



MAYBACH

Press Information

April 5, 2022

Virgil Abloh and Mercedes-Maybach create the ultimate legacy car

The late Virgil Abloh's collaboration with Mercedes-Maybach culminates in the launch of a limited-edition bespoke Maybach S-Class and capsule collection, inspired by Project MAYBACH.

Stuttgart. On April 5, 2022, Mercedes-Maybach unveils the final chapter of Project MAYBACH - its collaboration with trusted partner, the late polymath artist, architect, creative director, fashion designer and philanthropist, Virgil Abloh. Designed in partnership with Mercedes-Benz Group AG Chief Design Officer Gordon Wagener in 2021, the vehicle was finalized before Abloh's untimely passing in November and will be available in the U.S. later this year with a limited run of 150 units globally. The launch coincides with the release of a capsule collection designed by Virgil Abloh and in collaboration with Off-White™. It has been developed in connection to the Project MAYBACH electric show car and is exclusively available to buy on Off-White™, Farfetch and Maybach Icons of Luxury online stores, as well as Off-White™ stores in select markets.

For over a century, Mercedes-Maybach has defined the boundaries of luxury experiences, and the **limited-edition Maybach by Virgil Abloh**, a specially curated 2023 **Mercedes-Maybach S-Class S 680**, continues this tradition. Created by the specialized customization and craftsmanship team at Mercedes-Benz MANUFAKTUR in Sindelfingen – the vehicle's exterior features the unique two-tone color combination that was created for Project MAYBACH. While the upper part of the vehicle is finished in a glossy Obsidian Black, the lower portion, side flanks and special forged rims are painted in a sand hue.

The highest levels of craftsmanship continue into the vehicle's interior with an identical two-tone color scheme. The four-seat configuration, steering wheel, doors, lower dashboard and headliner are finished in black and sand colored Nappa Leather, complete with sand colored trims and strips. The high-pile floor mats are black with a sand colored leather border and embroidered Mercedes-Maybach logo. To enhance its monolithic appearance, the window frames are painted, and a special Mercedes-Maybach and Virgil Abloh logo is inscribed on the Piano Black middle of the center console, rear cushions, headrests and door sill panel.

Unique to the limited-edition Maybach S-Class is a personalized user interface, which presents the driver with an even more luxurious variation of the Maybach MBUX suite of cutting-edge technologies. Handpicked visual elements are used to enrich the digital content: from a home button with colored border and brand logo denoting the limited-edition, to profile pictures decorated with luxurious fashion accessories. The result is an

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even more intuitive vehicle that exudes the limited-edition's distinctive style from exterior to interior. Ensuring every moment the driver spends on the road is elevated.

All customers will receive a special custom-made wooden box covered in sand colored Nappa Leather emblazoned with the Mercedes-Maybach and Virgil Abloh logo. The gift box contains a 1/18 scale replica of the limited-edition car, the two car keys and a carabiner hook.

The limited-edition bespoke Maybach S-Class also includes a special car cover featuring the Mercedes-Maybach and Virgil Abloh logo.

The **capsule collection** – also launching on April 5, 2022 – has been designed by Virgil Abloh together with Off-White™, in connection to the Project MAYBACH electric show car. It comprises of sand colored vintage washed cotton t-shirts and half-brushed cotton fleece crewnecks and hoodies, as well as canvas baseball caps and racing gloves crafted in canvas, neoprene and suede, coated with a black spray effect and embroidered.

The limited-edition Maybach S-Class is Abloh's third collaboration project with Mercedes-Benz, and the second with Mercedes-Maybach. On December 1, 2021, Mercedes-Benz opened the doors of the Rubell Museum in Miami during Miami Art Week to showcase Project MAYBACH: a show car that exemplified the possibilities of future electric design. A year earlier, Abloh and Wagener – united in their passion to enrich the conversation around luxury design – reimagined the Mercedes-Benz G-Class with Project Geländewagen.

Gorden Wagener, Chief Design Officer Mercedes-Benz Group AG says: "I'm incredibly proud of the work we created in collaboration with Virgil. From Project Geländewagen, which set the benchmark for fashion/automotive collaborations with our iconic G-Class, to Project MAYBACH which brought the distinguished Mercedes-Maybach heritage into the future, together with Virgil we truly broke new ground. The limited-edition Maybach by Virgil Abloh exemplifies the symbiosis between innovative design and ultimate craftsmanship now available on the road."

Bettina Fetzer, Vice President Communications & Marketing Mercedes-Benz AG says: "Teaming up with Virgil for Project MAYBACH was a unique and inspiring journey on Mercedes-Benz' idea of zeitgeist, co-creation and contemporary luxury. Developing purchasable elements to the collaboration with Virgil was key for both parties to moving the cooperation forward. The limited-edition Maybach by Virgil Abloh and the capsule collection create a truly exceptional customer experience and we are honored to present them."

The collaboration with Abloh is just one way the Mercedes-Maybach brand continues to be rooted in innovation and evolution. Looking to the future, Mercedes-Maybach will launch its first fully-electric production model in 2023. Sustainability is not only associated with the drive technology, but also with the materials the vehicle is fitted with. During the development process, Mercedes-Benz prepares a recycling concept for each model in which all of its components and materials are examined with a view to their suitability for the various stages of the recycling process. The ultimate goal is to reduce the environmental effects of materials used in the production of every Mercedes-Benz vehicle.

About Virgil Abloh (1980-2021)

Born in Rockford, Illinois, Virgil Abloh was an artist, architect, engineer, creative director, artistic director, industrial designer, fashion designer, musician, DJ and philanthropist. After earning a degree in civil engineering from the University of Wisconsin-Madison, he completed a Master's degree in architecture at the Illinois Institute of Technology (IIT), Chicago. At IIT, while studying a design curriculum devised by Mies van der Rohe, Abloh began to craft the principles of his art practice. The Museum of Contemporary Art in Chicago presented a major traveling survey of Abloh's work in summer 2019—one of the highest attended exhibitions

in the museum's history. Abloh was the Chief Creative Director and founder of Off-White™ and Men's Artistic Director at Louis Vuitton.

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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 15 model lines ranging from the sporty GLA SUV to the flagship S-Class and the Mercedes-AMG GT Black Series. 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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