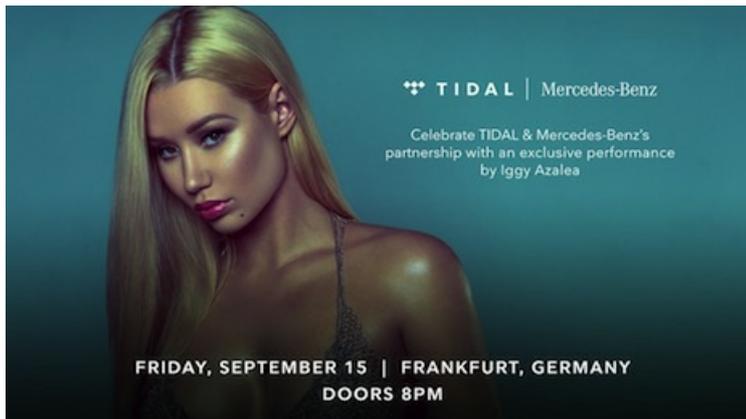


AUTOMOTIVE

Mercedes-Benz brings complimentary streaming to its vehicles

September 8, 2017



Iggy Azalea hosts Mercedes' special event for Tidal partnership

By BRIELLE JAEKEL

German automaker Mercedes-Benz is taking a unique approach to music entertainment partnerships by ushering in the news with a major headliner and curated playlist.

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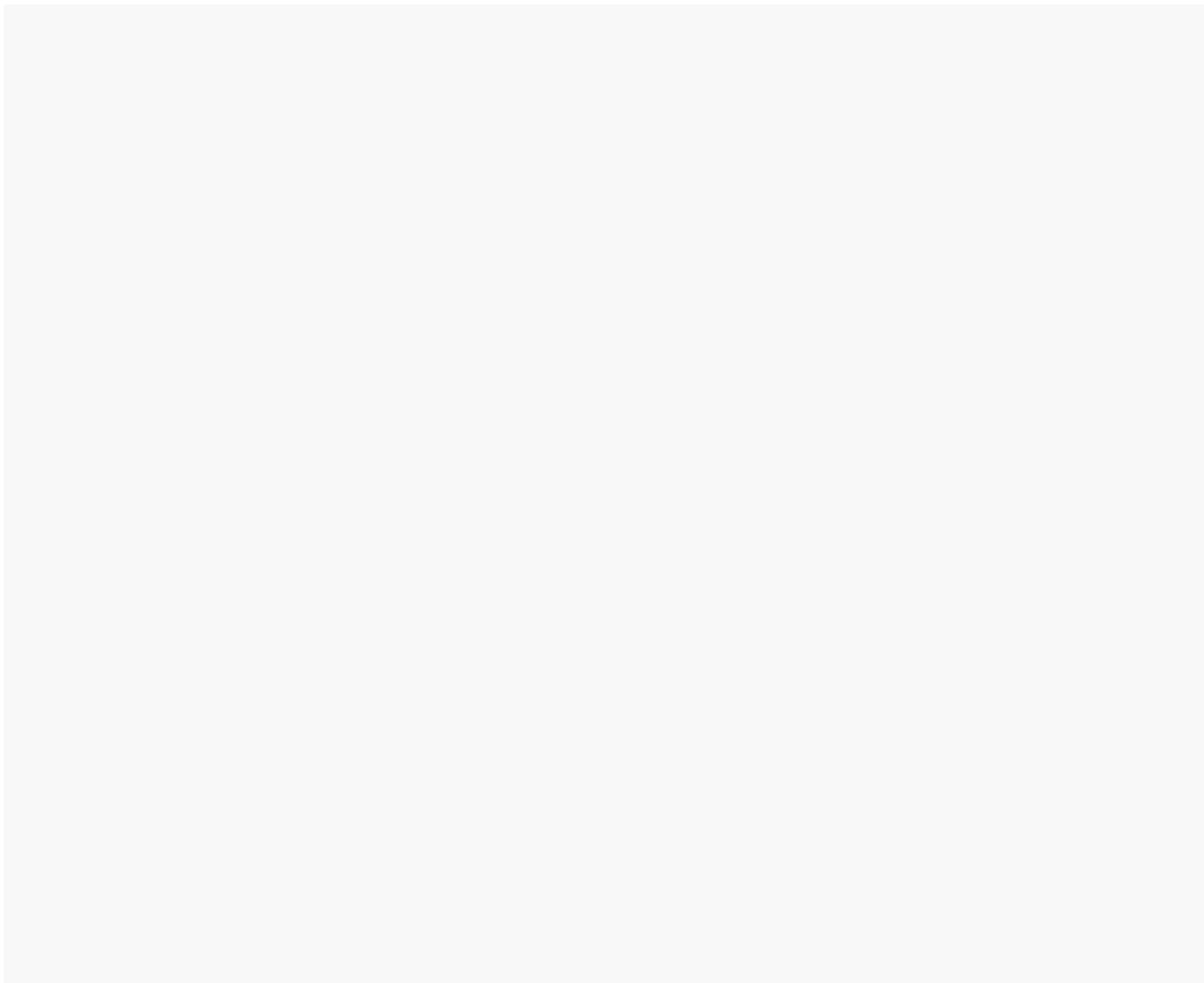
Mercedes is partnering with music streaming platform Tidal to bring its Mercedes Me customers a complimentary Tidal Hifi membership to stream music in its vehicles. The strategy competes against many other auto brands who have done the same with integration in services such as Sirius XM or Spotify, however Tidal is significantly less popular in terms of consumer use compared to these services.

