

Mercedesmagazine debuts in India

Mumbai: Mercedes-Benz India today announced the launch of the Indian edition of its international magazine called 'MercedesMagazine' in India. The magazine was launched at the hands of the award winning bollywood actress Vidya Balan & Dr. Wilfried Aulbur, Managing Director & CEO, Mercedes-Benz India.

Mercedesmagazine is a vibrant kaleidoscope of interesting reads including myriad topics on various aspects like high end products and services. Accessories & fashion, hobbies and holidays, communication and entertainment, are some of the areas that this publication depicts. Apart from giving readers the latest updates on the brand, the magazine will cover the global lifestyle of the rich, the famous and the creative. Besides these, sections on the Mercedes-Benz history and heritage, production & future technology are incorporated for the automobile aficionados. The vivid writing and stunning colour spreads by seasoned writers and photographers illuminate the look and appeal of the magazine matching with the global standards of the publication. The first edition of the magazine also contains a special piece written by the bollywood actress Vidya Balan on her association with Mercedes-Benz & her love for cars.

Published quarterly, the magazine will be circulated to the exclusive clientele of Mercedes Benz in India and to the ever growing group of people who aspire to be a part of the Mercedes-Benz family. In India, the magazine will be published by Maxposure Corporate Media Pvt Ltd, India. The global edition of the Mercedesmagazine is printed in (non-wood paper) in over 40 languages and is in its 55th year of publication. It has country editions across Germany, France, Italy, Netherlands, UK, Spain and Middle East. Today, India joins the ranks of these elite nations with the local edition of Mercedesmagazine.

Sharing his views on the occasion, **Dr. Wilfried Aulbur, Managing Director & CEO, Mercedes-Benz India**, said, "We are delighted to introduce the Mercedesmagazine here in India. It reflects the philosophy of living in luxury the smart way, which resonates with the lifestyle statement of our extremely exclusive and crème-de-le-crème set of customers. In the magazine, the readers will discover a vibrant cultural tapestry from all over the globe in its pages, covering celebrities, fashion, high-end living, exotic travel destinations, fine dining, art and the latest happenings from Mercedes-Benz and 20 per cent of the magazine will be dedicated to local content."



Talking at the launch, actress Vidya Balan said, “It gives me great pleasure to be associated with an illustrious brand like Mercedes Benz. The Mercedesmagazine will be a ready reckoner for all the news with regards to lifestyle, fashion, travel, leisure and of course will include latest news on the best luxury car-maker in the world.”

The Indian edition of the Mercedesmagazine is for private circulation only and would be couriered complimentary to Mercedes-Benz customers in India. However, it would be open to external advertisers with whom the luxury car-maker shares a good synergy. The initial print run will be 15,000 copies quarterly which will be audited by BPA Worldwide, a leading global authority on printing audits. The magazine will also be available at dealerships as take-aways for the customer.

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