

PRESS RELEASE

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For immediate publication

Mercedes-Benz in Ruka, Kuusamo

Rukan Salonki and Mercedes-Benz to Start Co-operation

Veho Oy Ab and Mercedes-Benz have concluded a contract on wide co-operation in winter-spring 2016 in Ruka-Kuusamo, Lapland.

The contract with Rukan Salonki includes award-winning services: high-quality accommodation, Wild Food restaurants and wellbeing in the wilderness, as well as organisation of Mercedes-Benz winter driving experiences.

“For a long time, our family’s Mercedes-Benz cars have been a prominent part of Rukan Salonki’s operation, and we are happy that the co-operation will grow further during the coming winter,” says Ms. Marjo Määttä, Sales Director and one of the owners of Rukan Salonki.

Through local co-operation with Ruka Village Association (Rukan Kävelykyläyhdistys), Mercedes-Benz can be seen all around Ruka. The brand is also doing winter test drives on road of the upgraded Mercedes-Benz model range and winter driving practice and training on ice tracks targeted at groups.

The operational model in Finland is based on international event activity of Daimler AG and Mercedes-Benz. The companies have long-term experience of co-operation, e.g., with the Austrian Kitzbuehl ski centre. The internationally known Mercedes-Benz Sportpark Kitzbuehl offers a broad range of winter sports as well as Mercedes-Benz off and on road test drives.

<https://www.mercedes-benz-events.com/en/travel/partners/mercedes-benz-sportpark-kitzbuehl>

Rukan Salonki Awarded for the Third Time

Once again, Ruka got handfuls of awards at the Oscar gala of ski centres in Kitzbühel on Saturday 21 November 2015. At the international World Ski Awards ceremony, Rukan Salonki was once again awarded as Finland’s Best Ski Chalet, now already for the third time in a row. On the same occasion, Ruka was awarded as Finland’s Best Ski Resort, and Rantasipi Rukahovi as Finland’s Best Ski Hotel. Three awards in three consecutive years is a historic achievement. Rukan Salonki’s all-inclusive service concept and close co-operation with the best service providers in the Ruka-Kuusamo area make an effective package. The guests can enjoy a truly carefree holiday. The all-embracing indulgence consists of a Sauna tour, wild food and unforgettable experiences in the heart of the world’s cleanest nature.

Further information relating to the announcement:

You can find Veho Group's media archives, announcements and images at <http://news.cision.com/fi/veho-oy-ab>

Additional information also at www.veho.fi and www.mercedes-benz.fi and <http://media.daimler.com/>.

High resolution images can also be found on the manufacturer's website at <http://media.daimler.com/>

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