

• **Email Direct Response Membership Campaign**

Email subject line:

Your Mercedes-Benz Experience, Complete: The Star® Magazine

Dear NAME,

As a Mercedes-Benz owner, you've joined the ranks of the world's most satisfied drivers. You appreciate both luxury and performance. You have a keen sense of the Mercedes-Benz legacy in the world of fine automobiles, even as the brand evolves to meet today's lifestyle.

And if you are like many Mercedes-Benz owners, when you purchased your Mercedes-Benz, you crossed the threshold into an altogether different automotive experience.

Maybe it's the long history of the storied Mercedes-Benz brand that intrigues you. Perhaps it's a deep appreciation for leading-edge technology, and its most elegant implementation. Or the romance of European driving culture. **Whatever draws you to Mercedes-Benz, you'll find a taste of it in The Star® Magazine**, the high-quality, award-winning publication treasured by Mercedes-Benz owners across the continent.

As the official magazine of the Mercedes-Benz Club of America, The Star® rates consistently as a "favorite read" and earns high honors from the publishing industry for excellence in journalism, photography and design. Here are just a few examples of feature articles that earned rave reviews across the board:

- *Article title + link*
- *Article title + link*
- *Article title + link*

Authoritative journalism. Stunning photography. Written by Mercedes-Benz experts and enthusiasts who share their deep knowledge on how to find, buy, drive, restore, repair and show the Mercedes-Benz of your dreams.

Published six times per year, each issue includes fascinating, in-depth information on topics ranging from history of the brand – dating back to earliest models – to restoration, maintenance and repair how-to's, to tests and objective reviews about the next generation of Mercedes-Benz vehicles.

Is it time to enrich your Mercedes-Benz experience? The Star® Magazine is your gateway to the next level of ownership. **The Star® provides access to the Mercedes-Benz world you won't find anywhere else**, and at \$49 per year, represents a great value. And for a limited time, your subscription to The Star® includes a one-year membership to the Mercedes-Benz Club of America, with these additional benefits:

- **Local dealer discounts** on parts, service and accessories, from participating Mercedes-Benz dealers.
- **15% discount on hard-to-find and discontinued parts** from Mercedes-Benz Classic Center.
- **\$500 Loyalty Rewards** discount toward purchase of a NEW Mercedes-Benz.
- **Tech Talk access** to MBCA's technical director and online member forums.
- Plus more bonuses, including special rates on collector car insurance and free classified advertising in The Star® and at mbca.org.

Let The Star® be your guide to finding more joy in the journey – don't miss another issue! **Subscribe today**, and you will automatically be enrolled as a member of the Mercedes-Benz Club of America ...

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Subscribe to The Star® before July 31, 2014, and we'll send you this **MBCA key lanyard, absolutely free** – a special welcome gift for new subscribers.