

AUTOMOTIVE

Mercedes-Benz looks to entertain with A-Class TV appearance

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Mercedes' A-Class made its way down the red carpet. Image courtesy of Mercedes-Benz Cars UK

By STAFF REPORTS

German automaker Mercedes-Benz is linking up with British television series "The X-Factor" to prove the star power of its A-Class sedan.

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On the Sept. 2 episode of the reality competition series, Mercedes cars will appear on screen as they shuttle the judges to auditions. Promoting its placement in the popular entertainment show, Mercedes' U.K. distributor will be airing footage of the A-Class on social media and at its dealerships.

"The X Factor's an annual entertainment treat. It offers people a lively debate in homes, offices and schools across the country," said Rob Halloway, marketing director for Mercedes-Benz Cars UK Ltd., in a statement. "We thought it's the perfect opportunity for the new A-Class.

"One of its many technological highlights is MBUX Mercedes-Benz User Experience, which allows you to have a conversation with it by simply saying, Hey Mercedes," he said.

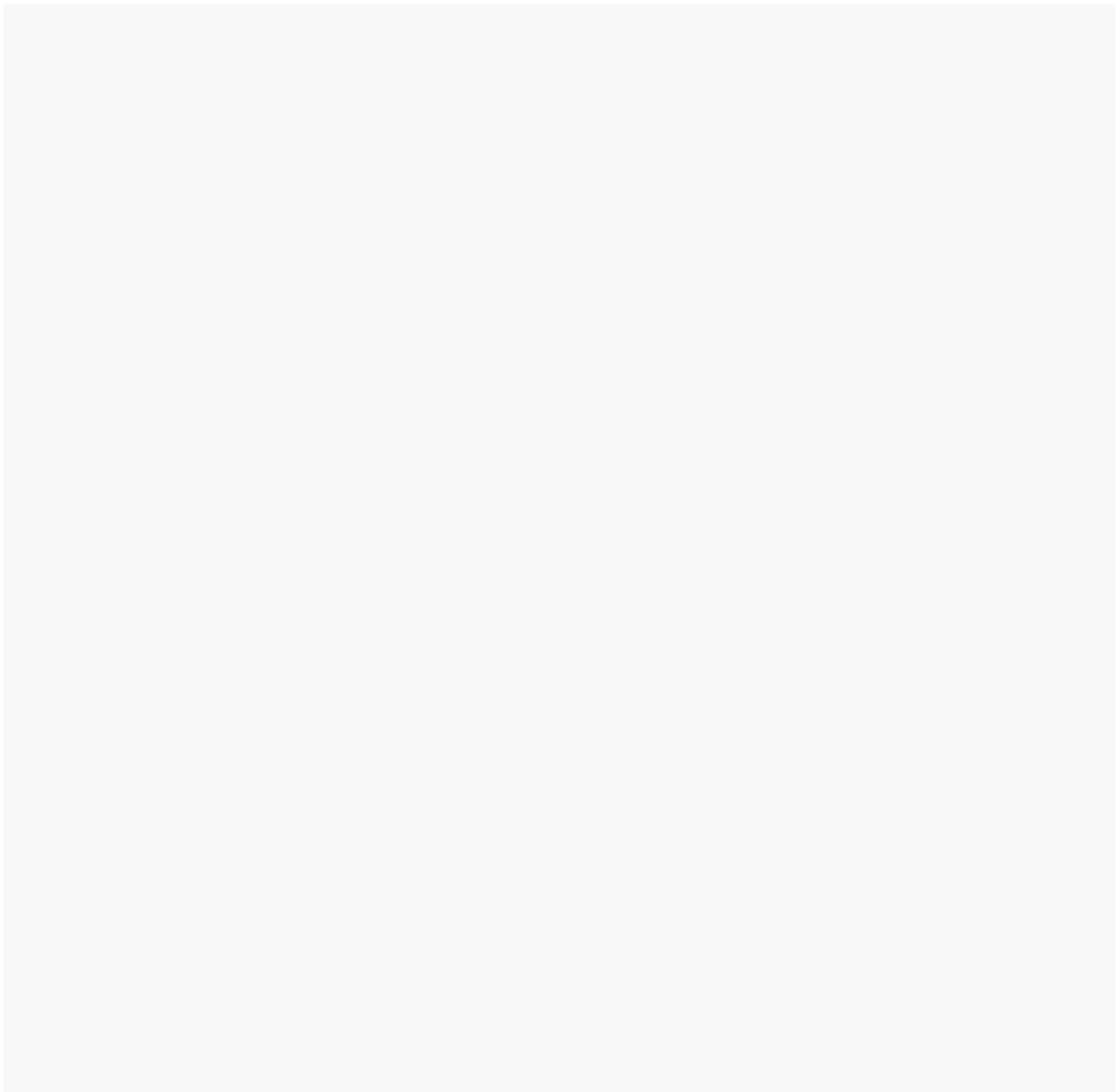
Celebrity car

The X-Factor is returning for a new season on Sept. 1. The series, which is ITV's largest family entertainment show, typically pulls in millions of viewers who tune in to watch singers compete to become the next big star.

For the Sept. 2 episode, Mercedes A-Class sedans will act as chauffeurs for judges Simon Cowell, Louis Tomlinson, Robbie Williams and Ayda Williams as they make their way to arena auditions. Two of the automaker's vehicles cruised the red carpet, becoming their own celebrities.

Giving consumers an idea of the A-Class experience, footage was also taken inside of the cars.

This marks The X-Factor's first integrated automotive partnership.



Keep an eye out this weekend to see a new star in this year's @TheXFactor #AClass #MercedesBenzUK #XFactor

A post shared by Mercedes-Benz Cars UK (@mercedesbenzUK) on Aug 31, 2018 at 2:30am PDT

Instagram post from Mercedes-Benz Cars UK

"We're able to offer brands some really innovative and creative ways to be integrated with ITV's biggest programs and this partnership with Mercedes-Benz and The X Factor is a fantastic example of that," said Claire Heys, brand partnerships and content director for ITV, in a statement. "As ever, this year's X Factor looks set to be must-watch TV and we're delighted to have Mercedes-Benz as part of Sunday's program."

The automaker has been making a big push for its A-Class. 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.

Earlier this year, the entry-level Mercedes was 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 ([see story](#)).