



Mercedes-Benz

The Mercedes-Benz A 45 AMG 4MATIC Web Video

Press Information

November 7, 2013

Japan original “A 45 AMG 4MATIC” Web video

- **ZAZEN meets the overwhelming driving performance.**
- **Special website launched to release the video on Nov.7, 2013 (Thu)**

Mercedes-Benz Japan Co., Ltd. (MBJ; President Kintaro Ueno; Head office: Minato-ku, Tokyo) has released a Japanese original web video "Mercedes-Benz A 45 AMG 4MATIC X ZAZEN" on Thursday, November 7, 2013. This production is to deliver the fascination of the "A 45 AMG 4MATIC", the high-performance model available in the new A-Class leading a new generation sports compact from Mercedes-Benz launched in July 2013, to a wide range of customers.

The first high-performance model ever to be available in the compact class embodies the world's most powerful four-cylinder turbo engine in series-production and the "AMG 4MATIC" four-wheel-drive system that reliably transmits engine power to the road surface to ensure dynamic driving. This video created to promote the outstanding driving performance not only to existing customers of AMG cars, but also to younger drivers as well.

The video was created to verify whether people can stay calm when A 45 AMG 4MATIC with the latest technology is driven close by. It delivers the characteristics of the car that it can even shake the heart of the well-trained monks by its fascination. Using metaphors as the dynamic driving with the A 45 AMG 4MATIC in a closed circuit for "Action" and the monks doing Zazen for "Silence".

Mercedes-Benz Japan is dedicated to continuously deliver the attraction of the new A-Class symbolizing the new Mercedes and the dynamic world in AMG.

【Special website】

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Launching date : Thursday, November 7, 2013

URL : <http://mercedes-amg.jp/zazen/>

Note : English subtitles

