Mercedes-Benz and eBay announce partnership for market launch of new-generation E-Class

- Extensive marketing partnership opens up innovative possibilities for communicating with customers

- Mercedes web content at eBay and mobile.de targets new customer groups with an affinity for automobiles

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{mosgoogle right}Stuttgart, May 22, 2006
Mercedes-Benz has entered into an extensive partnership with eBay in Germany for the market launch of the new-generation E-Class, thus moving in a completely new direction in the area of customer communications. From today on, eBay users who also happen to be car fans can obtain information on the new-generation E-Class on eBayâ€™s website. They will also have the opportunity to participate in an auction for a special edition E-Class model, with the proceeds from the sale to be donated to the Laureus Sport for Good Foundation. â€œHaving eBay as a partner enables Mercedes-Benz to utilize completely new channels for communicating with customers,â€• says Marc Frank, head of Relationship Marketing Mercedes-Benz Passenger Cars. â€œeBay is an ideal partner for us when it comes to targeting those Internet users who are also interested in cars. Our web pages at eBay and mobile.de will be viewed by a large number of people, allowing us to show them how safe, dynamic, powerful and reliable the E-Class is.â€•

Beginning today, Mercedes-Benz will post special web content related to the new-generation E-Class at the eBay website and will also launch an exclusive presentation at a newly established brand forum at mobile.de. Along with details on the charity auction, visitors to the sites will find information on important dates related to the modelâ€™s market launch and how to register for exclusive E-Class driving events.

eBay.de and mobile.de are two of the most popular online marketplaces, which is why Mercedes-Benz is using them to communicate about the new E-Class. The goal of the innovative partnership is to get potential new-generation E-Class customers interested in the model and offer them the opportunity to get to know the vehicle live at exclusive driving events called â€œE-Class Experienceâ€•.

eBay - the worldâ€™s largest online marketplace - is a particularly important marketing partner for Mercedes-Benz when it comes to addressing younger target groups and gaining new customers for the brand with the star. â€œeBay and Mercedes-Benz are two strong brands that complement each other well,â€• says Patrick Boos, Senior Director Category and Seller Management at eBay GmbH. â€œMercedes-Benz is a truly outstanding partner for us, especially with regard to our eBay Motors and mobile.de automotive platforms. Weâ€™re really looking forward to this partnership.â€•

To attract as many potential E-Class customers to the Mercedes Benz partner web pages as possible, eBay and mobile.de will be posting advertising content targeted at specific groups on their websites in the coming months. Web users interested in obtaining information on the E-Class will also be able to go directly to www.ebay.de/mercedes-benz and www.mobile.de/mercedes-benz, both sites designed in Mercedes-Benz layout. Furthermore they can visit the Mercedes-Benz E-Class special web presentation www.Experience-the-E-Class.com.â€œStars and Charity Auctionâ€• of the â€ 320 Laureusâ€•: Proceeds will go to the Laureus Sport for Good Foundation

As part of the launch of the partnership between eBay and Mercedes, eBay will hold a â€œStars and Charity Auctionâ€• of the special E-Class â€œE 320 Laureus.â€• Anyone interested in entering a bid can do so from May 24 to June 3, 2006 at eBay.de. Complete details on the event, as well as a link to the auction, can also be found at the Mercedes-Benz partner web pages. All proceeds from the auction will be donated to the Laureus Sport for Good Foundation in Germany, which was co-initiated by Mercedes-Benz. The foundation sponsors sports projects around the world for children and teenagers in need. Former tennis star Boris Becker, chairman of the Laureus World Sport for Good Foundation in Germany, will hand over the vehicle to the highest bidder on July 7, 2006 at a celebration during the Laureus Golf Charity event in Berlin.