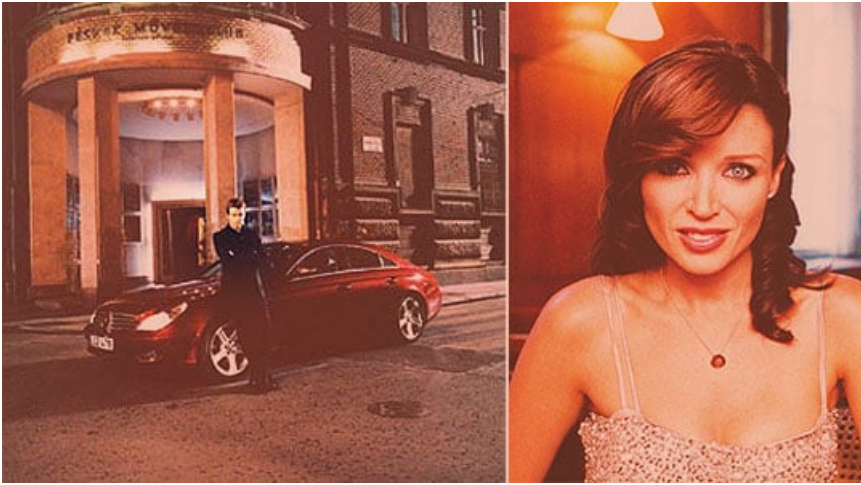


CLASSIC DRIVER

Mercedes-Benz Presents “Thriller” With International Star Cast for the New CLS Class



Mercedes-Benz is now putting the new CLS Class on the film scene with an exciting Web special: beginning October 18, the four-door coupe can be seen in a thirteen-minute thriller with an all-star international cast at www.the-porter.com. “The Porter” tells the fascinating story of the porter at a five-star hotel in Budapest who becomes wrapped-up in a diamond smuggling operation. The central roles are played in pure star form by top names from the film and music industry: the porter is played by the English singer and actor, Max Beesley, ex-Roxy Music-front man Bryan Ferry is the jewel smuggler. The Hungarian top model Annamaria Cseh plays the mysterious beauty and Australian pop diva Dannii Minogue is perfectly at home as the seductive nightclub owner.

“A model as exciting as the CLS demands exceptional marketing concepts”, explains Lothar Korn, Global Advertising Manager of Mercedes-Benz Passenger Cars Division at DaimlerChrysler AG. Korn. “The Porter expands our integrated campaign for the market launch of the CLS and is closely connected with other Mercedes-Benz marketing activities.”



Which also goes for the film’s title tune. “Fool for Love”, a Bryan Ferry hit that the ex-front man of Roxy Music recently re-recorded exclusively for Mercedes-Benz, will be available as a free download from October 18 at Mixed Tape, the Mercedes-Benz music platform. At www.mercedes-benz.com/mixedtape music fans will also find the song “The Wave” by the Argentinean performer, Gabriela Anders, who also appears as a supporting actress in “The Porter”.

The campaign surrounding “The Porter” will reach its high point with Bryan Ferry’s exclusive club concert on November 17 in Hamburg, where the music legend will present the title song “Fool for Love” for the first time live in front of 150 invited VIP guests. Mercedes-Benz will give away ten tickets (5 x 2) for this exceptional event among all online users that take part in a raffle on the website. And of course interviews with the leading actors, excerpts from the making-of and brief profiles of the artists are all available at www.the-porter.com.

Text & Photos: DaimlerChrysler

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