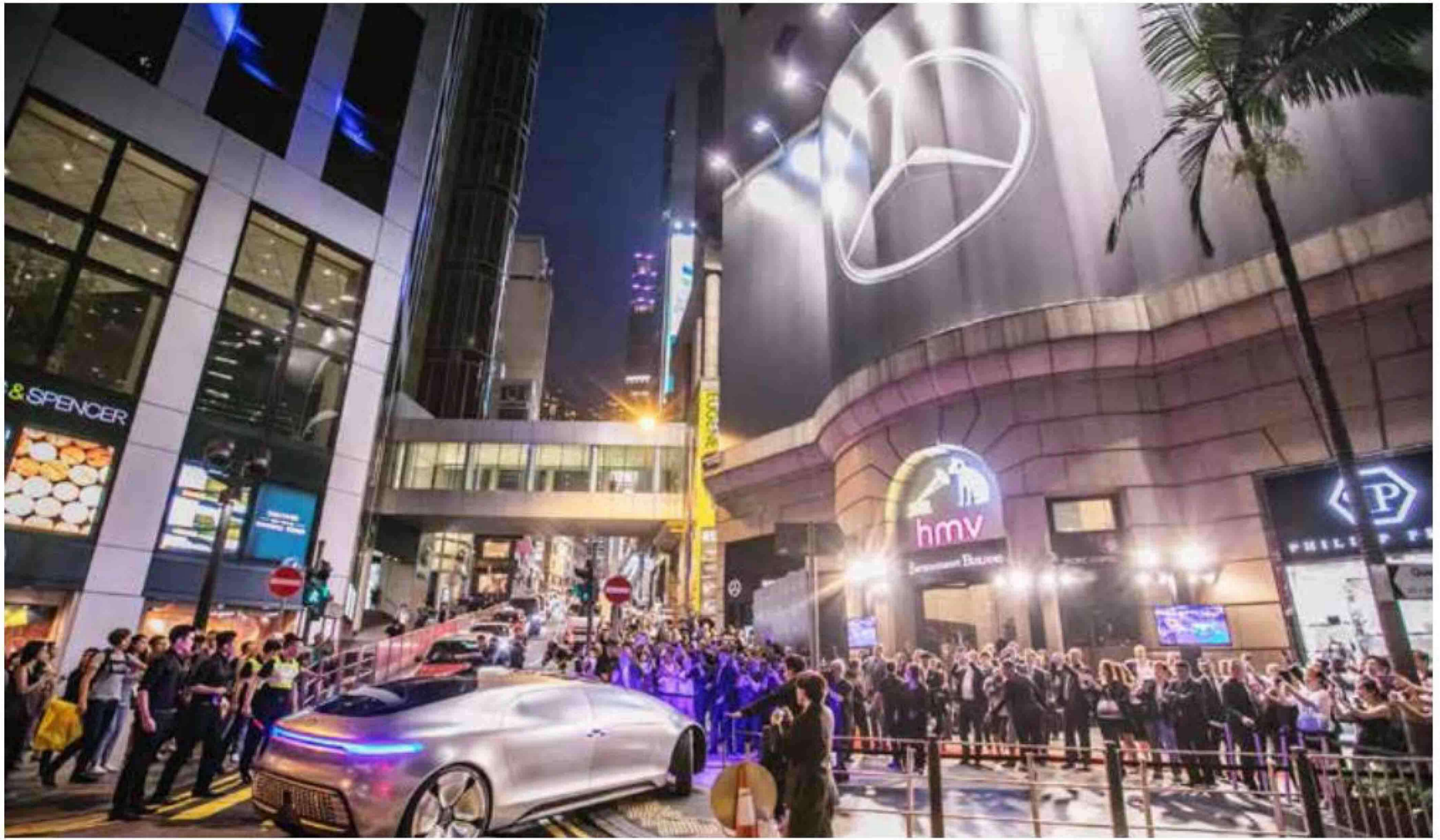


Mercedes me: The journey in a fast lane

Andreas Binder, President and CEO of Mercedes-Benz Hong Kong Limited talks about how the expectations for the Mercedes me Store have been exceeded by 200%.



