



# Mercedes-Benz Lifestyle Accessories Visual Merchandising Guide, AMG

Display at any time



Mercedes-Benz

# AMG display planning guide

50 YEARS AMG

This year, Mercedes-Benz celebrates the 50<sup>th</sup> anniversary of AMG. Along with this remarkable milestone comes an opportunity to redecorate your boutique and gain additional sales.

In the next few pages, we have developed an instructional guide for setting up an AMG display.

We are working on products that specifically celebrate the 50 Years of AMG, and will update planograms when the items are available.

## Basic Display Principles

- Always present items in or near a waiting area
- Make it clear that items are for sale as there isn't always a sales person available to assist customers or answer questions
- Following the provided plan-o-gram ensures your boutique is brand compliant and presents the Collection in the most professional, aesthetically pleasing format to encourage customer purchases





# AMG Collection 2017: Display 1



Part numbers	Item description and cost	Dealer cost	MSRP
A. AMWM403 BK	Men's AMG soft shell jacket	\$181.30	\$259
B. AMBM372 WH	Men's AMG polo	\$50.40	\$72
C. AMWC401 BK	Men's AMG stretch fit cap	\$27.30	\$39
D. AMHY403 YL	Mercedes-Benz AMG GT, R/C 1:24	\$24.50	\$35
E. AMHD451 YL	AMG matte tumbler with silicone band	\$15.40	\$22
F. AMHD451 RD	AMG matte tumbler with silicone band	\$15.40	\$22
G. AMBD349	AMG porcelain mug	\$25.20	\$36
H. AMBL593 BK	Women's AMG cotton polo	\$50.59	\$75
I. AMBC107 WH	Ladies' AMG structured color block cap	\$22.88	\$33
J. AMBB151	AMG duffel bag	\$149.93	\$215

# AMG Collection 2017: Display 2

Display for small and valuable items within a locking case



Part numbers	Item description and cost	Dealer cost	MSRP
K. AMBW350	AMG rollerball pen	\$88.20	\$126
L. AMBP320	Men's AMG sunglasses	\$219.80	\$314
M. AMBP388	AMG perforated leather wallet	\$109.90	\$157
N. AMBK537	Key ring traffic red AMG	\$44.08	\$65
O. AMBE387	AMG perforated leather phone case	\$75.60	\$108

