



Mercedes-Benz

Press Information

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Mercedes-Benz at Pebble Beach Automotive Week: Mercedes-AMG GT world premiere and historic highlights

- World premiere of the new Mercedes-AMG GT and an exclusive special edition based on the Mercedes-AMG SL
- Mercedes-Maybach to showcase highlights of its latest models and host an exclusive business lunch
- Display of the Mercedes-Benz Vision One-Eleven sports car study and PROJECT MONDO G art piece
- Mercedes-Benz Heritage presents the Sport and Super Sport models from its collection
- Largest gathering of the W 06 series cars in North America following Pebble Beach

Stuttgart/Pebble Beach. Mercedes-Benz offers a diverse brand experience at Pebble Beach Automotive Week, August 17-20, 2023. The Mercedes-AMG GT and an exclusive special edition of the Mercedes-AMG SL celebrate their highly anticipated world premieres. The top-end segment is rounded off by highlights of the latest models from Mercedes-Maybach. With the Vision One-Eleven and PROJECT MONDO G, the brand is also proudly displaying innovative and inspiring concept vehicles.

"At Pebble Beach Automotive Week, we would like to invite you on an amazing journey back through time with a display of selected brand icons that show why Mercedes-Benz has continued to fascinate people for 137 years. This event is of unparalleled importance to us among the international automobile platforms, and not only because of the Californian lifestyle. The event is a magnet for car enthusiasts and opens up new opportunities for us to facilitate a personal encounter with our brands in a first-class setting."

Bettina Fetzner, Head of Communications and Marketing Mercedes-Benz AG

World premiere of the new Mercedes-AMG GT

Mercedes-AMG is continuing its success story at Pebble Beach and celebrating a very special premiere at this year's Automotive Week. In the run-up to the 72nd Concours d'Elegance, the performance and sports car brand will present the next generation of the Mercedes-AMG GT to the world for the first time. Following the SLS, the first generation of the two-door GT, the GT 4-Door Coupe and the SL, the new two-door model is the fifth vehicle to be developed entirely in-house by Mercedes-AMG. The all-new AMG GT has a modified dimensional concept compared to its predecessor but remains true to its sporty, dynamic character. The new AMG GT embodies the brand's high level of performance luxury like no other product from Affalterbach.

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"For many decades, Monterey Car Week and the Pebble Beach Concours d'Elegance at its conclusion have been a fascinating showcase for highly exclusive automotive gems as well as for customers and enthusiasts. There is no more suitable setting to show our exclusive brands and models to the public while combining tradition with modernity. In the case of Mercedes-Maybach, the DS 7 Cabriolet from 1932 meets the all-electric EQS SUV, among others. Our iconic G-Class off-roaders are also represented. I'm also particularly looking forward to celebrating the exclusive world premiere of our new Mercedes-AMG GT with Mercedes-AMG at Pebble Beach."

Michael Schiebe, CEO of Mercedes-AMG GmbH and head of the business units Mercedes-Benz G-Class & Mercedes-Maybach

Presentation of the MANUFAKTUR customization program and premiere of a special edition Mercedes-AMG SL

Mercedes-Benz has always offered its customers the opportunity to give their vehicles a personal touch. From bespoke paint finishes to a variety of other distinctive options, it's easy to configure a Mercedes to individual tastes and desires. Two years ago, Mercedes-Benz went one step further and introduced the MANUFAKTUR label. With this program, customers can benefit from an even higher level of customization when ordering their vehicle. As the customization program is proving highly popular, it is now being steadily expanded. As an example of this, a Mercedes-AMG S 63 E PERFORMANCE can be seen at Pebble Beach. Interested parties will also be able to gain insight into the range of customization available with the MANUFAKTUR program for Mercedes-Maybach. As an additional highlight, a limited special edition of the Mercedes-AMG SL will also celebrate its debut.

Mercedes-Maybach showing its highlight models with an invitation to an exclusive lunch

In addition to its current production models, Mercedes-Maybach will also present a historic Maybach Zeppelin DS 7 from a private collection along with the latest member of the family, the new all-electric Mercedes-Maybach EQS 680 SUV. In addition, partner company MAYBACH Icons of Luxury will present a selection of its exclusive accessories and other products. The Maybach brand has always stood for pioneering spirit and innovation. Daniel Lescow, Head of Mercedes-Maybach, is therefore inviting selected guests to a private lunch this year. This event will provide a discussion platform on the development and use of new technologies based on artificial intelligence (AI), with experts such as Dr. Poppy Crum from Stanford University and Ulrich Schmid-Maybach, President of the Maybach Foundation.