It is said that if yesterday is history and tomorrow is a mystery than today must be a gift, because it is the present. Enjoying the journey and not only the destination should be the aim. The destination: The aptly named Entertainment building in Central will be home to what could only be described as a new marketing concept in advanced brand awareness. The forward thinking and innovative Mercedes me Store, isn't about cars though, as counter-intuitive as that may sound, this store is about a lifestyle, the Mercedes lifestyle experience; it's about bringing people together and experiencing what their brand means. Did we mention their À la carte menu?

At the celebration held on the 5th of October 2016 commemorating the first anniversary of the opening of the Mercedes me Store, President and CEO of Mercedes-

Benz Hong Kong Limited, Andreas Binder, proclaims, "Our expectations for Mercedes me Store have been exceeded by 200%!" Binder continues, "Looking back when we decided on locations for Mercedes me Store which was a brand new concept, we were all very certain that Hong Kong was a perfect urban location as one of the pilot markets for the Mercedes me concept. We have been proven

"THE MERCEDES ME STORE HAS NOT ONLY EXCELLED AS A LIFESTYLE VENUE FOR BUSINESS AND CASUAL DINING BUT IS ALSO A VENUE FOR LUXURY BRAND AND LIFESTYLE EVENTS."

right." The first twelve months of operation the Mercedes me Store has hosted over 50,000 guests and showcased 12 cars, mostly concept cars, special models from race cars and high performance cars.

Gottlieb Daimler's maxim over 100 years ago and re-installed as Mercedes-Benz' guiding principle: "Das Beste oder nichts" or "The Best or Nothing" gives one a sense of the pride that Mercedes-Benz holds in the perfection of engineering and also the

tailoring of something of beauty, which has been the cornerstone of the values that have been held for over 100 years. Where luxury is a key component in the Mercedes experience, also the forward thinking in their technology makes Mercedes-Benz one of the most technologically advanced car brands. However, unlike their dedicated showrooms in Causeway Bay and Hung Hom, where focus is placed on the Mercedes products, Mercedes me Store is an entrée to a world of luxury and the feeling this evokes.

A luxury brand

The Mercedes me Store has not only excelled as a lifestyle venue for business and casual dining but is also a venue for luxury brand and lifestyle events, servicing a stellar line-up including Hugo Boss, IWC Schaffhausen, DeBeers, and Wellendorf, while also hosting its own Mercedes-Benz' events such as new product launches and Formula One race screenings on a regular basis.

As the benchmark to other Mercedes me Stores in Hamburg, Milan, Tokyo and Beijing, the Mercedes me Hong Kong Store



Mr. Andreas Binder, President and CEO of Mercedes-Benz Hong Kong Limited, delivered welcome speech at Mercedes me Store 1st Anniversary



incorporates a fine dining component through Maximal Concepts. "Maximal Concepts is our exclusive culinary partner, chosen because of their expertise in high end cuisine," adds Binder. "We want to offer more than adding another restaurant in Hong Kong, our culinary experts have selected the finest ingredients available and prepared them inspired by influences of Spain, Japan and Peru! My favorites are the starters namely the sea bass and Hamachi as they are unique in Hong Kong, I also can't refuse to have our Wagyu Beef and I would recommend them to all.

When it comes to technology, it can be a challenge explaining the details of something so intangible, Binder explains, "When it comes to touch and feel, when we talk of Mercedes me Store as a lifestyle platform, we don't want to rule out technology and we want to be a brand that people can touch

and feel. We have visualisation and interactive tools, and customers can learn more about our technology when they have a cup of coffee with friends. This is the future that we envisage, bringing together all the senses, not only technology but also what comes with it, giving people the feeling that when I am in Mercedes me Store I feel comfortable and relaxed."

The venue features over four hundred square meters of space and a fully supported AV system. The entrance features a single car surrounded by interactive touch screens for automotive technophiles to be guided by a

brand ambassador who can, in the style of fine bespoke tailoring, present color panels, carpeting, and leather samples as well as the visualisation of the latest technologies. The dining area is understated comfort in the

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Mercedes style with natural wood and leather featured while memorabilia quietly infuse the atmosphere with the heritage of Mercedes-Benz.

"Without a doubt

Mercedes me Store is a very popular spot to be seen and to go," Binder continues.

See, feel, touch and taste. The Journey, the Destination, the Lifestyle. Bringing together all the senses for all the people. The Mercedes me Store has Nothing."

