



Press Information
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The sky is the limit – Mercedes-AMG GT Coupe roars to new heights in powerful campaign film that is SO AMG

- Film depicts how new super sports car from Affalterbach stuns onlookers and places itself at the very pinnacle of the performance luxury brand
- Breathtaking drone show starring Lewis Hamilton and George Russell lights up the desert
- “Speed City” venue purpose-built in collaboration with long-standing partner IWC Schaffhausen hosts conclusion of successful SO AMG campaign and celebrates launch of IWC chronograph dedicated to AMG

Affalterbach/Las Vegas. With an almighty roar, the all-new Mercedes-AMG GT Coupe blasts through the desert, stunning unsuspecting onlookers. It sends a clear message that the sky is the limit for the performance luxury brand from Affalterbach. The new headline film reaches beyond the physical attributes of supreme sports cars to express the passion and emotion of the AMG brand, shared by countless enthusiasts around the globe. It is a powerful climax to the multifaceted SO AMG campaign that began in August with the world premiere of the all-new AMG GT Coupe. Echoing themes from the film, the campaign reaches a memorable conclusion at the Speedvegas racetrack on the outskirts of Las Vegas. Here, the “Speed City” event venue was purpose-built by Mercedes-AMG together with Swiss luxury watchmaker IWC Schaffhausen as the latest collaboration in a relationship spanning nearly 20 years. It provides the setting for a breathtaking drone show starring Mercedes-AMG PETRONAS F1 Team drivers Lewis Hamilton and George Russell behind the wheel of two Mercedes-AMG GT 63 Coupe sports cars.

Speed City also provides the perfect setting to celebrate the return of Formula One™ to Las Vegas for the first time in 40 years. In the run-up to the race weekend, enthusiasts can enjoy a special Driving Experience with the AMG Driving Academy in the latest AMG models.

“The new Mercedes-AMG GT is a remarkable driving machine. But it is so much more than that. First and foremost, it inspires emotions – whether that’s making your heart beat faster or putting a smile on your face. The SO AMG film encapsulates those feelings and sets the stage perfectly for the campaign’s grand finale at Speed City. Not only are we putting on a thrilling show with IWC, we are also hosting the World’s Fastest Family for an unforgettable driving experience with amazing products. And given our brand’s proud motorsport heritage, it is a fitting way to celebrate the return of Formula One to Las Vegas.”

Michael Schiebe, Chairman of the Management Board of Mercedes-AMG GmbH

Bold, emotional, fun – campaign film featuring special guest cameos is SO AMG

The film starring the all-new Mercedes-AMG GT Coupe captures the essence of the brand’s top model and the unique and intangible bond that connects every member of the World’s Fastest Family. The zenith of the SO AMG campaign conveys the power and passion of the GT, and the feeling that infuses every model in the Mercedes-AMG lineup. In one minute and 55 seconds, it fills the gaps left by pure technical specifications alone with a bold depiction that is as deeply emotional as it is fun – SO AMG. Featuring Lewis Hamilton and George Russell, it also includes cameos from other well-known faces from the World’s Fastest Family – look

out for appearances by musician, tech entrepreneur and philanthropist will.i.am, as well as Toto Wolff, CEO and Team Principal of the Mercedes-AMG PETRONAS F1 Team.

Set in the vast lunar landscape of the Nevada desert, the film starts with its feet firmly on the ground. As the immense power of the all-new AMG GT is unleashed, the action moves skyward to the thrilling spectacle of the virtual AMG Hyperdome circuit as it materializes high above. The unmistakable thundering roar of the 577 hp Handcrafted AMG 4.0L V8 Biturbo engine underpins an iconic soundtrack, generating goosebumps and leaving onlookers stunned – proving that the sky is indeed the limit for AMG performance.

The campaign film “[The Sky is the Limit. They Said.](#)” is already available on the Mercedes-AMG YouTube channel and will be successively released on all Mercedes-Benz channels and platforms worldwide. Mercedes-Benz USA will run an activation of the GT campaign to coincide with the Formula One™ Grand Prix in Las Vegas. This includes several sponsorships, TVCs, OOH ads and social media initiatives. As well as the main film, the campaign uses photo and video assets featuring the new Mercedes-AMG GT Coupe and other models from the AMG product portfolio.

