

AUTOMOTIVE

Mercedes gives the keys to special first-time driver

February 15, 2019



Mercedes makes a special dream come true for a father and son. Image credit: Mercedes-Benz

By SARAH RAMIREZ

German automaker Mercedes-Benz is hoping to inspire drivers by helping a one-of-a-kind car lover get behind the wheel for the first time.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

In "My Father's Dream," Mercedes examines the relationships between fathers and sons, as well as the connections car enthusiasts have with vehicles. Premium automakers often center efforts around emotional experiences instead of relying on other car features.

[Mercedes-Benz](#) was reached for comment.

Joyride

My Father's Dream tells the story of a unique father-son team from Illinois, Bart and Brendan Hickey.

Despite being blind from birth, the elder Mr. Hickey has been a mechanic for three decades, and his son describes him as a "total petrol head." Mr. Hickey relies on his sense of touch and smell to accomplish his work on cars.

Mercedes helps a blind mechanic drive for the first time

However, despite his love for cars, Bart Hickey has never driven a car himself. As Brendan Hickey explains in a one-on-one interview, an everyday task that many take for granted is his father's number one dream.

With the help of Mercedes-Benz, Brendan Hickey surprises his father with the opportunity to drive for the first time in the desolate desert of Alvord Lake, OR.

"No boundaries, no speed limits," a letter from Mercedes-Benz reads. "Even better than the German Autobahn."

Once at Alvord Lake, Bart Hickey receives a quick tutorial from a Mercedes employee before he drives for the first time. He is behind the wheel of a green Mercedes-AMG GT R, which is a bold contrast against the arid environment.

Sitting next to Bart Hickey in the passenger seat is his son. The father begins slowly driving in a straight line before receiving the go-ahead to speed up.



Mr. Hickey drives a car for the first, a Mercedes-AMG GT R. Image credit: Mercedes-Benz

Bart Hickey eventually adds some turns on his drive and he reaches speeds of up to 124mph.

After his drive concludes, Mercedes lists the name and address of the family's automotive shop and encourages viewers to visit the owners.

Dream cars

In the past, Mercedes-Benz has tapped into fans' childhood fantasies to promote its Mercedes-AMG GT.

The short "Dreamcar" shows a young boy asleep in bed, dreaming about an incredible race car, which is suddenly overtaken on the road by the Mercedes-AMG GT. The GT is designed by racers to be fast, sleek and stylish, and the video suggests that it is the new car that everyone will now be dreaming about ([see story](#)).

German automaker Porsche also leaned into sentimentality and nostalgia in a campaign that shares the passion for its brand across generations.

In "A Letter Returned," a young Porsche fan gets the surprise of a lifetime when he comes face-to-face with a Porsche in his small Canadian hometown. The vignette captures the emotional connections consumers can have with luxury automotive marques ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.