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## Press Release

### **Mercedes-Benz joins Aura Blockchain Consortium to Elevate its Digital Luxury Offering to the Next Level**

*The Aura Blockchain Consortium enables new strategic opportunities for Mercedes-Benz' innovative luxury brand experiences through digital art with NFTs, in-car and beyond.*

**Stuttgart / Geneva May 18th, 2022** Mercedes-Benz becomes the only car maker to join as a founding member of the Aura Blockchain Consortium of luxury brands. Other founding members include LVMH, Prada Group, Cartier, part of Richemont and the OTB Group. Aura Blockchain Consortium's unique collaborative concept "by luxury brands for luxury brands" provides Mercedes-Benz with ready-to-use, cutting-edge blockchain and NFT technology that will raise the customer experience to the next level and further enhance the digital luxury industry. Access to Aura Blockchain Consortium's technology also enables Mercedes-Benz to explore new strategic dimensions of digital brand development, such as creating its own original digital artworks as NFTs (non-fungible tokens). Digital art is set to become an important element and one of many use cases of the company's future while supporting its strategic approach to merge physical and digital products.

The Aura Blockchain Consortium initiative is the realisation of a common ambition shared by its international players in the luxury industry. Its goal is to raise standards in relation to innovation, transparency and blockchain technology and increase customer trust in the brands' sustainable practices and product sourcing.

#### **Future opportunities for digital art in-car and beyond**

The Aura Blockchain Consortium unlocks new possibilities for all its members. The NFT solution platform offers the flexibility for adaptation to the specific needs of individual brands. The Aura Blockchain Consortium is pursuing a long-term strategy towards the metaverse and has accelerated its activities in the development of its technical roadmap to include various NFT solutions for luxury brands. A digital certificate of authenticity makes artworks unique, thereby giving them a value that would otherwise not be achievable in the digital world – where content is often widely copied. Creating its own unique digital art,

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Mercedes-Benz AG, Stuttgart, Germany | Domicile and Court of Registry: Stuttgart, Commercial Register No.: 762873  
Chairman of the Supervisory Board: Bernd Pischetsrieder  
Board of Management: Ola Källenius, Chairman; Jörg Burzer, Renata Jungo Brüngger, Sabine Kohleisen, Markus Schäfer, Britta Seeger, Hubertus Troska, Harald Wilhelm

The figures are provided in accordance with the German regulation 'PKW-EnVKV' and apply to the German market only. Further information on official fuel consumption figures and the official specific CO<sub>2</sub> emissions of new passenger cars can be found in the EU guide 'Information on the fuel consumption, CO<sub>2</sub> emissions and energy consumption of new cars', which is available free of charge at all sales dealerships, from DAT Deutsche Automobil Treuhand GmbH and at [www.dat.de](http://www.dat.de).



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with the option of dropping them as NFTs, is an area of particular interest to Mercedes-Benz Design and opens the door to a completely new range of products. The in-car digital art experience is a significant next step for Mercedes-Benz UI/UX. The launch of the MBUX Hyperscreen with its innovative Zero Layer marked a milestone in usability, fusing functionality with ease-of-use. Meanwhile, the game-engine-powered graphics used in the one-piece display for the VISION EQXX technology programme take joy of use to the next level with an extraordinary visual experience. Mercedes-Benz is elevating this by incorporating digital art as a personalised surprise factor.

Mercedes-Benz is laying the groundwork for its entry into the fast-growing NFT market. Joining the Aura Blockchain Consortium as a founding member now takes this to a new level. Subsequent drops and utilities are in the planning. To bring NFT collections into its cars and turning them into a personalised immersive art space enriched by light and sound is another strategic layer for the company.

“As a design team we consistently strive to pair beauty with the extraordinary in all dimensions. Therefore we are pushing our digital luxury ambition with Crypto Art, as a new expression of our style and creativity.”, says Gorden Wagener, Chief Design Officer of Mercedes-Benz Group AG. “We use digital art to create desire in-car and beyond. Incorporating it into the UI/UX is one future opportunity to differentiate the Mercedes-Benz luxury experience through the joy of the unexpected. It offers exciting potential for our design approach to exceed customer expectations with extraordinary and surprising elements – we call it the X-Factor.”

