



Back to Business

Restarting your business while keeping everyone safe

We at *StarTuned* recognize that your business outlook is radically different from just a few months ago, and want to remind you that Mercedes-Benz USA and your Authorized Mercedes-Benz Dealer are here to support you. MBUSA has maintained its parts stock levels to ensure that you can get the parts you need. The supply chains of MBUSA and Daimler run deep, operating with reliable and loyal business partners for decades, the usual parts availability of over 99 percent hasn't changed at all. All online systems are up and running at full steam to ensure vehicle repairs can be completed in a timely and efficient manner. And the StarRewards program, offering rebates on your parts purchases, is still in full force.

Dealers are taking precautions to ensure that keep you, your employees and your customers safe. Although a few dealers closed briefly to beef up their precautions, virtually all are open and operating, ready to serve your needs. Contactless delivery, extra sanitizing measures, personal protective equipment and more are the themes of the day.

Now is the time to reach out to your customers and assure them of their safety. Offering much more than safe vehicle operations, you should be publicizing (and implementing) virus-safe processes like vehicle pick-up and delivery, interior sanitization of the vehicle at touch points (particularly the steering wheel and any controls you've operated), employee precautions like face masks and gloves, mandatory regular hand-washing, and respecting the customer's space when accepting payments and collecting signatures. Have disinfectant wipes and hand sanitizer available for all visitors, clean high-touch surfaces like doorknobs, pens and countertops frequently, and post signs (anywhere you can – including an outdoor banner) to tell your customers what you are doing to protect them.

After all, we're all in the protection business, making customer vehicles as safe as possible by performing high-quality maintenance and repairs. You build trust by advising customers on what their vehicles may need next. Double down on that trust by telling them just what you're also doing to keep them safe. After all, your customers deserve it. |