

AUTOMOTIVE

Germany's Mercedes-Benz, absent live events, to debut new broadcast-style digital platform for media

May 19, 2020



The new Mercedes-Benz E-Class Coup and the new E-Class Cabriolet will be revealed digitally May 27 to the media through the Meet Mercedes Digital platform. Image credit: Mercedes-Benz

By LUXURY DAILY NEWS SERVICE

German automaker Mercedes-Benz is adapting to the sign of the times with the launch of a new digital media platform to inform media about new products, updates, tech innovations and corporate developments.

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The Meet Mercedes Digital series will be akin to news broadcasts with current topics presented at regular intervals, complemented by background information and expert commentary. Launching May 25, the measure takes into account travel bans, social distancing and absence of live events and press conferences, all the consequence of the ongoing COVID-19 coronavirus threat.

"Special times call for special approaches, that's why we've developed Meet Mercedes Digital, an innovative news format to provide media representatives with comprehensive and detailed information about news relating to our brand and our products," says Katja Bott, head of global communications at Mercedes-Benz Cars & Vans, in a statement.

Daimler owns Mercedes-Benz, one of the leading luxury automakers worldwide.



A new digital news format for media representatives with Meet Mercedes Digital, which is the digital press conference taken to a new dimension. Image courtesy of Mercedes-Benz

Net works

The **moderated programs** will comprise talks in the studio and reports from Mercedes-Benz production plants and test tracks. All episodes will be published in a media special online and on the free Mercedes me media app with push notifications.

The first episode on May 25, called "Meet Mercedes Digital: Executive Update 2020," will discuss the resumption of vehicle production, focus on future goals and offer an outlook on next steps and measures.

Ola Kllenius, chairman of the board of management of Daimler AG and Mercedes-Benz AG, will offer information on the current situation and reflect on the automaker's milestones achieved so far in its "Ambition 2039" plan en route to becoming a carbon-dioxide-neutral company.

Jrg Burzer, member of the board of management of Mercedes-Benz AG, and the executive responsible for production and supply chain management, will provide exclusive insights into battery production in Kamenz near Dresden, Germany for the first time.

Two days later, the May 27 episode titled, "Meet Mercedes Digital: Welcome to the E-Class Family," will boast a world premiere. Media reps for the first time will experience the new Mercedes-Benz E-Class Coup and the new E-Class Cabriolet digitally.

During the COVID-19 pandemic, we all improvise and adapt ourselves to the new situation. That s why we used our global social media reach for the greater good.

Now, some of us are ready to move towards being together again slowly, one step at a time.[#COVID19 #staysafe pic.twitter.com/IVyU6NNsDw](https://twitter.com/IVyU6NNsDw)

Mercedes-Benz (@MercedesBenz) **May 18, 2020**

MORE EPISODES will be announced in the weeks to come.

"Such a format can certainly not replace personal exchange," Ms. Bott said.

"However, in times of international travel restrictions and the absence of live events, we try to exploit all technical functionalities of our already established and proven Mercedes me media digital platform," she said.

"This enables us to prepare and offer information that we would otherwise share in discussions with media representatives at our events in a dedicated and varied way."

The Mercedes-Benz Museum in Stuttgart, Germany has reopened its doors after the COVID-19 lockdown period ended last week. Drone pilot flying