



The Mercedes-Benz Showroom in Tokyo has attracted more than one million visitors since it opened in 2011.



Our vehicles fascinate and impress people all over the world. We are systematically refining our sales and service activities so that our car and commercial vehicle brands can stay close to our customers in the future.

First-class Customer Care.
Fulfilling wishes precisely.



Upper picture: In the recently opened Mercedes-Benz Store in Osaka, visitors can get to know the brand and its products up close.
Lower picture: First-class advice and service are provided in the luxurious atmosphere of the S-Class Lounge.

“We are supplementing our traditional sales channels with innovative elements. This approach is very popular with new target groups as well as with our existing customers.”

If we want to be successful in the future, we have to initiate changes today. In line with this maxim, we have supplemented Mercedes-Benz’s worldwide product offensive with the sales and marketing initiative “Mercedes-Benz 2020 – Best Customer Experience.” In this way, we are aligning our sales organization even more precisely with the changing requirements of our customers.

Mercedes-Benz addresses its customers in many different ways – ways that are as individual and flexible as the customers’ personal preferences.

Mercedes-Benz is relying increasingly on its sales outlets in city centers, where it can come into direct contact with existing and potential customers. The youngest of the approximately 20 city stores were opened in Tokyo in 2011, in Milan in 2012 and in Osaka in 2013. The number of these urban stores around the world is to double to more than 40 by 2020. Temporary sales formats offer further possibilities for getting in touch with our customers. For example, a Mercedes-Benz pavilion in Warsaw attracted more than 20,000 visitors and provided the framework for an additional 80 events. Thousands of fans followed these events on Facebook. For many visitors, it was their very first contact with the brand.

I like it! In direct contact through networks and online.

An integral part of the new sales and marketing initiative is the online vehicle sales process. At the end of 2013, Mercedes-Benz became the first producer of premium automobiles to offer new vehicles on the Internet. Within four weeks, more than 60,000 interested individuals had visited the online platform. The digital sales channel supplements the traditional showrooms, primarily addressing young and online-savvy customer groups. As a result, the Mercedes brand is accessible to customers and interested individuals always and everywhere. By taking advantage of the trend toward networking, we are also increasingly coming into contact with customers inside their vehicles. For example, we offer multimedia systems and apps that provide not only information and entertainment but also control options for automotive, service and diagnostic functions.

A strong service partner for commercial vehicles.

We are also focusing on our truck and van customers, offering them a comprehensive network of local services at more than 95 TruckWorks locations in Germany. In this way, we are making sure that servicing times are as short as possible and helping to keep our customers’ investment of time and money at a minimum when their vehicles are being maintained or repaired.

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The TruckWorks service stations are putting commercial vehicles back on the road quickly all over Germany, thanks to the expertise of Mercedes-Benz.