



Mercedes-Benz

FOR IMMEDIATE RELEASE

**MERCEDES-BENZ EVOLUTION TOUR ENDS IN NEW ORLEANS
WITH SPECIAL CONCERT BENEFITING LAUREUS USA**
All proceeds generated from ticket sales to be donated to the foundation

MONTVALE, NJ (October 29, 2014) – The Mercedes-Benz Evolution Tour will make its final stop in New Orleans on Nov. 23 with a concert benefiting Mercedes-Benz USA (MBUSA) philanthropic partner Laureus Sport for Good Foundation USA (Laureus USA), a charitable organization that supports projects across the U.S. to improve the lives of youth through the power of sport.

The special concert will be held at Champions Square, an outdoor festival venue adjacent to the Mercedes-Benz Superdome, and will feature performances by Phantogram, Young the Giant, Mayer Hawthorne and DJ Hish. Unlike previous Evolution Tour stops, tickets to this event are available exclusively through Ticketmaster starting at \$39, with MBUSA donating 100% of the face value of all tickets sold to Laureus USA.

MBUSA's ties to New Orleans go back nearly a decade to its financial and manpower commitment to the rebuilding of the community after the ravages of Hurricane Katrina in 2005. Since that time, the company has steered meetings, commercial filming and philanthropic support to New Orleans. The Nov. 23 concert will augment Laureus USA's support of the community which, through the support of 56 coaches in afterschool programs currently reaches more than 5,000 kids.

“This will be the ribbon we tie around our popular Evolution Tour by giving the stage to our charitable partner, Laureus USA, for all they do to help kids succeed through the positive influence of sports,” said Stephen Cannon, president and CEO of MBUSA. “With the tremendous impact Laureus has had in New Orleans, we're proud to see the proceeds from this final performance of our tour go directly toward increasing their support of the community.”

The Evolution Tour was established to launch the all-new 2015 Mercedes-Benz GLA, the premium compact SUV poised to captivate the next generation of buyers. A perfect complement to the CLA four-door coupe on which it's based, the GLA features progressive styling, efficient powertrains and a full complement of safety features – all catering to a highly adventurous lifestyle. The SUV will once again make an appearance on tour through interactive displays and on-site activations at the charitable concert.

The Evolution Tour debuted in New York in July and has made stops in Atlanta, Miami, Dallas, Chicago and Washington, D.C. The tour will continue to San Francisco on Oct. 29 with a performance by Mayer Hawthorne and Los Angeles on Nov. 6 with performances by Alabama Shakes and Young The Giant. Tickets to these concerts are available exclusively through local market test drives and a fully integrated social media campaign at mbevolutiontour.com.

For additional New Orleans event ticket information, please visit mbusa.us/evonola.

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

The 2015 GLA is now on sale in dealerships nationwide. Product details, images and running footage are available on MBUSA's media site at 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. For the nearly 50 years MBUSA has operated in this country, the company has been an integral part of the communities in which it does business and the neighborhoods where its employees live and work.

Beyond the Mercedes-Benz Superdome, MBUSA has a decade-long history with the community and people of New Orleans. Following Hurricane Katrina in 2005, the company donated \$250,000 to the city as part of a joint \$1.1 million donation by DaimlerChrysler subsidiaries and instituted a matching gifts program for employee contributions. In 2010, more than 170 MBUSA volunteers planted 125 trees in New Orleans City Park which the company donated to help restore some of what was lost during the storm. Most recently, MBUSA supported Laureus Sport for Good Foundation USA's nationwide initiative to help provide safe afterschool activities in cities across the country with New Orleans at the forefront. Since the program's launch in 2012, MBUSA has contributed more than \$500,000 to support

the training and placement of 56 coaches in afterschool programs throughout the community, reaching more than 5,000 kids.

About Laureus USA

Laureus Sport for Good Foundation USA (www.laureususa.com) is a registered 501(c)(3) public charity that provides sports-based youth mentors in communities across the United States. It is part of the Laureus Sport For Good Foundation global network, which includes the global Laureus Sport for Good Foundation, the Laureus World Sports Academy, and the Laureus World Sports Awards. Collectively, the Laureus global network harnesses the power of sport to promote social change and celebrate sporting excellence. Laureus champions the universal power of sport to bring people together as a force for good, pursuit of excellence, overcoming challenges, celebrating achievement, and winning against the odds.

###

PRESS CONTACTS:

Julie Levinthal

Mercedes-Benz

Julie.Levinthal@mbusa.com

201-573-4367

Lindsay Munson

Mercedes-Benz

Lindsay.Munson@mbusa.com

201-573-2238