

Source:
 Dimensional Communications Inc.

Contact:
 201.767.1500
 info@dimcom.com
 www.dimcom.com

STAR POWER SHINES BRIGHT IN NEW YORK CITY

Urban-fit Mercedes SUV and its sexy co-stars introduced to the press in the heart of Manhattan.

When the "Sex and the City" movie opened, women all over the country gathered in special viewing parties. Since its new GLK compact SUV had a striking cameo in the movie, Mercedes-Benz decided to put on a little "viewing party" of its own.

In the heart of "the City" - in front of that icon of urban chic, the Time Warner Center at Columbus Circle, with the new Museum of Arts and Design nearby - the GLK took its own star turn, hand-in-handle with the film's stars.

Client: Mercedes-Benz
 Project: GLK Media Launch
 Location: New York, NY
 Design: Dimensional Communications Inc.
 Total Floor Space: 5,000 sq.ft.

Photo attachment on page 2

Dimensional Communications Inc. creates visitor experiences - trade shows, retail displays, museum exhibits, corporate interiors - that help our clients connect more productively with their customers.

These are high-impact moments that can only happen in immersive environments. With our full-service process, we make memorable customer experiences while making the client experience unexpectedly satisfying and cost-effective.



Client:
Mercedes-Benz

Project:
GLK Media Launch

Location:
New York, NY

Designer:
Dimensional
Communications Inc.

Total Floor Space:
5,000 sq.ft.