



Mercedes-Benz

Mercedes-Benz G-Class x The Remix Project

## Mercedes-Benz and The Remix Project collaborate on tracks inspired by the iconic G-Class SUV

- Click here to see behind the scenes footage of the creation of the tracks and to listen to them on [Spotify](#).

Press Information

Date:

October 19, 2018

TORONTO, ON – The iconic Mercedes-Benz G-Class SUV sounds as solid as it looks. Thanks to Toronto-based not-for-profit The Remix Project and a group of their talented alumni, that sound will now be music to your ears – literally. The distinctive heavy sounds of the legendary off-roader have inspired unique beats that are being released to coincide with the arrival of an updated G-Class for 2019. Tracks featuring classic G-Class sounds, such as the popping of the locks and the satisfying slam of the doors, are now streaming on [Spotify](#). Mercedes-Benz presents the *G-Class x The Remix Project*: Beats inspired by an icon.

“Iconic, rugged and almost indestructible – that’s the DNA of the G-Class, a civilian version of a military grade vehicle that Mercedes-Benz first launched in 1979. As we introduce a range of impressive updates for model year 2019, we also want to celebrate the characteristics that people have loved since the very beginning, such as its distinctive sounds,” says Virginie Aubert, Vice President of Marketing, Mercedes-Benz Canada. “We couldn’t have brought this idea to life without the creativity and skill of The Remix Project and their alumni, whose energy and enthusiasm have been incredible. We were blown away by the tracks and we can’t wait for Canadians to hear them.”

The Remix Project provides accessible leading alternative, creative, educational programs, facilitators and facilities to help level the playing field for young people from marginalized and under-served communities. By refining the raw skills of these young people, Remix Project has become a hotbed for fresh, exciting talent. By partnering with The Remix Project, Mercedes-Benz tapped into that network of talent to create the *G-Class x The Remix Project* playlist. From the sound engineers who captured the sounds of the G-Class to the producers who created the beats, and the photographers and videographers who documented the process along the

way, the collaboration is a testament to the talent that has come through The Remix Project's programs. Page 2

To capture the sounds of the vehicle, producer and sound engineer Spencer "Moose" Musico, who is a Remix graduate and remains involved as a mentor and sound engineer instructor, brought the G-Class to a recording studio. Over the course of a 12-hour studio session, Musico recorded 111 isolated sounds.

Producers used this catalogue of raw sounds to create their beats. Twelve producers – all Remix graduates – created tracks for the *G-Class x The Remix Project* playlist: Tay Lewis, Sammy Passions, Netto, Florian, Nate Smith, MaL, Batista the Producer, Nadjea, Moose, David Ariza, Rich Kidd, and DoloindaCUT. They all started with the same raw assets, but from there each producer put their own spin on the sounds of an icon.

Yet another Remix alum, videographer Brian Gregory, was responsible for documenting the project from start to finish. From Musico recording the sounds of the G-Class in studio to behind-the-scenes footage of producers creating their beats, Gregory's video captures this unique collaboration between The Remix Project and Mercedes-Benz coming together. His footage is used as video content to promote the playlist on social media.

"What's been incredibly special about this experience is how the emerging talent from The Remix Project have stepped up and are capable of producing work at a world-class level. The Mercedes-Benz team has been brilliant in meaningfully engaging our organization and creating space for this next generation of super producers to take the stage," said Gavin Sheppard, Co-founder of The Remix Project.

"The G-Class x Remix Project playlist was a truly collaborative project. Remix alumni and current round participants from across our programming streams got involved, from music to PR to documentation - photo and video!" added Annalie Bonda, Executive Director of The Remix Project.

### **About Mercedes-Benz Canada**

Mercedes-Benz Canada is responsible for the sales, marketing and service of Mercedes-Benz and Mercedes-AMG passenger vehicles, Mercedes-Benz Vans and smart. Headquartered in Toronto, Ontario, Mercedes-Benz Canada Inc.

employs approximately 1,700 people in 21 locations across Canada. Through a nationwide network of 11 Mercedes-Benz owned retail operations and 48 authorized dealerships, Mercedes-Benz Canada sold 52,298 vehicles in 2017. This represents the best year ever for the company and has positioned Mercedes-Benz as the top luxury manufacturer in Canada for the fourth consecutive year.

### **About the Remix Project**

The Remix Project was created in order to help level the playing field for young people from marginalized and underserved communities. Their programs and services serve youth who are trying to enter into the creative industries or further their formal education. The Remix Project provides top-notch alternative, creative, accessible educational programs, facilitators and facilities. The Remix Project's mission is to help refine the raw talents of young people in order to help them find success as participants define it and on their own terms.

For more information, please contact:

#### **Mercedes-Benz Canada:**

Sinead Brown                      416-847-7588                      [sinead.brown@mercedes-benz.ca](mailto:sinead.brown@mercedes-benz.ca)

#### **The Remix Project:**

Milka Mili                              647-404-9454                      [milka@conversationagency.ca](mailto:milka@conversationagency.ca)

Michael Biro                              647-204-2190                      [michael@conversationagency.ca](mailto:michael@conversationagency.ca)

Further information from Mercedes-Benz Canada is available at [media.mercedes-benz.ca](http://media.mercedes-benz.ca).