

To commemorate the official opening, Mercedes-Benz Houston North will be hosting a first-class private party in early May, complete with a top live band, professional models in Versace fashions, Emcee Melissa Wilson, catering and open bar for its past and potential customers, Mercedes-Benz executives, members of the media and local dignitaries.

The dealership is conveniently located off the I-45 North and FM 1960 and is open Mondays thru Fridays from 9 AM to 8 PM, and Saturdays from 9 AM to 7 PM. For more information on Mercedes-Benz of Houston North and its exceptional vehicles, please call the dealership at (281) 885-6000.

Luxury Automobile

The Nation's Largest Mercedes-Benz Dealership Celebrates its Grand Opening

Not all car dealerships are built the same. Mercedes-Benz Houston North, the largest Mercedes-Benz retail center in the U.S., offers an unprecedented automotive buying experience. The dealership's amenities and character are dramatically established as soon as customers visit its beautifully landscaped, 12-acre site. After the valet service to the covered grand entrance, customers enter the 40,000 square foot, 20-car showroom where they will find themselves in a bright, welcoming space that is ergonomically designed to enhance their experience and provide a relaxed, affable atmosphere. They'll quickly notice the attention to detail including the black tiled entrance; a "Heritage Wall" — a fantastic collection of six 100-square-foot collages "floating" off the gigantic wall depicting the history of the Mercedes-

Benz automobile; a perfectly-polished, eight-foot chromed Mercedes-Benz logo with blue neon backlit lighting; baby grand piano; onsite shopping boutique and a state-of-the art, 9-video wall which serves as an "electronic salesman" and also functions as a huge television to watch sports events, catch traffic reports and be kept abreast of the latest Wall Street trends and Houston news.

Now the tough part — customers have to make the decision between the convertible sedan or wagon from the SLK, M-

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Class, E-Class, S-Class, C-Class, CL, SL 500 or new G-Class. Add the choice of leather and wood trim, sound system, sports package, navigator system and the color scheme for the interior and exterior and the customers have now completed the design of their dream car. Once customers finalize their decisions, only at Mercedes-Benz Houston North do they physically drive their new automobile off the showroom floor! With a unique, indoor delivery service, new car owners can admire their latest purchase under a remote-controlled, high-intensity lighting area and drive their first mile through automatic sliding doors and emerge from the building driving down Mercedes-Benz Row, a reserved area for owners to leave the dealership as they drive by an incredible landscaped garden shaped like the Mercedes-Benz star logo. The new dealership also offers Houston's largest service center with 42 service bays and a huge inventory of Mercedes-Benz factory parts.

"With every Mercedes-Benz sold, excellent customer service is as integral as the engine or the sound system," commented Pat Kelly, general manager of Mercedes-Benz Houston North. "We are very proud of the dealership we've created and are extremely fortunate to have Houston's finest staff of dedicated automotive professionals who are devoted to making the car buying and after-care experience top notch and extraordinary. Mercedes-Benz Houston North is already operating at full capacity and we're quickly building a solid reputation for providing the unsurpassed guest services and amenities."