

AUTOMOTIVE

## Mercedes opens experiential pop-up in Atlanta mall

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*Mercedes-Benz's A-Class sedan. Image credit: Mercedes*

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By STAFF REPORTS

German automaker Mercedes-Benz is inviting consumers to explore its latest models in an Atlanta experience center.

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Located at Phipps Plaza, the Brand Center will offer consumers the chance to virtually test-drive vehicles and interact with Mercedes' newest in-car technology. This most recent opening follows a series of Brand Centers in other markets, which have helped to drive traffic to dealerships.

### Pop-up placement

Mercedes' Brand Center offers an environment for consumers to explore the entire range of the automaker's offerings. While consumers cannot buy vehicles from the store, previous pop-ups in markets such as Chicago, Miami and Philadelphia have led to more than 600 eventual purchases based on referrals from Brand Centers.

Product specialists will guide consumers through Mercedes' catalog.

Consumers can get into the driver's seat of cars including the Mercedes-AMG GT 63 S 4-Door Coupe and Mercedes-AMG E 53 Coupe. They can also wear a headset to take a virtual test drive around Atlanta narrated by actor Jon Hamm.

Mercedes is spotlighting its new entry-level A-Class in the store. Shoppers can interact with the artificially intelligent Mercedes-Benz User Experience (MBUX) technology.



*Mercedes' MBUX system. Image credit: Mercedes-Benz*

The pop-up also sells Mercedes merchandise.

Rewarding existing owners, consumers can get free valet parking at the shopping center when they visit the Brand Center.

The center will be open through March 17. Mercedes plans to roll out more Brand Centers in the coming months.

Other automakers have experimented with alternative retail openings that focus more on connection than commerce.

In 2016, U.S. automaker Tesla innovated the traditional dealership format through a retail placement at a Nordstrom store in Los Angeles.

The first of its kind Tesla Gallery at Nordstrom The Grove showcased the brand's Model X SUV in a 400-square-meter boutique within the store's menswear department. With its debut timed for Father's Day weekend, the space was designed as a venue for low-pressure exploration of Tesla rather than a direct point-of-sale ([see story](#)).

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