

## DaSH Program Highlights

MBUSA understands that employee pride in the brand is essential to creating an exceptional customer experience. With that in mind, MBUSA launched the Drive a Star Home (DaSH) program to give each dealership employee the opportunity to experience the thrill of driving a Mercedes-Benz. The following testimonials are from happy participants. Enjoy!

### DaSH Testimonials

"As a service advisor I have not driven M-B's extensively – only to move the cars a short distance. The quality of ride and the new Direct Injection 3.5L V6 was very enjoyable."

*"Working in the finance department, I only get to talk about the vehicles. It was a pleasure to be able to put my hands on one and get to know the product. It was a great experience getting to know the capabilities of these cars from the technology to the handling and performance – it was all good!"*

"My boyfriend and I drove it to the beach for the day. Driving the DaSH vehicle made the trip 100% more enjoyable!"

*"It was great to take this vehicle home and show it to my neighbors who have been curious about the GLK. I was able to demo the vehicle from home and my neighbors made an appointment for the weekend to come in and test drive one."*

"As a new employee, DaSH really taught me about the features of the car, how great the ride is and how Mercedes-Benz vehicles really stand out far above other vehicles."

*"Thank you for listening to our suggestions and creating this program to give us all the opportunity to experience the joy of driving one of the safest and most well-built automobiles on the market."*

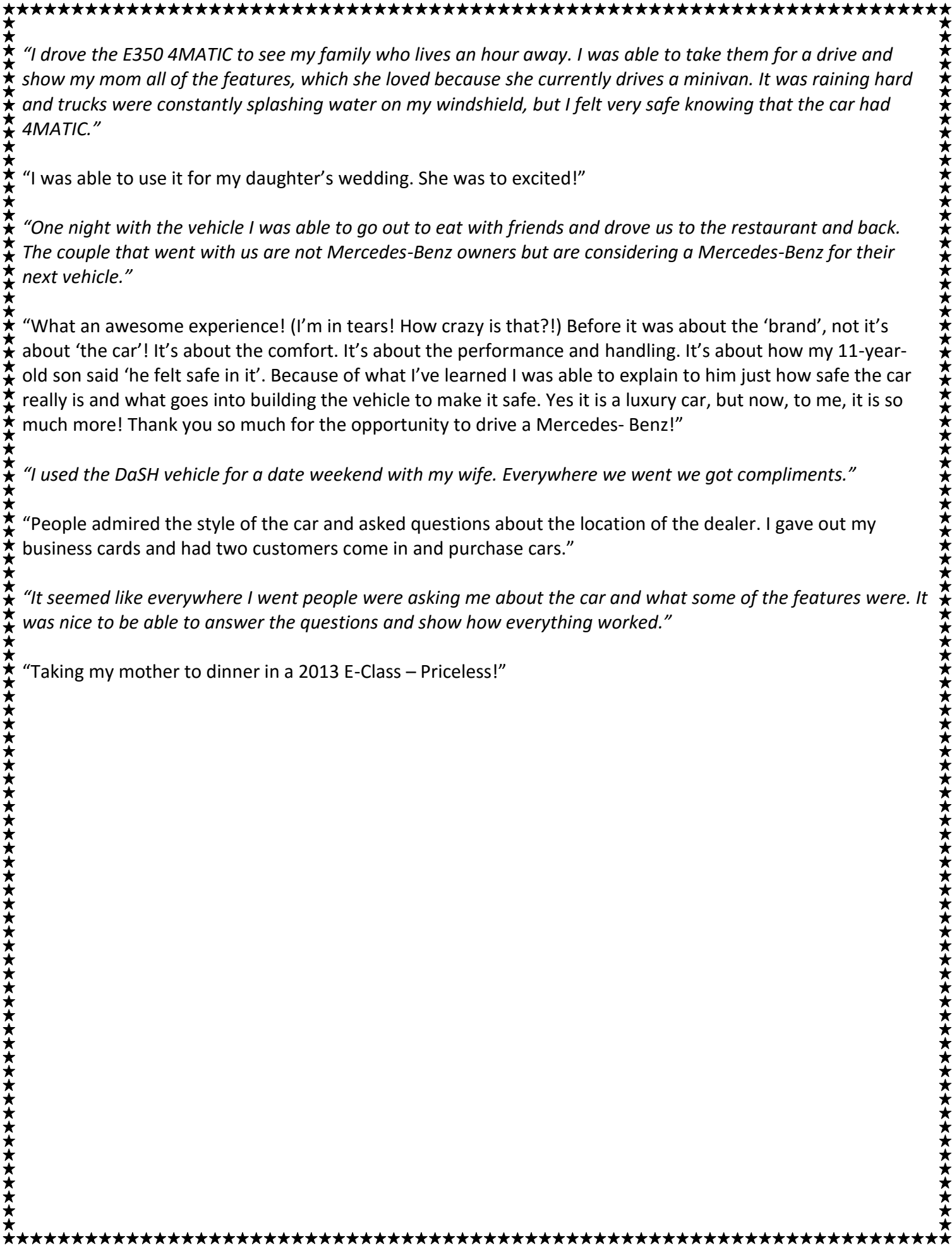
"I was able to drive my son to his high school football banquet in the DaSH vehicle, which made it an extra special night for him."

*"I drove my daughter to her bus stop on her 16th birthday with balloons."*

"We talk about safety a lot with Mercedes-Benz. I have a two-year-old daughter so it was nice to actually set my car seat up with the latch system. I feel like I have a better understanding of the safety features to relay to my customers."

*"I truly appreciate the opportunity and the fact that my employer allowed me to drive the new 2013 E-Class. Three other moms at my child's school asked me about the E-350 and so did my neighbors."*

"I live with my mother and stepfather. When my stepfather works late, my mother usually picks him up at the train station. Since I had the GLK350, I thought it would be fun to pick him up in that. When we showed up at the station in the beautiful vehicle, my stepfather was so excited to ride home in a 'Benz'. It was a great ride with my family while we all tested out the vehicle together."



*"I drove the E350 4MATIC to see my family who lives an hour away. I was able to take them for a drive and show my mom all of the features, which she loved because she currently drives a minivan. It was raining hard and trucks were constantly splashing water on my windshield, but I felt very safe knowing that the car had 4MATIC."*

*"I was able to use it for my daughter's wedding. She was to excited!"*

*"One night with the vehicle I was able to go out to eat with friends and drove us to the restaurant and back. The couple that went with us are not Mercedes-Benz owners but are considering a Mercedes-Benz for their next vehicle."*

*"What an awesome experience! (I'm in tears! How crazy is that?!) Before it was about the 'brand', not it's about 'the car'! It's about the comfort. It's about the performance and handling. It's about how my 11-year-old son said 'he felt safe in it'. Because of what I've learned I was able to explain to him just how safe the car really is and what goes into building the vehicle to make it safe. Yes it is a luxury car, but now, to me, it is so much more! Thank you so much for the opportunity to drive a Mercedes- Benz!"*

*"I used the DaSH vehicle for a date weekend with my wife. Everywhere we went we got compliments."*

*"People admired the style of the car and asked questions about the location of the dealer. I gave out my business cards and had two customers come in and purchase cars."*

*"It seemed like everywhere I went people were asking me about the car and what some of the features were. It was nice to be able to answer the questions and show how everything worked."*

*"Taking my mother to dinner in a 2013 E-Class – Priceless!"*