Beat: Automobiles

Universal Pictures - Jurassic World

Mercedes-Benz GLE Coupe launch

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USPA NEWS - Mercedes Continues Its Decades Long Relationship with Universal: Mercedes-Benz GLE Coupé launches in Universal Pictures“˜ Jurassic World. Alongside the Mercedes-Benz vehicles featuring in the movie, an extensive co-promotion package is planned for the cinema release.

On-screen, multiple Mercedes-Benz vehicles are once again in on the Jurassic action. Twenty-two years since the events of the original film, Steven Spielberg returns to executive produce the long-awaited next installment of his groundbreaking Jurassic Park series, Jurassic World. During their adventures in the jungles of Jurassic World, the characters played by Chris Pratt and Bryce Dallas Howard put their trust in the off-road capabilities of various Mercedes“‘Benz vehicles ““ especially in the all-new GLE Coupé, which appears in its series-look for the first time.

Colin Trevorrow directs the epic action-adventure from a screenplay he wrote with Derek Connolly. Frank Marshall and Patrick Crowley join the team as producers. Jurassic World will be released in 3D by Universal Pictures on June 12, 2015.
The partnership continues the relationship between Universal and Mercedes-Benz, first forged in 1997´s The Lost World: Jurassic Park, when Mercedes introduced the M“‘Class vehicle.

“We are delighted to have been able to support this epic action-adventure with our vehicles,“ said Dr. Jens Thiemer, Head of Marketing Communications for Mercedes-Benz Cars. “Our wide range of SUVs in particular fit perfectly with Jurassic World's various requirements, with the focus on our new trendsetter, the GLE Coupé.“ Above all, it is the new GLE Coupé that shows off its best side. The first prototype of this new SUV-sector vehicle, which was handmade specially for filming, can be seen in the movie, right in time for its mid-2015 market launch.

The GLE 450 AMG Sport is convincing on screen in dynamic off-road scenes set against the tropical backdrop of Jurassic World. One-and-a-half years before the vehicle's market launch, the security measures on set were huge. Even in remote filming locations on the Hawaiian Islands of Oahu and Kaua´i and on NASA terrain in New Orleans, the vehicle had to be shielded from eager photographers.

“Unveiling the new GLE Coupé in Jurassic World was a natural fit as we continue our relationship with Mercedes,“ said producer Frank Marshall. “Audiences will find that the vehicles featured in the film lend themselves perfectly as the transportation of choice in the fully functioning international theme park we have created at Jurassic World.“
Alongside the Mercedes-Benz vehicles featuring in the movie, an extensive co-promotion package is planned for the cinema release.

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