“At Mercedes-Benz, we are expanding our brand activities to a completely new dimension of digital luxury. With Aura’s cutting edge blockchain solution, we make sure Mercedes-Benz once again sets standards for the automotive industry.” says Bettina Fetzer, Vice President Communications & Marketing Mercedes-Benz AG.

“We are delighted to welcome Mercedes-Benz as our fifth founding member, coming from an entirely new sector of the luxury industry. This is a concrete step towards our overarching strategy to welcome all sectors of the luxury industry. The Mercedes-Benz name has been at the forefront of luxury innovation throughout its illustrious history. We are certain that the team of Mercedes-Benz will make an enormous contribution to our association and the development of a uniquely advanced technology through the significant opportunities offered by our solutions in relation to our activities related to upstream and downstream solutions, as well as to the ones related to NFTs.” says Daniela Ott, Secretary General of Aura Blockchain Consortium.

The previous founding members of the Aura Blockchain Consortium emphasise their delight about Mercedes-Benz joining the Consortium and are looking forward to including them in their unique cross-industry collaboration. As a Consortium, they strive to make blockchain solutions and related technologies easy and available to all luxury brands. Mercedes-Benz is the ideal fifth founding member with its clear and concrete vision and the previous founding members believe that their contribution will be invaluable considering their knowledge of the luxury motor industry. They are enthusiastic about the exchanges they have had so far with the Mercedes-Benz team and they will appreciate their input in all of their workstreams.



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## About Mercedes-Benz

Further information about Mercedes-Benz is available at [www.mercedes-benz.com](http://www.mercedes-benz.com). Press information and digital services for journalists and multipliers can be found on our Mercedes me media online platform at [media.mercedes-benz.com](http://media.mercedes-benz.com) as well as on our Mercedes-Benz media site at [group-media.mercedes-benz.com](http://group-media.mercedes-benz.com). Learn more about current topics and events related to Mercedes-Benz Cars & Vans on our @MB\_Press Twitter channel at [www.twitter.com/MB\\_Press](http://www.twitter.com/MB_Press).

## About Aura Blockchain Consortium

The Aura Blockchain Consortium was established in April 2021 by three major luxury players LVMH, Prada Group and Cartier, part of Richemont, and was joined in October 2021 by OTB Group. The luxury groups have joined forces to address the shared challenges of communicating authenticity, responsible sourcing and sustainability in a secure digital format. Aura Blockchain Consortium is a non-profit association based in Switzerland with the purpose to promote socially responsible, sustainable, and customer-centric business practices throughout the lifecycle of luxury products by leveraging blockchain and other technologies. By promoting the use of a single global blockchain solution open to luxury brands of all sectors worldwide, the platform provides consumers with additional information, services, transparency and raises the customer experience to a new level.

## Media Contacts

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### For the Aura Blockchain Consortium

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### Mercedes-Benz AG at a glance

Mercedes-Benz AG is responsible for the global business of Mercedes-Benz Cars and Mercedes-Benz Vans, with around 172,000 employees worldwide. Ola Källenius is Chairman of the Board of Management of Mercedes-Benz AG. The company focuses on the development, production and sales of passenger cars, vans and vehicle-related services. Furthermore, the company aspires to be the leader in the fields of electric mobility and vehicle software. The product portfolio comprises the Mercedes-Benz brand with the brands of Mercedes-AMG, Mercedes-Maybach, Mercedes-EQ, G-Class and the smart brand. The Mercedes me brand offers access to the digital services from Mercedes-Benz. Mercedes-Benz AG is one of the world's largest manufacturers of luxury passenger cars. In 2021 it sold around 1.9 million passenger cars and nearly 386,200 vans. In its two business segments, Mercedes-Benz AG is continually expanding its worldwide production network with around 35 production sites on four continents, while gearing itself to meet the requirements of electric mobility. At the same time, the company is constructing and extending its global battery production network on three continents. As sustainability is the guiding principle of the Mercedes-Benz strategy and for the company itself, this means creating lasting value for all stakeholders: for customers, employees, investors, business partners and society as a whole. The basis for this is the sustainable business strategy of the Mercedes-Benz Group. The company thus takes responsibility for the economic, ecological and social effects of its business activities and looks at the entire value chain.