

2016 Mercedes-Maybach S600

Press Information

November 19, 2014

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Stylish, effortless superiority combined with trend-setting exclusivity

Stuttgart/Guangzhou/Los Angeles. With the world premiere in Guangzhou and the presentation in Los Angeles, the new Mercedes-Maybach S-Class will be unveiled almost simultaneously in its two key markets of China and the USA. At 214.6 inches long and with a wheelbase of 132.5 inches, the flagship of the Mercedes-Benz model range is 8.1 inches larger in both dimensions than the S-Class Sedan. Rear passengers benefit from this increased size as well as from standard equipment that includes executive seats on both the left and right sides and other exclusive details. In the rear, the Mercedes-Maybach S-Class is also the world's quietest production sedan. The US will launch with the Mercedes-Maybach S600 in April 2015.

"The history of prestige vehicles made by Daimler extends back to the earliest days of the motor car. We have now commenced a new chapter with the Mercedes-Maybach S-Class," points out Ola Källenius, member of the Divisional Board of Mercedes-Benz Cars responsible for sales. "As an addition to the portfolio of S-Class sedans, the Mercedes-Maybach S-Class sets new standards in the luxury segment. The vehicle satisfies the very highest requirements in terms of exclusivity appointments and comfort."

"Perfection down to the last detail and a new dimension in seating and resting comfort for the rear passengers are the hallmarks of the new Mercedes-Maybach", says Professor Dr Thomas Weber, Member of the Board of Management of Daimler AG with responsibility for Group Research and Mercedes-Benz Cars Development. "Our exceptionally successful new S-Class already defines the pinnacle of automotive engineering in a host of technical disciplines such as safety, efficiency, climate control and noise characteristics. The Mercedes-Maybach now sets the benchmark in the luxury segment even higher."

Mercedes-Maybach: a new sub-brand offering peerless exclusivity

The Mercedes-Maybach S-Class melds the perfection of the Mercedes-Benz S-Class with the exclusivity of Maybach. Mercedes-Maybach motor cars epitomize peerless exclusivity. Some of the features that distinguish these vehicles from production models include extra spaciousness with lavishly designed, prestigious interiors offering an extensive scope of individualization. As a result, the cars fulfil the requirements of even the most discerning customers worldwide.

Mercedes-Maybach is not an equipment line – it is a sub-brand that in the future will provide Mercedes-Benz vehicles in an even more exclusive form. Alongside Mercedes-AMG, Mercedes-Maybach is thus the second sub-brand in the Mercedes-Benz brand world. Providing both prestige and exclusivity, it is aimed at customers for whom status is important.

The US market launch of the Mercedes-Maybach S600 is scheduled for April 2015. Its V12 biturbo engine has an output of 523 hp. With a displacement of 5980 cc, the maximum torque of 612 lb-ft is available from 1900 rpm.

Inside the Mercedes-Maybach S-Class, the level of wind noise is impressively low and in the rear, despite the large windows, betters even the quietest car in the world – the S-Class Coupe. For passengers in the rear, the Mercedes-Maybach S-Class is the world's quietest production sedan.

In its exterior design, the Mercedes-Maybach S-Class combines stylish, effortless superiority with trend-setting exclusivity. The vehicle makes modern luxury come alive in an exceptional way. Along with the extended wheelbase, emphatic lines suggest power and dynamism. Due to the side profile's special design, characteristic design elements for the S-Class are retained such as the sweeping, dome-shaped roofline.

The key distinguishing feature is the new side line: by comparison with the long-wheelbase version of the S-Class, the striking rear door has been shortened by 2.6 inches and therefore appears to meld seamlessly into the overall composition. The door has no triangular window because this has been relocated into the C-pillar. As a result, the rear seats are situated beyond the door cutout, which creates a feeling of exceptional privacy and exclusivity. The elegant Maybach Manufaktur logo – a double M inside an arched triangle – adorns the C-pillars on both sides.

