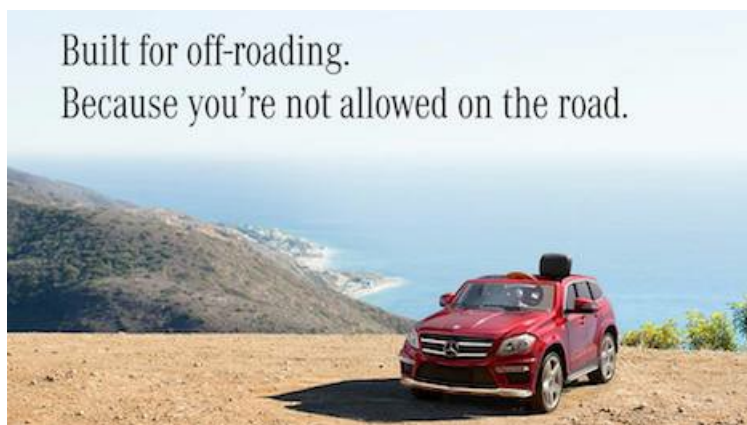


AUTOMOTIVE

Mercedes creates dealership for underage drivers

December 21, 2018



Mercedes-Benz's Bestest or Nothing campaign. Image credit: Mercedes-Benz

By STAFF REPORTS

German automaker Mercedes-Benz is catering to drivers who are still years away from getting their license with a marketing effort for its scaled-down toy models.

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Earlier in December, Mercedes opened a pop-up dealership at the King of Prussia Mall in Pennsylvania, allowing pint-sized customers to get behind the wheel of its battery-operated vehicles. While the pop-up was limited to a day, Mercedes is promoting the effort on social media, extending the impact of the temporary retail space.

Kid-sized cars

Dubbed the Lil' Benz Dealership, Mercedes' pop-up allowed children to test drive its toy cars.

Providing a kid-friendly version of the dealer experience, visitors were given coloring book owner manuals and customized toy driver's licenses.

On Instagram, Mercedes shared footage of the pop-up with the caption, "This holiday season, give someone you love the rush of driving a Mercedes-Benz. Even if the rush is going 3.5 miles per hour."

[View this post on Instagram](#)

The Lil' Benz dealership brought big joy to little drivers. This holiday season, give someone you love the rush of driving a Mercedes-Benz. Even if the rush is going 3.5 miles per hour. For adult-sized vehicles, see link in bio.
#LilBenz #TheBestestOrNothing

A post shared by Mercedes-Benz USA (@mercedesbenzusa) on Dec 18, 2018 at 10:01am PST

Instagram post from Mercedes

The video shows children checking out cars at the dealership or speaking with children posing as the salespeople. Other videos joke about the feeling of driving a Mercedes, even if you have to stay in the driveway, or feeling the wind in your "never-before-cut hair."

While the marketing is centered on its smaller models, Mercedes points out that its cars come in both kid and adult sizes for gifting. Speaking to the kid in everyone, the campaign includes the tagline "The bestest or nothing."

Mercedes has often looked to shopping centers to bring its brand experience to consumers.

For instance, in the United Kingdom, Mercedes-Benz extended its immersive shopping experience strategy as it opened another pop-up shop.

The 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 ([see story](#)).