



For day nurseries and kindergartens in the Mercedes-Benz Museum

Press Information

A case full of history

14 August 2018

Starting now, the Mercedes-Benz Museum is offering visitor groups from day nurseries and kindergartens cases containing educational material which enable the permanent exhibition to be explored with all the senses. The concept is tailored to two age groups: visitors aged from two to four years and from five to seven years. It helps children to experience the permanent exhibition of mobility since 1886 in an intuitive way appropriate to their age.

Stuttgart. Searching and seeing, touching and exploring, hearing and telling: the Mercedes-Benz Museum has packed two very special cases for its very youngest visitors. Groups from day nurseries and kindergartens can now explore the permanent exhibition showing the history of mobility in a new way with these Museum cases. Each case is designed to be used by 15 children and at least two accompanying adults. One accompanying adult has free entry to the Museum for every five children in the group. The groups are able to determine the duration of the tour themselves.

The Museum's educational material is available for two age groups: the "Hear. Touch. Marvel." case is aimed at children aged two to four. The "Round. Square. Colourful." case is designed for girls and boys aged five to seven years. Extensive guidelines are included with the cases to give accompanying adults ideas on how the tour through the permanent exhibition can be made individual with the Museum case.

The guidelines contain explanatory and intuitive text, search questions on exhibits and suggested games, amongst other things. The contents of the Museum cases include Mercedes stars and colouring books, as well as models of the Mercedes-Benz 300 SL with its famous "gullwing" doors and a model of the first "Silver Arrow" racing car with traces of the grinding work to remove

the white paint. Both cases also contain a small gift for the children to take home.

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When their visit begins, the groups are first taken to the Genius Campus. Following an introductory presentation about the Museum and explanations on use of the cases, a group photograph can be taken on request. The lifts then take the group to the Museum's permanent exhibition. After their return the visitors are once again received in the Campus, which is equipped for children with an eating area, changing facilities and toilets. The Museum cases are returned at this point.

Groups wishing to explore the Museum with the cases should contact the Classic Contact Centre by phone: +49 711 17 30000 or email classic@daimler.com. Further information about the variety of packages the Mercedes-Benz Museum offers children and families is available on the Museum's homepage: www.mercedes-benz.com/museum

The Mercedes-Benz Museum is open daily from Tuesday to Sunday from 9 am to 6 pm. Last admission is at 5 pm.

Registration, reservations and latest information: Monday to Sunday from 9 am to 6 pm by phone on +49 711 30000, by email to classic@daimler.com or online at www.mercedes-benz-classic.com/museum.

Contacts:

Sabrina Meidl, Tel. +49 176 3093 4562, sabrina.meidl@daimler.com

Friederike Valet, Tel. +49 151 5862 2944, friederike.valet@daimler.com

Miriam Weiss, +49 160 862 8913, miriam.weiss@daimler.com

High-resolution photographs and more press information:

<https://media.daimler.com>

Latest film and photo material:

<https://mercedes-benz-archive.com/marsMuseum>

Multimedia archive and search system:



<https://www.youtube.com/MercedesBenzMuseum>

Captions:

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From July 2018, groups from day nurseries and kindergartens are able to explore the permanent exhibition of the history of mobility in the Mercedes-Benz Museum in a new way with Museum cases.