



Mercedes-Benz

“Next A-Class” Campaign Rolled out by Mercedes-Benz Japan

Press Information

November 15, 2012

- **Original animation produced by Yoshiyuki Sadamoto (“Neon Genesis Evangelion” character designer)**
- **“Mercedes-Benz A-Class EDITION NEXT” Limited versions offered prior to New A-Class Launch**

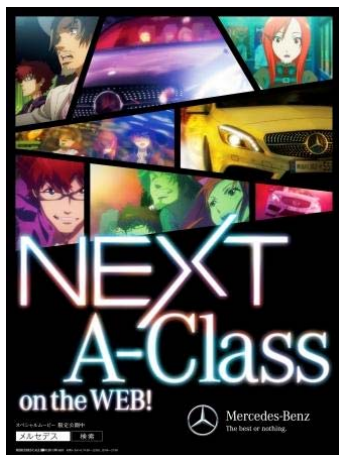
Mercedes-Benz Japan Co., Ltd. (MBJ; President: Nicholas Speeks; Head office: Tokyo) launches the “NEXT A-Class” campaign Saturday, November 17 featuring the next generation compact car. Collaboration with animation for a new car is the first in the world for Mercedes-Benz brand. The new appeal of the globally strategic model “new A-Class” is targeted to new customers. Prior to the official launch of the new A-Class scheduled January 2013 in Japan, the campaign includes offers of 200 limited versions, “A 180 BlueEFFICIENCY EDITION NEXT” and “A 180 BlueEFFICIENCY Sports EDITION NEXT”. Orders of the limited versions can be made at the authorized Mercedes-Benz dealerships throughout the country starting the day of the campaign.

The original animation, which is the core media of the campaign, is a short exciting story stirring everyone’s imagination. Three characters chase a “mysterious car” at full speed in a “new A-Class” in the futuristic Tokyo. The meticulous work is a compilation of outstanding Japanese animation masters. Mercedes-Benz teamed with the animation production company “Production I.G” with characters created by Mr. Yoshiyuki Sadamoto, best known for his works in “Neon Genesis Evangelion”, direction by Mr. Mizuho Nishikubo, animation directed by Mr. Kazuchika Kise, music by Mr. Kenji Kawai. The length is a total of six minutes, accessed at the campaign’s special site: (<http://youtu.be/x2Rf5QX7bNc>)

Other than the actual animation on the website, trailers of the animation is aired on television as commercials and also at main movie theatres throughout the nation. In addition, a SLS AMG GT3 wrapped in the “NEXT A-Class” animation runs in the car race “Fuji Sprint Cup 2012” sponsored by Japan Automobile Federation (JAF) during November 16 – 18 at Fuji Speedway.

Furthermore, the limited versions "EDITION NEXT" offered this time can be delivered Page 2 on the actual launch date of the new A-Class. Fifty couples selected from customers who ordered them are invited to the delivery ceremony on the same date held at "Mercedes-Benz Connection"(MBC), the brand information center in Roppongi, Tokyo. They are also invited to the following "Opening Party" celebrating the renewal of MBC relocated from nearby. (Application period: Saturday, November 17 – Sunday, November 25)

The campaign title "NEXT" implies the determination of Mercedes-Benz to pioneer new ways to enjoy vehicles in the coming era. MJB will continue to propose not only the brand values of Mercedes-Benz but also how to enjoy automobiles in the new era to those who have not been in contact with the brand, especially the young generations.



【"NEXT A-Class" Storyline】

In the future city of Tokyo where it has evolved into a "Transforming Mobile City", three characters chase "a mystery car" at full speed in a "new A-Class" dashing in and out of the transforming routes of the metropolis.

【"NEXT A-Class" Production Staff】

Director: Mr. Mizuho Nishikubo

Famous works: Ghost in the Shell, Ghost in the Shell 2: Innocence, The Sky Crawlers

Character Designer: Yoshiyuki Sadamoto

Famous works: Neon Genesis Evangelion, FLCL, Wolf Children

Key Animation Supervisor: Kazuchika Kise

Famous works: Ghost in the Shell, Neon Genesis Evangelion: Death & Rebirth

Music Director: Kenji Kawai

Famous works: Ghost in the Shell, The Sky Crawlers, 009 Re:Cyborg

【"NEXT A-Class" Campaign Outline】

Various activities are scheduled starting November 17th, 2012

"NEXT A-Class" Special Site

A special website is open to show the full version of the animation, six minutes, both in Japanese and English. Through this site, various information such as the limited version offered prior to the new A-Class launch is available. Web registered "My Mercedes members" can apply for free animation figures. The site is full of benefits and will be updated with further offers as well as the latest information. A special page is also in the Facebook. (<http://www.facebook.com/NEXTAClass>)

TV Commercials / Movie Theatre Ads

15-second and 30-second "the NEXT A-Class preview" TV commercials are aired nationwide. In accordance with the movie theater premiere of "Evangelion: 3.0 You Can (Not) Redo", Saturday November 17, a trailer is shown at 99 major movie theatres.

"mb! by Mercedes-Benz" International Web magazine's Special Booklet

The international Web magazine "mb!" set up in Japan June 2012 issues a booklet extra special for the "the NEXT A-Class". This "Original Animation Edition" includes the storyline and gives a glimpse of production secrets and episodes of the making. They are distributed at large-sized bookstores in the metropolitan area, major movie theaters and authorized Mercedes-Benz Dealers.