



Mercedes-Benz Museum

Press Information

June 2022

The Mercedes-Benz Museum

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Mercedes-Benz Museum GmbH | Headquarters and Registry Court: Stuttgart, HRB No. 23165 |
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* Further information on the official fuel consumption and the official, specific CO₂ emissions of new passenger cars can be found in the publication entitled "Leitfaden über den Kraftstoffverbrauch, die CO₂-Emissionen und den Stromverbrauch neuer Personenkraftwagen" ["Guide on the fuel economy, CO₂ emissions and power consumption of all new passenger car models"], available free of charge from all sales outlets and from Deutsche Automobil Treuhand GmbH at www.dat.de.

Tradition meets innovation: The Mercedes-Benz Museum

- The future needs a past: The history of the car, from its invention in 1886 right into the future
- Nine levels, 16,500 square metres of exhibition space, 160 vehicles and a total of 1,500 exhibits
- More than 11 million visitors from all over the world since opening in 2006

Stuttgart. The Mercedes-Benz Museum shows how the brand is constantly reinventing itself: it takes the visitor on a journey through time, from the birth of the car to the fascinating origins and developments of the brand and into the future of mobility. This function is also reflected in the architecture of the Mercedes-Benz Museum. It was designed by UNStudio van Berkel & Bos in Amsterdam. The structure of the building takes its inspiration from the double helix of the DNA spiral that carries human genes.

Two tours take visitors through the extensive permanent exhibition in wide-ranging curves. The tour through the seven Legend rooms relates the history of the oldest car manufacturer in the world in chronological order since the invention of the car in 1886. The second tour through the five Collection rooms presents vehicles across the eras by category. Visitors can switch between the two tours at any time to complete their Museum experience however they wish. The icing on the cake is always the Legend 7 area: Silver Arrows – Races and Records, the spectacular presentation of a banked curve with racing and record-breaking cars from the entire motorsport history of the brand. Adjoining it is the Fascination of Technology display area on Level 0, which provides insight into the work of Mercedes-Benz designers.

Furthermore, the Mercedes-Benz Museum also exhibits regular special exhibitions in Collection Room 5.

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The Mercedes-Benz Museum is open daily from Tuesday to Sunday, 9 a.m. to 6 p.m.

The ticket desk always closes at 5 p.m.

Registration, reservations and latest information: Monday to Saturday from 9 a.m. to 6 p.m. by phone on +49 (0) 711 17-30 000, by email to classic@mercedes-benz.com or online at www.mercedes-benz.com/museum

Press images and more press releases: group-media.mercedes-benz.com

Further research and multimedia material: mercedes-benz-archive.com/museum



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Facts & figures: The Mercedes-Benz Museum at a glance (as of June 2022)

Exhibited vehicles	160
Total number of exhibits	1,500
Visitors since opening	More than 11 million
Internationality	more than 50 percent of visitors from abroad every year; since opening from more than 190 countries
Digital fan base	More than 2.3 million people follow @mercedesbenzmuseum on Instagram
Events	Around 50 own events per year Around 125 customer events per year
Architect	UNStudio van Berkel & Bos, Amsterdam
Display conception	Prof. HG Merz, Stuttgart
Construction period	2003 to 2006
Opening	19 May 2006
Height of building	47.5 metres
Enclosed space	210,000 cubic metres
Ground area	4,800 square metres
Levels	9
Gross weight	110,000 tonnes
Number of triangular glass panes	1,800 (none of them identical)
Length of laid wiring	630 kilometres
Length of heating pipes laid in concrete	100 kilometres
Exhibition space	16,500 square metres
Legend area	9,100 square metres
Collection area	5,300 square metres
Fascination of Technology	1,300 square metres
Distance covered by visitors on their way through the Museum	Approx. 1.5 to a max. of 5 kilometres

History by theme and epoch: Legend and Collection

- **Legend rooms:** Chronologically told history of the Mercedes-Benz brand
- **Collection rooms:** Vehicle diversity ordered by category
- **Fascination of Technology:** Insight into the working world of Mercedes-Benz designers
- **Legend rooms:** From a chronological perspective

Seven Legend rooms take visitors on a journey through automotive and period history, from the invention of the car to the present day. Legend Rooms 1 and 7 are distinctive in layout. Legend Rooms 2 to 6 have the same basic concept and are connected by approximately 80-metre-long ramps. Each ramp takes a cloverleaf-like course as it sweeps down into the next level, with vehicles and room atmosphere giving spectators an early glimpse of what they are about to encounter. A chronological display in the Museum wall along the ramp offers additional information on the contemporary and corporate history of the corresponding period.

