

Mercedes-Benz Begins Marketing Campaign On Sustainability

{mosgoogle right}Yes, ladies and gentlemen, after a taking an extended four-day weekend we are indeed back, bringing you the wholesome Mercedes-flavored goodness you've come to know and love. First up comes word that Mercedes-Benz is launching a new international advertising campaign under the theme of 'sustainability,' coinciding with the launch of BLUETEC passenger vehicles in Europe. The new marketing campaign, which features a variety of print ads, a television commercial and a new online campaign, will begin by showcasing the forthcoming E300 BLUETEC - a model set to market its market debut in December 2007. In mid-2008 the sustainability campaign will then be extended to showcase additional vehicles and developments related to Mercedes-Benz' activities, all of which will be combined under the heading 'TrueBlueSolutions.'

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