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Mercedes-Benz Partners With Buddh International Circuit



Mercedes-Benz and Jaypee Group (promoters of Buddh International Circuit) have come into an agreement whereby Mercedes-Benz cars will serve as the Official Safety car, Fast Intervention Vehicles and Race Control Cars in Motorsport event in the country. The German automaker has announced aggressive plans to popularize motorsports through promotional activities, road shows and dealership activations across India. Mercedes-Benz and Jaypee together plan to set up a Performance Driving Academy in 2012 to foster talent and popularize performance driving.

"Mercedes-Benz is a performance brand and our long association with Motorsports is a testimony to this fact. It has been our endeavour to enable more people to experience the performance and dynamism of our cars, and we will continue to do so in times to come. My earlier experience in China and Southeast Asia shows that once sports like Formula One features in, consumer interest also increases significantly," Mr. Peter Honegg, MD and CEO, Mercedes-Benz India said.

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