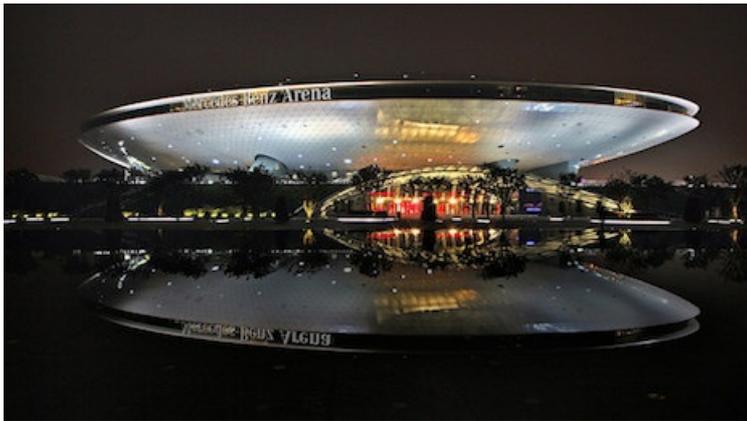


AUTOMOTIVE

Mercedes renews Shanghai naming agreement citing prominent returns

December 30, 2016



Mercedes-Benz Arena, Shanghai

By STAFF REPORTS

German automaker Mercedes-Benz has extended the naming rights partnership for Mercedes Benz Arena in Shanghai through 2025.

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

Mercedes has renewed its partnership with AEG and Oriental Pearl Group for the naming rights of the Arena, a 5-year continuation beyond the existing 10-year naming rights deal originally negotiated in 2011. Naming agreements are common for automakers and ensures visibility whether consumers are attending a sporting event or musical entertainment.

Name the arena

Mercedes has extended the naming rights agreement due to the success of its partnership.

To celebrate the continuation of the arena being dubbed Mercedes-Benz Arena, the auto maker hosted singer Faye Wong to perform on the evening of Dec. 30. This was the first time Ms. Wong performed at the arena since its opening six years ago.

"Mercedes-Benz commenced the naming rights partnership for Mercedes-Benz Arena in Shanghai in 2011," said Duan Jianjun, executive vice president of Mercedes-Benz China in a statement.

"For six years, Mercedes-Benz Arena has connected our consumers and presented them a state-of-the-art venue that is a landmark in both Shanghai and Asia, along with outstanding world-class entertainment and performances," he said. "The naming rights extension of Mercedes-Benz Arena will continue to bring prominent returns and splendor both to our brand and consumers."



The Vision Mercedes-Maybach 6

In 2016 alone, the arena hosted more than 900,000 guests and presented 273 ticketed events, making it Asia's top sports and entertainment venue. A-list performers include Justin Bieber, Katy Perry and Taylor Swift as well as Chinese celebrities such as Jacky Cheung, Eason Chan and Ms. Wong.

Mercedes extended the partnership through negotiations by AEG Global Partnerships, an affiliate of AEG.

The automaker even has naming agreements in the digital realm.

In August, Mercedes' namesake stadium in Atlanta was debuted in virtual form.

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 to reach out to sports fans, particularly those cheering on the Atlanta team ([see story](#)).

© 2020 Napean LLC. All rights reserved.

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