

DM copywriting, Mercedes-Benz UK E-Class technologies booklet

Echoing the 'E is for everything' campaign developed by AMV this brochure, briefed by agency Alcone, highlights several advanced technologies that set the Mercedes-Benz E-Class apart. Adopting the quiet confidence and intelligence that pervades the brand's tone-of-voice, the engaging narrative brings engineering innovation to life. Copy: Ian Castle, Freelance Copywriter. Design and production: Alcone

Extracts:

E is for Dynamic multicontour seats

There are seats and there are Mercedes-Benz seats. Then there are the driving dynamic multi-contour front seats optional in the E-Class. Their design takes the idea of supremely comfortable, individually adjustable support further than ever.

Select the dynamic function, and the firmness of the air-filled side bolsters inside the seat automatically varies. It adjusts in response to the movement of the car. Sweep round a tight bend, and the seat reacts to support your body through the corner. At the flick of a switch, you can choose between two levels of dynamic support, or turn the function off.

On long journeys, encouraging circulation in the back and shoulder muscles can help prevent fatigue. So the multi-contour backrest has a massage function at fingertip control.

We admit it. We'll use any opportunity to keep you happy behind the wheel.

E is for Forensic theft deterrent

There's a wide range of new accessory products for the E-Class. Amongst them is SmartWater – the innovative vehicle identity and theft deterrent system.

SmartWater is a permanent, liquid solution containing millions of micro-encrypted particles. Each vial produced is unique and once applied to a component, SmartWater is virtually impossible to remove. Analysis of any trace, meanwhile, identifies the registered owner of the vehicle.

Alloy wheels. Body and interior trim. Engine components. Hi-fi and entertainment accessories. Inside or out, SmartWater permanently labels them all.

In daylight, the solution is virtually invisible. But under UV light, as used by police investigators, the SmartWater markers glow. An independent government agency, the Forensic Science Service, holds the master SmartWater owner codes.

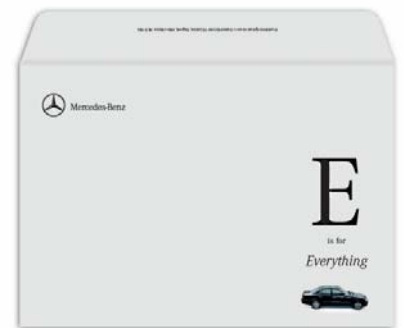
For a vehicle thief, the sight of SmartWater warning decals are the ultimate theft deterrent. Just ask us for more information.

An accessory to crime prevention? What a *satisfying* idea.

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