Each room makes the Mercedes-Benz legend tangible in a different era:

- Legend 1: Pioneers – The Invention of the Automobile, 1886 to 1900
- Legend 2: Mercedes – Birth of the Brand, 1900 to 1914
- Legend 3: Times of Change – Diesel and Supercharger, 1914 to 1945
- Legend 4: Post-war Miracle – Form and Diversity, 1945 to 1960
- Legend 5: Visionaries – Safety and Environment, 1960 to 1982
- Legend 6: New Start – The Road to Emission-free Mobility
- Legend 7: Silver Arrows – Races & Records

Collection rooms: Thematically focused

The Collection rooms are quite different: this is where buses and taxis, trucks, fire-fighting vehicles and ambulances join vehicles formerly owned by celebrities to display the sheer product variety of the Mercedes-Benz brand with a focus on particular areas. In each Collection room, floor graphics reminiscent of road markings indicate the respective subject areas and set the scene for the vehicle presentation, e.g. in the Gallery of Helpers the exhibits are aligned towards the centre of the room, while in the Gallery of Celebrities they are displayed on high-class wooden pedestals.

The themes of the Collection rooms:

- Collection 1: Gallery of Voyagers
- Collection 2: Gallery of Carriers
- Collection 3: Gallery of Helpers
- Collection 4: Gallery of Celebrities
- Collection 5: Special Exhibitions

The banked curve as an emotive finishing touch

Both the Legend and Collection tours finally take visitors to the Legend 7: Silver Arrows – Races and Records exhibition area. A banked curve dramatically displays the cars that have provided magic moments in the motorsport history of Mercedes-Benz. This area with its racing cars and many original mementos of famous racing drivers is the emotive finale of the Museum tour. Towards the end of the Museum tour, the banked curve becomes steeper and steeper: it ends with record-breaking vehicles displayed vertically on the wall.

Five Mercedes-Benz research vehicles from the past and present form the interface between the Museum tour and the Fascination of Technology display area on Level 0. This area is dedicated to the design process at Mercedes-Benz.

The world's most valuable car: Mercedes-Benz 300 SLR "Uhlenhaut" coupé

- The closed body version of the 300 SLR racing sports car was developed for the 1956 season but was never used in racing
- Only two 300 SLR coupé were built – one is on display in Legend 4: Post-war Miracle – Form and Diversity, 1945 to 1960
- The second 300 SLR Coupé has been auctioned in May 2022 for 135 million EUR, making it the world's most valuable car

This car has always been a legend – and since May 2022 it is the world's most valuable car as well: The Mercedes-Benz 300 SLR with closed body was developed by Daimler-Benz for the 1956 season. Two of these high performance coupés were built. But they were never used in racing since the marque ceased its motorsport activities at the end of the 1955 season. Instead, the then head of the test department, Rudolf Uhlenhaut, is using them for business trips. The epithet "Uhlenhaut coupe" evokes this special relationship to the present day.

One of the two original 300 SLR "Uhlenhaut" coupés is on display in the Mercedes-Benz Museum as a highlight in Legend 4: Post-war Miracle – Form and Diversity, 1945 to 1960.

The other car was sold by the Mercedes-Benz Group in May 2022 to a private collector. The proceeds of 135 million EUR make it the world's most valuable car. The sum will be used to establish the "Mercedes-Benz Fund" that will provide educational and research scholarships in the areas of environmental science and decarbonisation for young people.

Consummate design: The architecture of the Mercedes-Benz Museum

- Architectural design is based on the structure of a double helix
- Unique design: No enclosed rooms and almost no straight walls
- 33-metre-wide ceilings without supports
- Not one of the 1,800 triangular window panes is the same as another

Three architectural studios were instrumental in creating the Mercedes-Benz Museum, which has received major architectural awards: UNStudio van Berkel & Bos in Amsterdam was responsible for the building's exterior design and structure. HG Merz Stuttgart/Berlin evolved the concept in close cooperation with the then DaimlerChrysler AG, from the initial invitation for tenders to detailed planning of the Museum's design. As general contractor, the then DaimlerChrysler Immobilien GmbH was responsible for the Museum's construction.

