnell said. "The people that spend years developing these parts and to show through CGI the strain that some of our parts are put under in a commercial operation. Technical storytelling through video was important to us in order to connect with our customers on an emotional level."

Expanded offerings

Mercedes has taken different approaches to propel its place in this growth market.

Last year, German automaker Mercedes-Benz highlighted its luxury vans through a partnership with Britain's Channel 4 Sales and UKTV's Dave channel.

The partnership entailed a series of 10 indents, or advertising spots, that were peppered throughout programming on Dave's channel. Consumers will rarely conjure up a van when thinking about Mercedes-Benz, but the initiative highlighted the growing segment ([see story](#)).

Mercedes-Benz Vans has recently sought to position itself as a friend of businesses, by highlighting the quality of its products or through other means.

In December, Mercedes went outside its comfort zone for the sake of consumers in the United Kingdom.

Mercedes-Benz Vans launched its first insight papers, focusing on winter operations and Sunday delivery services. As online shopping grows, reliable vehicles will be needed to get goods to consumers, and Mercedes is positioning itself as an ally of 21st century convenience ([see story](#)).

"Understanding our customers businesses is vital for us - everything we do is about helping them as a commercial partner, rather than just a vehicle manufacturer," Ms. Burnell said. "For example, every van we sell in the UK comes with MobiloVan: free, 30 year roadside assistance for the UK and Europe, which means if one of our customers breaks down, we send a Mercedes-Benz trained technician, kitted out with GenuineParts, to get them back on the road.

"GenuineParts are one piece of our entire offering, but a very important piece for our customers," she said. "By highlighting their significance shows the value we place on the engineering of our products, and the understanding we have as to why they are important for keeping our customers' businesses moving."

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