"Thanks to the cooperation with TIDAL, we are enhancing the Mercedes me lifestyle range with a unique entertainment experience," said Dr Jens Thiemer, vice president of marketing at Mercedes-Benz Cars. "Our customers can stream music and videos at home or on the go virtually unlimited.

"We also offer exclusive opportunities to contact artists or experience them live," he said.

Streaming and driving

Tidal is known for being owned by musicians and started by rapper Jay Z to help combat copyright infringement from other streaming services. The service pays higher royalties to artists for their music, but in terms of user interest the streaming service is lacking.



Officially announcing our partnership with @MercedesBenz: TIDAL.com/Mercedes-Benz #TIDALXMercedesBenz

A post shared by TIDAL (@tidal) on Sep 5, 2017 at 7:47am PDT

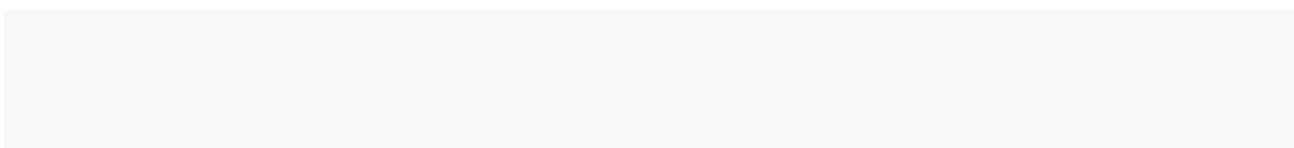
Sprint recently bought a 33 percent stake in Tidal, a move from the streaming service hoping to grow its popularity. At that time, reports were made claiming the streaming service had 3 million users, but compared to Spotify's 40 million paying subscribers and Apple Music's 20 million, the platform is significantly less popular.

