



Evolved. The new Mercedes-Benz Vito.

Dealer Assets toolkit.

May 2020.

Mercedes-Benz



A note to all Dealers:

The information and content contained within this document has been created to help Dealers who intend to focus on the new, evolved Vito from the start of sales date, 8th May. We understand that many Dealers are focusing on current Vito stock and therefore it's up to you when you make the switch from marketing the current Vito to the new, evolved Vito.

The National Website will not be updated with content for the new, evolved Vito until early June, to continue to support Dealers who may still have existing Vito stock by raising visibility of this.

Should you wish to go live with the new model content on your website before then, you must remove and replace all existing Vito content with the overview information provided in this pack, and use the information from [updated price lists](#) and imagery uploaded to [Box.com](#) to also update the specific model pages for Crew, Panel, Tourer and Sport.

If you'd like to use the new, evolved Vito overview page content provided but don't have time or resource to update the specific model pages at the moment, please hide these model pages on your website.

If you still have existing Vito stock and would prefer to focus on this, please ensure you're ready to update your website and communications to focus on the new model from early June, when the National site will also be updated.

Please feel free to contact DMS@thestorycatchers.co.uk should you have any questions.

- **Option 1:** Go live with new, evolved Vito as of May 8th.
- **Option 2:** Continue to market current Vito until June 1st.

Dealers should not market the new, evolved Vito and old Vito models at the same time 'online' - i.e. in advertising or websites.

Leaner, keener, and more intelligent than ever before.

The intelligently connected new, evolved Mercedes-Benz Vito has arrived – this pack is designed to give you an overview of the key new model features, how you should talk about them, and which marketing assets are available.

The biggest news for the new, evolved Vito model is the introduction of Mercedes PRO connect as standard, which, when coupled with features like the new Audio 30 smartphone-ready DAB infotainment system, Thatcham category 1 approved alarm and double locks, make the third generation Vito the most intelligent, connected mid-sized van available in the UK today.

[Click here to download the price list.](#)

What does this pack contain?

- **What's new?** - An overview of the key features, to help inform your conversations with customers.
- **Talking about the new model** - Examples of messaging to help steer any communications you write.
- **Image bank of external and internal shots.**
- **Web templates** - Designed for OneMind Retail (eMB) websites that Dealers will be able to push live.
- **Email copy** - Exemplar copy for an email letting prospects know that the new Vito has arrived.
- **Postcard copy** - As above, but intended to be used in an A5 double-sided mail shot.



New, restructured trim lines.






We've taken Dealer and customer feedback, along with market analysis, and used it to restructure the trim lines offered on the new model, to enhance the residual value without adding additional cost through upgrades.

The range has been simplified by removing the PURE trim level, but we've introduced a 'retail'-focused package to bridge the gap between PROGRESSIVE and PREMIUM. For full details regarding the new trims and pricing strategies, please see the accompanying product document - "PI-436 New, evolved Vito Product Strategy".



An additional
£1,545 worth of spec

The new, entry level trim PROGRESSIVE has an additional £1,545 worth of specifications included as standard vs the old, entry level trim PURE.

				
PURE REMOVED	PROGRESSIVE NEW ENTRY LEVEL	PLUS Package NEW MID LEVEL ALTERNATIVE	PREMIUM	SPORT Crew and Tourer models only
<ul style="list-style-type: none"> • Multifunctional steering wheel • Heated, electrically adjustable mirrors • Comfort driver's seat • Headlight assistant • Audio 10 • Steel wheels • Active parking assistant 	<ul style="list-style-type: none"> • Multifunctional steering wheel • Heated, electrically adjustable mirrors • Front fog lamps • Comfort driver's seat • Headlight assistant • Cruise control • + Audio 30 • + Reversing camera • + Active Brake ASSIST • + Anti-theft package 	<ul style="list-style-type: none"> • + Colour-coded front and rear bumpers • + Full wheel cover • + TEMPOMATIC air conditioning • + Parking package 	<ul style="list-style-type: none"> • 17" alloy wheels • Chrome radiator grille • Velour floor mats • Metallic paint • Leather steering wheel 	<ul style="list-style-type: none"> • AMG side skirts • Audio 40 • Black leatherette upholstery • Bonnet and sill graphics • Chrome interior details • Heated front seats • Heated windscreen washers • Large fuel and AdBlue tanks • LED head and tail lamps • Roof rails • Sports suspension
				
		Spec value: £2,360 Customer cost: £1,700		

What's new?

This is not an exhaustive list and should be read in conjunction with the new price lists, but here's a quick overview of the key enhancements, to help inform conversations with customers.

Intelligent connectivity

- **Audio 30 infotainment system with smartphone integration**

Enjoy a more connected, intuitive ride in the new, evolved Vito, with DAB radio, 7" touchscreen, Android Auto and Apple CarPlay compatibility and 2 USB charging/data ports.

