

AUTOMOTIVE

Mercedes invites drivers on an adventure in action-packed campaign

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The new campaign from Mercedes emphasizes exploration. Image credit: Mercedes-Benz

By SARAH RAMIREZ

German automaker Mercedes-Benz is leaning into its adventurous side with a film featuring a new technology partner.

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With the help of geolocation software what3words, Mercedes is showing drivers the possibilities of where they can go in their vehicles. The film "Finding the Trail" stars Swiss explorer Mike Horn, lending it another layer of credibility for a brand that is not always the most adventurous.

"Mercedes isn't as widely recognized as some other luxury brands like Range Rover and Audi for invoking the spirit of adventure, and this ad shows that Mercedes drivers can be sophisticated, yet adventurous," said Julie Blackley, communications manager at [iSeeCars](#), Woburn, MA. "This reflects the Mercedes brand by showing that it is on the forefront of this cutting-edge technology that offers more than what a phone navigation app can provide."

Seeking adventure

Mr. Horn is standing next to his Mercedes-Benz overlooking a scenic mountain view when he receives a text message from his daughter to meet him at a secluded location with a what3words address.

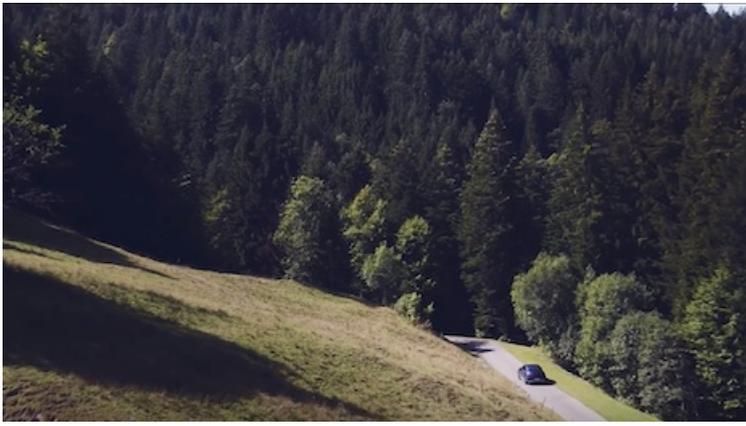
What3words has assigned three words to three-meter by three-meter grids across the world to reduce confusion and make it easy for anyone to find any location.

A new film from Mercedes spotlights its navigation system

Stepping back inside his Mercedes, Mr. Horn gives the address release.foster.nerves to the car's navigation system via voice command and starts his drive.

The Mercedes guides Mr. Horn through winding forest roads, a departure from the more urban and suburban settings for the automaker's campaigns.

Mr. Horn arrives to the end of the road, but his journey to his daughter is not over. A bike is leaning against a tree, with a new what3words address for him.



Mercedes is not usually seen as an innovator in the automotive world. Image credit: Mercedes-Benz

The explorer rides the mountain bike through the woods before a rainstorm forces him to ditch the bicycle for his feet. At one point, Mr. Horn runs up a mountain, with his heavy breathing interrupting the dramatic score.

At the mountain summit is a large home with solar panels and surrounded entirely by nature. Here, Mr. Horn and his daughter reunite and enjoy the hard-earned views.

What3words

Mercedes-Benz is the most recent premium automotive brand to partner with what3words.

As part of its 70th anniversary celebrations, British automaker Land Rover has forged a partnership with geocoding solution what3words to help medical response teams locate remote addresses. Land Rover's expert Experience drivers and volunteers traveled across Mull, a remote Scottish island, to deliver special three-word address plates created by what3words, as part of the project.

A three minute-long film on Land Rover's YouTube channel gives viewers an in-depth look at the impact Land Rover's three words are having on residents of Mull. Throughout the island, there are areas without formal street names and larger areas covered by one postal code ([see story](#)).

Land Rover also worked with what3words to help fans find rhino installations throughout London for a special philanthropic project. Unique rhino sculptures were displayed at iconic London sites, including Trafalgar Square and Covent Garden, through World Rhino Day.

Each of the 21 rhinos were designed by a wide range of artists and designers. Land Rover's chief design officer, Gerry McGovern, designed the brand's rhino statue ([see story](#)).

"Luxury automakers benefit from partnering with software companies because it sets them apart from their competitors," Ms. Blackley said.

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