



Press Information

November 25, 2025

Built to excite: A stunning Las Vegas premiere for a new dimension of performance with Brad Pitt, George Russell and the upcoming Mercedes-AMG GT 4-Door Coupe

- Actor and film producer Brad Pitt becomes the new face of the upcoming Mercedes-AMG GT 4 Door Coupe
- A high-energy stunt in Las Vegas kicks off the collaboration, featuring George Russell as a valet driver in a prototype vehicle
- The Mercedes-AMG GT 4 Door Coupe is the first series-production model on the upcoming AMG.EA high-performance architecture, to be launched in 2026

Affalterbach/Las Vegas. Mercedes-AMG is delighted to welcome Brad Pitt as the newest member of the World's Fastest Family. Known for his starring role in the Hollywood blockbuster *F1® THE MOVIE* and his unmistakable on-screen presence, Brad combines ambition, performance and a spirit of innovation – values that are deeply rooted in the DNA of Mercedes-AMG. His passion for powerful, emotionally engaging cars makes him the perfect ambassador as AMG enters a new dimension of performance. Brad will represent the upcoming Mercedes-AMG GT 4-Door Coupe – a machine that is engineered to excite and which will celebrate its world premiere in 2026.

Las Vegas stunt with camouflaged prototype celebrates new collaboration

To mark this partnership, Mercedes-AMG staged a spectacular high-energy stunt in Las Vegas, starring Brad Pitt, George Russell and a camouflaged prototype of the upcoming vehicle. The scene: Brad waits for his car at a valet stand - only to discover that the valet driver is none other than five-time F1 race winner George Russell. Behind the wheel of a Mercedes-AMG GT 4-Door Coupe prototype, George puts the car through its paces, offering a first look at the breathtaking precision, agility, and thrill that will define the new Mercedes-AMG GT 4-Door Coupe.¹

With this playful yet powerful appearance, Mercedes-AMG prepares the world for the arrival of the upcoming all-new Mercedes-AMG GT 4-Door Coupe – the first vehicle based on the future high-performance architecture AMG.EA.

"We're thrilled to welcome Brad Pitt to Mercedes-AMG. His authenticity and his taste for the exceptional perfectly reflect the spirit of our upcoming four-door Coupe from Affalterbach, to be revealed in 2026. With this new

¹ The driving stunt was carried out under strict safety precautions on closed roads and exclusively with professional drivers and should not be imitated.

Mercedes-AMG GT 4-Door Coupe, we're redefining performance and creating a truly exciting, unforgettable experience."

Michael Schiebe, CEO of Mercedes-AMG GmbH and Head of Business Units Mercedes-Benz G-Class and Mercedes-Maybach

"I've always been a fan of performance – both on screen and behind the wheel. That same dedication to performance and thrill is what defines Mercedes-AMG and I am proud to be part of this next chapter."

Brad Pitt, Actor and film producer

"AMG has created something truly special here. I had an incredible day in Vegas with the Mercedes-AMG GT 4-Door Coupe prototype. The car feels fantastic, and I'm really impressed with the performance that AMG is bringing to the road. I think fans have something very special to look forward to."

George Russell, Mercedes-AMG PETRONAS F1 Team driver

Revolutionary drive concept

The upcoming Mercedes-AMG 4-Door Coupe is based on the high-performance architecture AMG.EA and features a revolutionary new drive concept. Three axial flux motors and a direct-cooled battery deliver a new dimension of performance and outstanding continuous power. This summer, the CONCEPT AMG GT XX showcased the impressive performance capabilities of this technology with a [record-breaking run in Nardò](#), southern Italy. The drivetrain of the upcoming series-production Mercedes-AMG GT 4-Door Coupe is based on the same technologies.

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Credits:

- Idea, concept & realization: team x
- Production: Schrunk Works, Inc.
- Director: Nicholas Schrunk (three-time Emmy award winner)
- Photographer: Larry Chen and Robin Wimmers
- Music: Matt Bowen
- Mix: Source Sound, Inc.

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About Mercedes-Benz USA

Mercedes-Benz USA (MBUSA), headquartered in Atlanta, is responsible for the distribution, marketing and customer service for all Mercedes-Benz products in the United States. MBUSA offers drivers the most diverse lineup in the luxury segment with 18 model lines ranging from the sporty GLA SUV to the flagship S-Class and the dynamic all-electric vehicles from Mercedes-Benz. MBUSA is also responsible for Mercedes-Benz Vans in the U.S. More information on MBUSA and its products can be found at www.mbusa.com and www.mbvans.com. To learn more about all Mercedes-Benz entities in North America, visit group.mercedes-benz.com/northamerica.