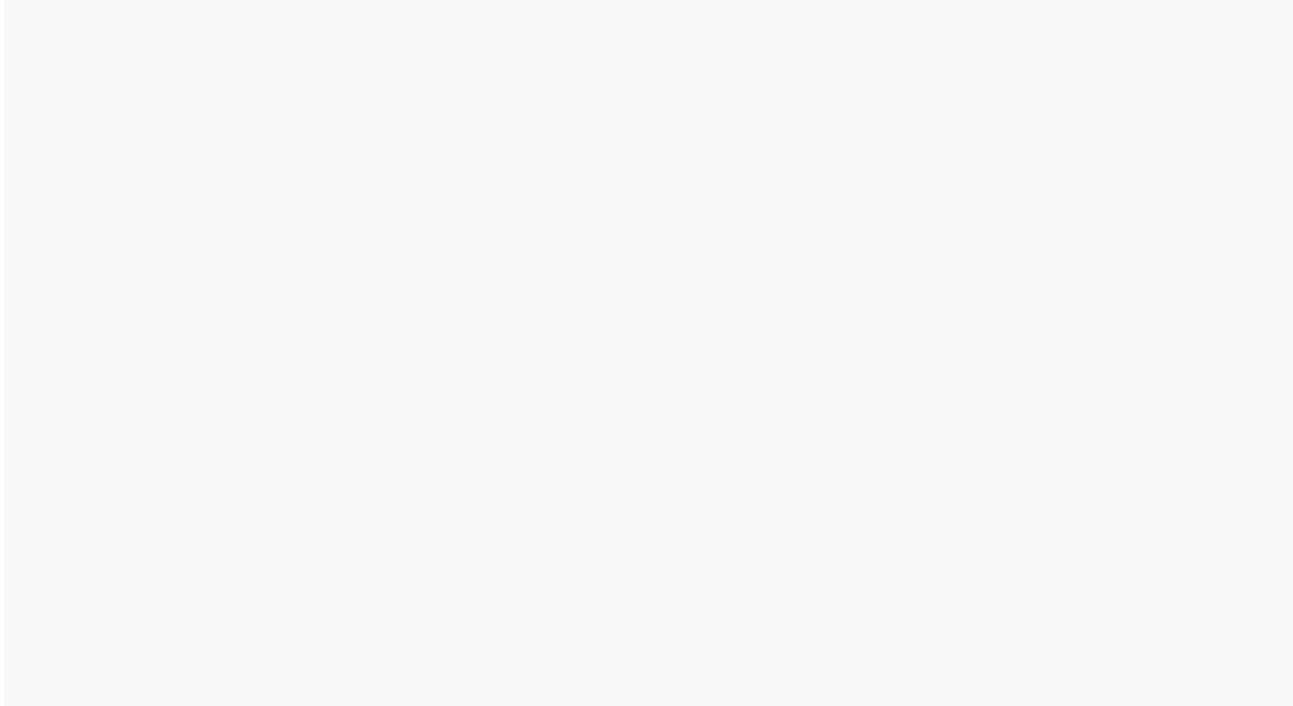
An in-depth report from Norwegian business publication Dagan's Nringstiv showed that subscriber numbers were even lower at 1.2 million subscribers, suggesting Tidal was inflating its numbers.

Mercedes could be the lifeboat Tidal needs, in a similar move with Sprint by making the streaming service more accessible to Mercedes' customers.

Tidal and Mercedes claim customers will be able to stream more than 50 million songs and 185,000 music videos. The first year of streaming will be free and available on their smartphones and at home in addition to in Mercedes' vehicles.

To usher in the partnership, Mercedes and Tidal are hosting an exclusive concert featuring rapper Iggy Azalea in Frankfurt on Sept. 15. The performance will be held during the automaker's "me Convention," a conference that focuses on nourishing the bright minds of the future.





Everything you need to know! . Photo by @basfransenphotography . #GLS #MercedesBenz #TheBestOrNothing #offroad #fun # # # # # #carsofinstagram #instacars #intothewild #cockpit

A post shared by Mercedes-Benz (@mercedesbenz) on Sep 4, 2017 at 10:31am PDT

Mercedes has even curated a special road trip playlist to commemorate the new partnership. Comprised of 16 tracks, Ready for the Road Trip by Mercedes-Benz features popular songs good to listen to while driving such as "Green Light" by Lorde, "California Gurls" by Katy Perry and "Want You Back" from HAIM.

Mercedes technology advancements

Mercedes-Benz also recently made 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.

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 ([see more](#)).

The automaker also found a way to stay relevant with consumers who do not feel the need to own their own vehicles by partnering with sharing service car2go for a fleet of rental cars.

As mobile has thoroughly disrupted any past standard of consumer behavior, vehicle sharing platforms such as car2go and Zipcar are becoming more popular with consumers that live in urban areas who only need to use cars once in a while. Mercedes is making sure its place with drivers is secure through a partnership that will provide what will eventually be thousands of vehicles for users to rent through car2go ([see more](#)).

"TIDAL is honored to partner with the world's premiere automobile manufacturer," said Lior Tibon, vice president of investments at Roc Nation, parent company of Tidal. "The joint mission of superior quality and excellence is a natural synergy between both brands.

"Mercedes customers value ingenuity and we're proud to share TIDAL's elevated music and entertainment experience with them," he said.