

**• Landing Page Content  
(Email Membership Upgrade)**

<b>Project:</b>	Landing page to detail M-B Classic subscription opportunity
<b>Objective:</b>	Inform members about M-B Classic, offered as a supplement to The Star at special member subscription rate.
<b>Action desired:</b>	Click through to membership page, and add this subscription to their MBCA membership.
<b>Date:</b>	August 26, 2016
<b>V.1 Notes:</b>	1. Embedded in <b>purple text</b> , or as a comment.
<b>Images:</b>	TBD
<b>Links:</b>	TBD
<b>Contact:</b>	<a href="mailto:kady@kadyhommel.com">kady@kadyhommel.com</a> (719) 351-3334

**Header Box:**

Mercedes-Benz Classic

**Subhead:** *The exclusive publication for owners, collectors and fans of classic Mercedes-Benz vehicles, published in Germany by Daimler AG.*

**Headline:**

Alt. 1: Hold history in your hands.

Alt. 2: Your window to the heart & soul of Mercedes-Benz.

**Intro text:**

Dream. Drive. Collect. Admire.  
Feed your passion for Mercedes-Benz with this special offer for MBCA members.

**Copy:**

We've all heard the saying, "there's never too much of a good thing."

When it comes to photos, stories and news about vintage and classic Mercedes-Benz, *Mercedes-Benz Classic* is a very good thing.

Published by Daimler AG, this award-winning magazine honors the Mercedes-Benz legacy with page after page of stunning images ... insightful editorial ... articles about rare vehicles and their historic context ... plus expert commentary from the designers, engineers and professional drivers who share a lifelong passion for the brand.

**(Alt. 1 paragraph)**

You'll find stories like these, from a past issue –

- *"Style and Luxury of the Golden Years,"* about the 190 SL produced between 1955 and 1963.
- *"Thunder and Glory,"* a conversation with Sir Stirling Moss and Lewis Hamilton, about the W 196 R.
- *"Back in Business,"* recalling how Daimler-Benz managed the difficult new start after World War II.

**OR**

***(Alt. 2 paragraph)***

You'll find stories that deepen your appreciation for exceptional models from past decades. Personal recollections from drivers who made history on the track, in cars still revered for their performance. And explorations of how Mercedes-Benz emerged as a world leader in automotive and manufacturing technology.

***(cont.)***

Every issue carries a Marketplace for classified ads, so you can track availability and pricing for a variety of classic models. And the Travel section offers a European perspective on top destinations with ties to Mercedes-Benz.

This beautiful – and collectible – publication is not available to U.S. readers at the newsstand or bookstore. And until just now, ordering a subscription was costly, complicated and even unreliable.

Thanks to a special arrangement with Daimler AG, however, MBCA is delighted to offer you a subscription to *Mercedes-Benz Classic* as an add-on to your MBCA membership.

Even better, your member rate for this subscription is simply unbeatable: \$15 per year for three issues\*, delivered with your copy of *The Star*.

If you are a Mercedes-Benz enthusiast, *Mercedes-Benz Classic* is genuine food for your soul. Start your subscription now, so you don't miss a single issue!

***(insert "Call To Action" button with link to sign-up option)***

**Yes, please sign me up!**

Please feel free to call the National Business Office at 800-637-2360 with any questions, or to sign up by phone.

\* *Mercedes-Benz Classic* publishes in January, May and September.