In the interior of the Mercedes-Maybach S-Class, passengers are enveloped in lounge-style, modern luxury. With its clear architecture, refined materials and stylish controls, the vehicle embodies a sensuous elegance. For an exclusive look, the front center armrests with exclusive nappa leather or optional semi-aniline upholstery feature embossed Maybach crests. Another special feature in the dashboard is the analogue clock with an IWC design.

The high quality standards of the Mercedes-Maybach S-Class are impressively evident from the doors, which even have handstitched door trim as part of the standard equipment. This extravagance is part of the interior's luxurious, hand-finished "Manufaktur" character. Exclusive features used in the Mercedes-Maybach S-Class are trim parts in wood/chrome and leather at shoulder height in the door panels, chrome-plated tweeter grilles and fiber-optic cables for the ambient lighting to the side on the armrest. Together they create a unique atmosphere conveying a sense of capacious style.

As the flagship of the Mercedes-Benz model range, the Mercedes-Maybach S-Class satisfies the very highest requirements in terms of luxury appointments and comfort. In addition to all the amenities of the conventional S-Class, a number of exclusive interior touches underscore the Mercedes-

Maybach S-Class's ambition to lead. These include the exclusive Maybach perfume AGARWOOD for fragancing as part of the AIR-BALANCE package and two silver-plated, handcrafted champagne flutes. The standard Burmester® High-End 3D surround sound system offers a unique optical and acoustic experience. As a visual highlight, the tweeters in the rear doors of the Mercedes-Maybach S-Class are particularly sophisticated and can also be moved towards the passengers in a spiral motion.

A sense of spaciousness: setting new benchmarks for sleeping and resting comfort in the rear

For the driver and any front passenger, there have been no compromises compared with a "normal" S-Class. Here, however, the real sense of spaciousness is to be found in the rear. The benefits of extending the wheelbase by 7.9 inches are felt entirely in the back of the vehicle where the specification has been refined even more. Due to the roofline, it was also possible to further raise the head clearance.

Here is a comparison of two important dimensions relating to comfort:

| | V222 Mercedes-Benz S550 and S600 Sedan | X222 Mercedes-Maybach S600 Sedan |
|-----------------------------------|--|---|
| Effective headroom in rear* (in.) | 37.4 | 37.9 |
| Kneeroom in rear* (in.) | 6.5 | 12.8 |

* With executive seat and sliding sunroof

Another advantage of the Mercedes-Maybach S-Class are the standard-fit executive seats on the left and right. These rear seats offer a unique level of comfort thanks to a special adjustment kinematics system. In contrast to the norm, the backrest is adjusted separately while the footwell and seat reference point remain unchanged. The cushion can be adjusted separately, with inclination and horizontal adjustment combined.

For the executive seats, the maximum backrest angle is 43.5 degrees. The most upright backrest position of 19 degrees allows relaxed working in the rear. The reclining seats feature a calf support, which is freely adjustable for length and angle. As standard, the luxury head restraints come with an extra cushion.

The Chauffeur package is also part of the standard equipment. A "chauffeur position" for the front passenger seat is one of the key components: due to changes to the kinematics system, the rear seat occupant on the front-passenger side has 3 inches more footroom compared with a normal front passenger seat in the furthest forward seat position. In addition to this "chauffeur position", the front passenger seat can be folded forward and the rear seat placed in an extended recline position for breaks. EASY ADJUST luxury head restraints come as standard for the driver and passenger, and the one on the front-passenger side is folding. For the rear passenger, the Chauffeur package also includes a heel support, which extends from under the front passenger seat. This allows a reclined position that sets new standards in the automotive sector with respect to sleeping and resting comfort.

Individual seat functions in the rear, and those of the chauffeur seat, are of course electrically operated via the typical Mercedes control panels in the rear doors. The rear armrest has a double cup holder, storage space and wood trim.

The Mercedes-Maybach also includes individually adjustable multicontour seats, for example, and an ENERGIZING massage function based on the hot-stone principle.

The optional Executive Rear Seat Package PLUS (center console in the rear) is a visual continuation of the front console on the center tunnel. It is equipped

with innovative thermo cup holders, which use Peltier technology to cool or warm drinks over a longer period of time.

