

**EMBARGOED UNTIL WEDNESDAY, MARCH 19, 2014
at 4:00 a.m. EDT / 1:00 a.m. PDT**

The new Mercedes-Benz S63 AMG 4MATIC Coupe

Breathtaking and irresistible

Affalterbach. The new S63 AMG 4MATIC Coupe is the latest dream car to augment the Mercedes-AMG model range. Exciting lines underpin this two-door model's design. Power and sensual purity combine to give the vehicle irresistible presence and breathtaking performance. Equally impressive is the combination of outstanding driving dynamics, advanced lightweight construction and groundbreaking efficiency. The AMG 5.5-liter V8 biturbo engine is a paragon of poise and assurance. Boasting an output of 577 horsepower and 664 lb-ft of torque, the S63 AMG Coupe delivers exceptional performance with remarkably low fuel consumption. In addition, performance-oriented AMG 4MATIC all-wheel drive (33/67% split) will come standard in the U.S. market for optimum traction in any driving situation.

Tobias Moers, Chairman of the Board of Management of Mercedes-AMG GmbH: "The new S63 AMG Coupe is another exciting AMG dream car in the luxury segment. Now the S-Class Coupe also comes with performance-oriented AMG 4MATIC all-wheel drive - as we rigorously pursue our all-wheel-drive initiative. Mercedes-AMG is putting the pedal to the metal again in the new year. Our model initiative is set to continue at blistering pace in 2014."

Up to 140 pounds lighter thanks to AMG Lightweight Performance

The S63 AMG 4MATIC Coupe is the latest model to benefit from the systematic implementation of the AMG Lightweight Performance strategy. Lightweight construction has reduced the vehicle weight by up to 140 pounds - even though the car has a higher output and more extensive standard equipment than the preceding model. This weight savings was achieved largely thanks to the use of a lightweight lithium-ion battery, optional AMG forged light-alloy wheels and a weight-optimized AMG high-performance composite braking

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system. Furthermore, the entire outer skin and the front end of the body are made of aluminium. The reduced weight improves driving dynamics and cuts fuel consumption, while the low power-to-weight ratio results in impressive performance: the S63 AMG Coupe accelerates from 0 to 60 mph in an estimated 3.9 seconds and goes on to reach a top speed of 186 mph (electronically limited).

In terms of maximum output, torque and fuel consumption, the AMG 5.5-liter V8 biturbo engine remains one of the most efficient series-produced V8 engines of all. With an output of 577 hp and 664 ft-lb of torque, the AMG eight-cylinder unit meets even the most demanding of requirements. Compared to the previous CL63 AMG model, engine output has been increased by 41 hp and torque by 74 lb-ft. Yet the S63 AMG Coupe still consumes less fuel.

The model at a glance:

	S63 AMG 4MATIC Coupe
Displacement	5461 cc
Output	577 hp at 5,500 rpm
Max. torque	664 lb-ft at 2,250-3,750 rpm
Fuel consumption	TBD
Curb weight	4,400 lbs. est.
Acceleration 0 - 60 mph	3.9 s (est.)
Top speed	186 mph*

* electronically limited

Individuality: AMG SPEEDSHIFT MCT 7-speed sport transmission

The AMG SPEEDSHIFT MCT 7-speed sport transmission combines perfectly with the V8 biturbo engine. Maximum agility and exciting dynamics are the two key strengths of this transmission, which is used exclusively at AMG. Drivers can configure their own personal set-up, depending on their driving style. There are three modes to choose from: "C" (Controlled Efficiency), "S" (Sport) and "M" (Manual). The ECO start/stop function is fitted as standard.

AMG sport exhaust system with automatic exhaust flaps

Emotional and sporty performance or restrained and relaxing cruising: the S63 AMG Coupe even has a choice of bespoke sounds. The AMG sport exhaust system meets individual driver requirements as it has automatic logic-controlled exhaust flaps in both rear silencers. When the transmission is in "C" (Controlled Efficiency) mode, the flaps remain closed in most situations, in which case the eight-cylinder biturbo engine's sound is more understated. In "S" (Sport) and "M" (Manual) modes, the exhaust flaps open earlier and more spontaneously, especially if the driver prefers a dynamic driving style. The result is an even fuller, hallmark AMG emotive engine sound.

"One man, one engine": a tradition of hand-built excellence

Like all AMG V8 and V12 engines, the eight-cylinder biturbo engine for the S63 AMG Coupe is assembled by hand at the AMG engine shop in Affalterbach. Highly qualified engine fitters assemble the engines in Affalterbach according to the strictest quality standards based on the "one man, one engine" philosophy. Apart from serving as an AMG hallmark confirming superlative precision and production quality, the AMG engine plate bearing the engine technician's signature also attests to the peerless DNA of Mercedes-Benz high-performance brand.

Performance-oriented AMG 4MATIC all-wheel drive

For the first time, the S63 AMG Coupe comes standard in the U.S. market with the performance-oriented AMG 4MATIC all-wheel drive system. With permanent all-wheel drive, 33 percent of the engine torque is sent to the front axle and 67 percent to the rear axle. The rear-biased power distribution provides the signature AMG high driving dynamics and superlative driving enjoyment as well as boosting acceleration from a standing start. The all-wheel drive also enhances driving safety on wet or wintry road surfaces when equipped with winter tires**. Optimum traction is guaranteed by a multi-disc clutch with a locking effect of 37 lb-ft, which maximizes the frictional connection potential of all four wheels.

**all S63 AMG Coupe and Sedan models come equipped with standard summer performance tires.

AIRMATIC air suspension

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The S63 AMG Coupe 4MATIC features the full air-suspension system AIRMATIC with the adaptive damping system ADS PLUS. Specific front axle kinematics – including higher camber, a larger anti-roll bar and a stiffer subframe carrier on the rear axle – have been developed exclusively for the S63 AMG 4MATIC Coupe. These measures enhance the vehicle's agility for performance driving.

