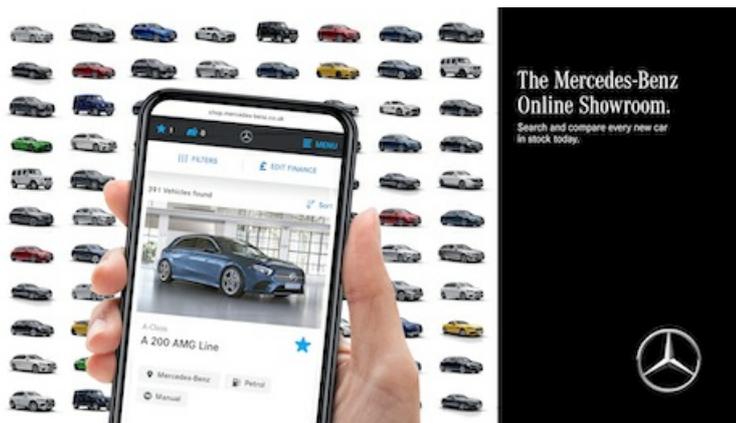


AUTOMOTIVE

## Mercedes-Benz integrates dealer inventory with new UK online showroom for consumer

February 24, 2020



*German automaker Mercedes-Benz is trying to simplify bookings for new and used cars with a new online showroom for U.K. buyers that integrates dealer inventory for easy search and down payment. Image courtesy of Mercedes-Benz Cars U.K.*

By LUXURY DAILY NEWS SERVICE

German automaker Mercedes-Benz took yet another step in digitizing bricks-and-mortar with the introduction of a new online showroom for U.K. customers and prospects.

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The site at <https://shop.mercedes-benz.co.uk> lets consumers shop for their Mercedes-Benz car of choice. A simpler model lineup makes it easier to pick a new or pre-owned car.

"The idea behind the online showroom is to allow customers to search for their perfect car from cars readily available and in stock this means significantly reduced waiting time as the car is already here," said Rachael Thompson, sales director at Mercedes-Benz Cars U.K., in a statement.



Mercedes-Benz's new C-Class saloon. Image courtesy of Mercedes-Benz Cars UK

### Show and sell

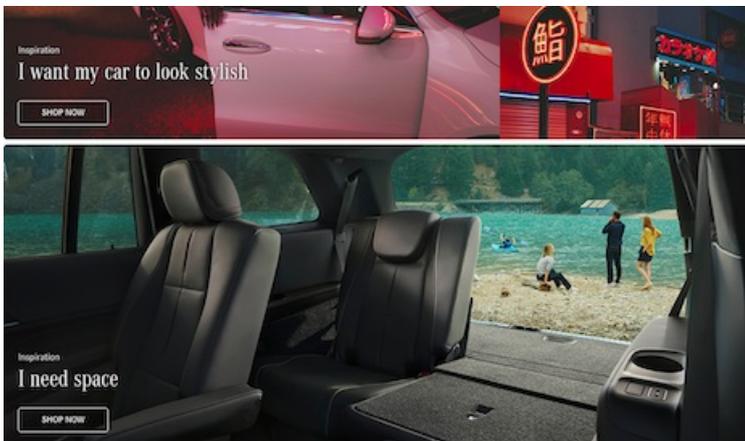
The site shows a live stock locator that can be narrowed down by location. It can generate a finance quote to include the dealer's best offer on a specific car.

Standalone options have also been packaged together into well-equipped model lines. This way, shoppers can compare different cars, dealers and offers for the best deal.

The site structure is quite simple.

Visitors can search on the homepage by model, budget or inspiration. Once they select a model, they set a budget with on-the-road or monthly pricing options.

The inspiration sections are even simpler. One option is: "I want my car to look stylish." Another is, "I need space." The third is, "I want a small eco car."



Search by inspiration on Mercedes-Benz's U.K. online showroom. Image credit: Mercedes-Benz Cars UK

A Shop Now button is next to each one of these inspiration choices. Clicking through yields inventory with prices, model pictures and information, and details of dealers that have the car.

Once the shopper has found the car of her choice, she can place a deposit right there through the Web site, thus eliminating many steps and time waste in a bricks-and-mortar dealership.

The customer only needs to visit the dealer to complete the rest of the formalities and take possession of the car.

The site is mobile-friendly as well, given that a huge chunk of searches for new and used cars takes place on smartphones. And, quite often, consumers bring their mobile search results with them to car dealers.

"In the digital world, the online showroom is a hugely important part of the changing customer journey," Ms. Thompson said.

"We want to make it as simple as possible for a customer to research and choose their Mercedes-Benz," she said.

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