Like an aircraft seat, the center console is available with two tables which can be easily folded in or out using one hand. Two articulated joints on the stem and underside of the table enable it to be adjusted to almost any position. The table supports and surface are made of a light alloy, combining great stability with a high-quality look. The table surfaces have leather inserts to provide a comfortable writing surface.

To deliver maximum climatic control in the rear compartment, there is a second, standard-fitted dual automatic climate control system in the rear with two additional climate zones for the rear seats. A control panel on the back of the center console allows the temperature and air distribution to be set individually for the left and right sides. For targeted climate control, there are two nozzles in the center console and also on the B-pillars and in the rear footwell. Using COMAND, the driver can conveniently adjust the automatic climate control system for the back of the vehicle too.

As exclusive standard equipment in the Mercedes-Maybach S600, there is the AIR-BALANCE package including ionization, enhanced air filtration and fragrancing with AGARWOOD, the exclusive Maybach perfume (see section on appointments).

Aeroacoustics: in the back of the world's quietest production sedan

Inside the Mercedes-Maybach S-Class, the level of wind noise is impressively low and, despite the large windows, it is even quieter than the quietest car in the world – the S-Class Coupe. For passengers in the rear, the Mercedes-Maybach S-Class is the world's quietest production sedan. Extensive measurements were also taken in experimental vehicles considering the fully reclined position in the rear. That is because positioning the passenger away from the side windows and towards the rear window and triangular windows creates a new acoustic situation.

Special seals optimize the noise insulation, thereby ensuring excellent aeroacoustic performance in the rear. These include seals over the C joints in the rear doors, which have a hose profile rather than the usual lip seal, as well as bonded triangular windows with a special seal.

Other measures in the rear compartment are a generous area of insulation around the single seats extending from the seat cushion over the rear panel to the parcel shelf. Intelligent air ducting around the parcel shelf reduces the intrusion of noise, and sealed inertia reels on the seat belts prevent possible disturbing sounds. The textile underbody and wheel arch lining have an insulating and absorptive effect, which reduces high-frequency tire noise in the interior.

A new aeroacoustic wind tunnel at the Mercedes-Benz Technology Center in Sindelfingen became operational in September 2013 and played a crucial part in achieving excellent, quiet running. For example, the conveyor belt/balance system there is integrated into a turntable with a diameter of twelve meters. This means that test vehicles can also be subjected to an angled flow of air in order to simulate crosswinds.

As a result, experts in aeroacoustics were able to study the perfect design for the door structure of the Mercedes-Maybach S-Class under wind load. The door seal must fit closely even when subjected to a constant or gusty sidewind such as would be encountered when passing a truck, on bridges, in wooded areas or when driving on a coastal road. Despite negative pressure on the side away from wind, the door must never be pulled more than a few millimeters away from the seal. Large doors are particularly susceptible to this phenomenon because strength is a product of (negative) pressure and area.

Exterior design: elegant and exclusive

In its exterior design, the Mercedes-Maybach S-Class combines stylish, effortless superiority with trend-setting exclusivity. The vehicle makes modern luxury (in the truest sense of the word) come alive in an exceptional way. Along with the extended wheelbase, emphatic lines suggest power and dynamism. Due to the side profile's special design, characteristic design

elements for the S-Class are retained such as the sweeping, dome-shaped roofline.

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The key distinguishing feature is the new side line: by comparison with the long-wheelbase version of the S-Class, the striking rear door has been shortened by 2.6 inches and therefore appears to seamlessly meld into the overall composition. The door has no triangular window. This has been relocated into the C-pillar. As a result, the rear seats are situated beyond the door cutout, which creates a feeling of exceptional privacy and exclusivity. The triangular windows and other glass areas alike have chrome surrounds. The B-pillar is also covered in chrome. The elegant Maybach Manufaktur logo – a double M inside an arched triangle – adorns the C-pillars on both sides. What is more, exclusive 20-inch forged, light-alloy wheels are available for the Mercedes-Maybach S-Class. Instead of delicate spokes, their design features large surfaces to underline the flagship model's high-quality look.

