



Mercedes-Benz Star Lounge Shines at Australian Grand Prix

Mercedes-Benz has been the benchmark for automotive prestige, luxury, safety and technical innovation since inventing the motor car in 1886.

Bringing sophistication and style to the 2018 Australian Grand Prix, Mercedes-Benz was trackside at the exclusive Mercedes-Benz Star Lounge, entertaining an exciting four-day Grand Prix program exclusively for Mercedes-AMG customers.

The Mercedes-Benz Star Lounge is the premium location on-track offering first class hospitality on Turn 12, one of the fastest corners on the Albert Park street circuit.

The four-day program kicked off with the Mercedes-Benz Ladies Day, which has now earned itself the reputation as the place to be on-track for the ladies. High-profile power women including celebrities, VIPs and media gathered together to celebrate a fusion of fast cars and fashion.

With women now accounting for a significant portion of Mercedes-Benz purchases, Mercedes-Benz Australia/Pacific CEO and Managing Director Horst von Sanden continues to ensure the brand “speaks directly to women about empowerment – empowered women are intellectual, progressive and rational”.

This year the Mercedes-Benz Star Lounge was transformed into an explorer’s greenhouse, filled with exotic flora and fauna, yet simultaneously an enclave of knowledge and a place for new ideas.

Guests enjoyed a custom menu described as ‘unrestricted Middle Eastern’, designed by Melbourne chef Shane Delia. The menu showcased a selection of Middle Eastern classics with a modern spin. Shane’s motivation was to introduce a creative foodie element for women to enjoy, breaking down the barriers to what is traditionally considered a male-focused event.

With a fleet of the latest Mercedes-AMG models on display, guests at the Mercedes-Benz Star Lounge were also treated to appearances by Mercedes-AMG Petronas Formula 1 team drivers Lewis Hamilton and Valtteri Bottas.

Photo Credit: Mercedes-Benz Australia

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