

MOBILE

Mercedes-Benz boosts awareness of museum via mobile app

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By PETER FINOCCHIARO

Mercedes-Benz has launched a mobile application to promote its official museum in Stuttgart, Germany and worldwide vintage car service.

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The Mercedes-Benz Classics application includes news, high-quality photos and an interactive slide show for visitors of the museum. The application is compatible with iPhone, iPad and iPod touch devices and can be downloaded for free in Apple's App Store

"[The application] is reinforcing the brand," said Mark Beccue, Tampa, FL-based senior analyst of consumer mobility at [ABI Research](#). "The museum was there, and the idea was they're going to reinforce the brand through the museum and they're extending that reinforcement through the most wildly popular channel there is today – mobile."

The [Mercedes-Benz Museum](#) is located in Stuttgart, Germany.

How it works

The application's homepage links to six main sections: Museum, News, Clubs & Community, Special and About Us.



Mercedes-Benz Classics application homepage

The main feature of the Museum section is a guide that supplements exhibits with audio commentary.

As museum visitors proceed through exhibits, they can follow along on their mobile devices by sliding left or right through corresponding slide shows in the application.

Users can launch audio tracks that explain the significance of displays they are viewing by clicking on the matching images.



Museum tour companion in Mercedes-Benz Classics application

An archive section lets auto enthusiasts look back through past exhibits at the museum.

The application's News section enables mobile users to keep track of recent happenings at the Mercedes-Benz Museum, see which exhibitions are showing and keep track of upcoming events.

A Clubs & Community section lets car fans find information about 80-plus officially

recognized Mercedes-Benz Clubs worldwide.

A directory includes information such as email addresses, phone numbers and Web sites for each organization. Users can email a club's representative or click to call directly from the application.

The Special section features links to Mercedes-Benz' other mobile applications.

The application also contains a section dedicated to the Mercedes-Benz classic vintage car service.

Mobile users can see listings of vintage cars available through Mercedes-Benz network of international network of Classic services and save them for offline viewing.

Mercedes-Benz was not available for comment by press deadline.

Auto-mobile

The automotive industry has been extremely active in the mobile space.

For example, high-end car brands such as BMW, Jaguar and Bentley have launched mobile versions of their branded magazines as iPad applications ([see story](#)).

Mercedes-Benz also is no stranger to mobile ([see story](#)).

"This is a good example of a brand thinking about how to stay in touch," Mr. Beccue said.

"Mobile gives you this opportunity to have a two-way conversation, much more than anything else.

"I think you'll see luxury brands really slice this up and say 'How do we engage consumers and keep them engaged,'" he said. "I think you're going to see a lot of real interesting uses."

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