



AOL Teams With Mercedes For Emerging Artist Campaign

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Mercedes-Benz has partnered with **AOL Music** in AOL's continuing effort to expose up-and-coming artists. The two companies have created a new online feature called "On Our Radar" as part of the car manufacturer's yearlong collaboration with AOL Music on its "Breakers" program, which showcases developing artists. The initiative will promote the new Mercedes-Benz C-Class while bringing cutting-edge artists to the eyes and ears of young music fans.

The On Our Radar feature highlights up-and-coming artists such as **Arctic Monkeys** and **KT Tunstall**. Each week, On Our Radar showcases other hot new artists, such as **Morningwood**, **Arab Strap** and **We Are Scientists**, and offers "Inside Track" audio streams and downloads. Music fans can access artist and tour information, participate in polls, and enter for the chance to win free MP3 downloads. In addition, users will also be able to get information about the new Mercedes-Benz C-Class and access a virtual showroom. Mercedes-Benz will also have prominent brand placement on the AOL Music Breakers page, as well as on pages featuring Breaker artist assets such as First Listen and First View song and music video debuts. Meanwhile, Mercedes will support music programming from the latest round of Breaker artists, including **Panic! at the Disco**, **Ne-Yo**, **Teddy Geiger** and **Thrice**.

"We're pleased to have Mercedes onboard to help us expose our standout Breaker artists, and other worthy new acts, to fans throughout the year," said **Jack Isquith**, Executive Director of Music Industry Relations for AOL Music. "Music discovery is central to our commitment to our audience. Best of all, working with Mercedes affords AOL Music the opportunity to find more compelling ways for these great artists to get the attention they deserve."

"For decades Mercedes-Benz has been memorialized in songs. In turn, we've always placed a strong priority on doing what we can to support emerging artists whether it be music, fashion, film or the performing arts in general," said **Carol Goll**, GM, Brand Experience Marketing for Mercedes. "This initiative with AOL is a unique opportunity through a lifestyle intersect with a new generation of buyers as well as an opportunity to get some early visibility for those artists who are going to shape the music world going forward."