Systematic lightweight construction: Available AMG forged wheels

The S63 AMG Coupe is available with optional AMG forged light-alloy wheels. This design reduces weight while at the same time increasing strength. The lower unsprung masses result in advantages in terms of handling and spring/damper element response.

Optional wheels include 10-spoke forged wheels painted in titanium grey with a polished finish – 8.5 x 20 at the front and 9.5 x 20 at the rear, with 255/40 R 20 and 285/35 R 20 tires respectively. The forged wheels feature a high-quality, screwable and fully integrated wheel bolt cover made of forged aluminium. Its shape is reminiscent of a center lock as seen in motorsport. The AMG logo is integrated into one of the ten spokes. These forged wheels are also available painted in matte black with a high-sheen rim flange.

AMG ceramic high-performance composite brake system as an option for the first time

Short stopping distances and rapid deceleration are a given for the S63 AMG Coupe, which is equipped with a weight-optimized, fade-resistant AMG high-performance composite brake system. An AMG ceramic high-performance composite brake system is available as an option. This design, which is more than 20 percent lighter, ensures lower unsprung masses and enhanced braking performance.

Design: AMG combines sensual purity with breathtaking performance

The S63 AMG 4MATIC Coupe also boasts exciting looks to emphasize its sporty performance: it exudes power and hallmark Mercedes-Benz sensual purity. The design is a stage for the exciting technology at the heart of the new dream car. Numerous aerodynamic elements underline the outstanding driving dynamics:

the front end is dominated by the three-dimensional AMG "twin-blade" radiator grille in silver shadow (a matte silver finish). Whether in motion or stationary, distinctive AMG lettering between the twin-blade lamellas leaves no doubt: this is a high-performance model from Affalterbach. The A-wing is located below the radiator grille. This three-dimensional air-ducting element is painted in the body color, spans the entire width of the front apron and displays the stylized "A" that is a hallmark of AMG vehicles. Large, black flics surround the outer cooling air intakes. Down below, the front splitter in silver shadow optimizes the flow of air to the cooling modules. This design feature, which is a familiar sight in motorsport, also reduces front-axle lift and enhances the vehicle's aerodynamic balance.

All of the cooling air grilles exude high quality with their high-gloss-black paint finish. Keeping the A-wing and front splitter separate makes the car appear closer to the road. A similar effect is created by the AMG side sill panels with their high-quality, three-dimensional inserts in silver shadow. Together with the lower feature line, these inserts make the S63 AMG 4MATIC Coupe exude energy even when it is at a standstill. Further eye-catching features of the side design include the large AMG designed wheels. "V8 BITURBO" lettering in a new, contemporary typography on the front wings is another hallmark AMG design touch.

At the rear, the diffuser insert in high-gloss black also catches the eye right away. The lower trim element in silver shadow is reminiscent of the A-wing at the front and provides an effective contrast. The two chromed twin tailpipes of the AMG sport exhaust system with sport flaps are perfectly integrated into the diffuser insert. Stylized, vertical air outlets in the rear apron assume the role of a defined spoiler lip and optimize aerodynamics. The "S 63 AMG" model designation in a new, contemporary typography below the tail lamps adds the perfect finishing touch to the rear-end design.

Interior: Captivating luxury, quality and exclusivity

Opening the door reveals the luxurious interior of the S63 AMG Coupe: the instrument panel almost seamlessly transitions into the doors in a wrap-around design. High-quality materials and fine workmanship are combined with a sporty and exclusive design idiom. The newly developed AMG sport seats with power adjustment, memory function and seat heating/ventilation offer the driver and front passenger optimum lateral support. Fine AMG design Nappa leather with piping together with AMG badges on all four seat backrests

and an embossed AMG emblem on the armrest of the front center console create an exquisite atmosphere.

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The new three-spoke AMG sport steering wheel with its distinctively contoured rim and perforated leather in the grip area allows perfect vehicle control. There is an AMG logo in the lower metal insert, and new aluminium shift paddles shorten the reaction time when changing gears to enhance performance. Another feature displaying the hallmark AMG look is the high-resolution TFT color AMG instrument cluster with two animated round dials. In addition to the specific lettering and the needles in red/silver, further distinctive design features include the AMG start-up display, the AMG logo in the speedometer 200 mph scale (left) and the "V8 BITURBO" lettering in the rev counter (right).

The new, innovative touchpad, included as standard equipment, makes it significantly easier to operate the radio, telephone and navigation system. The safety and assistance systems are the same as those for the S550 4MATIC Coupe.

Even more exclusivity: the S63 AMG Coupe "Edition 1"

One particularly exclusive model in the range is the S63 AMG Coupe "Edition 1". The expressive arrangement of exclusive exterior and interior details arouses pure fascination. The irresistible look of the exterior is created from *designo* Magno Alanite Grey matte finish paint and Swarovski crystals in the LED high-performance headlamps. The exquisite ambience of the interior includes AMG sport seats upholstered in *designo* Exclusive Nappa Leather in bengal red/black with contrasting topstitching and piping. In keeping with this color scheme, the upper section of the dashboard, the front and rear center armrests, and the door linings are trimmed in nappa leather with contrasting topstitching, while the headliner is finished in DINAMICA. The Edition 1 features a high level of equipment including the AMG Ceramic Braking System.

World premiere and market launch in 2014

The S63 AMG Coupe will celebrate its world premiere at the New York International Auto Show in April 2014. The United States market launch of the 2015 Mercedes-Benz S63 AMG Coupe 4MATIC will be in Fall 2014.

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