

AUTOMOTIVE

Mercedes-Benz goes supernatural with ‘Ghostbusters’ collaboration

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The Ecto-Z is a new version of the famous Ecto-1 car from the first Ghostbusters film in 1984. Image courtesy of Mercedes-Benz

By LUXURY DAILY NEWS SERVICE

German automaker **Mercedes-Benz** is hitting the big screen.

The company's Sprinter van stars as the Ecto-Z car in the upcoming *Ghostbusters: Frozen Empire* film from Sony Pictures, in theatres on March 22. As part of this collaboration with the franchise, Mercedes-Benz is embarking on a co-promotional campaign on social media that reveals behind-the-scenes footage.

"When things are starting to get tough, the Sprinter first responder vehicles will help save the day," said Dennis McCarthy, founder of **Vehicle Effects**, in a statement.

"Like the Ecto-Z, these vehicles are built to get the most demanding jobs done," Mr. McCarthy said. "This was the initial thought behind our van choice for the movie.

"The real potential was shown after we completed the upfitting process and realized just how endless the possibilities are inside the van."

"Who you gonna call?"

The Ecto-Z is a new version of the famous Ecto-1 car from the first *Ghostbusters* film in 1984, making it only one of two officially engineered vehicles for the franchise.

Originally a 1959 Cadillac Miller-Meteor ambulance vehicle, the new Ectomobile is modernized for a new audience. In the movie, the Sprinter will accompany the spirits-fighting team and, in a call to the 1980s release, the Spengler family, who will work together to save the world.



The van's storage capacity and resilience to harsh weather conditions are on full display in the film. Image courtesy of Mercedes-Benz

With a special, pull-out rack for equipment like ghost traps and proton packs, the Ecto-Z's full storage space and flexible layout are on full display for worldwide moviegoers.

Versatile features, such as heated seats, are likewise highlighted, which protect the characters from critical weather conditions in light of an impending ice age, per the plot. Advanced assist systems help with driving on slippery roads that frost over.

Ghostbusters recently took over the Hook & Ladder Company 8 building in New York to celebrate the collaboration and upcoming premiere. The facade has been transformed into an icy look to match the frozen scenes in the production.

We had a blast at the *Ghostbusters: Frozen Empire* premiere celebrating the official Ecto-Z Van's debut in the film! High-tech, slime-proof and equipped with proton packs galore, we're still starstruck by the Ecto-Z Van and its supernatural support for the [@ghostbusters](#) team. pic.twitter.com/QASmBsPzAY

Mercedes-Benz Vans USA (@MBvansUSA) March 15, 2024

Guests were able to take photos at the original firehouse where the heroes take up headquarters in the film. Vehicles were staged for visitors to interact with, allowing for an up-close look at one of Mercedes-Benz's booming business categories.

Vans have become an increasing point of emphasis for the company ([see story](#)), with bigger models in general gaining traction amongst luxury consumers. As a result, many peers have likewise centered on family-friendly products with plenty of storage space in their marketing strategies ([see story](#)).

Alongside the release of *Ghostbusters: Frozen Empire*, an accompanying Mercedes-Benz campaign can be followed on the brand's [Vans website](#) and YouTube channel.

Introducing the [@ghostbusters](#) crew's latest gear upgrade: the Ecto-Z Van (the only other official Ghostbusters vehicle since the 1984 Ecto-1)! You'll find it parked outside the firehouse in *Ghostbusters: Frozen Empire* in theaters on March 22nd.

[#mercedesbenzvans](#) [#ghostbusters](#) pic.twitter.com/Dw3RXR2qoB

Mercedes-Benz Vans USA (@MBvansUSA) March 13, 2024

Social content revealing making-of moments will be published on the automaker's TikTok, Instagram, Facebook, X and LinkedIn profiles.

"The Sprinter is the perfect companion to the iconic Ecto-1 for our new Ghostbusters engineering team," said Gil Kenan, director of *Ghostbusters: Frozen Empire*, in a statement.

"How else are they gonna lug a bunch of proton packs around New York City, and do it in style?"

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