- **Mercedes PRO connect**

Mercedes PRO connect was integrated into the Vito in May 2019. Now we are featuring it centrally in product communications. The new, evolved Vito's intelligent vehicle monitoring system allows drivers to keep on top of everything from vehicle maintenance to security and delivery scheduling. The innovative monitoring software enables you to manage your vehicles and drivers remotely via phone, tablet and laptop – helping you save on fuel, unexpected repairs and maintenance.

Intelligent safety

- **Active Brake ASSIST**

Active Brake ASSIST improves driver and pedestrian safety by giving audible and visual alerts in the face of oncoming danger, taking over and braking autonomously if necessary – critically, the system also recognises and responds to pedestrians and stationary objects.

- **Reversing camera**

The new, evolved Vito's reversing camera - linked to the 7" screen on the Audio 30 head unit - makes parking more straightforward and reduces bumps and shunts.

- **Active Distance ASSIST DISTRONIC** **OPTION**

Reduce driver strain and maintain safe distances effortlessly – Active Distance ASSIST DISTRONIC maintains a safe distance between the Vito and the vehicle in front, accelerating and braking with a maximum of half the system's braking power.

- **Digital rear view mirror** **OPTION - Available from October**

Increase visibility and manoeuvrability and reduce bumps and shunts – the digital rear-view mirror transmits visuals from the new, high-resolution camera in the rear window to the cabin mirror display.

Intelligent security

- **Anti-theft protection package**

The new, evolved Vito's anti-theft package protects itself and its load, for total peace of mind: Double locks, with a Thatcham Category 1 approved defence system that monitors cabin and load space with battery back-up siren and tow-away protection.

- **GPS tracking** [via MERCEDES PRO CONNECT](#)

Onboard GPS tracking means it's quicker and easier to recover lost or missing Vitos.

- **Remote locking via app** [via MERCEDES PRO CONNECT](#)

Drivers can check the status of, and lock and unlock, each door of their Vito from anywhere in the world via a smartphone app.

Intelligent power

- **OM654 (N1) RWD: 114 / 116 / 119 diesel engine**

The new OM 654 4-cylinder diesel is more powerful and more efficient than before, with improved noise and vibration comfort.

MPG/emissions data will be shared w/c 11th May, to help further unpack how the new, evolved Vito is 'leaner' than the old Vito. Vehicle specific data will be available from the 8th May.

- **9G-TRONIC** [SELECTED MODELS](#)

All PREMIUM and SPORTS lines, plus the PROGRESSIVE 114 CDi RWD, come with 9-speed automatic 9G-TRONIC transmission as standard, for even more efficiency.

- **AIRMATIC air suspension** [OPTION - Available from October](#)

New AIRMATIC air suspension independently regulates the damping at each wheel, adapting to the current driving conditions and helping to increase comfort and reduce fuel consumption.

Intelligent design

- **Sporty interior design**

With hardwearing, stylish Caluma fabric, sporty turbine-look air vents, LED interior lighting and chrome instrument cluster.

- **Radiator grille**

A new, distinctive grill with integrated star emblem – also available in chrome.

- **19" Alloy wheels** [OPTION](#)

Enhance vehicle styling with a choice of bi-colour 5-twin spoke, 10-twin spoke or 16-spoke 19" alloy wheels.

- **The Vito PLUS Pack** [UPGRADE](#)

Built around the needs of owner/drivers and small businesses, the Vito PLUS Package is a fantastic upgrade to the PROGRESSIVE trim that bundles up slick styling and driver comfort features, including colour coded bumpers, TEMPOMATIC air conditioning, full wheel cover and parking package.

Marketing the new, evolved Mercedes-Benz Vito.

In order to make sure we're all talking consistently about the new, evolved Vito, we've put together some simple rules.

> Primary campaign line

Evolved. The new Mercedes-Benz Vito.

The leaner, keener, more intelligent Mercedes-Benz Vito has arrived.

- The two lines should be used in full on all customer-facing communications, where possible.

> Secondary campaign line

Evolved. The new Mercedes-Benz Vito.

- Where space is an issue, or you wish to use the support line elsewhere and are seeking to avoid repetition, you can use the headline alone.

> Referring to the new, evolved Vito in body copy

- Wherever possible, please refer to the new model as 'the new, evolved Vito' in body copy. It's acceptable in certain instances to separate 'new' and 'evolved' out, to aid sentence flow - for example, 'The new Vito's trim packages have also evolved to offer three levels of Mercedes-Benz safety, comfort and styling.' but please avoid using either 'new' or 'evolved' in isolation.



Marketing the new, evolved Mercedes-Benz Vito.

- **Intelligent connectivity**

Fully integrated vehicle monitoring technology - Mercedes PRO connect - is paired with an Apple CarPlay/Android Auto-ready DAB infotainment system, so business-critical information - on everything from the wear levels of your brake pads to details of your next job - is available at the tap of a 7" touchscreen.

