

AUTOMOTIVE

Mercedes-Benz starts a new track in musical collaboration

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Hip-hop artists created new tracks inspired by the G-Class. Image credit: Mercedes-Benz

By SARAH RAMIREZ

German automaker Mercedes-Benz collaborated with a Canadian nonprofit to create a new sound for the marque's classic off-roader.

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Luxury automakers are looking beyond visuals and using sound to appeal to drivers' other senses. Mercedes-Benz Canada and the Toronto-based not-for-profit The Remix Project were inspired by the distinctive noises of the G-Class to create new musical tracks.

"We've described these tracks as beats inspired by an icon' because the G-Class SUV is one of our truly iconic vehicles," said Virginie Aubert, vice president of marketing at [Mercedes-Benz Canada](#). "Through this collaboration, we've given young, up-and-coming talent the opportunity to put their own spin on the distinctive sounds of the vehicle.

"We wanted to celebrate the heritage of our brand in a unique, creative way that resonates with a new generation of drivers," she said.

Remix project

First launched in 1979, the G-Class has seen major updates throughout the years but its raw sound remains unchanged.

To reach a younger audience, Mercedes-Benz turned to hip-hop producer Spencer "Moose" Musico, an alumnus and current mentor of The Remix Project. The nonprofit organization helps youth from marginalized communities learn the skills to enter creative industries, including music.



A playlist of the G-Class inspired beats is now streaming on Spotify. Image credit: Mercedes-Benz

Another Remix alumnus, Brian Gregory, documented the entire collaboration between the musicians and Mercedes. Footage was also shared on Mercedes-Benz Canada's Instagram page.

During a 12-hour studio session, Mr. Musico captured 111 unique raw sounds made by the G-Class. These noises were then narrowed down to 11, including the engine turning over and locks popping, serving as the basis for students to create their own beats.



Raw sounds from the G-Class were the basis of the new music. Image credit: Mercedes-Benz

To better acquaint themselves with the G-Class, the artists were all invited to the 2018 Canadian International AutoShow where the 2019 model made its national debut.

The 22 tracks created through this project have names such as "O.G. Class," "Dash" and "ExMachina." A special playlist is now available to stream on Spotify.

Motor music

For a different spin in automotive marketing, premium brands have been turning to music to capture the emotions drivers feel behind the wheel.

British automaker Land Rover blended together adventure and music with the help of a masterful ambassador.

Composer Hans Zimmer created a musical score inspired by a drive in a 2018 Range Rover along the Angeles Crest Highway. While adventure is central to Land Rover's brand messaging, this is a more upscale take for the automaker as it captures the emotion of riding in its vehicles ([see story](#)).

Much like Mercedes, Toyota Corp.'s Lexus featured a vehicle's raw sound in a film campaign. The powerful V8 engine of its LC 500 was the star of a new short film that keeps viewers' attention on its dramatic sound.

In "Exit Music" a stunt driver speeds through a parking garage, adding a layer of accessibility and authenticity to the campaign. Instead of focusing on speed as many advertisements featuring sports cars do, the short film relies on something almost everyone can appreciate: music ([see story](#)).

Luxury vehicles are the most popular cars mentioned in song lyrics across several musical genres. Mercedes-Benz the most name-dropped brand in popular music, according to a recent analysis by Gold Eagle.

Of the top 100 musicians who mentioned cars in their lyrics, 94 percent were rappers or hip-hop artists.

Mercedes was the most mentioned automaker with 4,746 song appearances, followed by Cadillac's 2,923 songs and Bentley's 1,400 songs. The Mercedes-Benz S-Class was also the most mentioned vehicle, beating out other popular models the Cadillac Escalade and Lincoln Navigator ([see story](#)).

"We couldn't have brought this unique concept to life without the creativity and skill of The Remix Project and their alumni," Ms. Aubert said. "From the sound engineers who captured the sounds of the G-Class to the producers who created the beats, and the photographers and videographers who documented the process along the way, the G-Class x The Remix Project playlist is a testament to the talent that has come through The Remix Project's programs."

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