Overall the Mercedes-Maybach S-Class is 8.1 inches longer than the S-Class, all of which is the result of the extension between the B and C-pillar. All this additional space is used to boost comfort for rear passengers.

Subtle yet noticeable changes in both the front and rear area differentiate the longest S-Class from its smaller siblings. Three double louvres in chrome within the radiator trim have a formative influence on the Mercedes-Maybach S-Class's elegant look. Additional vertical chrome trim discreetly but deeply underlines the special appeal of this extraordinary vehicle. This theme is taken up once again in the design at the tail end.

The key features of the front end design:

- Dominant radiator trim with large radiator opening and three double louvres in chrome
- Subtle vertical chrome trim
- Double trim in the air intakes on the right and left
- Double trim in the bottom end piece of the bumpers

The emphatic design for the sides draws to an effective conclusion at the rear. The chrome double louvres deployed at the front are continued in the rear area, emphasizing high quality and elegance.

Key features of the rear end design:

- Horizontal lines emphasise the vehicle's width
- Two tailpipe trim elements in chrome integrated into the bumper with vertical partition
- Chrome double louvres in the bottom section of the bumper covering add the perfect finishing touch to the vehicle
- Maybach lettering on the trunk (mounted on the left in direction of travel)

Interior design: the essence of modern luxury

"To create only the very best from the very best – a car that fulfils every last wish and stands out for its supremely refined elegance and power" is the aim according to a Maybach brochure dating from 1930. This continues to be the case today. In the interior of the Mercedes-Maybach S-Class, passengers are enveloped in modern luxury. With its clear architecture, refined materials and stylish controls, the vehicle embodies a sensuous elegance.

The **Exclusive trim package**, which is fitted as standard, increases the sense of perceived value still further, particularly in the rear of the vehicle. Sensuously curved, fine-wood trim with a handcrafted feel surrounds the entire rear seating system. The seat-back lining, doors and nozzle coverings are resplendent in fine wood.

For an exclusive look, the front center armrests with nappa leather or exclusive nappa leather upholstery feature embossed **Maybach crests** (and also the armrests in the rear in conjunction with the First-Class rear suite). Another special feature in the dashboard is the **analog clock with an IWC design**. The numbers are individually milled and applied, underlining the analogue clock's exclusive design. Both the numbers and indicators are made of fine metal.

The high quality standards of the Mercedes-Maybach S-Class are evident from the **doors**, which even have handstitched door trim as part of the standard equipment (in nappa leather with exclusive leather as an optional extra). This extravagance is part of the interior's luxurious, hand-finished "Manufaktur" character. Exclusive features used in the Mercedes-Maybach S-Class are trim parts in wood/chrome and leather at shoulder height in the door panels, a nappa leather roof liner, chrome-plated tweeter grilles and fiber-optic cables for the ambience lighting to the side on the armrest. Together they create a unique atmosphere conveying a sense of capacious style.

V12 engine

The US market will launch with the Mercedes-Maybach S600. Its V12 biturbo engine has an output of 523 hp With a displacement of 5980 cc, the maximum torque of 612 lb-ft is available from 1900 rpm. The Mercedes-Maybach S600 completes the sprint from 0 to 62 mph in 5.0 seconds, while the top speed is 155 mph (electronically limited). The most important features of the V12 engine are the all-aluminium crankcase, one-piece chain drive, forged crankshaft in high-grade quenched and tempered steel, forged pistons, dedicated ignition coil with multispark ignition, hollow-stem outlet valves filled with sodium and a low-temperature coolant circuit with separate expansion reservoir.

