



MAYBACH

Press Information

December 01, 2021

Project MAYBACH with Virgil Abloh: an installation in homage to a visionary, trusted partner and collaborator.

Following the wishes of Virgil's family, Mercedes-Benz is honored to reveal Project MAYBACH: a collaborative electric show car designed to inspire the next generation, and forever question the status quo.

Miami / Stuttgart. On December 1, 2021, in lieu of an intimate press event, Mercedes-Benz pays tribute to Virgil Abloh by opening the doors of the Rubell Museum to showcase Project MAYBACH to the public from December 1st – December 2nd, with access offered exclusively to students from local design schools from 11:30am to 12:30pm on December 1st. A humble contribution to Virgil's vast legacy, the Mercedes-Maybach show car exemplifies the possibilities of future design and is the result of an on-going cooperation with the polymath artist, architect, creative director, fashion designer and philanthropist; driven by a shared passion to enrich the conversation around luxury design.

"Mercedes-Benz is devastated to hear of the passing of Virgil Abloh. Our sincere thoughts are with Virgil's family and teams. Now opening the world of our collaboration, and Virgil's unique vision, to the public, we want to respectfully celebrate the work of a truly unique design talent, who created endless possibilities for collaboration through his unbridled imagination and inspired all that knew his work." Mercedes-Benz AG.

Introducing Project MAYBACH

A design unlike anything that has been developed by Mercedes-Benz, every element of Project MAYBACH has been built from scratch. Abloh, collaboratively with Gordon Wagener, has interpreted Mercedes-Maybach's luxury identity with a new design language and pushed the boundaries of function, style, and collaborative creativity. Inspired by the great outdoors and recontextualizing a traditionally metropolitan brand within a distinctly off-road environment, the 2-seater, battery-electric off-road coupe combines huge Gran Turismo proportions, large off-road wheels and distinctive attachments.

A key focus for both Abloh and Wagener was a responsible vision of future design. Complete creative freedom – untethered by production requirements - enabled the design teams to conceptualize what the

Mercedes-Benz AG, 70546 Stuttgart, Germany

Phone +49 711 17 - 0, Fax +49 711 17 - 22244, dialog.mb@daimler.com, www.mercedes-benz.com

Domicile and Court of Registry: Stuttgart; Commercial Register No. 762873

Chairman of the Supervisory Board: Bernd Pischetsrieder

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

The figures are provided in accordance with the German regulation 'PKW-EnVKV' and apply to the German market only. Further information on official fuel consumption figures and the official specific CO₂ emissions of new passenger cars can be found in the EU guide 'Information on the fuel consumption, CO₂ emissions and energy consumption of new cars', which is available free of charge at all sales dealerships, from DAT Deutsche Automobil Treuhand GmbH and at www.dat.de.



and Mercedes-Benz as well as Maybach are registered trademarks of Daimler AG, Stuttgart, Germany.

future of electric travel could look like. For example, under the transparent surface of the front hood of the show car are solar cells that increase the imagined range of the Project MAYBACH.

Never afraid to spark conversation through provocative design, Project MAYBACH channels Abloh's passion to challenge the status quo and re-write the rulebook of aspirational design. The X-Factor nature of Project MAYBACH results not only from its breathtaking size - nearly 20 feet long - and characteristics, but above all from its unique contrasts; most notably through how naturally authentic Mercedes-Maybach design elements are harmoniously combined with a new Outdoor Adventure design motif.

The power of Abloh's work is not only from the product design, but also the exploratory conversations that his work ignited. While the Project MAYBACH show car was inspired by how one could explore nature within a uniquely luxurious context with Maybach, the Mercedes-Benz teams thank Virgil Abloh for the inspiration to explore the power of cross-industry dialogue to imagine a better, more inclusive future.

Further details on design-specific elements are available on request.

Mercedes-Benz AG at a glance

Mercedes-Benz AG is responsible for the global business of Mercedes-Benz Cars and Mercedes-Benz Vans, with over 170,000 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 and 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 2020 it sold around 2.1 million passenger cars and nearly 375,000 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 Daimler's sustainable business strategy. The company thus takes responsibility for the economic, ecological and social effects of its business activities and looks at the entire value chain.

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 A-Class Sedan to the flagship S-Class and the Mercedes-AMG GT R. 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.

Media Contacts:

Michael Minielly
Catherine Edwards

michael.minielly@mbusa.com
catherine.edwards@mbusa.com