

AUTOMOTIVE

Mercedes-Benz casts Bradley Cooper in global electric G-Class campaign

September 16, 2024



American actor, director, producer and G-Class fan Bradley Cooper stars in a new short film from Mercedes-Benz released Sept. 13, 2024. Image credit: Mercedes-Benz

By LUXURY DAILY NEWS SERVICE

German automaker Mercedes-Benz is trotting out its first fully electric G-Class model.

The brand's latest global marketing effort, The Rise of Electric, promotes the all-new G 580. In a short campaign film out Sept. 13, 2024, American actor, director and producer Bradley Cooper advocates for fearless approaches and facing obstacles head-on, in a nod to the off-roader's ability to tackle a wide range of terrains.

"Bradley Cooper was a natural choice for this world premiere and campaign as he is a longstanding fan of our iconic G-Class," said Bettina Fetzner, vice president of communications and marketing at [Mercedes-Benz AG](#), in a statement.

"As part of our beloved G-family, Bradley is a true inspiration for crossing limits."

Embracing adventure with EQ technology

The digital release's action-packed plot focuses on the relentless pursuit of one's path, highlighting values that have become synonymous with the car.

It aims to capture the essence of the G-Class experience, whether in motion amid rocky mountain roads or charging up on city streets.

Throughout, Mr. Cooper cruises through dual environments one a remote landscape, and the next, an urban layout to the tune of a remixed "Ain't No Mountain High Enough" by American husband-and-wife songwriting duo Nickolas Ashford and Valerie Simpson.

"The G-Class has been a part of my life for nearly 20 years," said Mr. Cooper, in a statement.

The Rise of Electric promotes the all-new G 580 with EQ technology

"For me, it's always been more than a car: it's been a companion on every adventure."

The campaign involves social media assets, television commercials and car-only campaign assets for print publications that began appearing on most worldwide Mercedes-Benz and G-Class [channels](#) last Friday.

Launch dates for each component vary slightly from market to market.



Mercedes-Benz is inviting audiences to discover its full suite of G-Class models, including the G 580 and G 500, as well as the Mercedes-AMG G 63.
Image credit: Mercedes-Benz

The Mercedes-Benz EV is due out in, though the company first debut the model back in April.

The world-premiere event, held in Los Angeles, was attended by Mr. Cooper, who Mercedes-Benz adds is a “passionate G-Class for years,” and many other celebrities, including -- American rapper and singer-songwriter Travis Scott performed ([see story](#)).

© 2024 Reliance Relocation Services, Inc. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.