



## Mercedes-Benz

Press Information  
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**The most valuable car in the world: Mercedes-Benz 300 SLR Uhlenhaut Coupe sold for an all-time record price of 135 million EUR to establish “Mercedes-Benz Fund”**

- **All time record:** One of two ultra-rare original 300 SLR Uhlenhaut Coupes from the Mercedes-Benz Classic Collection has been auctioned for 135 million EUR to a private collector, making it the most valuable car of all time.
- **Using this value to drive change:** The proceeds will be used to establish a worldwide “Mercedes-Benz Fund” that will provide educational and research scholarships in the areas of environmental science and decarbonization for young people.

Stuttgart, Germany. A Mercedes-Benz 300 SLR Uhlenhaut Coupe from 1955 has been sold at auction for a record price of 135 million EUR to a private collector. This icon of automotive history is an absolute rarity – one of just two prototypes built at the time. Named after its creator and chief engineer, Rudolf Uhlenhaut, it is considered to be one of the finest examples of automotive engineering and design by automotive experts and enthusiasts worldwide.

“The 300 SLR Uhlenhaut Coupes are milestones in sports car development and key historical elements that have shaped our brand. The decision to sell one of these two unique sports cars was taken with very sound reasoning – to benefit a good cause. The proceeds from the auction will fund a global scholarship program. With the “Mercedes-Benz Fund” we would like to encourage a new generation to follow in Rudolf Uhlenhaut’s innovative footsteps and develop amazing new technologies, particularly those that support the critical goal of decarbonization and resource preservation,” says Ola Källenius, CEO of Mercedes-Benz Group AG. “At the same time, achieving the highest price ever paid for a vehicle is extraordinary and humbling: A Mercedes-Benz is by far the most valuable car in the world.”

“As a global company and as a luxury brand we bear a great level of responsibility towards society,” says Renata Jungo Brüngger, Member of the Board of Management of Mercedes-Benz Group AG for Integrity and Legal Affairs, who is responsible for the governance of the “Mercedes-Benz Fund”. “The proceeds from the sale of the 300 SLR Uhlenhaut Coupe provide us with a unique opportunity to strengthen our commitment with a long-term flagship project: We will establish the global scholarship program “Mercedes-Benz Fund” supporting young people in their studies, commitment and actions towards a more sustainable future. We are convinced that access to education in these areas will be crucial in encountering the great challenges of our time and contribute to greater stability, prosperity and social cohesion.”

### **Seed capital for scholarship program from proceeds**

The proceeds from the auction of the 300 SLR Uhlenhaut Coupe serve as seed capital for the global initiative. Mercedes-Benz is committed to investing additional resources in the coming years. The “Mercedes-Benz Fund” will be divided into two sub-categories: University Scholarships in order to connect, educate and encourage students to realize/conduct research on environmental science projects and School Scholarships focusing on pupils to realize local environmental projects in their communities. The program funds will be directed to individuals who otherwise do not have the financial means for their projects and career paths. The program will go beyond financially supporting the young people and include extracurricular elements like Mercedes-Benz mentorships opening up new career prospects. The “Mercedes-Benz Fund” will be jointly developed with and managed by an experienced partner which is currently being evaluated. The detailed set-up and roll-out planning as well as the partner organization will be announced later this year.

### **History and auction of 300 SLR Uhlenhaut Coupe**

The sale of the 300 SLR Uhlenhaut Coupe took place on May 5<sup>th</sup> at an auction held at the Mercedes-Benz Museum in cooperation with renowned auctioneer RM Sotheby's. The invitees were among selected Mercedes-Benz customers and international collectors of cars and art, who share the corporate values of Mercedes-Benz. The 300 SLR Uhlenhaut Coupe sold at auction was part of the non-public vehicle collection belonging to Mercedes-Benz Classic, comprising more than 1100 automobiles from the invention of the automobile in 1886 until today.

“We are proud that we can contribute with our historical collection to this initiative connecting the past with the future of engineering and decarbonization technology”, says Marcus Breitschwerdt, Head of Mercedes-Benz Heritage. “The private buyer has agreed that the 300 SLR Uhlenhaut Coupe will remain accessible for public display on special occasions, while the second original 300 SLR Coupe remains in company ownership and will continue to be displayed at the Mercedes-Benz Museum in Stuttgart.”

The special circumstances behind its creation, its unique design and its innovative technology have endowed the 300 SLR Uhlenhaut Coupe with a remarkable level of mystique that endures to this day. The design of the 300 SLR Uhlenhaut Coupe set benchmarks that put it among the world's most significant automotive icons – not least on account of its distinctive “gullwing” doors. Added to this is the outstanding performance delivered by its thoroughbred racing technology. Together, both have secured the 300 SLR Uhlenhaut Coupe its acclaimed position in sports car mythology and a very special place in the hearts of Mercedes fans around the world.

More information about the Mercedes-Benz 300 SLR Uhlenhaut Coupe is available in our [web special](#).

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**Mercedes-Benz AG at a glance**

Mercedes-Benz AG is responsible for the global business of Mercedes-Benz Cars and Mercedes-Benz Vans, with around 172,000 employees worldwide. Ola Källenius is Chairman of the Board of Management of Mercedes-Benz AG. The company focuses on the development, production and sales of passenger cars, vans and vehicle-related services. Furthermore, the company aspires to be the leader in the fields of electric mobility and vehicle software. The product portfolio comprises the Mercedes-Benz brand with the brands of Mercedes-AMG, Mercedes-Maybach, Mercedes-EQ, G-Class as well as products of the smart brand. The Mercedes me brand offers access to the digital services from Mercedes-Benz. Mercedes-Benz AG is one of the world's largest manufacturers of luxury passenger cars. In 2021 it sold around 1.9 million passenger cars and nearly 386,200 vans. In its two business segments, Mercedes-Benz AG is continually expanding its worldwide production network with around 35 production sites on four continents, while gearing itself to meet the requirements of electric mobility. At the same time, the company is constructing and extending its global battery production network on three continents. As sustainability is the guiding principle of the Mercedes-Benz strategy and for the company itself, this means creating lasting value for all stakeholders: for customers, employees, investors, business partners and society as a whole. The basis for this is the sustainable business strategy of the Mercedes-Benz Group. The company thus takes responsibility for the economic, ecological and social effects of its business activities and looks at the entire value chain.