

AUTOMOTIVE

Mercedes-Benz flies high with Blade partnership

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Together, the companies are working to reimagine luxury travel in New York City. Image courtesy of Mercedes-Benz

By LUXURY DAILY NEWS SERVICE

German automaker Mercedes-Benz is teaming up with a helicopter charter company.

The brand is the official luxury automotive partner of aviation firm Blade, an air travel player supplying helicopter and seaplane charters in and around New York City. Moving forward, Mercedes-Benz is making three Maybach vehicles available to departing or arriving passengers for ground transfers between Blade Lounges and commercial terminals at JFK Airport.

“Providing luxury experiences is in Mercedes-Benz DNA and through this partnership with Blade, our Maybach, and all top-end vehicles will provide unique and seamless, best-in-class travel before and after flights,” said Monique Harrison, head of brand marketing at [Mercedes-Benz USA](#), in a statement.

“With Blade, we’re excited to bring even more customers an elevated offering through Mercedes-Benz vehicles and truly transform luxury travel in NYC.”

Terminal drive

Together, Mercedes-Benz and Blade are working to reimagine luxury travel in New York City.

Clients can now ride in a co-branded Maybach, including either an EQS SUV, ICE SUV or ICE Sedan model, when heading to and from the JFK airport or Blade’s private lounges, located at West 30th Street, East 34th Street and Newark Airport.

Seeking transport, users can select a desired time of arrival at their commercial terminal of choice through the Blade App. The service offers a door-to-door option upon landing as well.

In this case, customers will receive a text from Blade informing them of where the Maybach will be staged within the arrivals terminal.



When coming from the airport, Blade fliers will receive a text upon landing that lets them know where their Maybach will be. Image courtesy of Mercedes-Benz

The company also provides a meet-and-greet service upgrade, where a Fliers Experience representative will join the customer at baggage claim, escorting parties to the awaiting car.

“Blade is thrilled to be partnering with Mercedes-Benz, Maybach, to provide an elevated level of service for our fliers both in the air and on the ground,” said Jeffrey Brenner, head of brand partnerships and activations at Blade, in a statement.

“With this partnership, our fliers can now enjoy the most refined way of traveling between NYC and JFK Airport from start to finish, ensuring a stress-free, time-saving commute to and from the airport.”

This is not the first time that Mercedes-Benz has gotten involved with airborne travel. Just recently, the automaker worked with spaceflight company Space Perspective, giving its adventurers ground transportation ([see story](#)).

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