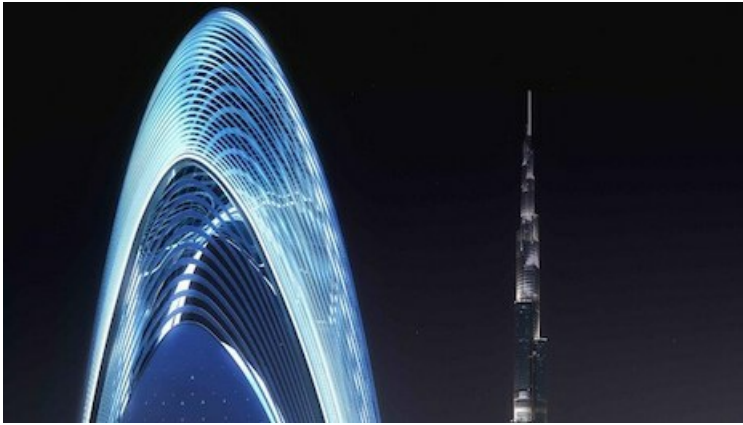


AUTOMOTIVE

Mercedes-Benz to enter luxury real estate scene

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The vehicle brand is bringing a 65-story tower to downtown Dubai. Image credit: Binghatti

By LUXURY DAILY NEWS SERVICE

German automaker Mercedes-Benz is hinting at plans to build branded residences.

The marque is looking to enter the real estate scene via a partnership with Emirati development firm Binghatti. Dubbed “Mercedes-Benz Places,” the joint venture would bring a 65-story luxury living space to downtown Dubai, marking a first for the vehicle manufacturer.

“With Mercedes-Benz Places in Dubai, we are going beyond automotive to create outstanding brand moments,” said Britta Seeger, management board member at [Mercedes-Benz Group AG](#), in a statement.

“With their many years of experience in real estate development, Binghatti is the ideal partner for us,” Ms. Seeger said. “Our aim with our first branded, real estate residential tower is to create new, desirable grounds that inherit our brand’s DNA and give our customers a place to arrive, unwind and come home to.”

Coming soon

Mercedes-Benz will join Binghatti representatives in Dubai to announce further details during a launch event on Jan. 24, 2024.

The pair’s blueprint involves a 1,119-foot-tall tower that will feature architectural details inspired by Mercedes-Benz’s design philosophies. Situated in the heart of the U.A.E.’s most populous city, landmarks such as the Dubai Mall are set to surround the structure.



Future residents are promised unobstructed views of the Burj Khalifa skyscraper and nearby entertainment options. Image credit: Binghatti

Smart home technologies and intelligent mobility solutions will offer convenience, enhancing modernity within interior units. Future residents are promised unobstructed views of the Burj Khalifa skyscraper, the world's tallest building.

The partners have been shaping up the project for more than a year, now releasing cursory details, with more to come.

"We are profoundly excited to be working alongside Mercedes-Benz a truly iconic name to develop the first Mercedes-Benz branded luxury residence in the world," said Muhammad BinGhatti, CEO of Binghatti, in a statement.

"Mercedes-Benz Places in Dubai is not merely a real estate development; it will also place community and mobility at its core, setting a new benchmark for intelligent living."

The region has seen an influx of alike efforts. French automaker Bugatti went public with development plans for a Dubai site in May 2023, also tapping Binghatti ([see story](#)) while, just two weeks ago, British automaker Bentley announced a new housing community would soon arrive in the same city ([see story](#)).

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