



Press Information

January 8, 2026

2026 AMG Experience Driving Programs Expanded with Premier Track Destinations and Elevated On-Road Adventures

- AMG Experience's "On Road" program returns with a 6-day, 5-night Yellowstone "Western Range Tour"
- For the first time AMG Experience visits Virginia International Raceway
- Revised, single-day ADVANCED curriculum with a reduced price

Atlanta. Mercedes-AMG today announced the continuation and expansion of its 2026 AMG Experience season, delivering immersive on-track performance driver programs at four of America's most iconic circuits, alongside an elevated "On Road" program inspired by the nation's most breathtaking landscapes of the Yellowstone region.

For the first time, the AMG Experience will visit historic Virginia International Raceway (VIR), where a comprehensive schedule of driving experiences will be offered.

Additionally, the ADVANCED Track curriculum for 2026 has been revised, now featuring a single-day, track-intensive program. This new single-day program comes with a reduced cost vs. the previous two-day curriculum and is the fastest way to grow into the PRO and PRO+ driving programs.

2026 Track Locations

- **Sonoma Raceway (Sonoma, CA) – May 15-20 & Aug. 14-19:** Located just 30 minutes north of the Golden Gate Bridge, Sonoma Raceway is a 1,600-acre facility set in the beautiful Sonoma Mountains. Sonoma Raceway has hosted some of racing's top events and greatest moments, including NASCAR, INDYCAR and NHRA drag races.
- **Virginia International Raceway (Alton, VA) – Sept. 11-15:** First opened in 1957 and revitalized in 2000, VIR is celebrated for its combination of rich history, resort-style amenities and world-class driving challenges. The Full Course layout stretches 3.27 miles with 17 turns and nearly 130 feet of elevation change, creating a dynamic mix of high-speed straights, technical corners, and dramatic climbing and descending sections. The driver experience at this track blends speed, precision and scenery, earning VIR its reputation as one of the most exciting and beautiful circuits in the country.
- **Road Atlanta (Braselton, GA) – Oct. 22-27:** One of the world's greatest road courses is home to a wide variety of professional and amateur events, including Petit Le Mans, Drift Atlanta and The Mitty. Drastic elevation changes and challenging turns to relentlessly test driver prowess behind the wheel of AMG's highest-performance products.
- **Circuit of The Americas (Austin, TX) – Dec. 9-15:** COTA hosts the Formula 1 United States Grand Prix™ and features a challenging 3.41-mile layout with dramatic elevation changes. The AMG GT 63 PRO, in particular, fits naturally into this environment – engineered for precision, power and performance.

More information about AMG Experience “On Track” events can be found at www.amgexperienceus.com.

AMG Experience “On Road” Returns with “Western Range Tour” in Wyoming & Montana (July 20-25)

Back by popular demand, AMG Experience’s “On Road” program returns in 2026. This exclusive six-day excursion features a premier lineup of AMG vehicles and unforgettable driving experiences through some of the West’s most breathtaking landscapes. This AMG Experience journey begins and ends in Jackson Hole, Wyoming, with scenic routes winding through Grand Teton National Park and onward toward the geothermal wonders, towering peaks and sweeping valleys that define the Yellowstone region. Along the way, participants will take in pristine lakes, vast grasslands and the raw beauty of the American West—all while enjoying the unparalleled comfort and performance of Mercedes-AMG.

A highlight of this trip: an off-road experience in the legendary AMG G 63 that takes participants beyond the pavement and deep into Montana’s wild terrain. Guided by expert instructors, participants will put the power and precision of the G 63 to the test as they navigate rocky climbs and open backcountry trails.

Each day of this bucket-list program will deliver extraordinary scenery, exceptional cuisine, and inspiring company—paired with luxurious accommodations that elevate every moment of the expedition.

More information about the AMG Experience’s Western Range Tour can be found at www.amgexperienceus.com/onroad/yellowstone; seats are extremely limited and advance registration is encouraged.

AMG Purchase Reward Program Offers Exclusive Discount for New Owners

The AMG Purchase Reward Program gives new Mercedes-AMG owners exclusive access to the AMG Experience, offering complimentary or discounted entry to select driving programs based on the model purchased. Eligible owners of AMG 45, 55, 63, GT and AMG EQ models receive a complimentary seat at any U.S. AMG Experience On-Track PERFORMANCE event—valued at \$1,995—or may apply the same value as a credit toward ADVANCED, PRO or PRO+ programs, provided prerequisites are met. Other AMG models, such as 35, 43 and 53 variants, receive a \$995 discount toward PERFORMANCE or ADVANCED events.

The AMG Purchase Reward offer must be redeemed within 12 months of vehicle delivery and is valid only for new-car purchases or leases. Customers with valid Purchase Reward eligibility are encouraged to register for AMG Experience programs soon, as preferred dates and/or locations can reach capacity quickly. For more information about the AMG Purchase Reward Program, including Terms and Conditions, please visit www.amgexperienceus.com/amgpurchasereward.

#

About AMG Experience

AMG Experience delivers on Track, on Road, and on Ice programs with world-class instruction, a seven-level (SCCA Accredited) performance driving curriculum, exclusive U.S luxury-brand drift training, and sideways ice track driving experiences, complemented by luxury travel offerings. Visit www.amgexperienceus.com for more information and stay tuned for more program announcements as the year unfolds.

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 group.mercedes-benz.com/northamerica.

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

Contacts:

Cathleen Decker	cathleen.decker@mbusa.com
Andrew Brudnicki	andrew.brudnicki@mbusa.com