



P R E S S R E L E A S E

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For immediate release

MERCEDES REVS UP A GEAR AT LIVERPOOL ONE

The luxury car manufacturer, Mercedes-Benz, is the latest high end brand to launch a pop-up store at Liverpool ONE's exclusive Peter's Lane.

The pop-up is designed to showcase the iconic brand's cars in a different way to the traditional showroom.

It is home to a range of the latest Mercedes-Benz models, including a digital car configurator which enables visitors to see what different colours and features would look like on various Mercedes-Benz models.

The store also offers a range of Mercedes-Benz merchandise, including jackets, hats and accessories. Merchandise from the official Formula 1 MERCEDES-BENZ AMG PETRONAS range is also available.

Donna Howitt, Marketing Director at Liverpool ONE, said: "The arrival of Mercedes-Benz at Liverpool ONE brings another globally recognised brand to our retail line-up.

"We are delighted to see them launch this new store which adds further depth to our range of premium brands.

"We are committed to providing something different for visitors every time they come to Liverpool ONE – and at the same time maintaining the focus on quality and luxury which Peter's Lane is known for."

Mercedes-Benz is the second luxury car brand to have opened a pop-up store at Liverpool ONE. They follow the Porsche Life pop-up earlier this year.

Mercedes-Benz will remain open until October 8.

Ends

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Notes to editors

Liverpool ONE

Liverpool ONE is Grosvenor Europe's unique retail and leisure destination at the very heart of Liverpool. Its virtually invisible boundaries connect the city with the impressive waterfront and the inspiring architecture of the commercial district.

Spread over three levels, Liverpool ONE is the region's destination of choice for consumers and brands alike. Its offer includes over 170 leading UK and international retailers, including Michael Kors, Zara, John Lewis, Beauty Bazaar Harvey Nichols, Ted Baker and Reiss. They are complemented by a series of distinct dining destinations, with Wahaca, Roxy Ball Room and Reds True BBQ all joining Liverpool ONE's line-up in the last twelve months.

Grosvenor Europe's proactive asset management has led to 20 brands committing in the past year and Liverpool ONE delivering significant sustained growth since opening. Footfall and sales, for example, have increased by 5.5% and 8% respectively per annum since 2008.