

AUTOMOTIVE

Mercedes-Benz imagines gender-neutral future in new campaign

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Reema Juffali, the first female racing driver from Saudi Arabia, is the focal point of the campaign's main film. Image credit: Mercedes-Benz AG

By LUXURY DAILY NEWS SERVICE

German automaker Mercedes-Benz wants to take women in the workplace for granted that is to say, the brand asserts that women in traditionally male-dominated industries should no longer be an exceptional circumstance.

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The brand has released a new digital short film release titled *Be one of many*. Therein, Mercedes-Benz recognizes women who have broken new ground, while aspiring to a fast-approaching future where such achievements are no longer groundbreaking.

"With the digital marketing campaign, we are stepping up our communications on the principles of our company and around such initiatives as She's Mercedes," said Bettina Fetzer, vice president of communications and marketing at [Mercedes-Benz AG](#), in a statement.

"We are again using our social media reach to actively promote a world where diversity and equal opportunity matter," she said. "Because it is only when people respect and value one another that a company and a society can be successful."

One and only

The "She's Mercedes" initiative Ms. Fetzer refers to is a series of educational and professional initiatives which promote young women's enthusiasm for, and advancement in, fields such as management, technology, mobility and the hard sciences.

The brand has also set and exceeded goals for equality and inclusion within its operations, with 25 percent of its senior management positions filled by women and 40 percent making up the Mercedes-Benz Group AG's management board.

What if women didn't have to be exceptional?' the film asks.

Other automotive brands have made similar efforts to support female empowerment and encourage more to join their own internal teams. British automaker Aston Martin promoted a television show which paired successful women together for thoughtful discussions ([see story](#)).

The campaign's main film tells the story of Reema Juffali, the first Saudi Arabia-born female racing driver. In 2019, Ms. Juffali began competing in international races only two years after her home country lifted its ban on female drivers.

Ms. Juffali has since founded her own racing team called Theeba Motorsport and set up training opportunities to encourage more young Saudi women to embrace the sport.

Other campaign materials feature German professional esports competitor Johanna Weiss and Adi Ofek, who has held many senior positions in Mercedes-Benz AG's finance and tech divisions.

As the film progresses, the viewer is shown snapshots of famous women such as Nobel-Prize winning physicist Marie Curie and Katherine Switzer, who was the first woman to run the Boston Marathon in 1967 despite several physical attempts to stop her.

Others featured are American astronaut Sally Ride and Althea Gibson, the first African American to compete in a tennis competition in the United States.

As the film concludes, young women share duties saying the lines, "I don't want to make history. I don't want to be the only woman. I want to be one of many."

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