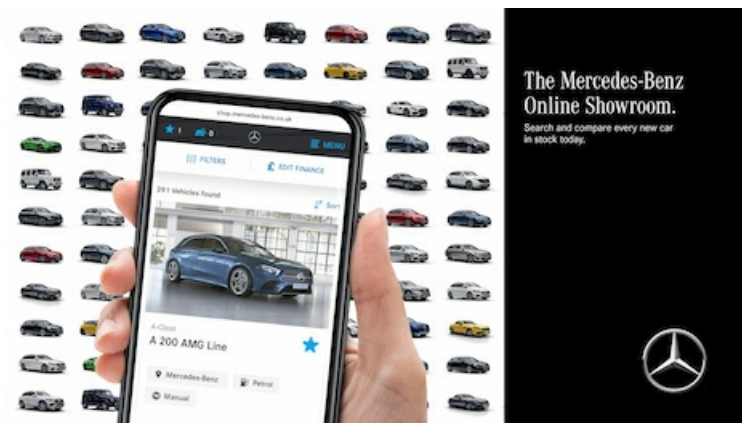


AUTOMOTIVE

Mercedes-Benz launches at-home test drives, deliveries

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UK drivers can request at-home test drives and deliveries via an online showroom. Image credit: Mercedes-Benz

By LUXURY DAILY NEWS SERVICE

German automaker Mercedes-Benz is expanding the services available through its online showroom in the United Kingdom, digitizing the car-buying process amid the coronavirus pandemic.

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Prospective Mercedes clients in the U.K. can now book home test drives and deliveries through the online showroom, which retails new and approved used cars from participating dealers. Automakers have been leveraging technology to help them adapt to lockdowns and social distancing.

"Our aim is to give customers complete flexibility when buying their new car," said Rachael Thompson, sales director at Mercedes-Benz Cars U.K., in a statement. "Using our online showroom, customers can tailor the purchase journey to suit their needs customers can also opt to click and collect' their new car."

Distanced deliveries

Through the online showroom, consumers can view available vehicles and receive finance approvals. They can also request an at-home test drive, and have the desired car delivered to their home.

Once a driver has selected their car, they can select from a variety of delivery options.

With click and collect, consumers are allowed to pickup the vehicle from their dealership.

At-home delivery is also available. The vehicle will be delivered by either a single car transporter or a driver, and clients will receive a phone call once the car arrives.

Delivery drivers will maintain a distance of six feet, or two meters, and confirm the customer's ID through a glass door and window. After the required paperwork is completed, the car will be cleaned and a sanitized set of keys will be left in the front passenger seat for the new driver.

This spring, Hyundai Motor's Genesis Motor America has debuted an at-home car shopping service as it seeks to create a bespoke guest experience in this emerging era of social distancing and home quarantines to protect against the COVID-19 coronavirus outbreak.

Called Genesis Concierge, the service offers customers their own personal shopper to serve as a host and guide through the process of shopping and buying a new Genesis car ([see story](#)).

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