**Mercedes-Benz Cookie Settings**

Mercedes-Benz AG and Mercedes-Benz Heritage GmbH use cookies for various purposes:

• To **enhance website functionality** and **user experience.**

• To **display personalized content and ads** based on usage behavior.

• To **share collected data** with **selected partners (e.g., Google).**

**Your Choices:**

• **“Accept All”** – Grants full consent to all cookies and data processing.

• **“Only Technically Necessary”** – Allows only essential cookies.

• **“Settings”** – Customize your preferences and learn more.

**Privacy Statement**

**[Only Technically Necessary]**

**[Settings]**

**[Accept All]**

**Inside Cookie Settings: Configuring Privacy Preferences**

**Privacy Statement**

**Required Web Technologies & Cookies (Always Active)**

• Essential for **basic website functions** (navigation, display, consent management).

• Without these, the website **cannot function properly.**

**Performance & Analytics**

• Helps measure and **analyze website usage** pseudonymously.

• Used to **optimize user experience and website performance.**

• **(Default: Off)** – Requires consent.

**[More Information]**

**Marketing & Personalization**

• Uses **cookies and tracking technologies** for **targeted content and ads.**

• Data is **shared with Mercedes-Benz Heritage GmbH & Google.**

• Enables personalized **ads on other websites and social media.**

• **(Default: Off)** – Requires consent.

**[More Information]**

**[Hide Details]**

**[Save Settings]**

**[Accept All]**

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