



Mercedes Benz Brand Places

Christian Marquart

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The internationally renowned brand Mercedes-Benz offers in this publication an exclusive insight into the significance of their point of sales as the decisive interface between the producer and the consumer a place which creates a certain aura for the company and which can ultimately have a great influence on the success of the brand. The Mercedes-Benz strategy is to present its name, its products, and related services consistently in all its sales and service centres throughout the world.

This publication documents the multifaceted architecture and design of the Mercedes-dealerships around the globe; it describes exactly how the brand world transforms rooms and buildings to represent and convey the exclusive corporate identity, producing a high recognition value which is so valuable on the world market.

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