The Museum forms a link between the parent plant in Stuttgart-Untertürkheim and the Mercedes-Benz sales and service outlet. Constructed on a foundation of 850 concrete and steel pillars, the building has an imposing height of almost 50 metres. It also acts as a portal to the City of Stuttgart: whether turning off the B 14 main road from the Rems Valley or the B 10 from the Neckar Valley, visitors experience the Museum as a key hub on their way towards town. These topographical circumstances were the starting point for the plans of architect Ben van Berkel.

The shape of the Museum building corresponds to the surrounding large structures. Its materials – aluminium and glass – are a reference to automotive engineering. The building changes its visual impact depending on the weather conditions and the time of day: during the day, the interplay of the bright, light-reflecting aluminium panelling and the darker-looking window strips predominates. In the evening, when the Collection rooms are illuminated, this impression is reversed. Then the 110,000-tonne building takes on an aura of weightlessness.

Van Berkel's initial outline sketch depicted a seemingly simple geometric figure consisting of three loops turning endlessly back in on themselves. The result in the completed Museum building: there are no enclosed rooms, and as good as no straight walls. Horizontal and vertical surfaces flow gently into one another.

The so-called twists – building elements of prestressed concrete incorporating two turns – are the most spectacular innovation in the building, and determine its dynamic appearance. They perform an important function with regard to building statics, and also link the different Collection rooms with each other. The twists emerge from the lift shafts as vertical walls, and then, leaning on the next lift shaft, spiral outwards in a gentle sweep. A single twist has a surface area of around 400 square metres and weighs about 2,500 tonnes.

The architecture has received prestigious awards. These include the "Golden Design Award of the Federal Republic of Germany 2008" and the architectural awards "Exemplary Barrier-free Construction 2007", "Concrete 2008" and the Hugo-Häring Prize 2009 for "exemplary buildings in Baden-Württemberg" awarded by the Baden-Württemberg State Confederation of the Association of German Architects (BDA).

Professional explanations of the building's architecture are given by guides who pass on their specialist knowledge during dedicated tours. Further information is available at www.mercedes-benz.com/museum.

A look behind the scenes: Logistics and technical facilities

- **Technical facilities for smooth operation of the Museum**
- **Artificial tornado for smoke ventilation in the event of a fire**
- **Heavy-duty crane effortlessly moves even exhibits weighing several tonnes**

The Mercedes-Benz Museum is extremely popular. On very busy days between 3,000 and 6,000 people visit the exhibition between its opening at 9 a.m. and closing at 6 p.m. Its internal capacities are correspondingly large: up to 1,200 visitors are able to tour the exhibition at the same time.

Advance planning to ensure smooth operation: this is the principle used in the Museum's day-to-day working procedures. Management of the technical facilities is based on preventive maintenance, and repair work is based on guaranteed times for return to operation. This prevents malfunctions and makes the work easier to plan. The impact on visitors is therefore reduced to a minimum.

The result of this strategy is that the entire Museum operation runs without a hitch, although there is only one day each week available for preparation and follow-up, maintenance and vehicle logistics: the Museum is closed on Mondays, otherwise its doors are open to visitors all year round from Tuesday to Sunday.

A good climate for visitors and exhibits

Fire protection, lighting and safety: many different systems have to operate reliably for the entire operation to be dependable. Important factors also include aspects that might not at first occur to visitors – e.g. climate control. It provides them with pleasant conditions during their visit. And it is of decisive importance for the protection of the valuable exhibits. Due to the various materials in historic vehicles, there are many exhibits whose preservation is extremely demanding. Temperature and humidity are therefore only allowed to fluctuate within very close limits, despite several thousand visitors bringing a great deal of heat and moisture into the building each day.

The highly sophisticated climate control system ensures the same conditions all day throughout the Museum. It ventilates the building, and also works by activating the concrete structures which contain hundreds of metres of heating and cooling pipes. Highly complex, but effective. The good condition of the vehicles and other exhibits delivers a very good verdict on the system's functionality.

An artificial tornado for smoke ventilation

When fires break out, it is toxic gases and smoke that pose the greatest danger to people. The Mercedes-Benz Museum has a particularly effective smoke ventilation system. Its centrepiece is what is known as the tornado, which was entered the Guinness Book of World Records in 2007 as the world's largest artificially generated whirlwind. It is a part of the fire safety concept of the Museum, the inside of which is considered a single fire lobby with more than 200,000 cubic metres of enclosed space. Given the open-plan architecture of the building, a division into different fire lobbies separated by fire doors was not an option.

