

AUTOMOTIVE

Mercedes brings connectivity to older models

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Mercedes-Benz C Class is one of the models compatible with the adapter. Image credit: Mercedes.

By STAFF REPORTS

German automaker Mercedes-Benz is helping owners of its older models stay savvy with modern technology.

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The range of digital services Mercedes offers as part of its Mercedes me application and program will now be extended to older models. Through an adapter, older models will be able to receive connected information similar to new models.

“The Mercedes-Benz Adapter gives more of our customers than ever before the opportunity to benefit from our Mercedes me service,” said Sally Jones, customer services director at Mercedes-Benz Cars U.K. “The service connects our customers with their car, allowing them access to their most important vehicle information at the press of a button.”

Mercedes and me

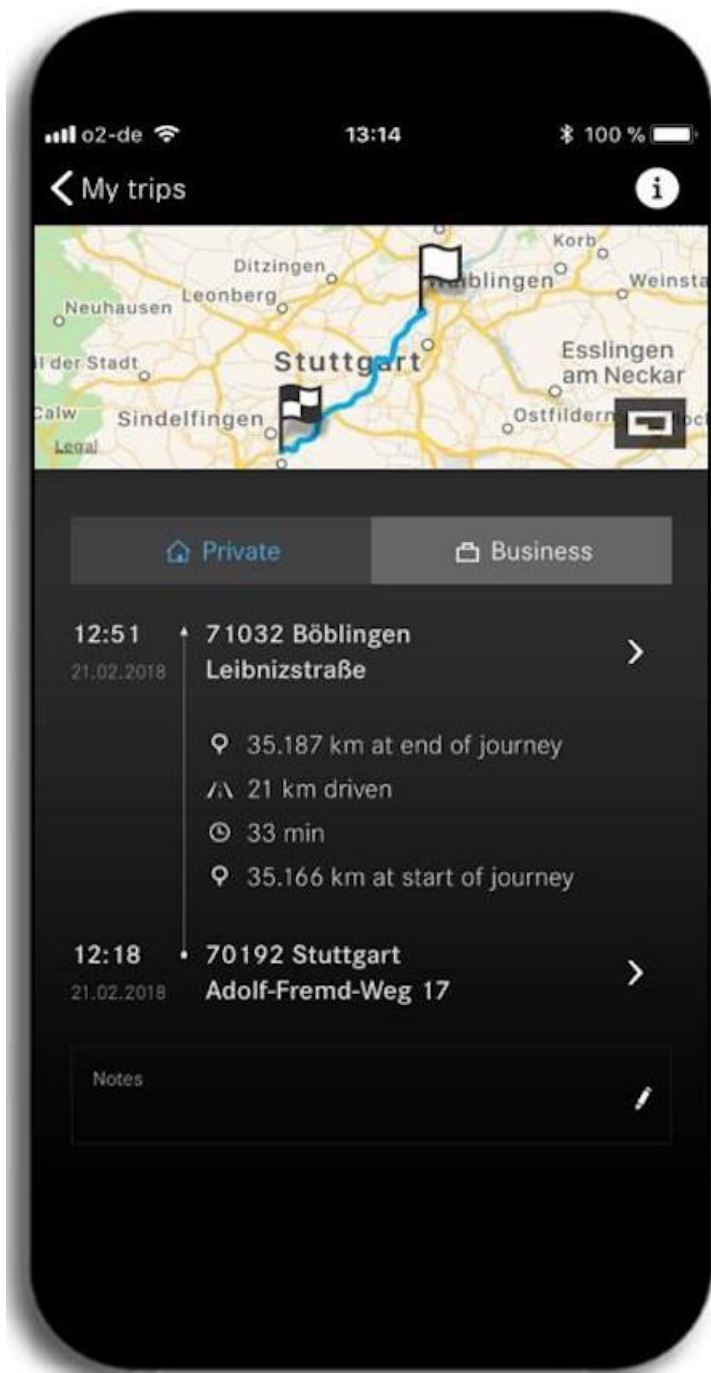
Mercedes will be providing the adapter to all owners as a complimentary service for a limited time.

Owners will be able to gain insights and information on their vehicles through the connected app on their phones, making auto maintenance more modern and convenient.

Information on the app includes fuel level and range, mileage, battery voltage, parking time and location, when the next service is due and previous trip information such as distance traveled and route.

Users are also able to book service and maintenance appointments with Mercedes dealers directly through the app.

The service provides an incentive to keep older Mercedes models, instead of trading in but can forge a strong connection with customers, who will likely remain fans.



Mercedes me connected app, which will now be available to older models. Image credit: Mercedes

Models dating back to 2002 are compatible with the adapter.

Customers who are interested in getting their own Mercedes me adapter must make sure their vehicle is eligible and create a Mercedes me account first. To install the device and connect their account, owners must visit a Mercedes dealership.

The automaker has been investing in creating unique technical services.

It recently shared its vision of luxury through an electric concept car designed to serve as a mobile butler.

The Vision Mercedes-Maybach Ultimate Luxury crossover vehicle melds the properties of a saloon with those of a sport utility vehicle, creating a hybrid that offers space, security and comfort. As brands seek to makeover the driving experience with technology and innovations, Mercedes' concept uses modern touches to reinforce Maybach's positioning and personalization ([see more](#)).