At a glance:

| Mercedes-Maybach | S600 Sedan |
|-------------------------------------|---------------------|
| Number of cylinders/ arrangement | 12/V |
| Displacement (cc) | 5980 |
| Rated output (mph at rpm) | 523 at 4900-5300 |
| Rated torque (lb-ft at rpm) | 612 at 1900-4000 |
| Acceleration 0-60 mph (seconds) | 5.0 |
| Top speed (mph) | 155 |

Bodyshell: exemplary stability

From the outset, the bodyshell for the Mercedes-Maybach S-Class was developed alongside the two shorter S-Class models and thus benefits from the innovative solutions deployed there. The new S-Class has already won the world's most prestigious award in car body construction: at the annual EuroCarBody Conference in Bad Nauheim in October 2013, it beat off the competition to achieve first place. Decisive factors included the highly innovative aluminium hybrid construction of the S-Class vehicle body featuring various materials such as cast aluminium and high-strength steels, along with the efficient use of appropriate joining technology such as aluminium MIG welding, self-piercing riveting and the first use of RobScan welding on aluminium in large-scale production.

Based on this exemplary substructure the Mercedes-Maybach bodyshell, which has the largest side panel made in series production in a single piece, was optimized further. Repeated reinforcements at the base of the B-pillar – the engineers talk vividly of the shoe-shaped reinforcements on the S-Class turning into "boots" here on the Mercedes-Maybach – and at the transition from the almost square door cutout to the wheel arch provide additional rigidity. Despite the much longer length, NVH conduct is trend-setting for its class. Among other factors, the attachments for the reclining seats in the rear have been enlarged to avoid subtle vibrations – a modification that likewise benefits the S-Class.

Safety: intelligent assistance systems and innovations for the rear

Like the S-Class, the Mercedes-Maybach S-Class comes standard with numerous new assistance systems that make driving even more comfortable and safer. Intelligent Drive systems include PRE-SAFE® Brake with Pedestrian Recognition, DISTRONIC PLUS with Steering Assist, BAS PLUS with Cross-Traffic Assist, Active Lane Keeping Assist, Adaptive Highbeam Assist Plus and Night View Assist Plus.

With the standard PRE-SAFE® active belt buckles, seatbelt airbag, and seat cushion airbag, the Mercedes-Maybach S-Class possesses further innovative safety features that are not even available as options from other brands.

Executive seats in the rear as standard come with the innovative seat cushion airbag. The airbag is located under the seat cushion upholstery, but on top of the plastic seat shell, which is moved by the seat mechanisms. This means that the airbag is always in the right position relative to the occupant.

In an accident, with the occupant in a reclined position on a flat seat cushion, without additional measures there would be a danger of the pelvic area sliding beneath the belt strap (submarining). This can be prevented by the cushionbag, as it raises the front section of the seat cushion upholstery. The airbag is only activated if the seat is in the reclined position during a crash. It is not activated in the upright position, as there is then no danger of submarining.

Reducing belt slack: PRE-SAFE® active seat belt buckles

With the PRE-SAFE® active seat belt buckles, an electric motor automatically raises and lowers the buckle. This makes for easier seat belt attachment and reduces any belt slack in the area of the pelvis and thorax. Passengers are also secured more firmly in both the sideways and lengthways direction. The seat belt buckle extender follows the integral Mercedes-Benz safety concept. By systematically implementing safety as a priority, this concept covers all phases of automobile safety: from safety while driving to safety in hazardous situations, and from protection in an accident to minimisation of the consequences.

The innovation is classic Mercedes-Benz, improving safety and comfort in one. This is because fastening seat belts in the rear is also made much simpler: the seat belt buckle emerges from the upholstery when the rear doors are opened and is provided with an illuminated insertion slot. Simplifying use of the seat belt in this manner may increase the percentage of rear passengers who buckle up. It also makes it easier to assist children or people who require help in fastening their seat belts.

The seat belt buckle extender is furthermore integrated into the PRE-SAFE® anticipatory safety system. This means that in cases where PRE-SAFE® is activated in critical driving situations, there is also reversible belt tensioning in the rear via the seat belt buckle extender. The restraint system and passengers are thus better prepared for a possible accident situation. In this way, the PRE-SAFE® active seat belt buckle extender complements the pyrotechnical belt tensioning which has featured as standard on all outer rear seats in Mercedes-Benz vehicles for many years now, and is triggered in the event of an impact exceeding a certain severity.