The tornado ensures that this enormous volume extending 42 metres high and covering eight storeys is ventilated in a controlled manner in the event of a fire. The 34-metre-tall whirlwind is generated by a total of 144 air vents, which are set into the walls of the atrium. These rotate the incoming air masses until they form a whirlwind, the likes of which are normally only seen in nature.

Ventilators under the ceiling vent the rush of air, which can reach a volume of up to 80,000 cubic metres per hour. And that is precisely the purpose of the spectacular storm: rapidly and effectively

venting smoke from the Mercedes-Benz Museum in critical situations. The smoke ventilation system is tested once a year. However, the whirlwind cannot be seen during test operation. It is only smoke particles in the air that make it visible.

Spectacular vehicle transfer

A custom-built 40-tonne crane is concealed beneath the ceiling of the atrium. Its purpose is to install or remove vehicles on Levels 2 to 7 via the atrium with the greatest precision. The 20-tonne payload of the crane is sufficient for even heavy commercial vehicles. The exhibits on Level 8 reach their positions in the exhibition by conventional but no less spectacular means: they are lifted onto the roof terrace from outside, to a height of over 40 metres, by a heavy-duty crane.

The work process with the 40-tonne crane is precision work: the cradle hovers into the atrium of the Museum on air cushions, where it is accurately positioned down to the centimetre under the crane. Then, the collection vehicle is rolled onto the cradle with great care. After the crane cables are attached, the winches in the atrium ceiling pull the vehicle upwards to the desired Museum level. The crane system remains unnoticed by visitors in its retracted position.

Three positions are possible when mounting the cradle in order to reach the different areas of the Museum with its cloverleaf ground plan. For loading and unloading, the crane cradle is fixed to a docking point on the respective level. The balustrades are opened when required, clearing the way to the Legend rooms. The other docking points are located behind large doors, which are set almost invisibly in what appear to be concrete walls. While they may look like concrete, they have in fact been expertly painted to give that impression by a specialist. These doors are so large that even a touring coach will fit through them.

The crane is only in operation on Mondays or at night when the Museum is closed. Exhibits are installed or removed every four weeks on average. There are a total of around two dozen vehicle movements each year – be it for special exhibitions or updating the permanent exhibition.

Compact, mobile heavy-duty cranes move the vehicles to their positions on the lowest Museum level in Legend Room 7 and in the Fascination of Technology exhibition area.

Eventful: Automotive history for children and families

- Explore the Museum with an audio guide, explorer book, topic booklets or Museum cases
- Get active at Genius workshops, interactive exhibits and the creative “Fascination of Design” weekend programme

For children, the absolute highlights among the numerous exhibits on display at the Mercedes-Benz Museum are the Formula One cars and the day-to-day helpers – firefighting, police, emergency services and waste disposal vehicles. The Unimog is another firm favourite. The true replica of the 1974 World Cup team bus and an original waste collection vehicle invite children to climb in and look around.

Admission is free for all children up to the age of 14. Schoolchildren from 15 years of age pay the reduced price. Admission is also free for registered groups of schoolchildren along with one adult accompanying every five schoolchildren. Family parking spaces in the multistorey car park, a wheelchair-accessible exhibition, buggies on loan and children’s WCs (Levels 0 and 1) demonstrate the Mercedes-Benz Museum’s child- and family-friendly approach. Children’s meals can also be found on the menu of the Museum’s catering service.

Explore the Museum: With audio guide, explorer book or personal guide

Use of the free audio guide is recommended for visitors to the exhibition. In the special version for children, it tells exciting stories ranging from the invention of the car to the present day in German and English. Alternatively, the Museum can also be explored with a free explorer book. Individual children’s and family tours can also be booked with prior registration.

Explore the Museum: With topic booklets for school classes

By prior arrangement, the Mercedes-Benz Museum offers teachers of primary and secondary school classes free information material, which they can use to prepare for and conduct their visit in a targeted manner. After a short introductory film, the schoolchildren are then able to explore the Museum on their own with the aid of various booklets dedicated to specific topics. The selected topics are based on the curricula of the State of Baden-Württemberg, and cover the areas of inventors, motorsport, safety and drive systems.

Explore the Museum: With Museum cases for groups from day nurseries and kindergartens

The Mercedes-Benz Museum has two cases with educational Museum material ready for its youngest visitor groups from day nurseries and kindergartens. They enable an experience of the permanent exhibition on mobility since 1886 in a way that is geared to children. The offering is tailored to two age groups: the “Hearing. Feeling. Amazement.” case is aimed at children aged two to four. The “Round. Square. Colourful.” case is designed for girls and boys aged five to seven.

