

AUTOMOTIVE

## Mercedes joins contemporaries in subscription-based ownership model

April 12, 2018



*Mercedes' new A-Class open the door for carsharing*

By STAFF REPORTS

German automaker Mercedes-Benz is joining the onslaught of marques who are looking to adhere to new consumer lifestyles with a subscription-based model.

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Drivers today are less inclined to purchase their cars outright now that ride sharing and car rentals are so highly accessible. The Mercedes-Benz Collection will launch in Nashville, TN and Philadelphia in June, allowing customers to subscribe and be able to switch vehicles.

The new age

Depending on their lifestyle needs in the moment, Mercedes-Benz Collection customers will be able to pick and choose the Mercedes car they wish to use at that time.

The service will offer a variety of tiers subscribers can choose from.



*Mercedes looks to new models for today's new world. Image credit: Mercedes*

A concierge team and mobile application will allow users to control their membership. Users can choose from a

variety of Mercedes models, ranging in styles as well as have access to its high performance AMG models.

Models range within the styles of SUV, sedan, coupe, cabriolet, roadster and wagon models.

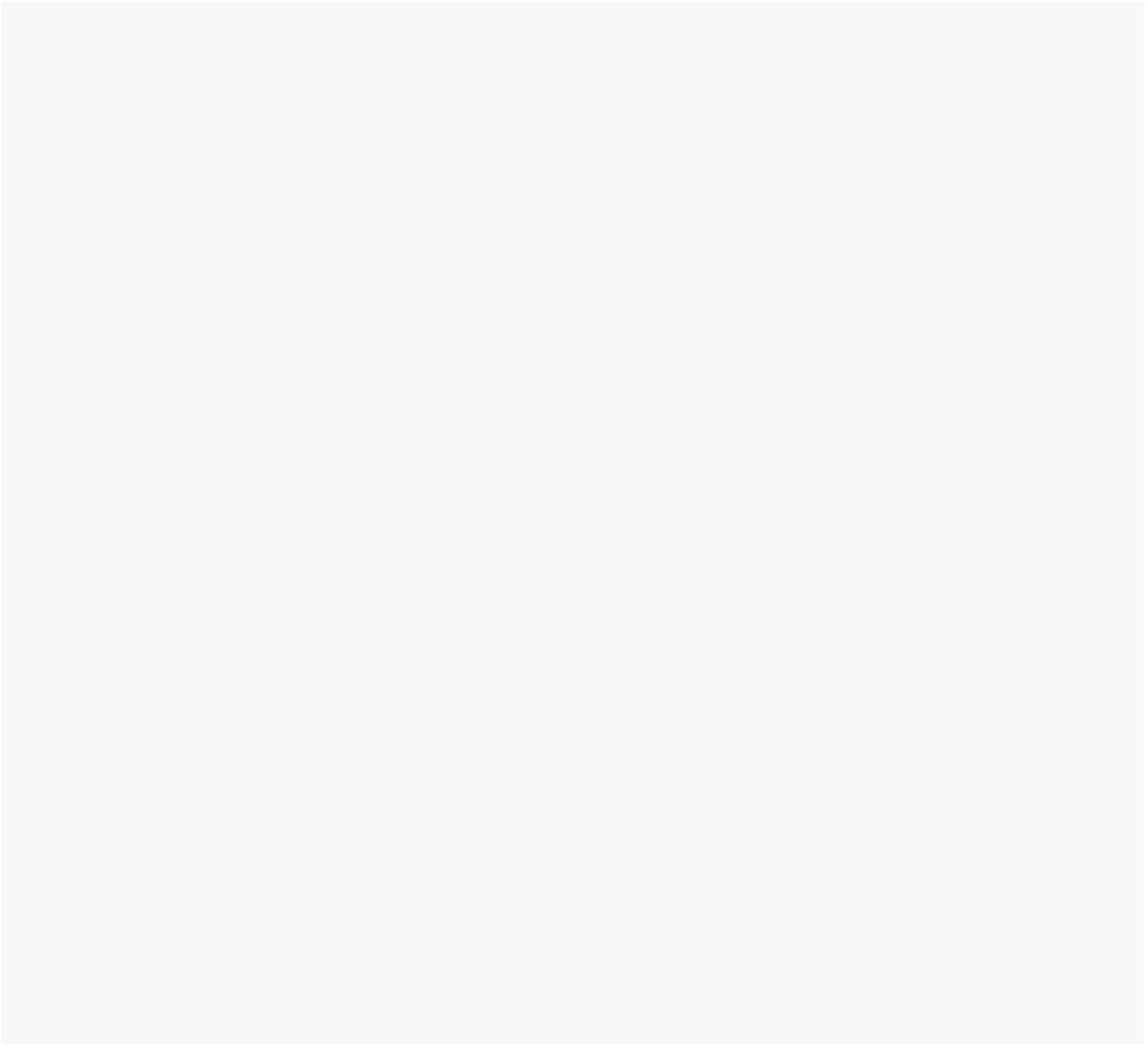
Through the app, drivers will be able to control vehicle exchanges and connect to the concierge.

Mercedes' service delivers the vehicles to customers, which concierges will facilitate based on profile information within the app.

Customers will not have to worry about going over mileage numbers, because the service has no limitations.

Subscribers pay on a monthly basis, with prices depending on their tier.

The service includes road assistance, insurance and vehicle maintenance, rolling all consumers' automotive concerns into one.



Confident like you. The new A-Class. #AClass2018 #justlikeyou #Mercedes #MercedesBenz #MBUX  
#MercedesMe

A post shared by Mercedes-Benz (@mercedesbenz) on Apr 12, 2018 at 6:31am PDT

Mercedes is only one of many luxury automakers who are catering to the new consumer lifestyle with exceptionally high-end services based on subscription.

BMW also just announced a subscription service that lets customers pay a monthly price in order to rent one of many cars from the brand's collection.

The program, dubbed Access by BMW, is also rolling out in Nashville, TN first and will be administrated by local BMW dealers. Similarly to Mercedes' program, Access by BMW can be accessed completely through a mobile application where customers can request its cars based on their planned usage and preferred models ([see more](#)).

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