

JEWELRY

## Zenith catches lift to Baselworld in fleet of branded classic cars

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*Zenith-branded classic car, provided by Uber for Baselworld*

By STAFF REPORTS

Swiss watchmaker Zenith is making it easier for Baselworld attendees to get from point A to point B as the horology industry transcends on Basel, Switzerland March 23-30.

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During the first few days of the annual watch fair, attendees can use a Zenith promotion code for ridesharing service Uber. With so much attention focused on innovation and watch debuts at Baselworld, brands must devise plans to stand apart from their competitors and garner consumer recognition.

Time to ride

For the first four days of Baselworld, LVMH-owned Zenith has paired with Uber to offer free rides around the city of Basel. Instead of Uber's usual fleet of black sedans and SUVs, Zenith has commissioned classic cars to give fans a lift.

On social media, Zenith is promoting its Uber service with an image of a canary yellow vintage Mercedes coupe. On the side of the vehicle Zenith and Uber's logos are visible.

By driving branded classic cars around the streets of Basel, it is likely that Baselworld attendees and local consumers will use the Uber application to hail a ride.

To access the promotion code, Uber users must enter their location in Basel and switch to the "UberZenith" view to secure an elegant ride.



*Zenith's El Primero Range Rover Special Edition (see story)*

Zenith is also encouraging riders to snap pictures during the four-day promotion and tag them with #UberZenith.

Branded car service has also been explored by Marc Jacobs.

Last spring, Marc Jacobs collaborated with Uber as the car service worked to further expand its delivery program.

Beginning as an app for hailing a car service, Uber then moved into the delivery space in a similar vein to Seamless, Peapod and Delivery.com, with options for food and product deliveries. In March 2016, Marc Jacobs teamed with Uber for an "immersive offering" for consumers living in New York.

The partnership offered rides in a daisy-covered vehicle with branding for Marc Jacobs' Daisy fragrance. Accessed through a promotion code, the Marc Jacobs Uber featured a custom soundtrack and free full-size bottle of Daisy perfume (see story).

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