Mercedes-Benz Marketing under new leadership

Press Information

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Stuttgart. Bettina Fetzer (38) will take over as Head of Mercedes-Benz Marketing on November 1, 2018. Following various positions in the communications department of Daimler AG, Fetzer was most recently in charge of global products and brands PR at Mercedes-Benz Cars.

Britta Seeger, Member of the Board of Management for Mercedes-Benz Cars Marketing and Sales: “I am delighted to have gained Bettina Fetzer, a proven communications expert and outstanding executive as Head of Mercedes-Benz Marketing. Under her leadership, we will further develop the successful brand work of recent years as well as the digitization of our customer contacts.”

Mercedes-Benz Marketing is responsible for the internal and external marketing communications of the Mercedes-Benz brand. Its tasks include not only strategic brand management but also the worldwide conception, implementation and management of all communications activities and advertising strategies – for the various model series as well as for general topics of the Mercedes-Benz brand.

Bettina Fetzer has held various positions at the company since 2004. Among other things, she worked as the press spokesperson for smart and Mercedes-Benz, as head of Mercedes-Benz business communication and as head of global communication for Mercedes-Benz Cars. In addition, as an ambassador, she supported the creation of the new “Leadership 2020” corporate culture. In her most recent position, she has played a major role in further developing press communication and brand communication at Mercedes-Benz Cars, pushed forward with digitization, utilized new influencers and platforms, and thus made Mercedes-Benz the media number one in its comparable segment.

**Contact:**

Willem Spelten,
Head of international Brand & smart Product Communications,

Tel.: +49 (0)711 17-75847, willem.spelten@daimler.com

Ina Schultz, Lifestyle and Brand Communications,

Tel.: +49 (0)711 17-76876, ina.schultz@daimler.com

More information from Mercedes-Benz is available online at:
[www.media.daimler.com](http://www.media.daimler.com), <https://media.mercedes-benz.com> and [www.mercedes-benz.com](http://www.mercedes-benz.com)