



Mercedes-Benz

Mercedes-Benz gives ZFF visitors a starring role

- The stars will be arriving at the Zurich Film Festival (ZFF) in a Mercedes-Benz again this year.
- A fleet of around 30 all-electric vehicles will be in use.
- As a Main Partner, we're supporting the festival in its quest to reduce its CO₂ emissions.
- Our "Star Cam" will give festival-goers a starring role for the first time.

Schlieren. The [Zurich Film Festival \(ZFF\)](#) will take place from 25 September to 5 October. In 2025, the ZFF will again be relying on Mercedes-Benz vehicles for its shuttle service. A variety of all-electric Mercedes-Benz models will be in operation, encompassing around 30 vehicles from compact SUVs and luxury saloons to cross-country vehicles and vans. The all-new electric CLA will also be used. "We're proud to be supporting the festival for the seventh time in a row as a Main Partner," says Roland Schell, CEO of Mercedes-Benz Switzerland. "We deliver ZFF guests to the green carpet safely and comfortably, saving the festival several tonnes of CO₂."

Hollywood stars

Mercedes-Benz and cinema go together like blockbusters and popcorn. Mercedes-Benz models have starred in both minor and major roles in numerous films. Some memorable examples include the S-Class used by leading actor Jason Statham to perform rapid escape manoeuvres and elaborate action sequences as Martin in *The Transporter* in 2002, along with the black Mercedes-Benz saloon used to chauffeur Meryl Streep around in *The Devil Wears Prada* in 2006.

The latest example is Hollywood blockbuster [F1® THE MOVIE](#) starring Brad Pitt and Damson Idris. The film was shot during Formula 1® races around the world and features realistic racing scenes combined with equally captivating characters and a thrilling storyline. As an official promotional partner of Apple Original Films and Warner Bros. Pictures, Mercedes-AMG supported the film crew with racing expertise and provided performance vehicles and sports cars from its current range.

Good vibes and the "Star Cam" in Zurich

Will a Mercedes-Benz model feature in any of the films at the ZFF? Visitors will find out when they attend the screenings. They'll definitely spot one at the ZFF Festival Center, where Mercedes-Benz will also be creating a star-studded atmosphere again this year. With the motto "Mercedes-Benz Star Vibes", renowned DJs will be behind the decks at the Sechseläutenplatz. And for anyone who wants to play a starring role themselves, the "Mercedes-Benz Star Cam" will be a particular highlight. This high-speed camera, made famous at the glamorous Oscars and Golden Globes award ceremonies, produces spectacular videos – making everyone a star.

[All information](#) about our **commitment to the ZFF**.

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