



Mercedes-Benz Classic

Press Information

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Living automotive history: A Benz Patent-Motorwagen drives at ModaMiami 2026 – plus exhibits ranging from “American Mercedes” to Mercedes-AMG ONE

- Vehicles from many decades, from the Benz Patent-Motor Car of 1886 to modern models
- Presentation on the show field, rides in the Benz Patent Motor Car and more
- Top-class event in Florida on February 27 – March 1, 2026

Stuttgart. Fascinating diversity from Mercedes-Benz at ModaMiami 2026: extraordinary vehicles from the brand's history since 1886 can be experienced at this new, high-caliber automotive and lifestyle event. ModaMiami takes place at the Biltmore Hotel Coral Gables in Florida on February 27 – March 1, 2026.

ModaMiami honors the birth of the automobile 140 years ago

The Benz Patent Motor Car in Miami celebrates the beginning of “140 years of innovation.” Carl Benz invented the automobile and applied for a patent for the “vehicle powered by a petrol engine” on January 29, 1886. This birth certificate of the automobile is now part of the UNESCO Memory of the World Register. At ModaMiami, there will be rides around the exhibition grounds with the Patent Motor Car. In addition, the world's first automobile will lead a section of the “Moda Classic” drive, which will take place on Friday, February 27, 2026.

Historic highlight for sale: Benz Patent Motor Car

Exciting for collectors: [Mercedes-Benz Classic Vehicle Trade](#) offers drivable replicas of the 1886 Patent Motor Car. The fact that all wear and spare parts are available makes maintaining operation easier, e.g. as an impressive demonstration vehicle showing the beginnings of the automobile.

Produced in the USA: “American Mercedes”

Another highlight at ModaMiami is the presentation of a rare “American Mercedes” from 1905 from the Mercedes-Benz Classic vehicle collection. The 121-year-old classic symbolizes the brand's long relationship with the United States. After ModaMiami, the experts at the Mercedes-Benz Classic Center in Long Beach, California, will prepare the “American Mercedes” for the Pebble Beach Concours d'Elegance (August 16, 2026) where the car will compete in the Early American Speedsters (Pre-World War I) class.

Licensed production in Long Island, New York

In 1888 – just two years after the invention of the automobile – piano manufacturer William Steinway, who was of German descent, established the Daimler Motor Company in Long Island, New York. The start-up imported Daimler engines and began producing them under license as of 1891. From 1898 onwards, the company was called the Daimler Manufacturing Company, and the first complete automobiles were produced from 1905 to 1907. The vehicle known as the “American Mercedes” corresponded in every detail to the Mercedes 45 PS of that time, which was launched on the market in 1904 as the Mercedes Simplex 40/45 PS. The car was advertised as “The car for speed, power and noiseless running.”

Luxury cars and luxurious sportiness

The story of multifaceted sportiness in the DNA of Mercedes-Benz is highlighted by other classic vehicles at ModaMiami. A 1936 Mercedes-Benz 290 Cabriolet A (W 18) and the 1955 Mercedes-Benz 300 SL “Gullwing” (W 198) from Tyler Hoover (Hoovie’s Garage) are sporty dream cars of their time. The Mercedes-Benz Classic Center in Long Beach has thoroughly overhauled the technology of the 300 SL – [accompanied by Hoovie’s Garage in this video](#).

A 1961 Mercedes-Benz 300 d is on display at ModaMiami. The 300 was a true successor of the “Grand Mercedes” of the 1930s and soon became the favorite car of political and industrial leaders worldwide. The updated 300 d model with fuel injection debuted in 1957. The three vehicles belong to customers of the Mercedes-Benz Classic Center.

Racing and rallying with the “Fintail”

Mercedes-Benz achieved international success in rallying and endurance racing during the 1960s with “Fintail” sedans from the W 111 and W 112 model series. The Mercedes-Benz Classic Center in Long Beach is offering [this Mercedes-Benz 300 SE “Rallye” \(W 112\)](#) for sale. The vehicle is designed like Ewy Rosqvist’s “Fintail” rally car in the 1964 Argentinian Touring Car Grand Prix with starting number 609.

Mercedes-AMG ONE with Formula 1 technology for the road

The Mercedes-AMG ONE hypercar is another star at ModaMiami – a customer vehicle. Its E PERFORMANCE hybrid drive system is Formula 1 technology for the road and the result of close collaboration with the experts at Mercedes-AMG High Performance Powertrains in Brixworth, England. It delivers a combined output of 1,048 hp, generated by a 1.6-liter V6 hybrid turbo engine and four electric motors. The Mercedes-AMG ONE also features sophisticated active aerodynamics. It made its public debut at the 2022 Goodwood Festival of Speed. Only 275 vehicles have been built.