- **Intelligent safety**

The new, evolved Vito builds on the model's enviable reputation for safety to protect drivers and your business. The reverse parking camera protects your vehicle, other road users and pedestrians - and makes parking much more straightforward. Active Brake ASSIST uses sixth sense technology to alert drivers to potential hazards, taking over to safely slow the vehicle if the driver can't or doesn't, while the optional Active Distance ASSIST DISTRONIC reduces driver strain by automatically maintaining a safe distance from other road users.

- **Intelligent security**

The Vito's defence system actively protects itself and your business's tools and cargo. With double locks, a Thatcham category 1 approved alarm that monitors cab interior and load space, and connected features like remote locking and GPS tracking via your smartphone, so you can locate and secure your Vito, wherever you are. It's the smartest, most intelligent mid-sized van on the road today, and it's here to help your business adapt, survive and thrive - and keep moving.

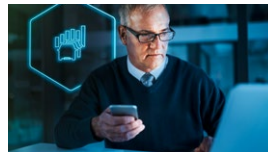
In a sentence

The leaner, keener, more intelligent Mercedes-Benz Vito has arrived - with intuitive advanced connectivity, safety and security features as standard, to keep your business moving more efficiently and cost-effectively than ever before.



Website copy.

Retail EMB Overview page.



Evolved. The new Mercedes-Benz Vito.

The intelligently connected new, evolved Mercedes-Benz Vito has arrived.

The leaner, keener, more intelligent Mercedes-Benz Vito is here – with intuitive advanced connectivity, safety and security features as standard, to keep your business moving more efficiently and cost-effectively than ever before.

Intelligent connectivity

- Improve efficiency and manage workflow with Mercedes PRO connect vehicle monitoring technology
- Advanced 7" touchscreen DAB+ infotainment system
- Apple CarPlay/Android Auto-ready

Intelligent safety

- Active Brake ASSIST alerts drivers to potential hazards, intervening if necessary
- Reversing camera protects your vehicle, other road users and pedestrians, and makes parking more straightforward
- Active Distance ASSIST DISTRONIC reduces driver strain by maintaining a safe distance from the vehicle in front (option)
- Digital rear view mirror improves visibility, displaying visuals from a rear camera to the digital cabin mirror (option, available from October 2020)

Intelligent security

- Double locks, with a Thatcham Category 1 approved defence system to monitor cabin and load space
- Remote locking via the Mercedes PRO connect app secures the vehicle from anywhere in the world
- GPS tracking, again via our PRO connect app, makes vehicle recovery more straightforward

Intelligent design

- Sporty cabin design with hardwearing Caluma fabric, turbine-look air vents, LED interior lighting and chrome instrument cluster
- New distinctive radiator grille with the option for 19" alloy wheels

Intelligent power

- New, more powerful and efficient OM 654 4-cylinder diesel engine with improved noise and vibration comfort
- New AIRMATIC air suspension independently regulates the damping at each wheel for increased comfort and greater fuel efficiency (option, available from October 2020).
- 9-speed automatic 9G-TRONIC transmission as standard on selected models, for even more efficiency

Website copy.

(Continued).



Available in a choice of 3 enhanced trims

The Vito's trim packages have also evolved to offer three levels of Mercedes-Benz safety, comfort and styling.

PROGRESSIVE

The Vito PROGRESSIVE – available in Panel and Crew Van options – establishes a high baseline standard for the van, with features including reversing camera, cruise control, front fog lamps, heated electrically adjustable mirrors, twin sliding doors, LED interior lighting, heat insulated windscreen and rain sensor windscreen wipers. You can enhance the PROGRESSIVE trim further with the new PLUS package which includes colour coded bumpers, TEMPATIC air conditioning, full wheel cover and parking package.

PREMIUM

Again available in Panel and Crew Van options, the Vito PREMIUM trim builds on PROGRESSIVE. Additional features to support driver safety and comfort include TEMPATIC air conditioning, parking package, and velour floor mats, while outside, 17" alloy wheels, colour coded bumpers, electrically folding exterior mirrors and metallic paint enhance the Vito's distinctive styling.

SPORT

Available on Crew Vans and passenger carrying Tourers, the SPORT trim package raises the Vito's game again. Features like LED head and tail lamps, AMG side skirts and bonnet and sill graphics add to the road presence, while sports suspension enhances the ride. Inside the Vito SPORT, black leatherette upholstery, an Audio 40 infotainment system including Navigation and heated front seats support the driver.

Please add your Dealer name, where called out

Please add a link to your 'contact us' page

If you need further assistance or guidance to update Retail eMB, please contact DMS@thestorycatchers.co.uk

▪ Available to buy here at <Dealer Name> today

▪ [> Contact us to find out more](#)

Image bank - external and internal shots.