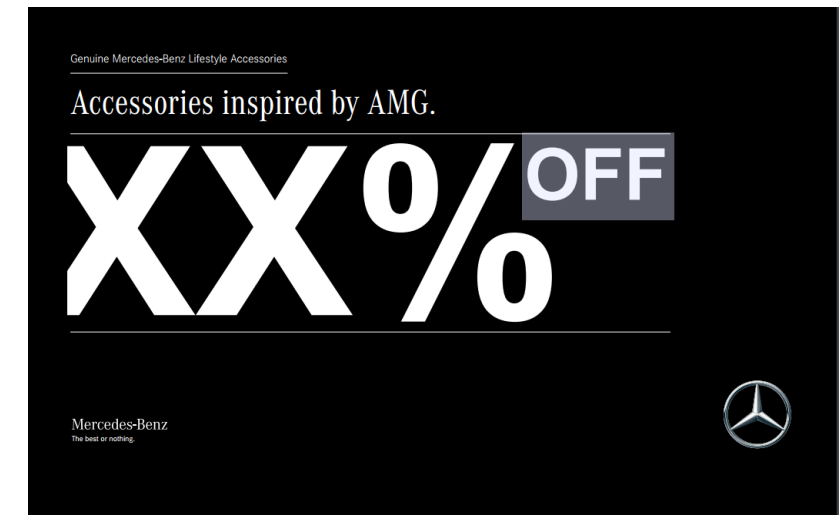
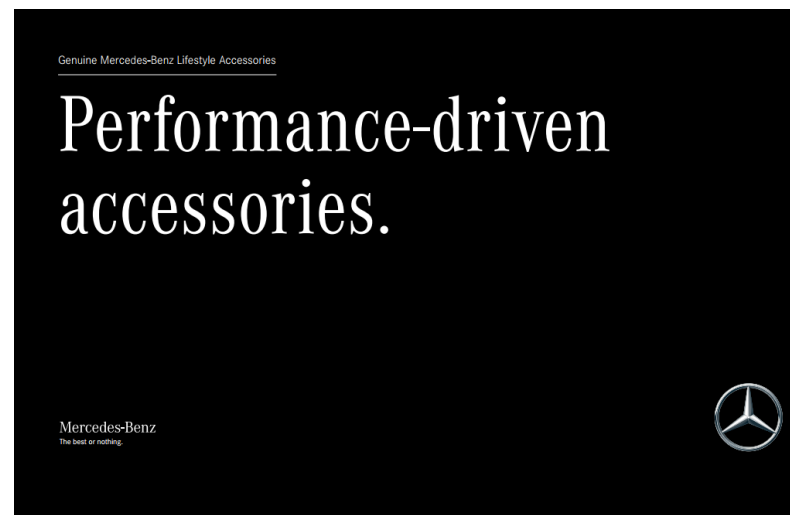
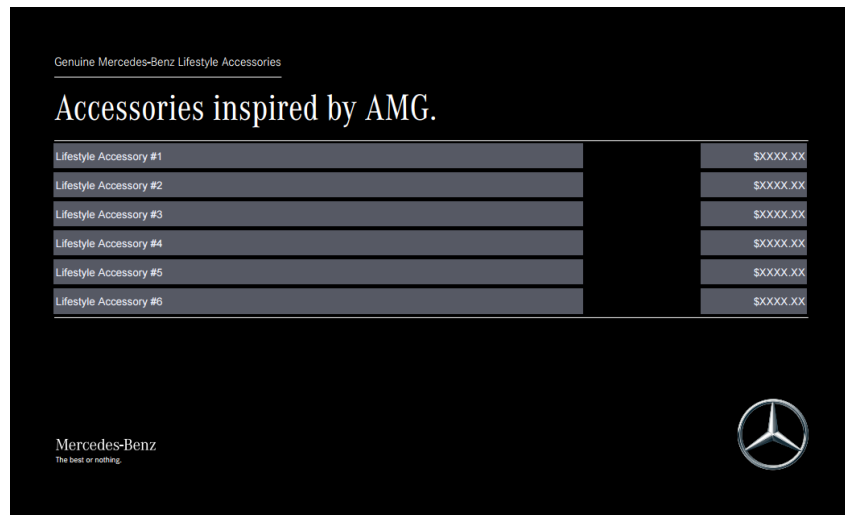
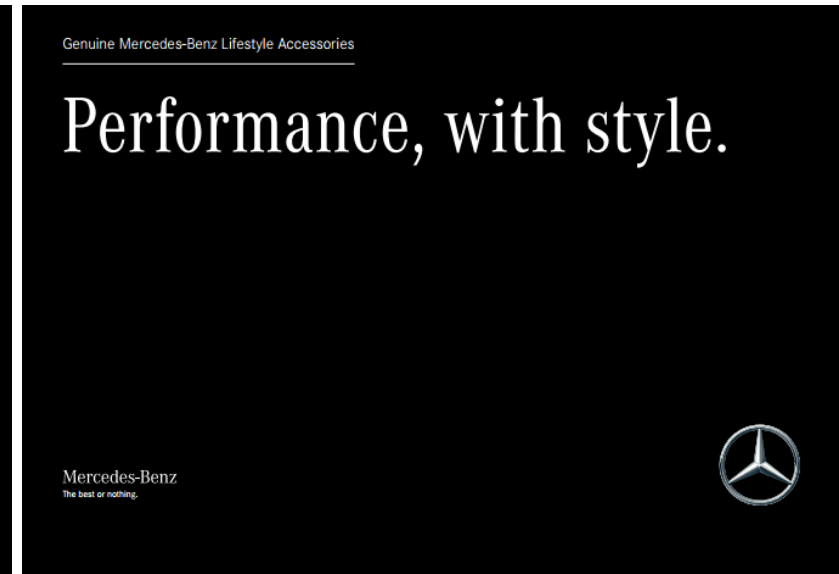
# Recommended merchandising tools



Part numbers	Item description and cost	Dealer cost
AMHZ220 (A)	Male model bust form	\$88.56
AMHZ230 (not pictured)	Female model bust form	\$81.41
AMHZ494 (B)	Countertop frame Available in size small and large	\$21-\$27
AMHZ138 (C)	Wooden hangers: set of 25	\$93.91
AMHZ138 (D)	Price cards: set of 50	\$5.40
AMHZ229 (D)	Label sheets	\$8.25

# Display frame AMG graphics

Now available for download at no cost.  
These graphics can be found under  
Dealer Resources.





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The best or nothing.