The official Pebble Beach Tour d'Elegance will kick off Pebble Beach Automotive Week 2023 – the top event of the global Concours d'Elegance – on August 17. This will be led by two exclusive, supercharged models from the Mercedes-Benz W 06 series: a Model S, the letter standing for "Sport", with a four-seater sports body from 1927, and a Model SS "Super Sport" Cabriolet from 1930 with coachwork designed for the Maharajah of Kashmir.

"Pebble Beach Automotive Week, with its legendary Concours d'Elegance, is a flagship event in the world of automotive classics, where exclusive events are no rarity. This year, Mercedes-Benz Heritage is focusing on an important, enduring aspect of our brand history: as the oldest automobile manufacturer in the world, Mercedes-Benz was already inspiring people with

top-class, sporty dream cars featuring innovative technology as far back as the 1920s and 1930s. The supercharged sports cars of the S-series are prime examples. Pebble Beach also shows how important automotive tradition is for the future. Because the event has long since spread its aura beyond the historical perspective – to encompass today's vehicles and important innovations for the future of the automobile."

Marcus Breitschwerdt, Head of Mercedes-Benz Heritage

On Sunday, August 20, the esteemed Pebble Beach Concours d'Elegance will take place as the highlight of Automotive Week. As is tradition, the international public will await with great interest and anticipation the decision as to which of the classic vehicle will be awarded the coveted "Best of Show" honor. Mercedes-Benz is one of the most successful brands in the history of this accolade. The most recent Mercedes-Benz winners were Arturo and Deborah Keller's Mercedes-Benz 540 K Autobahn Courier in 2021 and Bruce McCaw's Mercedes-Benz Model S Tourer with Barker coachwork in 2017.

Experiencing the multi-faceted history of the Mercedes-Benz brand

In addition, Mercedes-Benz Heritage is offering an extensive program for journalists and select guests at Pebble Beach Automotive Week. From Thursday, August 17 to Saturday, August 19, classic cars from the brand will be presented in conjunction with the Mercedes-Benz Star Lounge in Pebble Beach. The classic vehicles represent different facets of the brand's history. They commemorate the premieres of the Mercedes-Benz 600 (series W 100) prestige limousine and the 113 series Mercedes-Benz "Pagoda" SL in 1963. Other highlights include the tradition of the E-Class as well as luxurious convertibles and sports cars from the history of Mercedes-Benz.

Largest gathering of the W 06 series in North America

Directly after Pebble Beach Automotive Week, Mercedes-Benz Classic will take part in another exclusive event focusing entirely on the supercharged sports and racing cars of the S-series. A historic tour from August 21-24 will bring together 20 of these legendary vehicles, making this the largest gathering of W 06 series cars in North America. In addition to collectors' super sports cars from the W 06 series, two Mercedes-Benz Sport and Super Sport models from the company's own collection presented earlier in Pebble Beach will also take part in the tour. Marcus Breitschwerdt will join the tour in the Maharajah of Kashmir's Mercedes-Benz Super Sport Cabriolet.

Mercedes-Benz Concept Cars and launch of a limited C 111 accessories collection

With the Mercedes-Benz Vision One-Eleven, which recently celebrated its world premiere in California, Mercedes-Benz is presenting a sports car concept in Pebble Beach that combines a highly dynamic design language with innovative, fully electric drive technology. The supercar silhouette is defined by the signature Mercedes-Benz "one-bow" design that underscores its 21st century style. Technical highlights include two powerful, highly efficient axial-flux motors developed by YASA, a British electric motor specialist based in Oxford and a wholly-owned subsidiary of Mercedes-Benz AG since July 2021. The Mercedes-Benz Vision One-Eleven continues the tradition of the legendary C 111 experimental vehicles from the 1960s and 1970s.

Together with the presentation of the sports car study, Mercedes-Benz is launching the "LIMITED EDITION 1 OF 111" collection. This translates the spirit of the 1970s into the here and now and combines casual sportiness with meticulous attention to detail. In addition to the distinctive paint

finish of the Vision One-Eleven, the individual accessories – a weekend bag, hooded sweatshirt, sunglasses, cap and protective case for an iPhone 14 Pro – echo the vehicle's characteristic design features. The five items are each limited to 111 pieces and offer admirers of this fascinating study an exclusive opportunity to take its distinctive style home with them. The products in the collection are now available at www.1of111.com.

In addition to the Mercedes-Benz Vision One-Eleven, the PROJECT MONDO G art piece is also part of Pebble Beach. It combines the distinctive features of the Mercedes-Benz G-Class with the style-defining puffer jacket by Moncler as part of the collaboration between both brands.

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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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