The seat belt buckle extender is a motorised belt buckle which can be extended upwards by up to 50 mm and retracted by up to 40 mm. The belt buckle is attached via a cable to a nut which runs on a spindle, translating the electric motor's rotary movement into a linear movement.

An airbag for seat belts

The seat belt airbag is an inflatable seat-belt strap that reduces the load on the ribcage in a front impact and is thus able to reduce the risk of injury to passengers in the rear. Because dummy measurement technology is not capable of quantifying the benefits resulting from a wider belt strap, such as the lower force exerted on occupants in the rib area in particular, the safety experts at Mercedes have been working extensively with virtual human models too. Such computer-generated models make it possible to obtain detailed findings on the biomechanical strain during an accident.

Should the crash sensors detect a severe frontal impact, the airbag control unit triggers deployment and inflation of the beltbag. A gas generator then inflates the multi-layered belt strap with tear seams to nearly three times its normal width. The resulting larger surface area is able to better distribute the force acting on the seat occupant. This lowers the risk of injury.

The beltbag is used in exactly the same way as a conventional seat belt. The belt strap's design is different from that of the standard belt though, and

received top marks in practical trials for being extremely comfortable to wear and for its extra-soft belt strap edge.

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Other protective measures: windowbag and thorax-sidebag

If the central electronic control unit detects a side crash, the windowbag and thorax-sidebag are deployed on the side of the vehicle on which the impact occurs. To ascertain the lateral acceleration, the central crash sensor has support from exterior satellite sensors located at the base of the B-pillars. Pressure sensors in all four doors also help to estimate the severity of the impact.

Equipment and appointments: an exclusive perfume and handcrafted champagne flutes

As the flagship of the Mercedes-Benz model range, the Mercedes-Maybach S-Class satisfies the very highest requirements in terms of luxury appointments and comfort. In addition to all the amenities of the conventional S-Class, a number of exclusive interior touches underscore the ambition to lead of the Mercedes-Maybach S-Class.

Here is an overview of the most important exclusive highlights:

- Of course, the Mercedes-Maybach S-Class comes standard with the **AIR-BALANCE package** which includes fragrancing, ionization and even more efficient filtration compared with the basic vehicle. A premium room fragrance has been designed exclusively for this model and the **AGARWOOD** bottle itself is adorned with Maybach lettering. Agarwood speaks of the centuries-old tradition of perfume. Oud derived from the wood of the Agar tree has long been one of the most precious ingredients – more valuable even than gold – and lends this fragrance its inimitable presence. The luminous golden warmth of resin marries with a striking woodiness, richly contrasted with smokiness. With its refined and elegant character, agarwood makes a statement.

- Any journey in the Mercedes-Maybach S-Class can be celebrated in style with two high-quality, handcrafted **champagne flutes**. These silver-plated flutes have been made for the on-board bar by Robbe & Berking, silversmiths in Flensburg, Germany. The prestigious company has a long tradition and well over half of the 200 largest yachts in the world carry silver from Robbe & Berking. Fine restaurants around the globe with several hundred Michelin stars between them are also customers of this luxury brand.
- As standard the Mercedes-Maybach S-Class is fitted with a **panoramic sliding sunroof**. This roof system and its large glass areas make for an especially bright and friendly ambience in the interior. It consists of a fixed panoramic glass roof in the rear section and a top-sliding power sunroof so that the interior can be ventilated as desired. For the first time, the sliding sunroof is optionally available with optional MAGIC SKY CONTROL technology from Mercedes-Benz: the glass can be switched to light or dark at the touch of a button.
- Small **roller sunblinds for the triangular windows** in the C-pillar reflect the great attention to detail. Together with the electric **roller sunblinds** in the **rear doors**, they protect passengers in the rear from prying eyes and direct sunlight if desired. When not in use, the roller sunblinds for the triangular windows are concealed out of sight in the side panels.
- The continuous **business console**, part of the optional First-Class rear suite, is longer than in the normal S-Class and offers extra stowage space.
- A range of exclusive paintwork will be available as an option for the Mercedes-Maybach S-Class. These paint finishes are produced as part of a "Manufaktur" process (hand-finishing section) at the plant in Sindelfingen. After the first clear coat is applied, the surface of all vehicles is roughened (intermediate sanding) and then a second and final clear coat is painted on. This adds extra depth to the paint finish.
- In addition to the leather options for the S-Class, a designo roof liner in nappa leather is standard exclusively for the Mercedes-Maybach. The leather trim extends to sunblinds, roof grab handle, pillar trim, both vanity mirrors in the rear with diamond quilting pattern, and the frames of the Burmester 3D loudspeakers. Elaborate topstitching on the

