



Mercedes-Benz

Press Information

April 16, 2025

Highly exclusive: The Mercedes-Benz G-Class Edition STRONGER THAN THE 1980s celebrates the origins of the off-road icon

- Vintage colors and numerous design details capture the charm of the historic G-Class
- Exclusive edition strictly limited to 460 units worldwide
- Interior combines heritage-inspired elements with modern comfort and technology

Stuttgart/Graz. Mercedes-Benz delights G-Class enthusiasts with the new highly exclusive G-Class Edition STRONGER THAN THE 1980s. With a compelling blend of historic colors, exclusive design elements and equipment details from the legendary 280 GE, it captures the magic of the off-road legend's origins. The special model pays tribute to the first G-Class model series (W 460), which first captured people's hearts in the 1980s with its unique combination of on- and off-road capability and laid the foundation for the unrivaled success and cult status of the iconic "Geländewagen." Strictly limited to 460 units globally, the G-Class Edition STRONGER THAN THE 1980s arrives at select U.S. dealerships later in 2025.

Historic colors and design elements

The limited G-Class Edition STRONGER THAN THE 1980s fuses the modern technology and comfort of a 2025 Mercedes-Benz G 550 with the charm and aesthetics of a heritage model. Customers can choose between three nostalgic paint finishes, which were among the first paint options for the G-Class.

- MANUFAKTUR Agave Green: The earthy green radiates robustness and closeness to nature and emphasizes the outstanding off-road capability of the G-Class.
- MANUFAKTUR Cream: The classic and timeless color exudes a touch of elegance and sophistication and was a popular choice among customers who primarily used the G-Class for city driving.
- MANUFAKTUR Colorado Beige: The warm, sandy hue conveys a sense of adventure and freedom and emphasizes the versatile character of the G-Class.

Prominent amber indicator lights above each headlight also provide a vintage touch. To round off the vintage styling, the complete front fascia, radiator grille, brush guard, underguard, front and rear bumpers, side sills, flared wheel arches and exterior mirror housings are finished in MANUFAKTUR Night Black Magno, echoing the rugged look of the first G-Class. Classic 18-inch 5-spoke alloy wheels in silver provide a striking contrast.

The Mercedes star on the hood employs the design of the historic emblem, featuring the Mercedes-Benz laurel wreath and lettering on a blue background. The tailgate door also features a unique design element paying tribute to the 1980s – the silver brand badge featuring black "Mercedes-Benz" lettering – and an edition-specific spare wheel cover.

Select equipment details from the PROFESSIONAL Line Exterior contribute to the powerful off-road appearance, including PROFESSIONAL mud flaps and all-terrain tires. Vehicles finished in MANUFAKTUR Agave Green are also fitted with the PROFESSIONAL roof rack.

The MANUFAKTUR Logo Package in black, which features black door handles with an embossed “G” logo, further exemplifies the attention to detail. A projection below the exterior mirrors welcomes the driver and front passenger with “G – STRONGER THAN TIME” illuminated alongside the vehicle.

Dove Grey fabric seat inserts and 1980s-style “Schöckl Proved” badge

The interior of the G-Class Edition STRONGER THAN THE 1980s also highlights unique elements in homage to the early days of the off-road icon. The seat inserts of the black leather seats are upholstered with Dove Grey fabric that was highly popular at the time. “STRONGER THAN THE 1980s” branding is incorporated into the front passenger grab handle. The front door sill panels feature the topography of Schöckl mountain near Graz, showcasing the test track where the G-Class has proven its exceptional off-road capabilities since 1979. The traditional “Schöckl Proved” badge at the base of the B-pillar is designed in a classic 1980s style, displaying a heritage G-Class model in the respective vehicle color. A “1 of 460” badge adorns the center console of each vehicle, which underscores the exclusivity of this special model.

#

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.

Accredited journalists can visit our media site at media.mbusa.com.

Contacts:

Paul Harmon	paul.harmon@mbusa.com
Andrew Brudnicki	andrew.brudnicki@mbusa.com