

✓ A Bold Vision: Expanding Mercedes-Benz into the Skies

Mercedes-Benz, long synonymous with engineering excellence, elevates its identity through a bold creative strategy: developing hybrid-electric luxury private jets embodying innovation, sustainability, and craftsmanship. This initiative opens a renewed frontier in mobility, allowing clients to move seamlessly between road and sky under one visionary brand.

✓ Meeting Social Demands with Sustainable Innovation

A jet with hybrid-electric propulsion and responsibly sourced interiors answers rising expectations for sustainability and traceability. Eco-conscious high-net-worth clients and HENRYs, who associate Mercedes with heritage and forward thinking, can extend that trust to a new symbol of freedom, status, and efficiency.

✓ Business Growth Through Portfolio Expansion and Exclusivity

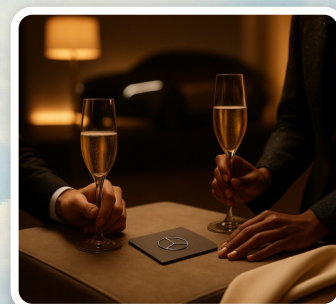
This expansion enables Mercedes to diversify its portfolio into adjacent categories, unlock new revenue streams, and deepen engagement with its most valuable clients. Limited, numbered editions and bespoke design programs create exclusivity and strong profit potential.

✓ Crafting Memorable Experiences Through Personalization

Invite-only design previews, livestreamed artisan workshops and AI personalization with sensory and symbolic touchpoints (cabin carpets subtly infused with signature scents and ceiling panels echoing the three-pointed star) turn each purchase into a ceremonial experience that strengthens emotional connection.

✓ Strengthening Legacy and Loyalty in Sustainable Mobility

By uniting timeless quality with pioneering aviation, Mercedes-Benz positions itself as a leader in sustainable mobility and offers loyal customers an elevated lifestyle—true to its mantra: *The best or nothing.*



The idea originated during my attendance in the 'Principles of Luxury' course at Sotheby's Institute of Art, shaped by the intersection of the aviation business I co-founded and an independent visit to the Mercedes-Benz brand experience.

- Mylène Besançon

