

AUTOMOTIVE

Mercedes showcases differing personalities to tout its sharing ability

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Mercedes showcases different personalities, who all share the same care. Image credit: Mercedes

By BRIELLE JAEKEL

German automaker Mercedes-Benz is adapting to modern driving behaviors and vehicle purchasing habits with a new feature it is positioning to appeal to all types of drivers.

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A new advertisement for Mercedes is touching on various personality traits that can be had when it comes to sharing, using different individuals in one household to embody these identities. The sharing theme comes at an important time for the automaker, as it is now making it easier for vehicle owners to share their cars.

"In order to remain competitive, you need to constantly evolve and part of evolving includes changing up your marketing campaigns," said Adrian Dubler, CEO, **Foap**, Warsaw, Poland. "As a legacy brand, Mercedes has stepped out of its comfort-zone to launch its car sharing program, which completely goes against the model of car ownership and shifts the focus to the real needs of consumers around the world."

Sharing views and rides

Mercedes will be allowing new A-Class owners to seamlessly share their vehicles with individuals of their choice through its application.

The feature allows users to share their vehicle with only the group of people of their choice and opts for heightened security measures.

To introduce this concept to the public, the automaker created a film that shows a house full of vastly different personalities and their thoughts on sharing, while they all share the same Mercedes' vehicle.

With the new **#MBUX**, our new **#MercedesBenz #AClass** is set up for private **#carsharing**: The Mercedes me carsharing app allows a driver to share their vehicle with a specified group of users. pic.twitter.com/QTS4O865Yr

Mercedes-Benz (@MercedesBenz) **August 8, 2018**

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"You might not share the same tastes," a voice says as two men sit at a breakfast table eating two completely different foods, both disgusted with each other.

"You might not have the same daily routines," the voice continues as the camera moves into the living room where one guy is doing yoga and another opens the door and enters in yesterday's clothes, before crashing on the couch. "Ouch, rough night, huh," the narrator says.

One woman comes down to the kitchen, dressed ready for the day and very perky, to the dismay of one of her housemates. "You might want to share everything," the voice says, as the excited roommate snaps a picture of her food and then tries to take a selfie with the woman next to her, who rolls her eyes.

"Or you might not want to share everything with everybody," the narrator continues.

"That's all right," he says. "But there's one thing you can now share quite easily. Just request it, accept it, go get it," as one of the roommates walks up to the car and requests to use it on the application.

One of the women, who is still at home, asks the rest of the house, "Does anyone need the car?" to which they all reply various versions of "no." She accepts the request, and the other gets in the Mercedes A-Class and takes off down the highway.

Mercedes-Benz's video to tout its carsharing

According to research from YouGov, about a quarter of affluents can see themselves ditching car ownership in the future, with 45 percent of millennials saying the same.

Also, millennials would be more apt to share a car among their friends. While only 17 percent of all affluents say they would split a vehicle with their circle, 46 percent of millennials say the same ([see story](#)).

Mercedes innovation

While Mercedes is innovating to adapt to new consumer behavior with its car-sharing feature, this is not the only modern advancement the automaker has undergone.

The automaker has joined the onslaught of marques who are looking to adhere to new consumer lifestyles with a subscription-based model.

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 launched in Nashville, TN and Philadelphia in June, allowing customers to subscribe and be able to switch vehicles ([see story](#)).

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

The range of digital services Mercedes offers as part of its Mercedes me app 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 ([see story](#)).

"The younger generation wants to experience a brand's personality, values, and individuality and Mercedes effectively did this through their ad," Mr. Dubler said. "The company found a way to appeal to a younger audience, one that hasn't always been its core buyer, without losing its luxury brand image.

"Video is the best way to tell a story and Mercedes did a great job to shift the mindset as a global, luxury car brand to an authentic, on-demand car brand," he said.