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MAYBACH

Press Information

October 9, 2023

Mercedes Maybach teams with Space Perspective to offer a look into the beyond

- Building on more than a century of pioneering spirit, Mercedes-Maybach explores the next level of travel with Space Perspective, the world's first carbon-neutral spaceflight experience company
- Mercedes-Maybach all-electric vehicles will exclusively transport Space Perspective Explorers on the ground during travel to and from their spaceflights
- Mercedes-Maybach and Space Perspective are exploring design and hospitality integrations for Explorers' end-to-end experiences

Stuttgart/Florida Space Coast, USA. Mercedes-Maybach is partnering with Space Perspective, the world's first and only carbon-neutral spaceflight experience company. Founded in 2019 by human spaceflight veterans Jane Poynter and Taber MacCallum, Space Perspective has completely reimaged space travel, aiming to make human spaceflight safer and more accessible than ever before with its innovative Spaceship Neptune. The spacecraft features a pressurized capsule propelled slowly and safely to 100,000 feet by a giant SpaceBalloon™, and with its carbon-neutral approach, it is designed to be as gentle on Space Perspective's Explorers as it is on the Earth. The capsule's customizable interior cabin accommodates eight Explorers and a Captain and includes a world-class travel experience complete with meal and cocktail service. Together, the partners are exploring more ways to bring the magic of the Mercedes-Maybach brand to the transformative experience that Space Perspective offers its Explorers.

Mercedes-Maybach vehicles will transport Explorers as ground shuttles during spaceflight trips

In line with the sustainable mindset of Space Perspective, Mercedes-Maybach will provide all-electric vehicles to shuttle Explorers and guests to and from Space Perspective facilities, local activities and the launch site on Florida's Space Coast. Thanks to this partnership, Space Perspective customers will be able to ride comfortably and sustainably to and from their trips to the edge of space.

Mercedes-Maybach global brand campaign features Space Perspective's Spaceship Neptune

Space Perspective's innovative spacecraft makes a cameo in the new Mercedes-Maybach global brand film and appears in select campaign assets – an expression of how the driving experience transports passengers to the beyond, which is much like Space Perspective's mission to offer its Explorers transformative perspective shifts through spaceflight.

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Chairman of the Supervisory Board: Bernd Pischetsrieder

Board of Management: Ola Källenius, Chairman; Jörg Burzer, Renata Jungo Brüngger, Sabine Kohleisen, Markus Schäfer, Britta Seeger, Hubertus Troska, Harald Wilhelm

Mercedes-Maybach and Space Perspective to explore design and hospitality partnership

As part of this partnership, Space Perspective and the Mercedes-Maybach design team are in talks on integrations of additional elements from the Maybach experience and brand.

"Our partnership with Space Perspective will allow space explorers to ride in style on the ground, and for us to extend the highest level of Maybach refinement and brand experience to the edge of space."

Daniel Lescow, Head of Mercedes-Maybach at Mercedes-Benz Group AG

"Pairing our all-electric Spaceship Neptune with the all-electric Mercedes-Maybach represents a sustainable and inspiration-filled future, not to mention a heightened overall experience for Space Perspective Explorers."

Jane Poynter, Founder and Co-CEO of Space Perspective

"This partnership accelerates innovation and broadens market exposure for both companies' respective positions of strength in electric automotive and space travel."

Taber MacCallum, Founder and Co-CEO of Space Perspective

About Space Perspective

Space Perspective, the world's first and only carbon-neutral spaceflight experience company, is on a mission to make space travel accessible to more people than ever before. Its innovative Spaceship Neptune, which comprises a pressurized capsule propelled by a giant SpaceBalloon™, offers a safe and transformative six-hour journey to the edge of space.

With no rockets, weightlessness, heavy g-forces or training required, the experience is designed to be as gentle on Explorers as it is on the Earth. Those who fly with Space Perspective, which is being regulated by the Federal Aviation Administration and follows guidelines established by NASA and the U.S. Coast Guard, enjoy unprecedented views of our planet through the largest windows ever flown to space, a world-class meal and cocktail service, Wi-Fi, and lavatory – all from the comforts of the world's first Space Lounge.

Based on Florida's Space Coast, Space Perspective was founded in 2019 by human spaceflight veterans Jane Poynter and Taber MacCallum, who met as original crew members in Biosphere 2. They went on to launch Paragon Space Development Corporation, which develops tech for environmental control systems that, for example, can be found on the International Space Station (ISS). Space Perspective's team more broadly has been instrumental in the development of every U.S. human spacecraft for the past 40 years.

Space Perspective resumes uncrewed test flights this year, which pave the way for crewed test flights next year. At the end of 2024, the company aims to begin commercial flights for their more than 1,650 ticketed Explorers to date. Reservations are now being taken. For more information or to book a trip, please visit www.spaceperspective.com.

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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.

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

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