

AUTOMOTIVE

## Mercedes-Benz Canada tests consumers' reactions in online game

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Mercedes-Benz Canada is testing consumers' hand-eye coordination. Image credit: Mercedes-Benz Canada

By STAFF REPORTS

German automaker Mercedes-Benz is issuing a challenge to Canadians with a digital game that puts their reaction time to the test.

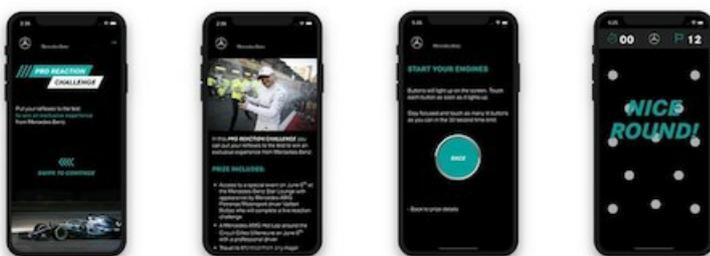
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The Pro Reaction Challenge is based on drills that professional drivers go through to improve hand-eye coordination. Connecting the online game with real-world driving, the winner of the test will be able to take a hot lap around the Circuit Gilles-Villeneuve racetrack in a Mercedes.

Reflex challenge

Mercedes' game is just 30 seconds long. Players are asked to press buttons that appear on their phone or tablet as quickly as possible.

While consumers can practice and warm up, each will only have one chance to enter their official score.



Mercedes-Benz Canada is hosting a racing-themed contest. Image courtesy of Mercedes-Benz Canada

At the end of the challenge, the Canadian with the best score will be treated to a Mercedes experience on June 5 and 6, including a hot lap with a professional driver around the track. They will also get a chance to watch Mercedes-AMG Petronas Motorsport driver Valtteri Bottas do a live reaction challenge.

The prize also includes round-trip airfare from Canadian airports to Montreal and a two-night stay in the city.

Mercedes has previously gathered consumers for sporting-themed challenges.

The automaker gave fans a chance at winning a free car during Super Bowl Sunday with a mobile game designed to test dexterity and endurance.

In a contest that the auto manufacturer called "Last Fan Standing," customers had to keep a finger placed on a moving Mercedes on their phone without lifting their finger off the screen. The brand banked on the increased spectacle of the National Football League championship game as well as customers' comfort with mobile games to drive up attention for its vehicles ahead of the big game ([see story](#)).

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