

AUTOMOTIVE

## Mercedes introduces biometric, in-car payment option

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*Beginning in spring 2022, Mercedes-Benz drivers in Europe will be able to pay for goods and services using their fingerprint in their cars. Image credit: Mercedes-Benz*

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By LUXURY DAILY NEWS SERVICE

German automaker **Mercedes-Benz**'s Daimler Mobility is forming a global technology partnership with Visa in a new ecommerce push.

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Beginning in spring 2022, Mercedes-Benz drivers in Europe will be able to pay for goods and services using their fingerprint in their cars. Developed with Visa technology, this means drivers will not have to enter passwords or rely on mobile devices for payment authentication as the vehicle itself will serve as an enabled payments device.

"In partnership with Visa, Daimler aims to offer native in-car payments that meets the requirements of two-factor authentication in a secure and user-friendly way," said Franz Reiner, CEO of Daimler Mobility, in a statement.

"There is nothing more convenient than authorizing a payment with your fingerprint," he said. "A luxury customer experience of course includes the aspect of safety, and we fulfill that through native in-car payment."

### Convenience in automotive luxury

The payment service will begin for Mercedes-Benz consumers in the U.K. and Germany in spring 2022, with other European countries scheduled to follow. In the future, the solution will become available in other markets globally.

Drivers can make purchases through the car's command center, MBUX. Daimler will be the first automotive company in the world to implement the Visa Cloud Token Framework, a cloud-based security technology that allows more flexibility across multiple devices, into its vehicles.



*Visa Cloud Tokens protect and remove sensitive payment information by converting data and storing it securely. Image credit: Mercedes-Benz*

The technology also enables multiple device pairings in and beyond the vehicle, which are then integrated with the consumer's bank credentials, saving time for Mercedes drivers who will no longer have to enter long card numbers or switch between devices to authenticate payments. The solution will be used to initiate a two-factor authentication.

Visa Cloud Tokens protect and remove sensitive payment information by converting data and storing it securely, so Mercedes drivers can confidently make purchases while driving in luxury.

"We are excited to bring to life a native solution for in-car payments for the first time, together with our partner Daimler Mobility," said Antony Cahill, deputy CEO and head of European Markets at Visa in Europe, in a statement.

"It is significant that both the successful pilot testing and initial launch activities are taking place in Europe, a world-leading hub for payments and automotive innovation."

Mercedes continues to market its attractive offerings, highlighting capabilities regarding technology to sustainability and more.

Last month, Mercedes-Benz introduced its new EQ lineup of electric vehicles to the U.S. market through several nationwide interactive initiatives.

The experience included pop-up brand centers in New York and California, as well as a 20-city test drive tour, where customers will have the opportunity to drive the new 2022 EQS sedan, which will arrive in the U.S. this fall ([see story](#)).

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