Homologation model: only 502 EVO II made

Another highlight at ModaMiami is the 1990 Mercedes-Benz 190 E 2.5-16 Evolution II. Only 502 vehicles were built as homologation models for the highly successful Mercedes-Benz DTM touring race cars. Now Mercedes-Benz Heritage is bringing an EVO II to the Biltmore Hotel Coral Gables. The vehicle shown is from the homologation series and was later modified for historic motorsport with just a few adjustments: roll cage, engine with single throttle valve, and modified suspension. Everything else is production standard.

The presentation in Florida also includes a 2008 Mercedes-Benz CLK 63 AMG Black Series (C 209) with rare red paintwork. On Sunday, March 1, it will take part in the “The 100 Club” drive, featuring the most exclusive super sports cars at ModaMiami.

MANUFAKTUR Mercedes-Benz at ModaMiami

A further highlight of ModaMiami is the presentation of MANUFAKTUR – Mercedes-Benz’s cross-brand customization program. Exquisite materials and craftsmanship refine each vehicle and make it unique. Exhibited at ModaMiami: a 2026 Mercedes-AMG G 63 finished in MANUFAKTUR Sea Blue Metallic with a MANUFAKTUR black with blue contrast stitching Exclusive Nappa leather interior, among other stunning details. For even greater personalization, MANUFAKTUR Made to Measure offers a virtually unlimited choice of exterior colors and additional individual options. Individualization has a long tradition at Mercedes-Benz. Milestones are the customized “Sindelfingen bodywork” in the 1930’s, the designo customization program launched in 1995 and MANUFAKTUR, introduced in 2021.

Successful concept in Florida

Since its premiere in 2024, ModaMiami has established itself as a particularly attractive automotive and lifestyle event centered around the Biltmore Hotel Coral Gables, which opened in 1926. The 2026 event

includes the kick-off on Thursday evening (February 26, 2026) at the Concours Club racetrack, the “Moda Classic” drive on Friday (February 27, 2026) and the exhibition at the ModaMiami show field on Saturday and Sunday (February 28 and March 1, 2026). On Sunday afternoon, the Moda Awards will be presented, with which the organizers honor outstanding participating vehicles.

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Mercedes-Benz “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 constantly innovate and to create the world's most desirable cars for customers. This ambition has driven every innovation – from the world's first automobile in 1886 to today's intelligent and safe electric vehicles, like the all-new GLC and the award-winning all-new CLA. With the new S-Class, Mercedes-Benz continues the biggest product launch program in its history. 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 transcontinental journey to 140 destinations 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 2026. Follow the “140 Years. 140 Places” drive across six continents in our “[140 Years of Innovation | Mercedes-Benz Media](#)” special and via the [Mercedes-Benz Community](#).

About Mercedes-Benz Heritage GmbH

“Heritage creates Future” – committed to this guiding principle, Mercedes-Benz Heritage GmbH as a wholly owned subsidiary of Mercedes-Benz Group AG has various divisions responsible for the entire range of historical topics relating to the brand with the three-pointed star.

The Mercedes-Benz Museum in Stuttgart is one of the best-known and most popular automotive museums in the world, comprehensively presenting the fascinating history of the automobile since its invention in 1886 and bringing the history of the brand to life for a wide public in a unique way. Other historical sites relevant to the brand include the Gottlieb Daimler Memorial in Stuttgart-Bad Cannstatt, the birthplace of Gottlieb Daimler in Schorndorf and the Carl Benz House in Ladenburg.

The Mercedes-Benz Classic Center in Fellbach serves as a centre of excellence for classic cars with the three-pointed star. In addition to an exclusive vehicle trade business, the experts offer services for and restorations of classic Mercedes-Benz vehicles and are the first port of call for genuine parts. With access to original vehicle documents in “archives, which document, preserve and maintain extensive evidence of the history of the company and the brand, Mercedes-Benz Heritage GmbH has a globally unique and unrivalled knowledge base.

In order to bring the special history of Mercedes-Benz to life, Mercedes-Benz Heritage GmbH takes part in a large number of renowned historic automobile events and trade fairs all over the world. Classic cars from the collection of over 1,000 vehicles are available for this purpose. In addition to communicating the brand's history, the focus there is also on the exchange with the recognised Mercedes-Benz brand clubs and the classic community.

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