



Mercedes-Benz

Press Release

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MANUFAKTUR Takes Center Stage with the Mercedes-AMG PETRONAS F1 Team at the Formula 1 United States Grand Prix in Austin, Texas

- From October 23-25, 2026, MANUFAKTUR transforms the Austin race weekend into a full-scale brand takeover – on the track, in the paddock club, and across the city
- The activation spans a dedicated Mercedes-AMG F1 W17 E PERFORMANCE race car livery as well as matching race suits for the drivers, personalized AMG GT 4-Door Coupés for drivers George Russell and Kimi Antonelli, exclusive experience spaces, and takeovers of some of Austin's most iconic locations
- The Austin takeover builds on MANUFAKTUR's expanding footprint in the United States: One in every two Mercedes-Benz vehicles sold in the country features MANUFAKTUR options

Stuttgart/Austin, Texas. Mercedes-AMG is bringing MANUFAKTUR to the heart of Austin ahead of the Formula 1 United States Grand Prix. From October 23-25, 2026, the Mercedes-Benz individualization program takes center stage with the Mercedes-AMG PETRONAS F1 Team and across the city in a 360-degree activation spanning on-track presence, exclusive experience spaces, and some of the city's most iconic locations.

On track: a bold visual statement

The W17 race car will feature a dedicated MANUFAKTUR livery, while Kimi Antonelli and George Russell will take to the track in race suits inspired by their favorite MANUFAKTUR colors. Antonelli selected steel blue, while Russell chose China Blue. The team garage will also feature MANUFAKTUR branding, creating a distinctive visual presence throughout the race weekend. The same level of personalization will extend to the streets of Austin, with each driver receiving an individualized Mercedes-AMG GT 4-Door Coupé matching his race suit, creating another highly visible expression of MANUFAKTUR as they travel to and from the circuit.

Exclusive experience spaces

At the team's Paddock Club suite, guests will discover the breadth of MANUFAKTUR personalization, from exclusive colors and materials to bespoke details. Downtown, the Mercedes-AMG PETRONAS F1 Team Fan Hub will give fans an up-close look at MANUFAKTUR, including the new Mercedes-AMG GT 4-Door Coupé in a variety of MANUFAKTUR colors and live demonstrations of the personalization process. Together, these experiences will showcase the craftsmanship, creativity and individuality at the heart of MANUFAKTUR.

Taking over the city

Beyond the circuit, the spirit of MANUFAKTUR personalization will come to life at some of the city's most recognizable destinations, with the Mercedes-AMG GT 4-Door Coupé making appearances across town in a

variety of MANUFAKTUR configurations. On South Congress, Joe's Coffee and Amy's Ice Cream will receive MANUFAKTUR makeovers, complete with Mercedes-AMG vehicle displays. Guests at Amy's can enjoy special ice cream flavors served in exclusive MANUFAKTUR cups, while Tecovas will invite guests to enjoy a MANUFAKTUR-inspired mocktail and personalize their own hat or a new purchase. The experience will continue at the W Austin and through an adidas retail activation at SCHEELS, with additional Mercedes-AMG vehicle displays extending MANUFAKTUR's presence across the city.

About MANUFAKTUR and its presence in the U.S.

The Austin takeover builds on MANUFAKTUR's expanding footprint in the United States. Earlier this year, Mercedes-Benz opened its first MANUFAKTUR Made to Measure Hub in the U.S. at Mercedes-Benz Studio Los Angeles, making it only the second location of its kind worldwide, after the Center of Excellence in Sindelfingen, Germany. The hub offers customers an exclusive, one-on-one personalization experience, where they can explore bespoke materials, finishes and design combinations alongside dedicated product experts. The U.S. is MANUFAKTUR's most important market, with one in every two Mercedes-Benz vehicles sold in the country featuring MANUFAKTUR options.

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Mercedes-Benz Anniversary Year “140 Years of Innovation”

Since Carl Benz filed the patent for the first automobile 140 years ago and Gottlieb Daimler built his motorized carriage shortly afterwards, Mercedes-Benz has dedicated itself to constant innovation and to creating the world's most desirable cars for customers. This ambition has driven every innovation – from the world's first automobile in 1886 to the biggest product launch program in the company's history that is currently underway. With its passion for performance and pioneering power, excellence, and an unwavering commitment to customer service, the brand has consistently shaped the future of mobility. The result goes well beyond engineering achievement – it creates the unmistakable feeling that leads through everything Mercedes-Benz does: Welcome home.

Mercedes-Benz is celebrating 140 years of innovation by driving three new S-Class sedans on a trans-continental journey to 140 locations worldwide. Each place highlights the brand's technology, heritage, pioneering spirit, and worldwide presence. Along the way customers, fans and colleagues will get to join in the celebrations - on an epic adventure that will run until October. Follow the “140 Years. 140 Places” drive across six continents on our “[140 Years of Innovation | Mercedes-Benz Media](#)” special and via the [Mercedes-Benz Community](#).

About Mercedes-Benz USA

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 18 model lines ranging from the sporty GLA SUV to the flagship S-Class and the dynamic all-electric vehicles from Mercedes-Benz. 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. To learn more about all Mercedes-Benz entities in North America, visit <https://group.mercedes-benz.com/northamerica/>.

Accredited journalists can visit our media site at media.mbusa.com.

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