Each case is designed to be used by 15 children and at least two accompanying adults. The young visitors are able to decide the duration of the tour themselves.

Get active: Genius workshops

The Genius workshops are aimed at primary schools and the first two years of high school. The Museum offers these courses on various technical subjects in collaboration with Genius, Daimler’s educational initiative for technology and science. The workshops are free and allow simple access to technical correlations. Further education and lesson materials for teachers are also part of Daimler’s educational initiative Genius.

Get active: Interactive exhibits and weekend programmes

The periodically changing interactive exhibits are, as the name suggests, fully designed for interactivity. They take place in the CAMPUS, the children's and adolescents' section, and treat various topics.

Young discoverers aged 3 years or older can give free rein to their creativity in the various do-it-yourself offers, such as the "Fascination of Design" programme. Expert helpers assist the children and adolescents.

All offers in the CAMPUS are free of charge – registration is at the Museum.

The mascots Carlotta and Carlchen

- Popular characters and identification figures for visitors of all age groups
- Carlotta as an image of the Museum
- Carlchen as a car

The Mercedes-Benz Museum has been represented by two mascots since autumn 2020: Carlotta and Carlchen. Both appear as a duo in print media suitable for children and as motifs for merchandising articles. Carlotta has a double role. She was designed to represent the Museum both digitally and as a walking act at many events as a popular character and identification figure.

Digital design by studiokurbos

Stuttgart design studio studiokurbos designed the two figures – initially as two-dimensional graphics, later as three-dimensional digital models. The result was two friendly characters: Carlotta, a personified figure that vividly captures the distinctive architectural lines created by UNStudio van Berkel & Bos (Amsterdam), and Carlchen, a car with human traits and the unmistakable Mercedes star on the radiator. Both figures skilfully represent the Museum and its contents. This also applies to the names that amount to a play on words incorporating the word “car” and “Carl” (for Carl Benz), which are highly appropriate for the Mercedes-Benz Museum.

Carlotta as a sculptural implementation

Steegmüller Sculptures used the digital designs to breathe life into the Carlotta figure. The company, based in Ostfildern in Germany, specialises in turning models into animated sculptures and walking acts.

Carlotta attends events and is also around at the Museum at weekends . Whether it is at the Museum box office, in the CAMPUS children’s and youth area or in the exhibition: Carlotta injects fun and entertainment into all these events, inviting playful interaction and is always available as a photo and selfie motif for unforgettable memories.

We'd love to host your event: Meetings and celebrations at the Mercedes-Benz Museum

- On site and digitally
- Numerous event areas for every occasion
- From a conference to a concert, from a gala to an open air cinema
- Comprehensive in-house event schedule of the Mercedes-Benz Museum

The Mercedes-Benz Museum loves hosting events. Some 125 customer events take place there each year. Plus around 50 of the Museum's own public events for its visitors. The exceptional architecture and the display of vehicles and other exhibits from the history of the car and mobility since 1886 lend an unrivalled ambience to any event. The culinary framework is provided by the in-house caterer with regional and international cuisine.

All event areas can be used flexibly, individually and also outside Museum opening hours. The possibilities range from a dinner for an exclusive circle of guests to a large conference or party. The exhibition itself can also be incorporated – e.g. for a reception amidst the world's very first cars, or with the legendary Silver Arrows as a backdrop. Guided Museum tours or the involvement of a Mercedes-Benz brand ambassador give an event at the Museum that extra something special. More information is available at www.mercedes-benz.com/en/classic/museum/host-event/.

Bookable event areas:

- Level 1: A large atrium, with an area of 1,172 square metres and a height of 34 metres, as well as the multifunctional Large Hall measuring 498 square metres. The Large Hall can occupy up to 300 participants during Museum opening hours. Outside opening hours, this event area can be expanded, together with the atrium, to host up to 800 guests.
- Level 8: Above the wide Neckar Valley, the 280 square metres of the Casino offer a venue for exclusive events with up to 120 guests. It can be booked in combination with the neighbouring Lounge (112 square metres). Outside opening hours, the roof terrace (375 square metres) with a panoramic view as well as the Legend 1 exhibition room can also be added. This means the entirety of Level 8 is available for up to 200 people.
- Level 0: The Museum is particularly flexible as an event location in the 1,669-square-metre Passage, with a direct connection to the multistorey car park. The Museum restaurant can also be found here, with 200 seats on the inside and 65 seats on the outside. The Passage offers space for up to 1,400 people during events.
- Outside areas: The Open Air Stage with an area of 1,119 square metres and space for up to 1,150 guests is suitable for concerts, cinema and product presentations. Here the unique architecture of the Museum comes to the fore particularly impressively as a backdrop. The entire open area can additionally be used for large events with several thousand visitors.

