



Mercedes-Benz

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MERCEDES-BENZ PRESENTS THE EVOLUTION TOUR

*Alabama Shakes, Young the Giant and Mayer Hawthorne take the stage on Multi-City Music
Tour*

All new 2015 GLA-Class and CLA-Class Make Music on the Road as Supporting Acts

MONTVALE, NJ (July 1, 2014) – Mercedes-Benz today announced the launch of the MB Evolution Tour (www.mbevolutiontour.com), a nine market music tour set to launch the all-new 2015 Mercedes-Benz GLA, the luxury compact SUV poised to captivate the next generation of buyers. The new GLA, a perfect complement to the recently launched CLA four-door coupe, offers a progressive design that caters to an adventurous lifestyle, making it the perfect companion to take out on the road for a summer concert series. Produced exclusively by Mercedes-Benz, The Evolution Tour will showcase the intrinsic bond between music and cars and the evolution of the brand.

Kicking-off in New York City on July 24th, the invite-only tour will make stops in Atlanta, Chicago, Dallas, Los Angeles, Miami, New Orleans, San Francisco and Washington, D.C. The tour will feature headlining performances by Alabama Shakes, Young the Giant or Mayer Hawthorne, in select cities, as well as local talent. Once onsite, invited concert-goers will experience a full night of entertainment that captures the evolution of Mercedes-Benz. Guests can pose for a photo on the black carpet upon arrival, be immersed in interactive vehicle displays and evolution timelines that showcase the 128-year history of Mercedes-Benz, and witness live social media feeds and tour art by Mr. Brainwash, finally culminating in an unforgettable performance by the headlining band.

“There’s nothing better than going to a concert during the summer to see your favorite band in action,” said Drew Slaven, Vice President of Marketing at Mercedes-Benz USA. “Cars and music are a natural pairing, and Mercedes-Benz has created an unforgettable music experience at The Evolution Tour. We are honored to support the bands on this tour and are excited to provide a stage for them to share their musical journey.”

Throughout the duration of the tour, concert-goers will have the opportunity to test drive the new GLA and CLA at each market stop. A week prior to each concert, Mercedes-Benz will offer test drive events giving attendees the chance to experience the GLA and CLA first-hand, hear music from the headlining acts and view behind-the-scenes videos from the tour. Attendees will receive two tickets to the concert, providing a money-can't-buy opportunity.

Aside from the local market test drives, invitations to the concerts will be available exclusively through a fully integrated social media campaign at www.mbevolutiontour.com. Consumers have the chance to win exclusive tickets to the events by uploading a photo that captures the spirit of the tour (#MBEvolutionTour) or sharing a note about why they should attend. All entries will be evaluated according to a set criteria and winners will be notified between one to three weeks prior to the show in each local market.

The Evolution Tour will make a special stop in New Orleans to host a concert benefiting the Mercedes-Benz philanthropic partner, the Laureus Sport for Good Foundation, a charitable organization that supports projects across the U.S. to improve the lives of youth through the power of sports. This concert will be held at Champions Square, the outdoor festival venue just outside The Mercedes-Benz Superdome.

Alabama Shakes will kick-off the tour with an inaugural performance at Terminal 5 in New York City. The event will feature a special DJ performance by Questlove and a live interactive art exhibition by the highly-buzzed about Mr. Brainwash. Throughout the duration of the event, Mr. Brainwash will create a unique design on the exterior of the GLA that will evolve throughout the tour and culminate at the Los Angeles event. Guests will be able to take home their own tour art featuring the creative work of Mr. Brainwash.

To catch exclusive behind-the-scenes action, tour photography, dates and more, please visit: mbevolutiontour.com.

The 2015 GLA-Class will hit stores this fall. Product details, imagery and running footage are available on the MBUSA media site at www.media.mbusa.com.

About Mercedes-Benz USA

Mercedes-Benz USA (MBUSA), headquartered in Montvale, New Jersey, is responsible for the distribution, marketing and customer service for all Mercedes-Benz products in the United States. MBUSA offers drivers the most diverse line-up in the luxury segment with 14 model lines ranging from the sporty CLA-Class four-door coupe to the flagship S-Class and the SLS AMG GT.

MBUSA is also responsible for the distribution, marketing and customer service of Mercedes-Benz Sprinter Vans, and smart products in the U.S. More information on MBUSA and its products can be found at www.mbusa.com, www.mbsprinterusa.com and www.smartusa.com.

Accredited journalists can visit our media site at www.media.mbusa.com.

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About Alabama Shakes

Alabama Shakes are in the midst of recording their follow up album to 2012's international breakthrough "Boys & Girls". Formed in 2009 in Athens, Alabama, the band was nominated for 3 Grammys in 2013 including for Best New Artist and for Best Rock Performance. Boys & Girls is certified Gold in the United States, United Kingdom and Canada.

About Young the Giant

Southern California-based Young The Giant has quickly established themselves as one of the most exciting new bands in modern rock. In a glowing review of their current album "MIND OVER MATTER" (Fueled By Ramen), The New York Times called frontman Sameer Gadhia "one of the great contemporary rock voices" and raved how "...the group gobbles up bits of bits of several segments of rock history – prog-rock, boogie metal, Southern rock, soft rock, new wave, dance-rock, and more – and claims ownership of them." In addition to further critical acclaim from Rolling Stone, Entertainment Weekly, and USA Today, "MIND OVER MATTER" – which features hit singles "It's About Time" and "Mind Over Matter" – has also proven to be a commercial success, scoring a top 10 debut on the Soundscan/Billboard 200 upon its release. "MIND OVER MATTER" is the follow-up to Young The

Giant's 2010 self-titled debut album, which featured the RIAA-gold certified smashes, "My Body" and "Cough Syrup." For more information, please visit www.youngthegiant.com.

About Mayer Hawthorne

Mayer Hawthorne grew up just outside of Detroit, Michigan and has come a long way since his 2008 debut. The singer/songwriter/producer/multi-instrumentalist has released three well-received full-length albums, had songs licensed for film & television, and toured the world as a headlining act, with Bruno Mars, Foster The People, Janelle Monae, and the late Amy Winehouse. His latest album, *Where Does This Door Go*, features a host of top-flight production work from Pharrell Williams, Greg Wells, Jack Splash, John Hill, and Oak (of Oak & Pop), who contributed both the album's first single, "Her Favorite Song" and the Kendrick Lamar-assisted "Crime."

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