

AUTOMOTIVE

Mercedes' new reveal could potentially change car buying

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Mercedes' new A-Class open the door for carsharing

By BRIELLE JAEKEL

German automaker Mercedes-Benz has dramatically emphasized the launch of its A-Class in a series of preemptive teasers, but the brand reveals why, as the car comes with industry-changing launches.

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The entry-level Mercedes was recently revealed at an event in Amsterdam broadcasted on Facebook Live, following a variety of video teasers and images on social that heightened the news. However, hype surrounding the A-Class is warranted, as the vehicle will usher in car-sharing features that could reshape the industry.

"The car sharing feature will pave the way for people to profit off of their vehicles while they aren't using them," said Julie Blackley, communications manager at [iSeeCars](#), Boston. "Cars lend themselves to the sharing economy as we've seen with Uber and Zip Car, and this premise combines elements of the two."

Future is now

A variety of new technologies and consumer behavior have changed the auto industry and the strategies these manufacturers need to take to stay afloat.

As millennials look to alternative options to vehicle ownership, luxury automakers like Mercedes are taking greater measures to combat this.

The A-Class is Mercedes' entry-level vehicle available on a more mass-market scale, which is why it has focused so much on the hype surrounding its launch. The more mass-market consumers are aware of the new car, the more will buy, which parallels the more high-end models whose prestige can carry them.

Even though the vehicle is entry-level, Mercedes has included its newest advanced technologies, the most important being its sharing feature.

Through its Mercedes Me application, owners can leave their keys inside the vehicle and allow close family and friends access if they need to borrow the car, whether or not the owner is nearby.

This could be a sign of a major shift towards ride and car sharing, even at the luxury level, in years to come, as

automakers look to find their place in the sharing economy.

For instance, Porsche's U.S. importer is also tapping into the sharing economy with the launch of a subscription model of ownership for its vehicles.

Porsche Passport allows enrolled consumers to rent up to 22 different models through a mobile app, allowing them to cater their car choice to their needs. As traditional car ownership becomes less of the norm, automakers are adapting their purchasing models to reflect consumer behavior ([see more](#)).

Mercedes also premiered its voice-operated infotainment system with the A-Class and its extended blind spot assistant. The infotainment system was unveiled at CES and allows users complete control over their vehicles through their voice, similar to Amazon's Alexa and Google Home.

The extended blind spot assistant will remain on even after parking up to three minutes to help with safety issues in exiting the vehicle. The blind spot will look for pedestrians and other incoming hazards by the car.

A vanity video on social media has also been released to show off the design of the A-Class as well as its interesting features. Full shots of the interior, featuring its two touch screens and voice control, as well as the body should entice consumers to look into the new Mercedes.

It is finally here! Get to know all facts about the new A-Class in our handy video. [#AClass2018](#)
[#MBUX pic.twitter.com/HCsSoAOdh9](#)

Mercedes-Benz (@MercedesBenz) [February 2, 2018](#)

Commitment to innovation

The unveiling of the innovative A-Class supports Mercedes' commitment to innovative advancement. The announcement is only one of the ways that shows the brand is thinking of the future, as it also just announced its continuing its partnership with the South by Southwest Conference & Festivals in Austin, TX March 9-18.

As part of its sponsorship of the 2018 edition of SXSW, Mercedes and its smart brand will host the me Convention, an event program full of inspiration, innovation and insights. Launched by Mercedes and SXSW in Frankfurt in September 2017, the me Convention is held over three days and includes 150 speakers and 2,700 participants from more than 35 countries ([see more](#)).

"The A-Class is redefining the compact car and making Mercedes ownership appealing and attainable for younger buyers," iSeeCars' Ms. Blackley said.