

## **Mercedes-Benz Korea launches new CSR program ‘Promise’**

Mercedes-Benz Korea, along with Daimler Trucks Korea, Mercedes-Benz Financial Service Korea and 11 local dealers, on Thursday announced the creation of a social responsibility program called “Mercedes-Benz Promise.”

“We are excited by this opportunity to provide children and college students with an internationally-proven program developed by our German HQ,” said Adi Ofek, president of Mercedes-Benz Financial Services Korea and vice chairman of the Mercedes-Benz CSR committee.

Mercedes-Benz Korea CEO Britta Seeger (second from right) and other executives of Daimler Group’s local operations and dealers pose at the launch of the carmaker’s social responsibility program “Promise” at the IFC Mall in Yeouido, Seoul, Sunday. (Mercedes-Benz Korea)

“By incorporating Mercedes-Benz’s exclusive technology into the programs, we hope it will be a valuable stepping stone for participants as they prepare for a safer and brighter future.”

The new CSR program, consisting of Mercedes-Benz MobileKids, Mercedes-Benz Mobile Academy and Mercedes-Benz All Together, aims to enhance the German luxury carmaker’s commitment to Korea, said the Korean unit in a statement.

MobileKids is a traffic safety education program that was developed by Daimler’s German headquarters in 2001. Its Korean program, based on local traffic rules, will offer practical safety tips through diverse enjoyable experiences and role-playing games.

Starting with pilot programs this month, the Korean unit plans to hold the program at 70 welfare facilities nationwide for 1,500 children from underprivileged families by the end of this year.

The Mercedes-Benz Mobile Academy, which kicks off in September, is part of the carmaker’s industry-university cooperation program that offers hands-on training for Korean engineering students.

Participating students also can get priority to join the carmaker’s technician nurturing program, the Automotive Mechatronic Traineeship, officials said.

The Mercedes-Benz All Together encourages all the local employees to join the new CSR initiative through donations or volunteer work. The carmaker also plans to create a CSR fund by securing money from each car they sell. The size of the fund is expected to be finalized later this year.

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