

AUTOMOTIVE

Mercedes taps into special holiday gifting experiences

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Mercedes' pop-up series in the United Kingdom. Image credit: Mercedes

By STAFF REPORTS

German automaker Mercedes-Benz is extending its immersive shopping experience strategy as it opens another pop-up shop.

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The United Kingdom's Leicester Shopping Centre will be home to Mercedes' pop-up shop for six weeks. There, shoppers can interact with various new Mercedes models and also compete with friends in an immersive game experience.

Driving experiences

Mercedes fans can get up close with the new A-Class with MBUX infotainment system and the all-electric smart EQ for two. Customers can also checkout the GLC in the Approved Used Zone.

Individuals will be able to compete in Mercedes' AMG Petronas Motorsport Formula One simulator, where friends can race each other for the fastest lap time. A social media component helps Mercedes increase awareness for the event by having visitors publish their scores with the hashtag #MBPopUp.

The sound of the Mercedes-AMG engines is showcased in an interactive store display named the AMG Sound Wall.

A kid's zone also features drawing and iPad games.

Holiday shoppers can add the pop-up to their list of retail destinations, as the temporary store will sell a variety of gifts including watches, branded keyrings and luggage and a collection of fragrances.

Those that show their Mercedes' keys will receive a 10 percent discount.

The automaker is also providing a giftwrapping service for 1 pound, or \$1.26 at current exchange, of which all proceeds will be donated to children's sports charities group Laureus.



Mercedes' new pop-up. Image credit: Mercedes

Mercedes' pop-up turns festive as it nears Christmas, with carolers visiting on Dec. 16 from 11 a.m. to 12 p.m. and 2 p.m. to 3 p.m. The following week, the pop-up will be serving mulled wine and minced pies.

The store will be open until Jan. 18, Monday through Friday from 9 a.m. to 8 p.m., 9 a.m. to 7 p.m. on Saturdays and 11 a.m. to 5 p.m. on Sundays.

Mercedes-Benz also took an immersive experience to Chicago to get closer to customers who are in the discovery phase of their car-shopping journey.

The automaker hoped to bring in window shoppers looking for vehicles who often begin their searches online with an experiential retail space. The pop-up arrived in Chicago after successful runs in previous cities ([see story](#)).

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