



## **“No Limits” Initiative**

### **What is the No Limits initiative?**

Mercedes-Benz USA in partnership with Mattel and the National Girls Collaborative Project created No Limits, a national initiative, to raise awareness about the impact of gender stereotypes on young children, especially girls.

Research shows that gender associations are shaped at an early age. They can impact cognitive development, self-perceptions and decisions about education and careers. This, in part, has led to a shortage of women in STEM.

Kicking off on November 8, National STEM Day— 50,000 young children across the U.S. will engage in programs to challenge these gender stereotypes and make them think differently about their options later in life. Each activation will share the story of Ewy Rosqvist, who made history as the first woman to compete and win one of the most grueling races, the Argentinian Touring Grand Prix in a Mercedes-Benz 220SE. It was in this car that Ewy shattered world records and the notion that women could not compete.

Mercedes-Benz partnered with Mattel to create 50,000 Matchbox replicas of Ewy’s car commemorating her historic win to be gifted to all participants and to serve as a tangible reminder that girls can do anything they set their mind to – be anything they choose.

The first No Limits programs launch on Nov. 8 in Atlanta, Los Angeles and New York City. Thousands of young children will participate in interactive assemblies and activities. Participating organizations, include:

- Atlanta Public Schools, 10 a.m. – 11 a.m.
- Digital Girls, Inc  
National Grid, 1 Metrotech Center, Brooklyn, NY 11201,  
10:30 a.m.- 1:30 p.m. (media best time 10:15 a.m. – 11: 15 a.m.)
- Beyond the Bell (LA Unified School District’s Out of School Time program)  
Robert F. Kennedy Community Schools, 701 S. Catalina St., Los Angeles, CA 90005 in the library  
3:30 p.m. – 6:30 p.m. (media best time 3:45 p.m. – 5 p.m.)

Through February 2020, girls across the U.S. will participate with more than 100 organizations to engineer toy racetracks, design cars, speak with female role models and attend STEM workshops.

### **Why is the “No Limits” Initiative important?**

Given a choice, most young girls would choose to play with a doll or tea set rather than a building set. This is thanks to beliefs that some toys are meant for boys and others for girls. However, toys traditionally associated with boys encourage the visual and spatial skills important to STEM-based careers. This, in addition to other societal stereotypes, has led to a shortage of women in STEM.<sup>1</sup>

In fact, while STEM-based employment is outpacing overall U.S. job growth and represents the best-paying jobs, currently only 29% of the science and engineering workforce are women.<sup>2</sup>

Increasingly STEM-related jobs are the most in demand by companies, making it critical to develop the skills and mindsets needed in order to compete in the future economy.<sup>3</sup>

### **History behind No Limits**

MBUSA has a rich history of celebrating women trailblazers dating back to Bertha Benz, wife of the inventor of the automobile. Bertha bucked convention and took the Patent Motorwagen on the first-ever, long-distance drive proving that it was a viable mode of transportation.

This year to celebrate International Women's History Month, MBUSA released a short film – [Ewy Rosqvist: An Unexpected Champion](#). Mercedes realized that these pioneering women from its past could serve as valuable role models for young girls today and have a positive impact on how they see their future.

Earlier this year, MBUSA and Mattel put it to the test and released a short video that captures young girls reacting to an assortment of toys. When handed a toy car, the girls dismiss it as being “for boys.” But after seeing the short film about Ewy Rosqvist, each of the girls has a visible attitude shift.

These videos and the story were shared on social channels; the response was instantaneous with requests for cars from parents and others so that they could share with their daughters, girl scout troops or students. MBUSA developed a discussion guide so that those who have an opportunity to encourage and mentor young children could begin these conversations.

MBUSA and Mattel saw this as an opportunity to help young girls across the U.S. The goal: to start the conversation and make more people aware of the impact these gender stereotypes have on the future of women. But most importantly, to encourage girls to dream big, dream bold and never give up on their dreams.

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<sup>1</sup> Sage Journals; <https://journals.sagepub.com/doi/abs/10.1177/0956797614563338>

<sup>2</sup> National Science Board; <https://nsf.gov/statistics/2018/nsb20181/report/sections/science-and-engineering-labor-force/women-and-minorities-in-the-s-e-workforce>

<sup>3</sup> World Economic Forum; [http://www3.weforum.org/docs/WEF\\_Future\\_of\\_Jobs\\_2018.pdf](http://www3.weforum.org/docs/WEF_Future_of_Jobs_2018.pdf)