

Introducing the Mercedes-Benz *Driving Academy*.



Mercedes-Benz



Do you ever stop learning to **drive**?



In the course of your life, you will do an amazing amount of **driving**. Learning to drive is a lifetime process. Once you get past the initial learning experiences that shape your driving history, it's all about adapting your knowledge and skills as you grow and develop.

Which is why we have introduced the Mercedes-Benz Driving Academy. We have designed a carefully targeted range of programmes to help drivers become safer, smarter and more skilled.

It is a great way to showcase the capabilities and performance of the Mercedes-Benz range of vehicles.

From novice to expert, we give you access to some outstanding tracks and vehicles. Plus, you get to work with some of Australia's most talented motoring instructors.

Of course, we also want driving to be fun. The Mercedes-Benz Driving Academy is all about combining our 'spirit of innovation' with a genuine love of driving; as well as giving you plenty of opportunities to learn more about Mercedes-Benz, interact with others and gain vital road skills in a positive learning environment.

From our point of view, we want anyone that steps into a Mercedes-Benz to be a skilled and safe driver. As a company, Mercedes-Benz devotes time and resources building our cars to be the best, so it's natural that we would want to help the people that drive them be as good as they can be.

By participating in the courses offered within the Mercedes-Benz Driving Academy, we want you to enjoy some unforgettable experiences and be prepared for the road ahead as you continue the life-long process of learning to drive.



Mercedes-Benz Driving Experience.

The Mercedes-Benz Driving Academy has days booked at racetracks throughout Australia.

Your team of professional instructors will guide you through this half day driving event in a comprehensive range of Mercedes-Benz vehicles. It will definitely be a day to remember.

You can expect to experience a range of dynamic handling exercises that have been specifically developed to test the driver and show the technology and handling capabilities of the range.

Simulated emergency situations will provide the necessary experiences to improve the driving skills of even the most proficient driver.

ABS and BAS braking systems will be highlighted through a range of exercises and ESP will be demonstrated and

experienced, showing the modern motorist the capabilities of some truly remarkable cars.

You may even have the opportunity to experience the very latest in automotive technology, including DISTRONIC PLUS, Lane Keeping Assist and Blind Spot Assist.

This half day driving event has been designed to provide motorists with skills and experiences to help them drive safely and confidently in the modern world.

To book a Mercedes-Benz Driving Experience, please go to www.mercedes-benz.com.au/mbdrivingacademy

Participation only available to drivers over 25 who hold a valid full licence.





First Gear.

The Mercedes-Benz First Gear programme is a young, licensed driver initiative open to 17 – 24 year olds*. Participants must hold a probationary or full license.

Our First Gear programme is open to the children (and their friends) of Mercedes-Benz customers. The half-day programme covers vital driving and safety principles that have real world benefits for young, licensed drivers. These include:

- Understanding the vehicle's capabilities
- Recognising risks
- Avoiding dangers
- Handling critical situations

First Gear is intended to inform, educate and provide practical experience for your children. It also addresses the attitudes and behaviours that affect young drivers when they take to the road.

To book a Mercedes-Benz First Gear programme, please go to www.mercedes-benz.com.au/mbdrivingacademy

*Parental consent is required for drivers under 18 to participate.





Total driving performance. **The AMG way.**



If the roar of an AMG engine inspires you and you want to explore the boundaries of physics, we would love AMG Club members to join us at the next AMG Challenge Drive Day.*

The exhilaration of pure Mercedes-AMG performance, untamed around some of the world's best racing circuits, is now available to AMG Club members right here in Australia.

This is flat-to-the-floor fun where outright performance is the ultimate target for man and machine. In the hands of our professional Mercedes-AMG instructors, you will be guided through the inner secrets on extracting pure performance from these race-bred machines on demanding world-class circuits.

This is the essence of AMG in its natural environment. Spend a day on the track with us and you'll go home with a smile that lasts for weeks and memories that will last a lifetime.

*Only available to AMG Club members who are invited to attend, and who hold a full and valid drivers license.



Corporate *Drive Days*.

If you're after an event that suits your organisation, Mercedes-Benz offers corporations an exclusive opportunity to book a dedicated Corporate Drive Day event.

The event can be tailored to meet your specific requirements, expectations and outcomes. It may be as simple as a driver awareness programme, a team-building event or purely a reward for excellence.

The Mercedes-Benz Corporate Events team have many years of experience in this area and can come up with a package that suits your needs and your budget.





Mercedes-Benz Vans **Drive Experience.**



Test-driving the latest Sprinters or Vitos at your local dealership is one thing. Driving on a racetrack is another.

If you love to drive, then be sure to register for one of our Mercedes-Benz Vans Drive Experience Days. Your half-day session will start with an informative briefing on the capabilities of our vehicles.

From there, you will move off in groups where you will have the opportunity to test our vans, under the supervision of our professional instructors, of course.

You'll be taken through the key safety and dynamic aspects of our vehicles, including ADAPTIVE ESP® and braking exercises, as well as handling, acceleration and cornering.

In all, it's a unique opportunity to experience our vans in real-world applications.

The Mercedes-Benz Vans Drive Experience runs over two half-day sessions, morning or afternoon, with lunch provided.

Mercedes-Benz Driving Academy **bookings and price list.**



Mercedes-Benz Driving Experience

To register, please go to www.mercedes-benz.com.au/mbdrivingacademy.

\$295 per person for a half day programme.

First Gear

To register, please go to www.mercedes-benz.com.au/mbdrivingacademy.

\$95 for children (and their friends) of Mercedes-Benz owners.



Corporate Drive Day

If you would like to know more about having a Drive Day designed around your company's needs, please email us at mbevents_au@daimler.com

– price on application

Mercedes-Benz Vans Drive Experience

To register your interest in attending one of our Van Drive Experiences, please visit www.mercedes-benzvans.com.au and click on the Drive Day link under Quick Links.

– price on application

AMG Challenge Drive Day

Our AMG Club members are emailed directly with details and price of upcoming AMG Drive Days.

Please note: All prices are inclusive of GST. Terms and conditions apply to all of our programmes. Please see www.mercedes-benz.com.au/mbdrivingacademy for full terms and conditions.

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