three interior colours of nappa leather available (black, porcelain and crystal grey) attest to the high level of craftsmanship involved in each vehicle's fabrication.

"Piano lacquer flowing lines" trim will be available from mid-2015. Derived from piano lacquer trim, 0.8 mm wide lines are milled into the wood veneer to accentuate the form using a special "Manufaktur" (hand-finishing) process. Lighter stripes appear from the plastic layer below and create an extremely high-quality sense of visual depth. Once worked in this particular complex way, the trim is then painted with a high-gloss finish and polished. The result is discernible differentiation from standard.

Burmester® sound systems: specially tuned and also set up for the rear of the vehicle

The standard Burmester® high-end 3D surround sound system offers a unique optical and acoustic experience. As a visual highlight, the tweeters in the mirror triangle of the driver's door and their counterparts in the rear doors are particularly sophisticated in the Mercedes-Maybach S-Class. They rotate through 360 degrees when the head unit is turned on, moving ten millimetres towards the passengers in a spiral motion. This movement aligns the tweeters to give the optimum sound impression. If the ambient lighting is switched on, the tweeters are illuminated in one of the seven available colours.

The Burmester® high-end 3D surround sound system provides its unrivalled listening experience by virtue of 24 high-performance speakers and 24 separate amplifier channels with a total output of 1540 watts. Its intelligent combination of analogue and digital amplifier technologies leads to an unparalleled mix of fine, natural sounds and high power reserves.

Popular with buyers and the media: the S-Class's success

Just a short time after the model change, the new S-Class has already taken the top sales position in its segment worldwide. Since then it has consistently remained on the path of success: one year after the market launch in all core markets, Mercedes-Benz has delivered more than 100,000 S-Class vehicles to

customers. The car has also attracted numerous accolades from the media. For example, international motoring journalists this year chose the S-Class as "World Luxury Car". When selecting the best cars of 2014, the readers of trade journal "auto, motor und sport" declared the sedan the winner in its segment. Specialist American magazine "Ward's Auto World" has honoured the Mercedes-Benz S-Class for its outstanding interior design. In 2013 the S-Class received the coveted title of "Car Of The Year" in China, an important sales market. That same year, 320,000 readers of AUTO BILD and COMPUTER BILD chose the S-Class as the best networked car and gave it the "Connected Car of the Year" award.

The concept: the ultimate in prestige and stylish travel

As an addition to the portfolio of S-Class sedans, the Mercedes-Maybach S-Class sets new benchmarks in the luxury segment. The Mercedes-Maybach S-Class melds the perfection of the S-Class with the exclusivity of Maybach. Impressive spaciousness, elegant design and high-quality materials create an ambience of the highest standard, particularly in the rear of the vehicle. Aspects such as premium craftsmanship, impressive luxury, Maybach excellence, uniqueness and individualization establish a connection between Mercedes-Maybach and the S-Class.

Strictly speaking, the Mercedes-Maybach S-Class has no direct competitors because it is positioned above the existing S-Class segment but below the segment for ultra-luxury vehicles.

