

AUTOMOTIVE

## Mercedes inspires vehicle purchases with temporary center

August 2, 2018



*Mercedes shows what makes its brands. Image credit: Mercedes.*

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By STAFF REPORTS

German automaker Mercedes-Benz is taking an immersive experience to Chicago to get closer to customers who are in the discovery phase of their car shopping journey.

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Mercedes is hoping to bring in window shoppers looking for vehicles who often begin their searches online with an experiential retail space. The pop-up has arrived in Chicago after successful runs in previous cities.

### Mercedes Brand Center

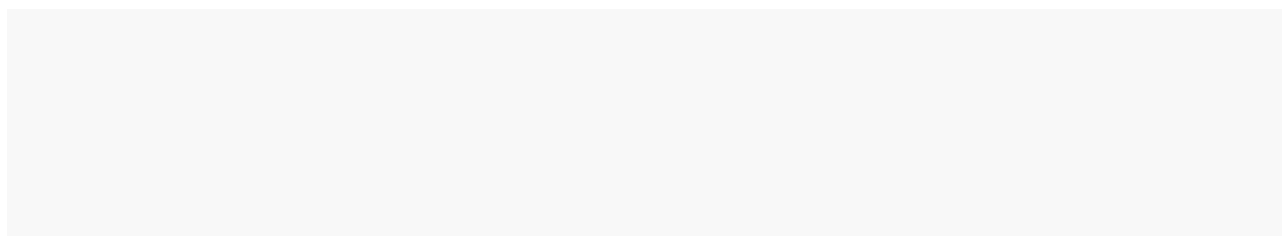
After stopping in Miami and Atlanta, Mercedes' Brand Center has come to Chicago's 401 North Michigan building, running until Sept. 30.

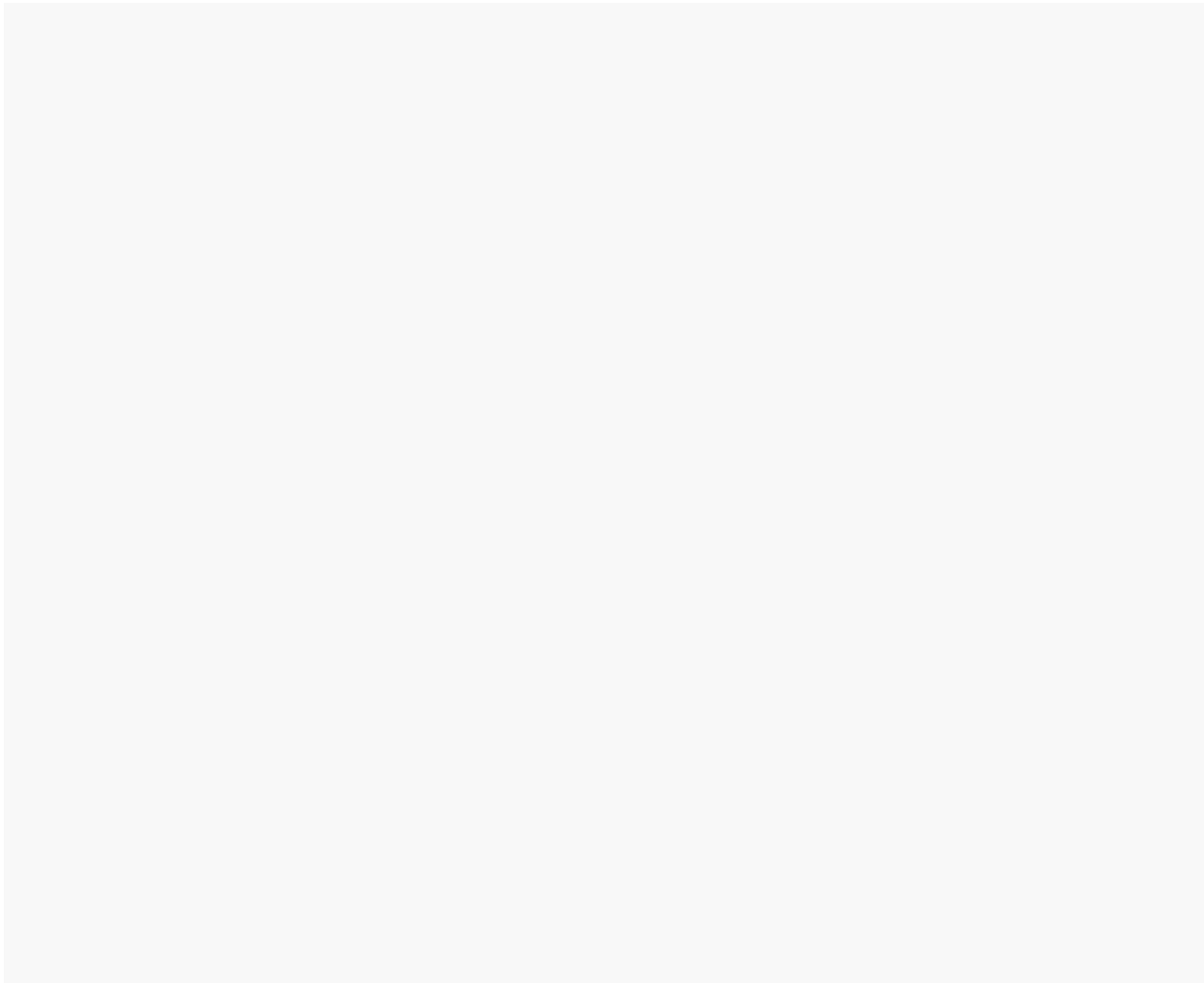
The Brand Center features vehicle displays with models that range in value, an audio bar showcasing Mercedes' in-car features and stations featuring lifestyle, history and offerings from the brand.

In addition to the interactive experiences, Mercedes' retail products will also be available.

The automaker has stated that past Brand Centers have influenced 250 customers who bought vehicles from local Mercedes dealers afterward visiting.

Chicago's retail hub the Magnificent Mile is hosting the Brand Center, hoping to capitalize on the influx of shoppers.





Makes for our kind of favorite trips the Mercedes-AMG E 63 S Estate. #MBPhotoPass: @rvt3 via @mbusa  
[Mercedes-AMG E 63 S 4MATIC Estate | Kraftstoffverbrauch kombiniert: 10,8 l/100 km | CO2-Emissionen  
kombiniert: 246 g/km | <http://mb4.me/RechtlicherHinweis>] #MercedesAMG #Mercedes #AMG  
#DrivingPerformance #E63S #E63 #Estate #MBcar

A post shared by Mercedes-Benz (@mercedesbenz) on Aug 1, 2018 at 2:55pm PDT

"After hosting various iterations of bringing the Mercedes-Benz brand to prospective buyers and aficionados for nearly two decades, we decided to take advantage of the pop-up phenomena in a few key markets across the country," said Drew Slaven, vice president of marketing at MBUSA, in a statement.

Mercedes just celebrated a major milestone for its company, as it hit 1.18 million cars sold in the first half of the year.

The second quarter of 2018 has been the strongest quarter for the automaker of all time, and the best first half of the year. In June, Mercedes sold more than 200,000 vehicles across the world ([see story](#)).

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