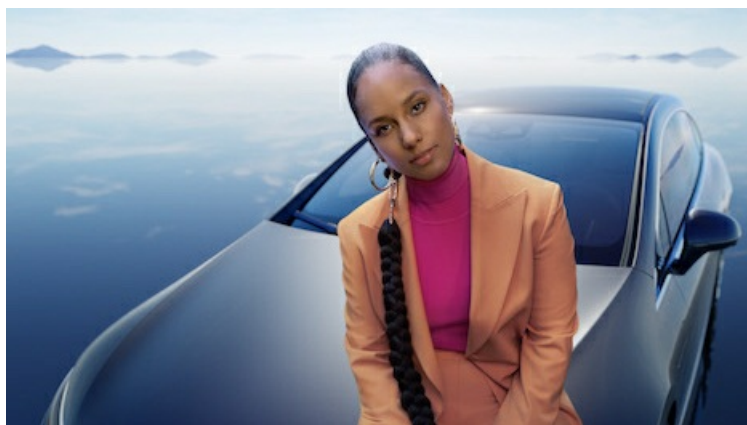


AUTOMOTIVE

Mercedes-Benz expands partnership with Alicia Keys

April 16, 2021



Alicia Keys will continue working with Mercedes-Benz as a global ambassador. Image credit: Mercedes-Benz

By LUXURY DAILY NEWS SERVICE

German automaker Mercedes-Benz is extending its relationship with Grammy Award-winning singer-songwriter Alicia Keys.

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Ms. Keys began partnering with the automaker last year, and was chosen as a performer for the EQS digital world premiere event on April 15. In recent efforts, Mercedes has been highlighting its elite pedigree while showing a more ambitious and progressive side as it pushes towards electric mobility.

"Alicia Keys is not only a global icon, but also a pure artist, caring wife and mother," said Monique Harrison, department head of brand experience marketing at [Mercedes-Benz USA](#), in a statement. "Alicia puts her heart and soul into her craft which is what makes her the perfect fit to represent the Mercedes-Benz brand globally."

S-Class support

Mercedes-Benz first featured Ms. Keys in its multichannel "Care For What Matters" campaign, exploring how the S-Class is more than a vehicle and allows drivers to care for themselves and loved ones.

As part of the effort, Ms. Keys appeared in a short documentary film, "Pieces," in which she candidly reflected on her journey to career and personal fulfillment ([see story](#)). The campaign premiered internationally in late 2020 and made its U.S. debut this spring.

Ms. Keys also helped Mercedes introduce the MQS, the automaker's new all-electric luxury sedan ([see story](#)). During the digital reveal, she performed a medley of her songs "No One" and "Authors of Forever," tying into the theme of envisioning a bold future as represented by the EQ flagship.

We are builders,
we are breakers
We are givers,

we are takers

and it's alright.

Which are u? [#authorsforever](#)

[#EQS pic.twitter.com/0mMS7lG03L](#)

Alicia Keys (@aliciakeys) [April 15, 2021](#)

Alicia Keys performs at the premiere of the EQS

In light of the partnership extension, Ms. Key will also participate in the automaker's "She's Mercedes." The global initiative offers women a platform to inspire, connect and empower one another.

"I am proud to continue collaborating with the Mercedes Benz global family," Ms. Keys said in a statement.

"Mercedes is a company that continues to be on the edge of innovation and are constantly looking for meaningful ways to connect technology and humanity."

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