



Mercedes-Benz Museum

Press Release

18 October 2019

Experience the Mercedes-Benz Museum - on the smartphone. First interactive guided tour is starting via Instagram story on 21 October 2019

- **On 21 and 28 October 2019 followers from anywhere in the world can take part in an interactive tour through the Mercedes-Benz Museum via Instagram story**
- **More than a million people follow the official channel of the Mercedes-Benz Museum on Instagram**

Stuttgart. Mercedes-Benz classic cars are also popular in social media. Over a million people follow the official channel of the Mercedes-Benz Museum on Instagram: @mercedesbenzmuseum. This is why the Mercedes-Benz Museum is now offering, in addition to the regular guided tours through the permanent exhibition, a virtual guided tour on Instagram.

On 21 and 28 October 2019, the museum will broadcast the first interactive live tour via Instagram story in two parts at www.instagram.com/mercedesbenzmuseum/. This allows people around the globe to experience the Mercedes-Benz Museum, provided they have an Instagram account and access to the internet.

Museum guide Pádraic Ó Leanacháin will take the Instagram community on a journey through the Mercedes-Benz Museum in English. Followers will have a number of ways of interacting, for example, they can decide how the tour is to proceed after each section and can then test their knowledge by taking part in a quiz. Additional historical photos and video clips will add more life to the tour. The content will remain visible in the Instagram story highlights.

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The Mercedes-Benz Museum is open daily from Tuesday to Sunday from 9 a.m. to 6 p.m.
The ticket desk always closes at 5 p.m.

Registrations, reservations and the latest information: Monday to Sunday from 9 a.m. to 6 p.m. by telephone on +49 (0) 711-30000, by email to classic@daimler.com or online at www.mercedes-benz-classic.com/museum.

High-resolution photographs and more press releases: <https://media.daimler.com/go/classic>

Mercedes-Benz Museum GmbH | Headquarters and Registry Court: Stuttgart, HRB No. 23165 |
Board of Management: Christian Boucke (Chairperson), Monja Büdke, Patrizia Radegast

* Further information on the official fuel consumption and the official, specific CO₂ emissions for new passenger cars can be found in the publication entitled "Leitfaden über den Kraftstoffverbrauch, die CO₂-Emissionen und den Stromverbrauch neuer Personenkraftwagen" ["Guidelines on the fuel consumption, CO₂ emissions and electricity consumption of new passenger cars"], available free of charge from all showrooms and from Deutsche Automobil Treuhand GmbH at www.dat.de.

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Current video and photo material: <https://mercedes-benz-archive.com/marsMuseum>

Have you already heard of our multimedia archive and research system?

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

Further information about Mercedes-Benz is available online: www.media.daimler.com and www.mercedes-benz.com



@MercedesBenzMuseum

Captions

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Museum guide Pádraic Ó Leanacháin will take the Instagram community on an interactive guided tour through the Mercedes-Benz Museum on 21 and 28 October 2019.

D587474

Mercedes-Benz Museum Stuttgart. Room Legend 4: Post-war Miracle – Form and Diversity.

D157621

Mercedes-Benz Museum Stuttgart. Exterior view.