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[caption id="attachment_17262" align="aligncenter" width="500" caption="2010 Mercedes StarDrive - Click above for high resolution picture gallery"]



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[Mercedes-Benz](#) India flagged of the first of its kind driving experience program in India: the StarDrive, at the Juhu Aerodrome in Mumbai. This special extravaganza is specially conceptualized by Mercedes-Benz to highlight its unparalleled safety features, and engineering technology and offers prospects and customers an opportunity to understand handling of critical road situations in a safe and controlled environment. The event was supported by presenting partners Michelin & Mobil 1.



This unique drive experience put to test the power and performance of the participants and the Mercedes-Benz cars encompassing the ML-Class, GL-Class, C-Class and E-Class. Through the simulations, the dynamics of the vehicle namely safety, agility and performance in conditions off-road and on-road conditions are brought to the

fore. The participants could experience the tangible benefits of key safety technologies like Pro-Engineering Package, Airmatic, etc. during the driving experience program. Mercedes-Benz has always been a pioneer in introducing new technologies globally as well as in India. One of the overriding principles driving the brand's innovation and technology has been Customer Safety.

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