The image bank can be found on [Box](#).



Prospect email copy.

Subject line: **The new, evolved Vito is here**

Preheader: **Intelligent connectivity, safety & security –
to keep you moving**



Evolved. The new Mercedes-Benz Vito.

The leaner, keener, more intelligent Mercedes-Benz Vito has arrived at **<Dealer Name>**.

[> Find out more](#)

Dear **<Customer name>**

As the economic landscape changes and evolves, so too do the needs of local businesses. The new, evolved Mercedes-Benz Vito has arrived at **<Dealer Name>** – fully connected and ready to keep your business moving more efficiently and cost-effectively than ever before.

Intelligent connectivity

Fully integrated vehicle monitoring technology - Mercedes PRO connect - is paired with an Apple CarPlay/Android Auto-ready DAB infotainment system, for improved efficiency, reduced downtime and enhanced driver experience.

Intelligent safety

The new, evolved Vito intuitively protects drivers, pedestrians and other road users, with Active Brake ASSIST – sixth sense technology that alerts drivers to potential hazards and intervenes to safely slow and stop the vehicle if necessary - and parking camera as standard.

Intelligent security

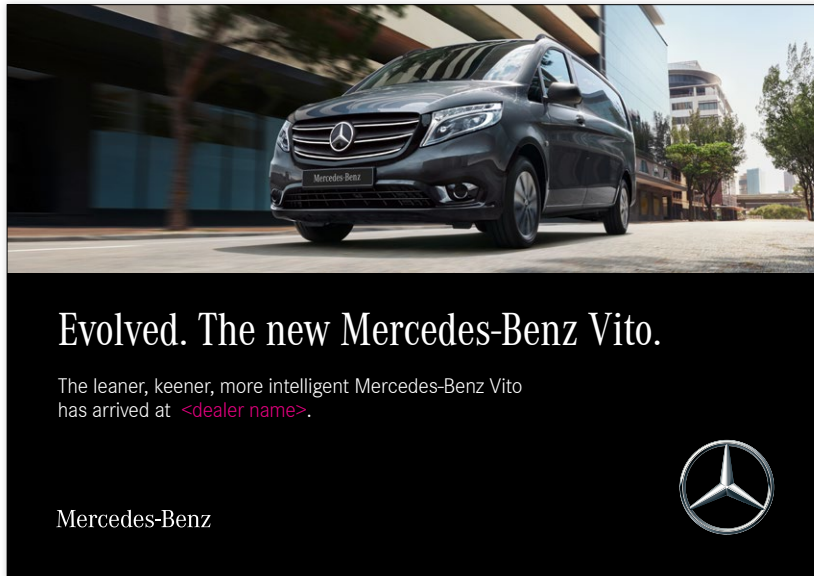
The Vito's anti-theft protection package - including Thatcham Category 1 alarm, double locks and connected features like GPS tracking and remote locking - protects your business's tools and cargo.

It's the smartest, most intelligent mid-sized van on the road today, and it's here to help your business adapt, survive and thrive – and keep moving.

Want to know more?

[> Find out more](#)

Prospect postcard (A5).



Dear <Customer name>

The intelligently connected Mercedes-Benz Vito has arrived at <Dealer Name> – and it's ready to keep your business moving more efficiently than ever before.

> **Intelligent connectivity** – intuitive vehicle monitoring technology is paired with an Apple CarPlay/Android Auto-ready DAB infotainment system.


> **Intelligent safety** – sixth sense technology alerts drivers to potential hazards and, if necessary, intervenes to safely slow and stop the Vito.

> **Intelligent security** – the new, evolved Vito's double locks and Thatcham Category 1 approved defence system are paired with remote locking and GPS tracking via your smartphone.

> Find out more at: <Dealer Name>
Call <00000 000 0000>
or visit <web URL>

<Name>
<Business name>
<Business address 1>
<Business address 2>
<Business address 3>
<Business address 4>
<Postcode>

<Dealership Name>, <Town>, <Postcode>, Tel 00000 000 000>, <www.dealership.com>
We also have locations at <Location name>, <Location name> and <Location name>.



PPC Recommendations.

Ad copy description examples

Evolved. The new Mercedes-Benz Vito. Discover online now.

The intelligently connected new, evolved Mercedes-Benz Vito van has arrived.

Leaner, keener & more intelligent than ever before - the new, evolved Mercedes-Benz Vito.

Keep your business moving more efficiently and cost-effectively than ever before.

Available in a choice of 3 enhanced trims - PROGRESSIVE, PREMIUM & SPORT.

The Market will be in touch to discuss ad copy, budgets and your specific stock priorities.

Ad extensions

Callout: The new evolved Vito van.

Structured Snippet: Features: GPS tracking, DAB radio, doublelocks and reversing camera.