



Press Information

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Mercedes-Benz South Africa supports 21 Icons project for a second season

- 21 Icons multi-media project heads into season two, as extraordinary South African stories grab the attention of the world
- Mercedes-Benz South Africa (MBSA) looks to the art of storytelling as part of its corporate goal to inspire the youth of the country

Johannesburg/ Automotive titan Mercedes-Benz South Africa (MBSA) has re-affirmed its commitment to sponsor the 21 Icons multi-media initiative for a second season, following the run-away success of this definitive nation building project both locally and abroad.

In essence, 21 Icons is a unique celebration of the South African journey to transformation, paying tribute to the inspiring stories of individual citizens and their contribution to the country's recent heritage through narrative portraits and short films.

MBSA places great store by the power of dialogue to create a shared understanding and commitment to a common goal. This is a recipe for success proven many times over at the company's award winning plant in East London. "For us the 21 Icons project is an extension of this principle, using the art of storytelling to capture the tried and tested values of influential South Africans, and stimulate discussion and debate," says Mercedes-Benz South Africa (MBSA) divisional manager for Group Corporate Affairs, Mayur Bhana.

"What the world today needs most is a generation of young people who are empowered to make sound moral choices, and above all who are not afraid to stand up for a set of beliefs that will sustain cohesion in our developing society," he adds.

“South Africa has an abundance of stories of ordinary people who have achieved the extraordinary, and have made a positive contribution to the social fabric of our country. Mercedes-Benz South Africa continues to support the 21 Icons initiative because we believe that this project exposes our nation to the kind of role models whose example can continue to guide us on our path to greatness. We are very excited about the dialogue that this project has already stimulated and will continue to create in season two.”

The second season of 21 Icons will feature a new batch of inspirational South African thought leaders and their stories. Additionally, the emphasis on workshop sessions with learners and students will be expanded, using these inspirational stories as the fulcrum to discuss topics such as values-driven social activism, and the transformative power of individuals to make a difference.

MBSA will be linking their Corporate Social Responsibility programme with the 21 Icons sponsorship, by exposing learners from their education upliftment projects to the multi-media exhibition and interactive workshops being held at the Museum of African Design (MOAD) in Johannesburg’s Maboneng precinct.

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About Mercedes-Benz South Africa

Mercedes-Benz South Africa (MBSA) is a wholly-owned subsidiary of the global company, Daimler AG. The company’s manufacturing plant is based in East London, a plant which has been building vehicles in South Africa since 1948.

Today MBSA manufactures Mercedes-Benz C-Class cars for the local market and export destinations around the world. It also produces Mercedes-Benz commercial vehicles and buses, Mitsubishi FUSO trucks, as well as assembles Freightliner trucks, a leading American brand. The company also imports, distributes and markets other Mercedes-Benz passenger cars, trucks and vans, as well as smart cars.

The headquarters of MBSA are located in Zwartkop, Pretoria. The Mercedes-Benz East London plant has been recognised over the past six years for its consistently high levels of quality manufacturing as

evident from the various international and local awards received. MBSA's plant has excelled in the J.D. Power Initial Quality Survey conducted in the USA, for the past six consecutive years, achieving a platinum, two gold and three silver awards.

In December 2010 parent company, Daimler AG, announced a further investment in the South African operations, which is one of four production sites for the next-generation Mercedes-Benz C-Class.

This press release is distributed by Mercedes-Benz South Africa (Pty) Ltd.

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