Since opening its doors in 2006, the Mercedes-Benz Museum has set the bar high with its public events. Regular fixtures in the annual programme are the Open Air Cinema (since 2007), the Social Media Nights (since 2011), the non-branded classics meeting "Classics & Coffee" (since 2011) and various concert events such as the Concert Summer (since 2017) and the programme "Urban Culture" (since 2021).

Digital events

Hybrid events are in high demand. It really does not matter whether there are 100, 1,000 or 10,000 participants or where they log in from. The Mercedes-Benz Museum's streaming and webcasting service makes events available online and live on all desired channels. The event areas and the exhibition are available for conferences, congresses, panel discussions, product presentations, webinars and webcasts as well as for recordings in TV broadcasting quality.

Gastronomy at the Mercedes-Benz Museum: “Bertha’s Restaurant”, a deli and a bistro

- Three attractive corners to relax in for a pleasant visit
- Plus: Food Truck in front of the Museum

The Mercedes-Benz Museum offers three gastronomic places to be visited either before commencing a tour of the Museum or after finishing one. The menus include both family-friendly and regional culinary specialities.

“**Bertha’s Restaurant**” on Level 0 is named after the automotive pioneer Bertha Benz. During summertime, the generous outside area is open. The **deli**, which is also on Level 0 of the Museum, offers daily specials, snacks and cakes. The **bistro** on Level 1 serves a variety of coffee specialities, tasty sandwiches and homemade sweets.

Culinary delights at the Mercedes-Benz Museum on the web:

- Website: www.berthasrestaurant.de/en/
- Instagram: www.instagram.com/berthasstuttgart/
- Facebook: www.facebook.com/berthasstuttgart/

During the summer season with a lot of open air events taking place, a varied range of summertime dishes and beverages is provided by the team from Bertha’s Restaurant by a food truck stationed outside the Museum. Numerous sun loungers provide a chilled relaxed ambience.

Mercedes-Benz Museum digital experience

- **Expansion of digital offerings: Website and social media**
- **Online events**

Thanks to digital technologies, the Mercedes-Benz Museum can also be explored via the website, by interactive tours, video clips and social media. Online events for customers are also possible.

A virtual tour through the Museum

Visitors can experience the Mercedes-Benz Museum online via the website before or after their visit. The virtual tour guides visitors around the exhibition, which covers 16,500 square metres. The site offers information on the exhibits as well as 360-degree images of all the Legend and Collection rooms with their vehicles (www.mercedes-benz.com/en/classic/museum/exhibition/).

A highlight is a film taken from a drone that explores the Museum from the roof to the entrance level: the four-minute clip (<http://mb4.me/drone-museum>) delivers spectacular scenes, including the rapid flight through the open gullwing doors of the legendary Mercedes-Benz 300 SL.

Every visit to the Museum is an individual experience. A web series focuses on this perspective and provides tours with people who have a special relation to the museum and the brand (www.mercedes-benz.com/en/classic/museum/at-the-museum-with/).

Social media

With its mix of historical archive material, exciting pictures and videos from the Mercedes-Benz Museum and from worldwide classic events, the digital Mercedes-Benz Museum is the most successful classic channel of all car manufacturers worldwide. More than 2.3 million people follow @mercedesbenzmuseum on Instagram (as of June 2022), in addition to followers on other platforms: @mercedesbenzmuseum on Facebook and @MB_Museum on Twitter.

On Instagram, guides from the Mercedes-Benz Museum share their enthusiasm and surprising facts about the permanent and special exhibitions. A virtual experience is made possible by the series “Exclusive Insights: The Cars of the Mercedes-Benz Museum” (<http://mb4.me/exclusive-insights>). Also available via Instagram Stories are Museum tours by Pádraic Ó Leanacháin (<http://mb4.me/MuseumTour>) and by Damian Dabrowski through the special exhibition “40 Years of the G-Class” (<http://mb4.me/g-tour-ig>).

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Press images and more press releases: group-media.mercedes-benz.com

Further research and multimedia material: mercedes-benz-archive.com/museum



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