AMG x IWC Speed City hosts spectacular AMG Hyperdome drone show

The venue for the grand finale of the SO AMG campaign is Speed City. The brand experience includes a purpose-built secret proving ground, complete with test track and skid pad. As night falls, the highlight moment is a spectacular drone show. It lights up the desert sky with a performance masterpiece inspired by the uplifting climax of the campaign film featuring the virtual AMG Hyperdome circuit. Lewis Hamilton and George Russell represent collaboration partners Mercedes-AMG and luxury watchmaker IWC Schaffhausen in a precision-choreographed interplay of driving prowess and the graceful light from 1,000 drones. It conveys the strength and synergy of the long-standing partnership between the two companies, which celebrates its 20th anniversary next year.

“Driving in the drone show with George at Speed City was so much fun. Today was very different to what we usually do, but we like a challenge and the GT’s phenomenal handling just made it easy for us to maneuver around the track in the dark with this brilliant light show around us. Definitely an unforgettable experience and a great way to launch this weekend.”

Lewis Hamilton, Mercedes-AMG PETRONAS F1 Team

“What an amazing experience to be part of! The new GT is so much fun to drive, especially in this unique setting AMG and IWC have put together in the Nevada desert. I couldn’t think of a better way to kick-off the Las Vegas Grand Prix and I’m happy I got to be part of the launch and try out the new GT.

George Russell, Mercedes-AMG PETRONAS F1 Team

Timed to perfection with the IWC Pilot’s Watch Performance Chronograph 41

Depicted by the drones hovering silently in the night sky is the latest timepiece to emerge from the collaboration between IWC and AMG. The Pilot’s Watch Performance Chronograph 41 AMG in titanium is dedicated to the sports car maker from Affalterbach. Offering the highest strength-to-density ratio of any metal, the grade 5 titanium alloy used for the case is approximately 45 percent lighter than a steel equivalent and remarkably rigid. The watch is powered by the IWC-manufactured 69385 calibre chronograph movement. Two versions are available – one with a black rubber strap, the other with a finely crafted titanium bracelet.

The high-performance chronograph also features a ceramic bezel with a tachymeter scale. This adds the dimension of speed to the high-precision stopwatch measurements. It allows the wearer to measure the average speed in relation to the distance traveled. Pushing the chronograph’s start button initiates a measurement. The wearer then stops the chronograph once a distance of one kilometer has been covered. The central chronograph seconds hand will point to a number on the revolving tachymeter scale, corresponding to the average speed in kilometers per hour.

“Roar to Vegas” road trip drives interactions on social media

As part of the SO AMG campaign, “Roar to Vegas” attracted a high level of traffic on Mercedes-AMG social media channels in the four weeks prior to the finale. It featured other key members of the unparalleled AMG portfolio and of AMG’s World’s Fastest Family as they set off on a road trip to Las Vegas. Alongside the new Mercedes-AMG GT, the exceptional convoy also highlighted the Mercedes-AMG GT 53 4-Door Coupe, Mercedes-AMG C 63 S E PERFORMANCE and Mercedes-AMG SL 63, with Lewis Hamilton, George Russell, Susie and Toto Wolff, Mick Schumacher and will.i.am in the driver’s seats.

Special AMG Driving Experience ahead of Las Vegas Grand Prix

AMG x IWC Speed City also celebrates the return of Formula One™ to Las Vegas after a 40-year absence. Staged on an all-new street circuit in the heart of Las Vegas, the F1™ route passes iconic “Sin City” locations and promises average speeds on par with those achieved on Monza’s famously high-speed track. With numerous AMG enthusiasts set to make the pilgrimage to Nevada, the AMG Driving Academy will offer a special Driving Experience program to turn race weekend into a dream week.

The program encompasses a diverse spectrum of dynamic driving exercises, from on-track lead & follow to car control on a wet skid pad, a demanding off-road course and hot laps in the passenger seat alongside AMG professional drivers. Participants will also have the opportunity to get behind the wheel of the new Mercedes-AMG GT Coupe for a tour through the mountainous desert landscape of Nevada.

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About Mercedes-Benz

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 Mercedes-EQ family. 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.

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