

AUTOMOTIVE

Wellness centers latest chapter of Neon Legacy' by Mercedes-Benz

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This aspect of the "Neon Legacy" line, first launched last year, is called "Neon Dreams" in a nod to the restful aims of a new feature. Image credit: Mercedes-Benz

By ZACH JAMES

German automaker Mercedes-Benz is continuing its collaborative endeavors with retired Swiss tennis player Roger Federer.

In the latest edition of the pair's partnership, dubbed "Neon Legacy," the manufacturer is unveiling a new mode intended for use inside its luxury vehicles. The brand credentials the "Power Nap" program, which transforms Mercedes-Benz cars into the ideal location for a brief pause, by tapping the top athlete who has before used rest as a tool to advance, with the second-most titles and finals of any men's singles competitors to show for it.

Relaxation destination

In an appeal to busy customers who need some shut-eye on the go, the latest iteration of Neon Legacy is called "Neon Dreams." The name nods to new features, a set closely tied to relaxation.

"Power Nap" is a program that works to reset the user's focus levels, allowing for an improved driving experience. When activated, Mercedes-Benz models will fill the cabin with ionized air, automatically reclining and heating seats while producing ambient lighting.



Roger Federer stars in a short film promoting the feature. Image credit: Mercedes-Benz

The package comes with climate control, the setting optimizing in-car conditions to make for an ideal naptime set.

Additionally, Mercedes-Benz's arrangement brings internal lighting, which turns blue and white upon activation as a starry night appears on the vehicle's dashboard, soothing sounds of orchestrated melodies from Lake Zurich in Germany playing all the while. Each note has been made exclusively for "Power Nap."

As this happens, Mercedes-Benz's "Air Balance" filtration system cleanses the air, keeping the temperature at comfortable levels. The driver seat reclines and moves back when the launch is enabled, giving the inhabitant more space.

The shades on the sunroof, side and rear windows close and doors remain locked while in use.

The long-lasting collaboration between Mercedes-Benz and [@rogerfederer](#) continues with the newest chapter of the Neon Legacy campaign. Introducing the Power Nap program of ENERGIZING COMFORT.

Discover more at: <https://t.co/Y7lilg1giO#MercedesBenz #NeonDreams #RogerFederer pic.twitter.com/x7iTzonYPh>

Mercedes-Benz (@MercedesBenz) November 13, 2023

Once the 15 to 20 minutes are over, a gradual wake-up sequence will start, sparking massage seats and reactivated lights as the seat is returned to an upright position.

The automaker states that "Power Nap" was directly inspired by Mr. Federer, drawing upon its previous work with the retired tennis pro.

In the past, the duo has engaged in an event that ended in a Mercedes-AMG GT 63 SE Performance model going to auction. Sale proceeds were routed toward the renovation and restoration of a tennis court in London ([see story](#)), completed in June 2023.

Leaving a legacy

After a 24-year tennis career, Mr. Federer is giving back to the game and its community through the brand's ESG initiative. The effort was recently renewed in September 2023 after beginning last November.

"Power Nap" is the first release of this re-upped push, started last year as a result of the relationship built between Mr. Federer and Mercedes-Benz over a 15-year sponsorship.

"It has always been my goal to give something back to tennis and society after my active career," said Mr. Federer, in a statement.



The London tennis court opened as a part of "Neon Legacy" earlier this year and features art by Christoph and Florin Schmidt, best known as the street art duo "Low Bros." Image credit: Mercedes-Benz

"With this extension of our long-term partnership, Mercedes-Benz and I look forward to identifying and implementing these special projects for the benefit of communities around the world."

While most maisons utilize sports stars and the entertainment medium as a way to heighten luxury consumers' awareness

concerning its product lines, others have chosen to take the platform provided by global champions to do good via philanthropy. Maximizing effectiveness, Mercedes-Benz is employing both strategies.

Alongside the revamp tennis courts project in the U.K., the automaker has partnered with American sports apparel brand Eastside Golf to increase equity and access within other realms of the sporting world. The duo is working towards a more inclusive community by getting underrepresented groups and younger audiences involved in the greenway-based game ([see story](#)).



The German automaker is among a small group of luxury labels giving back to the athletic pursuits they use for promotion. Image credit: Mercedes-Benz

French luxury conglomerate LVMH is also launching charitable engagements alongside its sponsorship of the Paris 2024 Olympic and Paralympic Games. The group will work with French charity Secours Populaire to fund memberships, training programs and classes, expanding access to sports in the country ([see story](#)).

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