



Press Information
July 13, 2021

Exclusive insights into the interior of the new Mercedes-AMG SL

Performance Luxury featuring 2+2 seats and "hyperanalog" cockpit

Affalterbach. The interior design of the upcoming all-new SL transforms iconic elements from the first 300 SL Roadster into the modern era. Thanks to its Mercedes-AMG performance genes, the new generation appeals to a sporty target group as well as customers looking for maximum comfort. Fine materials, meticulous workmanship and attention to detail further underscore the high luxury standards in the interior. The cockpit design focuses on the driver and impresses with a harmonious overall impression, right down to the adjustable central display in the center console. The completely redesigned space concept features a 2+2 seating configuration while offering more functionality and more space. The innovative MBUX infotainment system also offers a choice of several unique display styles and modes.

The original 300 SL Roadster is certainly one of the most famous automotive design icons. Its minimalist and high-quality interior inspired our designers to create the interior for the new Mercedes-AMG SL. For the new-generation of the iconic SL, the designers created a mix of analog geometry and a digital world - called "hyperanalog". A good example of this is the fully digital instrument cluster, which is integrated into a three-dimensional visor.

"The interior of the new Mercedes-AMG SL pampers the driver and passengers with sophisticated luxury. The new SL combines the highest levels of comfort and quality in its interior, coupled with just the right amount of sportiness. The high-quality combination of the analog world and state-of-the-art digital equipment makes one thing clear: the new SL is the rebirth of an icon for the modern era," says Philipp Schiemer, Chairman of the Board of Management at Mercedes-AMG GmbH.

"The SL is an icon of the brand with the three-pointed star: This roadster has stood for automotive fascination and desire for decades. A great opportunity and challenge for design, because every designer wants to create icons," says Gorden Wagener Chief Design Officer Daimler Group.

"The result is a revolutionary interior experience caught between digital and analog luxury. We created the most iconic SL ever since--the luxury icon of the 2020s."

The new, highly sophisticated dimensional concept once again allows a 2+2 seating configuration for the first time since 1989 (Mercedes SL model series R 129). This makes the new SL even more versatile. The rear seats

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increase everyday usability by offering additional space and flexibility. If the extra seating is not needed, a wind deflector can protect front seat passengers from wind at the back of the neck. Alternatively, the second row of seats can be used as additional storage space, to accommodate a golf bag, for example.

The wide choice of different upholsteries available for the sport or AMG Performance Seats also reflects the range from comfort to performance-oriented equipment. Customers can choose from single or two-tone Nappa Leather, elegant Nappa STYLE Leather with diamond stitching, or the sporty combination of Nappa Leather with DINAMICA RACE microfiber and contrasting topstitching in yellow or red.

Aviation-inspired instrument panel

The symmetrical instrument panel is designed as a sculptural, powerful wing and structured into an upper and lower section. The four newly developed, galvanized turbine nozzles are a particularly noteworthy design highlight. Their surfaces merge into the instrument panel in the form of distinctive power domes. The lower section of the instrument panel evolves fluidly from the center console, seamlessly connecting the two elements.

The new cockpit design also creates a clear focus on the driver. For example, the instrument cluster's high-resolution 12.3-inch LCD screen was not designed to be free-standing, but instead is integrated into a high-tech visor directly placed in front of the driver. This design also prevents reflections caused by sunlight.

Center console with adjustable touchscreen

The center console provides visual interest in the space between the driver and front passenger. Of maximum width and rising sharply towards the front, it flows into the lower section of the instrument panel. The functional and visual center of the center console is the metallic panel that breaks through the leather surfaces at the front and rear. Featuring the air intake signature design element, it carries on the genes of the AMG GT and GT 4-Door Coupe. This design element thus becomes a hallmark AMG stylistic element in the interior. The air intake transitions almost seamlessly into the 11.9-inch multimedia touchscreen in portrait format. To avoid reflections caused by sunlight when driving with the top down, this screen can be adjusted electrically into a more vertical position. Its portrait format offers clear advantages, especially for navigation, as well as more space ergonomically. The touchscreen floats between the two central turbine nozzles as a digital contrast to more analog design elements.

The door panels are fluidly integrated with the interior

Similar to the center console, the surfaces in the doors also flow fluidly from the instrument panel. The result is a gradient accentuated with decorative topstitching, framing the entire interior and running past the turbine nozzles at the sides. The center of the door is designed as a sensual layered topography. The pull handle is also designed in the same way as the center console and is another eye-catching feature. The materials and modelling of the surfaces are repeated in the doors, creating balance in the interior. High-quality Burmester speakers in real metal, whose perforation pattern also stand out visually, are integrated into the doors.

Sculptural seat design with integrated headrests

The avant-garde seat design of the new Mercedes-AMG SL further develops the Mercedes sculptural seat design in a sporty way. It plays skilfully with layers and enveloping surfaces. This makes the seats appear lighter and less voluminous. The headrests are visually integrated into the backrest and thus contribute to the sporty proportions of the seat. Ideal ergonomics and various progressive seam and attachment patterns complete the symbiosis of high-tech, performance and luxury.

The operating structure and some key functions of this second-generation MBUX system correspond to those found in the latest S-Class. They have been extensively supplemented or replaced in some instances by AMG-specific content and views. This makes the new SL highly independent in terms of communication and information. Menu items such as "Performance" or "Track Pace" emphasize the sporty character. The interior has become even more digital and intelligent, as hardware and software have been extensively enhanced. Brilliant images on the LCD screens make it easy to control vehicle and comfort functions.

The available head-up display contributes to a focused driving experience, as the driver does not need to take their eyes off the road. It displays relevant cues and actions three-dimensionally in the real driving situation and surroundings. Here you can also choose between several style variants - each matching the display in the instrument cluster. Depending on the equipment or personal taste, the Ambient Light frames the exclusive interior in 64 different colors.

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