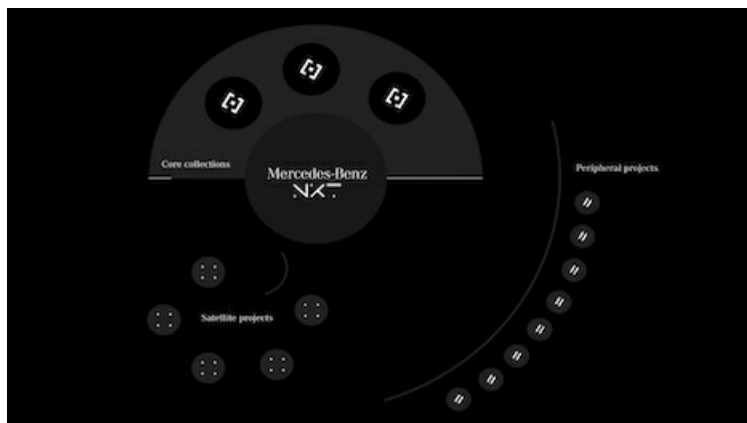


AUTOMOTIVE

Mercedes-Benz embraces Web3 in digital debut

May 26, 2023



The launch allows the legacy manufacturer to reach ever-connected online audiences with a slew of exciting projects. Image credit: Mercedes-Benz

By ZACH JAMES

German automaker Mercedes-Benz is looking to activate amid the latest iteration of the World Wide Web.

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The luxury car label has launched "**Mercedes-Benz NXT**," a new digital marketplace that will house upcoming Web3 content collections. The launch allows the legacy manufacturer to reach ever-connected online audiences with a slew of exciting projects.

New markets

While the company has yet to specifically name the initiatives that will uphold the NXT platform, Mercedes-Benz makes clear that this is a long-term commitment to what it sees as an untapped market.

All of the items put up for sale on the automaker's Web3 marketplace will fall under one of three distinct categories: core collections are to be launched with an overarching, interconnected and ever-expanding narrative in mind, while satellite projects will be one-offs that focus more on the creativity and the individuality of the artists involved.

NXT's final peripheral stream will feature assets created by third parties with expressed licenses to use Mercedes-Benz iconography.

1/ After months of work, we're happy to be able to offer some insight into the first three core collections of Mercedes-Benz NXT pic.twitter.com/wOy56B8XUi

Mercedes-Benz NXT (@MercedesBenzNXT) [May 24, 2023](#)

Unnamed and unspecified as of yet, collections will all be made up of non-fungible tokens (NFTs). The NFTs are said to be pieces of art or digital collectibles related to the brand in some way, shape or form.

While the luxury automaker is the name attached to the initiative, "oxNXT" titles the actual studio responsible for the

creative and artistic work that will be listed for sale, peripheral projects aside. The team is comprised of four Web3 experts that are seen as pillars of the collector and creator community, all of whom originate from outside of Mercedes-Benz's organization, lending fresh perspectives.

Mercedes-Benz seems to have learned where many other brands, and itself, have faltered or failed with their respective past and current blockchain-related endeavors.



The automaker has a history of experimenting with newer technologies, debuting a consumer-facing AR experience at the 2019 U.S. Open, for instance. Image courtesy of Mercedes-Benz

The automaker clearly explains how the entire process works via a dedicated [NXT site](#) while also cluing the potential customer in on sector jargon and other buzzwords, daring to imagine a world in which the process of purchasing one of their digital collectibles is as relaxed of an experience as driving one of Mercedes-Benz's flagship models.

There will be clear messaging around every content drop, no surprise with limited releases and a guarantee of security as the first priority.

Given how relatively new it is to mass audiences, the Web3 realm can be confusing and daunting to enter. The carmaker appears to want to change that.

Foggy mirror image

News of Mercedes-Benz jumping into the NFT and Web3 space arrives at a rather odd time in the company's history.

The luxury vehicle powerhouse, alongside most other major players in the luxury automotive industry, has expressed visions of a sustainable, carbon-neutral tomorrow. The commendable, yet necessary, goal could be offset by a long-term commitment to the use of blockchain technologies.

According to [reporting](#) by Web3 news outlet *Jing Culture and Crypto*, one NFT can generate as much CO2 as driving 1000 kilometers, or 621 miles, from just one purchase. NFTs can be traded and sold multiple times, bringing total emissions far higher than that of one sole sale.

In 2017, leaders announced plans to open electric vehicle production plants in the United States ([see story](#)). Mercedes-Benz would go on to tie the company to complete transparency when it comes to Environmental, Social and Governance (ESG) standards ([see story](#)) in January 2023 that same month, it pledged \$1 billion to bolster the number of EV charging stations available globally ([see story](#)).

Recently, the automaker announced a complete shift in its vans division that will herald an all-electric future ([see story](#)) by 2026. Without proper strategic forethought, the company's latest Web3 introduction has the potential to muddy the messaging that Mercedes-Benz has long publicized.