

EVENTS

Mercedes-Benz acts early, donating to earthquake relief efforts in Syria, Turkey

February 7, 2023



The automaker announced a donation to the German Red Cross in light of earthquakes striking Syria and Turkey on Feb. 6, 2023. Image credit: German Red Cross

By LUXURY DAILY NEWS SERVICE

German automaker Mercedes-Benz is among the first of a few global luxury brands that have stepped up following a major earthquake near the Turkey and Syria border.

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Companies across sectors such as Apple, Amazon and Google have sent or are preparing to send donations as well as medicine, food and other essentials. In addition, several CEOs have taken to social media with messages of support.

United front

On Monday, Feb. 6, a 7.8 magnitude earthquake struck near the Turkish cities of Gaziantep and Nurda, affecting the areas on either side of the country's border with neighboring Syria.

On record, this is the largest magnitude earthquake to hit the region since 1939. It was followed by nearly 20 aftershocks, including one of a 7.5 magnitude. As of this writing, more than 5,000 deaths have been reported as well as nearly 25,000 injuries.

We are donating one million euros to [@rotekreuz_de](https://www.rotekreuz.de) for the people in Turkey and Syria who have been affected by the severe earthquakes. The donation will be used for local humanitarian aid in order to quickly provide the bare essentials. pic.twitter.com/Y7vDtvBKed

Mercedes-Benz (@MercedesBenz) **February 7, 2023**

In response, Mercedes-Benz announced on Twitter it has donated more than one million dollars in humanitarian aid to Deutsches Rotes Kreuz the Red Cross Society of Germany.

As of Monday, Feb. 6, ecommerce giant Amazon stated it had initiated its own relief efforts, delivering items such as

tents, baby food and blankets. The company stated it expects the first of its cargo to leave from its center in Turkey's capital city Ankara.

Google CEO Sundar Pichai tweeted that his company had activated SOS alerts which would provide emergency information to the affected, and the company's charitable arm will provide support to recovery and relief efforts.

Tim Cook, CEO of Apple, tweeted his condolences and stated that the company would be similarly donating to crisis relief efforts.

On Twitter, Elon Musk, CEO of U.S. auto giant Tesla, offered to provide the use of his Starlink satellite network via his Space Exploration Technologies Corp. (SpaceX). An anonymous Turkish official declined the offer, explaining that the country had adequate satellite coverage.

Major global brands have a history of rallying in the face of humanitarian crises.

Last year, several U.K. businesses including fashion house Mulberry joined the U.K. Ukraine Business Consortium to support refugees from the ongoing geopolitical crisis in Eastern Europe ([see story](#)).

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