

AUTOMOTIVE

## Mercedes lets consumers watch their vehicle being created in real-time

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*Mercedes-Benz's Digital Anticipation feature creates a personal connection between customer and car. Image credit: Mercedes-Benz*

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By DANNY PARISI

German automaker Mercedes-Benz is making purchasing a vehicle an even more personal affair with the launch of a new service that lets customers watch their model being built in real-time.

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Mercedes' service, called Digital Anticipation, will give customers access to a Web site that will stream the construction of their car over the course of the process. The automaker has also released a video series to coincide with the new feature showcasing some of the construction process.

Real-time construction

For luxury vehicle purchasers, the experience should be about more than just buying a new car.

Luxury automotive manufacturers are constantly trying to come up with new ways to elevate the experiences for their customers, bringing in fresh new ideas on how to expand the process of buying a new car.

Mercedes has created a new experience that aims to highlight the intense care and art that goes into crafting each of its vehicles, along with creating a more personalized connection between buyer and car.



*Digital Anticipation. Image credit: Mercedes-Benz*

The experience is called Digital Anticipation. The way it works is that when private buyers purchase a new Mercedes vehicle from a list of supported models, they will gain access to an exclusive Web site where they will be able to track the production of their car and watch it happen in real-time.

This is meant to create an early relationship between the buyer and the car, giving them a personal connection to it and a feeling that it was made just for them.

An accompanying video series shows the process of creating a Mercedes vehicle, giving a taste of what customers can expect when they log into the site for the first time.

Digital anticipation

Mercedes has been pushing innovation as a key component of its strategy recently, focusing on digital experiences for its customers.

For example, Mercedes is flexing its technological muscles and mining for unsourced talent in a special competition.

An eight-week project phase will kick off Mercedes' "Digital Challenge" in which participants will receive more than 80 experimental test APIs from a virtual vehicle. Software developers will be able to compete and show off their ideas in front of a panel of judges ([see story](#)).

Digital Anticipation is a similar effort, using digital tools to improve the car-buying experience.

### *Mercedes' Digital Anticipation*

This process will likely be popular for Mercedes' upcoming supercar to be revealed at the Frankfurt International Motor Show in September.

The vehicle, about which there are scant details for the moment, will likely be of interest only to the most dedicated and affluent of car collectors. To balance this, Mercedes will also be showcasing some of its other high-end cars that will be for sale soon at the show ([see story](#)).

With a focus on the actual production of the vehicles, Mercedes is hoping to leverage digital tools to improve the actual experience of purchasing a car.

This strategy seems to be aimed at the wealthiest of buyers, who want to see every detail of the process of having their cars personally created for them.