

AUTOMOTIVE

Mercedes allows long-term test drives for confident purchases

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Mercedes extends its test drive period to allow drivers to get a feel for its Hey Mercedes' interface. Image credit: Mercedes

By STAFF REPORTS

German automaker Mercedes-Benz is looking to make the buying process more realistic for consumers in a new test-drive program.

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The automaker is now allowing customers to test drive vehicles for 48 hours, so they can really get a feel for how the car will fit into their lives. Oftentimes consumers feel as though the short test drives at dealerships are not enough time to get a true understanding of the vehicle they plan to purchase.

Driving tests

Mercedes-Benz's initiative is only available for a limited time, but could inspire potential customers to jumpstart the buying process if they have been thinking about purchasing a new vehicle.

The program, taking place at limited dealerships until July 31, includes models in Mercedes' A-Class, B-Class and CLA. The automaker hopes that test drivers will be able to experience its new infotainment system, the Mercedes-Benz User Experience, and see how it can help them in their daily lives.

Programs such as this allow customers to feel confident in big commitment purchases such as a luxury vehicle.

"Our retailer partners offer this extended test drive exclusively to our customers, and it allows them to experience one of our latest cars on their terms," said Rob Halloway, marketing director of Mercedes-Benz Cars U.K., in a statement.



Mercedes GLA is available for 48-hour test drives. Image credit: Mercedes

Mercedes' longer test drive program excludes Mercedes-AMG models, the new GLE, the new A-Class Saloon and Marco Polo.

The German automaker is often working on various initiatives to connect with consumers.

Mercedes recently turned a car wash into a permanent art installation, showcasing the idea that art does imitate life.

As part of the Mural Festival in Montreal, Canada, an annual street art festival in June, Mercedes is working with artist Joshua Vides on an installation. The project transforms a car wash on Laurier Avenue West into what looks like a 2D black-and-white drawing ([see story](#)).

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