

AUTOMOTIVE

Mercedes pairs scenic landscapes with strong horsepower

June 27, 2017



The She's Mercedes racing team. Image credit: Mercedes

By BRIELLE JAEKEL

German automaker Mercedes-Benz is highlighting talented women in racing with a video look at its all-woman driving team for the Mille Miglia.

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

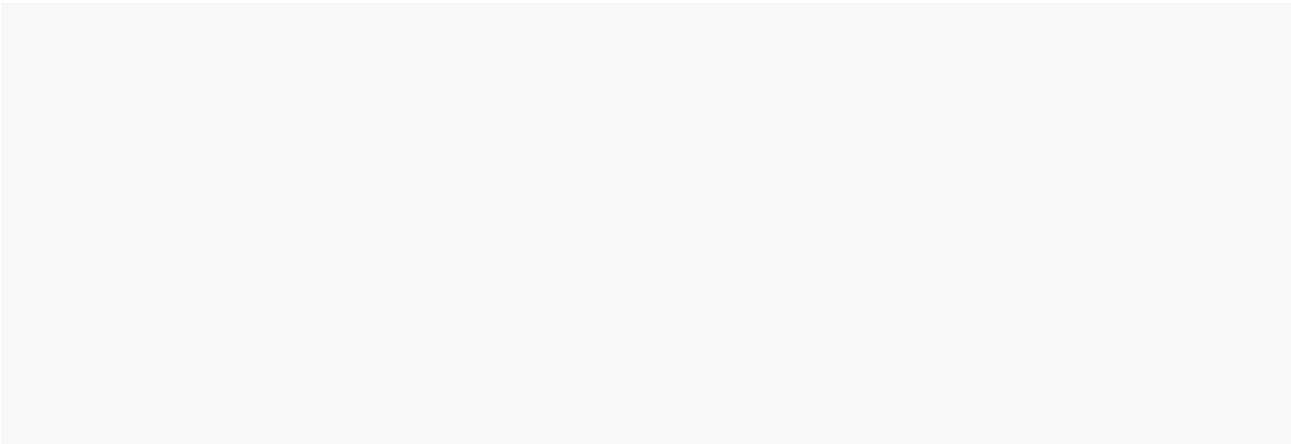
A short documentary film followed a team of 10 female drivers for the Mille Miglia race in Italy back in May. The video touches on what it is like to be a woman in a male-dominated sport and accomplishing the four-day race.

"Building and maintaining their strong brand identity with customers and also identified within those clients specific groups to resonate with and tell their stories," said Brett Levine, automobile consultant at DriveAnything.com. "Create a personalized approach and more human connection to the brand."

Powerful women

The She's Mercedes team were followed by cameras as they completed a four-day challenge, which takes them from Brescia to Rome and back.

Mille Miglia, held this year from May 18 to 21, is a race extending more than 1,600 kilometers, or 994 miles, and offers a scenic view. She's Mercedes drove the distance in a G-Class, against a series of other Mercedes vehicles.



Greetings from the past #ShesMercedes #MercedesBenz #mercedesbenzmuseum #MBclassic #classiccars
#vintage #ThrowbackThursday #TBT

A post shared by She's Mercedes (@shesmercedes) on Jun 22, 2017 at 7:00am PDT

A driver offers the commentary for Mercedes' two-minute video. She describes that the challenge requires racers to get up at 4 a.m. to prepare in ways such as rereading the road book.

Teams arrive and prepare their vehicles before the sun has even risen. Once daylight is fully abundant, the documentary shows the beginning of the race and vehicles taking off.

Viewers can see spectators waving on their favorite teams, scenic footage of the route and the She's Mercedes team conquering their job.

The commentator explains that you do not need to be extra sportive or a male to be able to race, but that it requires a little extra fight to be able to compete. She explains that many women love to drive cars and she believes it runs through their veins.

Mercedes' all-female team reaches the end of the race and shows footage of the women amongst a series of Mercedes vehicles. The narrator discusses how it is a great feeling to connect to the G-Class power while driving.

Mercedes' film for She's Mercedes

Mercedes and film

The German automaker often looks to various forms of film and documentary to make an impact for its campaigns.

For instance, Mercedes continued its mission to align its brand with fashion, even after ending its New York Fashion Week sponsorship, with a collective that tapped a range of talented names for the sake of art.

The #mbcollective fashion story for 2017, titled "Generation Now, Generation Next," focuses on the differing generations as characters, instead of just themes. Mercedes' first chapter features music artists M.I.A. and Tommy Genesis alongside its Concept EQ vehicle in a film shot by Luke Gilford, modeling fashion from emerging talent in the industry ([see more](#)).

In another film, Mercedes put a poetic twist on branded films in a documentary that follows a professional surfer as he attempts to break a world record.

Sebastian Steudtner, brand ambassador for Mercedes and professional surfer, is known for seeking out the traitorous surfs in hopes to hold the world record for the biggest wave. Mercedes' Source of Life film is a docu-style video that follows the surfer for an entire year, but its cinematography and voice over makes the feature seem as if it were art ([see more](#)).

"By identifying in this specific case a segment of female car and there's used and racers is a means to tell a story within the brand that is Mercedes and shined a light on something that maybe people weren't aware of or give them a call to action if they perhaps were hesitant to purist," Mr. Levine said.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.