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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