



Mercedes-Benz

“Mercedes-Benz Connection” Opens in Roppongi

Press Information

July 14, 2011

- **Opens Saturday July 16 in Roppongi for 18 months limited time**
- **1st Floor is a Café and 2nd Floor is a Restaurant and Lounge**
- **Globally unique approach as Mercedes-Benz brand communication center**

Mercedes-Benz Japan Co., Ltd. (MBJ; President: Nicholas Speeks; Head office: Tokyo) opens “Mercedes-Benz Connection” in Roppongi, Tokyo on July 16th, 2011.

Mercedes-Benz Connection is for a limited period of 18 months to appeal and penetrate the brand to a new segment of customers, everyone young at heart who enjoy their lifestyle. The Connection is based on a globally unique brand communication concept for Mercedes-Benz where various events will take place in a relaxed atmosphere with a café downstairs and dining upstairs as the principle attractions.

The building is designed by Mr. Shigeru Kubota, the renowned architect for his wide range of work. The café and restaurant are produced by Transit General Office, also renowned for creating fine spaces.

The theme of the two story building is to have “many people easily drop-by and get in touch with the Mercedes-Benz brand.” Downstairs is a café open early in the morning with a space displaying Mercedes-Benz accessories and trendy goods for sale, and upstairs being a restaurant and lounge offering a buffet style lunch and afternoon tea during the day and drinks at the bar at night.

“It has been 125 years since Mercedes-Benz invented automobiles. Automobiles have played the role of connecting people, communities and ideas throughout its history. ‘Mercedes-Benz Connection’ is open in Roppongi, Tokyo’s hottest spot transmitting the latest trend for the people in Japan to feel the “current” Mercedes-Benz the innovative brand perpetually evolving. We named this facility ‘Mercedes-Benz Connection’ in hopes to ‘connect’ all of the factors enriching people’s lives. It is a space where one

can easily step in to enjoy great food, great coffee, great ambience, great people and, Page 2
some great cars as well,” said Mr. Nicholas Speeks, CEO of MBJ.

<Mercedes-Benz Connection Outline>

Name:	Mercedes-Benz Connection	
Location:	7-8-1 Roppongi, Minato-ku, Tokyo	
Design/Interior:	Mr. Kubota Shigeru Kubota Architects & Associates.inc	
Construction:	Takenaka Corporation	
Restaurant and Café Producer:	Transit General Office	
Restaurant Menu Supervisor:	Mr. Akira Watanabe, AW kitchen Owner Chef	
Café Menu Supervisor:	Mr. Hiroshi Sawada	
Open:	Saturday July 16, 2011	
Period:	18 months, till the end of December, 2012	
Completed:	Tuesday June 28, 2011	
Site area:	1,283.37 m ²	
Floor area:	1F : 696.21 m ² , 2F : 695.81 m ²	
Number of Staffs	5 permanent MBJ employees 46 staffs (information counter, café and restaurant)	
Open hours;	1F Information counter	10:00~20:00
	1F Café : “DOWNSTAIRS COFFEE”	7:00~21:00
	2F Restaurant: “UPSTAIRS”	11:00~23:00
	(~ 28:00 Fri. Sat. Night before Holidays)	