

Mercedes-Benz launches in-car e-Vignette purchasing in Germany

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To make the purchase process as pleasant and seamless as possible, customers can prestore their desired credit or debit cards in their Mercedes me user profile

Mercedes-Benz has introduced a new feature for its customers in Germany, allowing them to purchase and pay for e-Vignettes directly from their vehicle via the Mercedes-Benz Store. This digital service eliminates the necessity of stopping at country borders to buy vignettes, thereby saving travelers time and making their journey more efficient. E-Vignettes are available for purchase in Switzerland, Czech Republic, Slovenia, Slovakia, Bulgaria and Hungary, with plans to expand this digital service to include more countries in the future.



Source: Getty Images

To start the purchase process, customers open the Mercedes-Benz Store in the vehicle's infotainment system. In the e-Vignettes section, the countries for which an e-Vignette can be purchased are displayed. Next, the desired destination country and duration are selected and the license plate is added if required. Customers can then complete the purchase with two-factor authentication either via the fingerprint sensor in the vehicle or via smartphone. The amount is debited from the credit or debit card stored in the profile. After payment, the purchased e-Vignette can be viewed by clicking on e-Vignettes in the infotainment system. Additionally, the customer receives an email including a receipt and the e-Vignette in PDF format. Automatic license plate recognition in the respective country checks whether an e-Vignette has been purchased.

To make the purchase process as pleasant and seamless as possible, customers can prestore their desired credit or debit card(s) as a payment method in their Mercedes me user profile. This way, card details do not need to be reentered for purchases.

"We are expanding our range of digital services — in addition to refueling, charging and parking transactions, e-Vignettes can now also be purchased and paid for digitally. Our goal is to provide a comfortable, seamless purchasing and payment experience and save time for our customers. Our in-house platform, Mercedes pay, enables seamless payment," said Franz Reiner, CEO Mercedes-Benz Mobility AG.

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