



Press Information

October 21, 2021

The Latest Edition of an Icon

Mercedes-AMG SL Digital World Premiere

Affalterbach. Mercedes-AMG will unveil the newest edition of an automotive icon on Thursday, October 28, 2021, at 10:00 a.m. EST (4:00 p.m. CEST) with the Digital World Premiere of the new Mercedes-AMG SL on our online platform Mercedes me media. Philipp Schiemer, Chief Executive Officer Mercedes-AMG GmbH, and Gorden Wagener, Chief Design Officer Daimler AG, will present the highlights of the relaunched roadster at the event. The world premiere can be followed live at <https://media.mercedes-benz.com/amg-sl> and will then be available as video on demand.

The new Mercedes-AMG SL returns to its roots with a soft top and progressive character. At the same time, the luxurious roadster is suitable for everyday use as a 2+2-seater, and for the first time puts its performance to the pavement with all-wheel drive. Further high-tech components sharpen the dynamic profile as do comfort characteristics in the first SL ever developed by Mercedes-AMG.

The digital world premiere will be shown simultaneously to the public (and multipliers) on numerous channels. Mercedes-AMG is also offering media representatives in-depth information and services on Mercedes me media. In addition to the original soundtrack in English, transcripts in a total of six languages are available for reading and downloading. Press material such as videos, pictures, graphics and press releases complete the extensive offer. Individual questions will be answered in a virtual exchange with experts.

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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.



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