



[www.BenzelBuschHighways.com](http://www.BenzelBuschHighways.com)

On Tuesday, April 18, more than 250 VIP guests gathered at the Waterside in North Bergen to commemorate the launch of New Jersey's newest luxury lifestyle publication Highways of Benzel-Busch. The magazine, which is an extension of the premier auto dealer's ideals, allows readers to embark upon a sophisticated journey that extends beyond the drive in pursuit of the finer things in life.

With stunning views of the Manhattan skyline, guests were able to thoroughly enjoy the venue as well as a multitude of luxurious happenings that took place throughout the evening. Upon arrival, guests had the opportunity to view high-end Benzel-Busch and Audi Meadowlands vehicles including an Audi R8, the all-new Audi model year 2018 Q5, Mercedes-Benz G Wagon and the Mercedes-AMG GT S—the predecessor to the AMG GT R which received the cover spot for the premiere issue of the magazine.

Guests were greeted on the red carpet by Cara Di Falco, founder of Cara's Cucina and CBS traffic reporter, who hosted the evening's festivities. Celebrity guests including Vikki Ziegler of Bravo TV's Untying the Knot; Benita Fitzgerald Mosely, 1984 Olympic gold medalist and current CEO of the Laureus Sport for Good Foundation; The Amazing Kreskin, celebrity mentalist; Quartetto Tomassini, New York City's most dynamic string quartet; Fredrick Hahn, celebrity personal trainer; and actor, singer and writer, Huling Foster, joined Di Falco on the red carpet. J. and Arthur Agresta, owners of Benzel-Busch Motor Corp., also joined in on the red carpet festivities to celebrate.

J. Agresta addressed the crowd saying, "The whole Benzel-Busch team is excited to share this Highways publication with you. It's a great opportunity for us to extend our brand a little bit and just talk about some things that are special to us that we wanted to share with all of you."

Throughout the evening, guests indulged in signature drinks fashioned with VDKA 6100, Julia James Chardonnay and Pinot Noir and âme du vin rosé. Camus was also present at the launch event and poured tastings of its premium cognac for guests to sip on. The Waterside whipped up delectable hors d'oeuvres including shrimp cocktails, sliders and finger sandwiches, to name a few. Towards the end of the evening, they passed around lite dessert bites, which included a variety of cakes and pastries.

Guests had the pleasure of taking in the venue's beautiful scenery while relaxing outside on the Waterside's outdoor patio, which was furnished with JM Lifestyle's fire bowls and fire tables; enjoyed group shots in a photobooth provided by Tap Snap; listened to the two sets of stunning music performed by Quartetto Tomassini; and danced to music provided by Eye 2 Eye Entertainment.

Party-goers were also encouraged to participate in a silent auction, which included prizes such as a Lake Como experience, Jet the World private jet gift certificate, JR Cigar school experience, AMG driving academy tickets, tickets to the Laureus Legends dinner and two-night stay at the St. Regis Bal Harbour, just to name a few. Proceeds from the silent auction went to the Laureus Sport for Good Foundation, which strives to change the lives of youth and communities through the power of sport.

"We're very fortunate to have Mercedes-Benz USA as one of our sponsors. Benzel-Busch has been an extremely valuable partner. J., as many of you may know, was the chair of the dealer board for many years that approved the sponsorship of Mercedes-Benz USA. He's a dedicated board member now of Laureus USA, so we certainly couldn't have done the work which we do now in 110 cities across the country without Mercedes-Benz in particular Benzel-Busch," stated Benita Fitzgerald Mosely.

As guests left the venue, they were given a Highways branded swag bag filled with luxury items and a personal copy of Highways to take home with them.

Besides the launch of the publication, Highways also unveiled its digital counterpart BenzelBuschHighways.com. The digital site will serve as an extension of the luxury lifestyle publication, and will continue to deliver insider's access to the very best in travel, food + drink, auto, fashion + beauty, local events and happenings within the Bergen County community on a daily basis. The discerning Highways reader can also stay abreast of luxury information on the go by following the publication's social media sites on Facebook, Twitter and Instagram. This will allow them to take a piece of the publication with them anywhere their highways lead them, so they are constantly updated on the must-experience happenings taking place in the metropolitan area.

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