

## **Mercedes-Benz Announces Launch of Mercedes-Benz Places in Miami**

Miami, FL – 03/12/2024

Mercedes-Benz unveils its inaugural North American branded residential project with the launch of Mercedes-Benz Places in Miami. This visionary mixed-use building is set to redefine urban living in Brickell, Miami, as part of Mercedes-Benz's licensing business.

The 67-story project represents a fusion of modern living spaces and innovative mobility concepts. Developed by JDS Development Group, a US-based real estate company, Mercedes-Benz Places in Miami is a testament to dynamic and thoughtful placemaking in Brickell. Spanning over 2.5 million square feet, it stands as one of the largest projects currently under construction in Florida and marks Mercedes-Benz's first branded real estate venture in the United States, centered around the theme of "Timeless Design, Inspired by Miami."

"It is a privilege to work with Mercedes-Benz and move beyond a traditional residential building to create a new community for the future. Underpinned by sustainable building methods and design, Mercedes-Benz Places in Miami will create a legacy not just for Brickell, but Florida as a whole." - Michael Stern, Founder & CEO of JDS Development Group.

Developed by JDS Development Group, known for its transformative skyscrapers, Mercedes-Benz Places in Miami embodies Mercedes-Benz's design philosophy of Sensual Purity, in collaboration with award-winning SHoP Architects.

Located in Brickell at 1 Southside Park, the residential tower will comprise 791 Mercedes-Benz residences ranging from studios to 3-bedroom condominiums. Occupants will enjoy spectacular views of Miami, Biscayne Bay, the Atlantic Ocean, and beyond. Foundation work is underway, with initial occupancy planned to start in 2027.

"Our branded real estate venture in Miami embodies the strategy behind Mercedes-Benz Places. We aim to develop exclusive residences that are undeniably Mercedes-Benz, creating a new mode of urban living with vibrant communities. Ultimately, we want to create places to come home to, in a location worth living in." - Eva Wiese, Head of Mercedes-Benz Customer Solutions GmbH.

Contemporary architectural design in Miami – emphasizing both emotion and intelligence

The design of Mercedes-Benz Places in Miami centers around an eye-catching, cube-shaped mixed-use tower. These simple geometric bodies are interconnected to create a prominent skyscraper that stands out in the current architectural landscape of Miami. The shape of the building has been refined through the Mercedes-Benz design philosophy of Sensual Purity.

"Our distinctive style is Sensual Purity. This philosophy, based on the duality of emotion and intelligence, consists of a hot and a cool pole. This crucial part of our brand was the inspiration for the architecture of this extraordinary new Mercedes-Benz Places landmark in Miami." - Gordon Wagener, Chief Design Officer, Mercedes-Benz AG.

A curated lifestyle experience – setting the standard for intelligent urban living

Mercedes-Benz Places in Miami will give residents and guests access to a range of customer-centric living solutions, including more than 130,000 square feet of amenities and hospitality space, 200,000 square feet of office space, health and fitness facilities, a 174-key hotel, retail outlets, and on-site parking. Innovative mobility solutions also play a key role, with space for EV charging stations, valet parking, a car fleet for occupants, plus bicycle and scooter sharing.

Embracing a regeneration plan and sustainable development practices

Mercedes-Benz Places in Miami will transform the Brickell neighborhood, reimagining Southside Park as an urban oasis. With its canopy of trees and native vegetation, the project aims to create a healthy living space. The regeneration strategy supports a range of environmentally friendly activities, including energy-efficient production, impactful vegetation, and water conservation.

As JDS Development Group and Mercedes-Benz work together, Mercedes-Benz Places in Miami will emerge as a symbol of excellence, innovation, and a timeless presence in Miami.

For more information about Mercedes-Benz Places in Miami, please visit [Mercedes-Benz Places](#).

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