The Mercedes Benz ad aims to convince customers to service their cars at authorized car repair dealerships.Through the three elements, the company illustrates the importance of using certified mechanics.Lastly, the advertisement gives two incentives to convince customers to look for certified mechanics.The wrench allows the company to show the dangers of using unauthorized mechanics for Mercedes–Benz vehicle repairs.The picture portrays the underlying risk of servicing a Mercedes–Benz at unauthorized garages.

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