The Grand Mercedes: prestigious, high-end motor cars

Size and style combined with technological advances and sublime comfort – these are the shared attributes of prestigious vehicles made by Daimler. Their history dates back to the earliest days of the automobile. As well as conveying passengers in maximum comfort, these luxurious high-end vehicles play an important part in helping their owners to make a dignified impression as befits their status. In terms of style they also always reflect their time.

The tradition of prestige vehicles from Mercedes-Benz and the original brands has its roots in the early 20th century and initially went on to 1981 when the final Mercedes-Benz 600 left the factory buildings in Sindelfingen. In 1991 the 600 SEL, the top-of-the-range model in the S-Class 140 model series and at the same time the first Mercedes-Benz production car with a V12 engine, brought the tradition back to life in more than name alone. By 2002, luxury sedans from the Maybach brand were maintaining the connection with power in the high-end segment. In turn the new Mercedes-Maybach S-Class sets another new standard.

1903: the start of a unique tradition

At the beginning of the 20th century, the Mercedes and Benz brands were already shaping the luxury automotive segment and offering customers top-of-the-range models to meet their requirements of comfort and prestige. One early example is the luxurious Mercedes-Simplex 60 hp touring coach from 1904 that Emil Jellinek, father of the brand's namesake Mercédès Jellinek, drove on the French Riviera and caused a sensation. The Mercedes-Benz 630 continued this tradition in the 1920s followed by the 770 model known as the Grand Mercedes from 1931. Its era came to a temporary end in 1939. After the second world war the stakes had changed in Germany and Western Europe. People were suffering greater hardship, their needs were existential, their standards more modest. However, Chairman of the Management Board Wilhelm Haspel declared back in December 1947 that: "... what is missing is a vehicle that gold-plates the name Mercedes-Benz again."

1951 comeback: Mercedes-Benz 300 "Adenauer"

The gap was closed in 1951 with the Mercedes-Benz 300. Although nowhere near as ostentatious as the Grand Mercedes of the 1930s, this was the most spacious, comfortable and fastest German sedan of its time and the first prestige vehicle of the post-war period. Facelifted several times, the 300 remained part of the range until 1962 and was the highly prized official car of the German Chancellor. Even today it is referred to as the "Adenauer".

By 1963 the economic miracle was in full swing. Germany was back and this also extended to automotive engineering. The headline of a press release issued by Daimler-Benz AG leaves no doubt: "The 'Super Mercedes' model 600 – the exclusive vehicle for grand luxury." It went on to say that "Mercedes-Benz is creating a link with the company's pre-war tradition of being present in the world's small group of outstanding prestige vehicles – in the form of a luxuriously appointed car which offers the highest degree of handling safety." The 600 was the first Mercedes-Benz production passenger car with a V8 engine. It set standards in ride comfort and safety worldwide. With a production period of 18 years between 1963 and 1981, the model 600, alongside the SL of the 107 model series, is one of the cars that was made for the longest amount of uninterrupted time at Mercedes-Benz.

Until 2002 the top-of-the-range versions of the S-Class assumed the leading position in the Mercedes-Benz portfolio of cars. The Grand Mercedes then found its natural successor in every respect: luxury vehicles made by the Maybach brand over the next ten years. The first prototype was presented in 1997 at the Tokyo Motor Show under the name "Mercedes-Benz Maybach". It would take 17 years for this combination of names to become a reality, though, in the guise of the 2014 Mercedes-Maybach S-Class. With new highlights from 2014, the Mercedes-Maybach S-Class is steering the unique tradition of prestige vehicles into the future.

About Mercedes-Benz USA

Mercedes-Benz USA (MBUSA), headquartered in Montvale, New Jersey, is responsible for the distribution, marketing and customer service for all Mercedes-Benz products in the United States. MBUSA offers drivers the most diverse line-up in the luxury segment with 14 model lines ranging from the sporty CLA-Class four-door coupe to the flagship S-Class.

MBUSA is also responsible for the distribution, marketing and customer service of Mercedes-Benz Sprinter Vans, and smart products in the U.S. More information on MBUSA and its products can be found at www.mbusa.com, www.mbsprinterusa.com and www.smartusa.com.

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

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