

AUTOMOTIVE

Mercedes expands subscription service amidst growth

June 3, 2019



2020 Mercedes-Benz EQC. Image credit: Mercedes

By STAFF REPORTS

German automaker Mercedes-Benz is expanding its subscription service, one year after its launch.

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The automaker is growing the subscription service, which allows members to rent various Mercedes vehicles, to Atlanta, GA. Mercedes has revealed that the pilot program is growing with younger consumers and is drawing new individuals to the brand.

Subscription growth

Mercedes joined the onslaught of marques who are looking to adhere to new consumer lifestyles with a subscription-based model last year.

Drivers today are less inclined to purchase their cars outright now that ride sharing and car rentals are so highly accessible. The Mercedes-Benz Collection launched in Nashville, TN and Philadelphia last June, allowing customers to subscribe and be able to switch vehicles within their tier ([see story](#)).

Now, in addition to bringing the pilot program to Atlanta, Mercedes is also expanding its offerings in Tennessee with an additional tier. The new Premier level will allow subscribers in Nashville to switch between different types of vehicles based on their needs.

In the near future, subscribers in Atlanta will also have the option for a special tier consisting of the automaker's high performance AMG models.

Currently, Mercedes' subscription service consists of three tiers signature, reserve and premier costing \$1,095 to \$2,995 per month with a \$495 activation fee.

Clutch Technologies currently manages the subscription service in its existing locations of Nashville and Philadelphia. Atlanta Clutch members will have the option to switch to a Mercedes subscription.



Mercedes GLC F-cell. Image credit: Mercedes

"The pilot program far exceeded our expectations," said Adam Chamberlain, vice president of sales for MBUSA, in a statement. "Eighty-two percent of the subscribers are new to Mercedes-Benz, and we are hitting the mark attracting younger drivers who might not otherwise have the opportunity to experience the brand at such a young age.

"Interestingly, families and couples are equally accessing the service whether for use as their primary car, for fun or as a way to test drive a wide variety of models," he said.

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