

Mercedes-Benz Italia and Ecoluxury Retreats of the World: a shared vision of sustainable excellence

The transition to electric mobility is not just about technology, but also about the way it is communicated and experienced. It is from this realisation that the partnership between Mercedes-Benz Italia and Ecoluxury Retreats of the World has emerged – two organisations united by a shared vision of sustainable excellence and a common focus on the quality of the experience.

Discreet exclusivity, a genuine commitment to sustainability, the pursuit of excellence in every detail and the ability to make every guest feel right at home are, in fact, central elements of both the Ecoluxury experience and the Mercedes-Benz philosophy.

A shared set of values that has led Mercedes-Benz Italia to identify certain properties within the Ecoluxury Retreats of the World collection as the ideal setting for hosting events and presentations dedicated to its electric range.

This harmony is reflected in the brand's global slogan, 'Welcome Home', which portrays the car as a space of wellbeing, comfort and a sense of belonging. It is the same sentiment that characterises the Ecoluxury Retreats of the World destinations: places that offer refined and personalised experiences, set amidst nature and designed with great care for people and the environment.

It is within this context that Oasyhotel fits in: the first Italian project developed within a WWF-affiliated Oasis, set amidst over 1,000 hectares of unspoilt nature. A destination that serves as a concrete example of how luxury and sustainability can coexist in perfect balance, and which hosted the press launch of the new all-electric Mercedes-Benz GLC, helping to create a narrative consistent with the values guiding the evolution of the Three-Pointed Star's electric mobility.

Here, technological innovation and sustainable hospitality come together naturally, offering journalists an immersive experience that goes beyond the traditional test drive. Every detail, from the welcome to the experiential itineraries, helps to create an environment that showcases the product's features and the vision Mercedes-Benz is pursuing towards increasingly responsible mobility – one that combines innovation, design and respect for resources.

"We are particularly delighted that Mercedes-Benz Italia has recognised the destinations in the Ecoluxury Retreats of the World collection as a setting that aligns with its narrative on electric mobility. This collaboration stems from a natural affinity of values: care for the environment, quality of experience, attention to detail and respect for local areas. It demonstrates how different organisations can engage effectively when they share the same vision of sustainable excellence."

The partnership between Mercedes-Benz Italia and Ecoluxury Retreats of the World represents a dialogue between two worlds that share common values and sensibilities. It is

a journey that demonstrates how premium mobility and sustainable hospitality can speak the same language, helping to define a new concept of contemporary luxury.

"Welcome Home" thus becomes much more than a slogan: it becomes a tangible experience, enjoyed both inside Mercedes-Benz electric cars and in the locations that form part of the story.

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