



Mercedes-Benz Classic Calendar 2019

Press Information

Through the Classic year with augmented reality

13 September 2018

The Mercedes-Benz Classic Calendar 2019 opens up a new dimension for its lavish photos with an augmented reality app providing access to digital content, such as films or social media posts, to bring the images to life. They tell the story behind the photos in the calendar using the possibilities of modern media. The Mercedes-Benz Classic Calendar 2019 is entitled “#MBclassic – A new Classic experience”. Costing 29.90 euros, it is now available for advance ordering online from the Mercedes-Benz Classic Store. The calendar will also be on sale at the Mercedes-Benz Museum shop from October 2018.

Stuttgart. Year after year, the photographs in the Mercedes-Benz Classic Calendar invite the viewer to dream: for twelve whole months, the calendar takes them into a pictorial world of classic Mercedes-Benz automobiles. The new calendar for 2019 now offers an entirely new dimension, as the photos in it can be supplemented by digital content using an augmented reality app on smartphones and tablets. Under the title “#MBclassic – A new Classic experience”, there are fascinating calendar stories that cut across the various media. Moving photos of classic cars with the three-pointed star are brought to life by matching moving images.

At the interface between the analogue and digital worlds, the viewer is treated, for example, to a road trip from Stuttgart to Monaco in a luxury 1960s saloon. Or they are there when the rare Mercedes-Benz C 111 is taken for a spin on public roads. At the legendary “1000 Miglia” road race across Italy, the calendar follows in the tracks of the Mercedes-Benz SSK supercharged sports car. And it gives a flavour of the fascinating atmosphere at the “Cars & Coffee” classic car get-together at the Mercedes-Benz Museum, which takes place there every Sunday in the summer.

Mercedes-Benz Classic is able to relate such special stories because the vehicles from the company's own collection are regularly present at international and in-house events, on the race track and at other classic car get-togethers. These were the occasions on which the impressive photos in next year's Classic calendar – as well as the digital stories behind them – were created.

The Mercedes-Benz Classic Calendar 2019 entitled “#MBclassic – A new Classic experience” measures 69 x 49 centimetres. Costing 29.90 euros, it is now available for advance ordering online from the Mercedes-Benz Classic Store (<https://www.mercedes-benz-classic-store.com/en/detail/index/sArticle/1419/sCategory/437>). The calendar will also be on sale at the Mercedes-Benz Museum shop from October 2018.

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High-resolution photographs and more press releases:

<https://media.daimler.com>

Current film and photo material:

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

Multimedia archive and search system:

<https://mercedes-benz-publicarchive.com>

Captions:

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Mercedes-Benz Classic calendar 2019, cover: Mercedes-Benz C 111 in Amsterdam.

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Mercedes-Benz Classic calendar 2019, subject of April: Mercedes-Benz Concept EQ and Mercedes-Simplex 40 PS in California.

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Mercedes-Benz Classic calendar 2019, subject of May: Mercedes-Benz 300 SL „Gullwing“ at the 1000 Miglia in Italy.

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Mercedes-Benz Classic calendar 2019, subject of June: Mercedes-Benz SL (model series R 129) at Cars & Coffee around the Mercedes-Benz Museum, Stuttgart.

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Mercedes-Benz Classic calendar 2019, subject of August: Mercedes-Benz 300 SL „Gullwing“ at the Silvretta Classic Rallye Montafon.

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Mercedes-Benz Classic calendar 2019, subject of September: Formula-1-racecar Mercedes-Benz W 196 R in Zandvoort.

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Mercedes-Benz Classic calendar 2019, subject of December: silverarrows from eight decades in the „holy halls“, the company-owned vehicle collection.