

AUTOMOTIVE

Mercedes-Benz Stadium gets first look in Madden franchise game

August 26, 2016



Rendering of Mercedes-Benz Stadium in Atlanta

By STAFF REPORTS

German automaker Mercedes-Benz's namesake stadium in Atlanta is debuting in virtual form.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Players of the new Madden NFL 17 video game will be the first to see a digital rendering of the Mercedes-Benz stadium, slated to finish construction in summer 2017. Automakers often find themselves featured in racing games, but this placement allows Mercedes-Benz to reach out to sports fans, particularly those cheering on the Atlanta team.

Game time

Mercedes-Benz signed a naming rights agreement for the new Atlanta stadium scheduled to open in 2017.

As the naming partner, the stadium will be referred to as Mercedes-Benz Stadium until the contract is up for renewal in 2042. The high amount of visibility the stadium will receive between athletics and other entertainment events will keep Mercedes-Benz top of mind among local consumers and those tuning in during game time ([see story](#)).



Rendering of Mercedes-Benz Stadium

The stadium will be home to the National Football League team the Atlanta Falcons and Major League Soccer's Atlanta United Football Club.

This naming coincided with Mercedes-Benz's move of its United States headquarters from New Jersey to Atlanta, allowing the team to connect with its new hometown over sports ([see story](#)).

Madden NFL 17 players can access the stadium within the games in two ways. The stadium can be selected in "play now" mode, or if they choose, fans can play a full season in "franchise mode" as the Atlanta Falcons at their current home the Georgia Dome, the completion of which will move the team to Mercedes-Benz stadium.

"As anticipation builds for the opening of Mercedes-Benz Stadium next summer, we're excited that fans will be able to see it come to life early in Madden NFL 17," said Steve Cannon, CEO of Atlanta Falcons owner AMB Group, in a statement. "The stadium is being designed with a focus on fans and the fan experience, so who better to see and play the first games virtually."

© 2020 Napean LLC. All rights reserved.

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