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NOVEMBER / DECEMBER 2021

BUSINESS

50 DAYS TO TRANSFORM
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A NEW ERA OF SPACE
EXPLORATION

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HOROLOGY

HUBLOT X BERLUTI BIG BANG

PANERAI CELEBRATES
THE UAE'S GOLDEN JUBILEE

LIFESTYLE

SAUDI ARABIA'S UNTOUCHED BEAUTY

THE WONDERS OF JAPAN



AUTOMOTIVE

100 YEARS OF MERCEDES-MAYBACH

LUCID AIR DREAM EDITION

DANIEL CRAIG

SHAKEN & STIRRED

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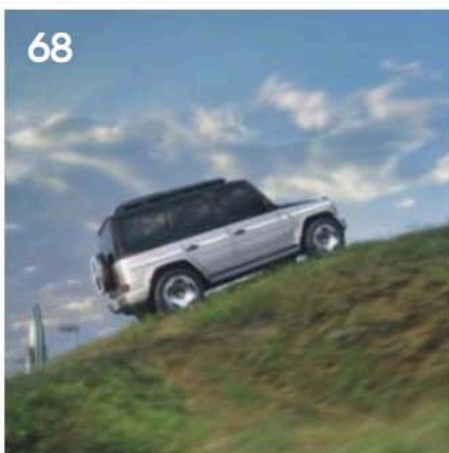
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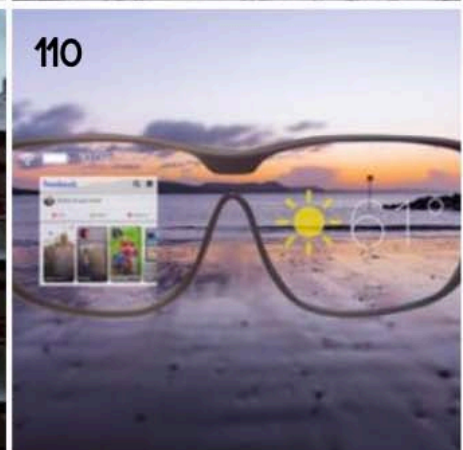
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100 YEARS OF MERCEDES-MAYBACH

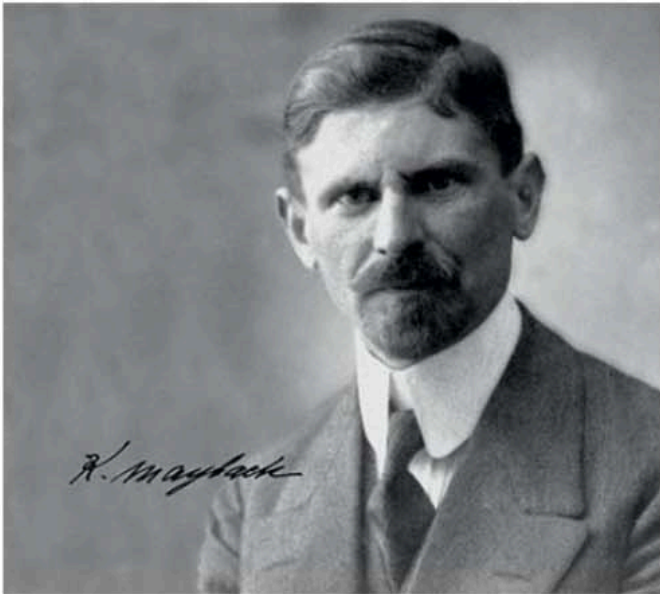
100 years on—why Mercedes-Maybach is the pinnacle of luxury and creative empowerment

Continuing its remarkable legacy, Mercedes-Maybach is looking ahead to an electric future that will continue to offer the perfection and state-of-the-art technology of Mercedes-Benz combined with the exclusivity of Maybach, signifying the pinnacle of technical innovation and sophisticated luxury that has won the likes of royalty, world leaders, movie stars, and sports champions alike.

Luxury though, isn't always tangible. Mercedes-Maybach is innately creative and continuously engaging in topical cultural conversations that will ultimately drive its creativity forward.

The 100-year anniversary of the first Maybach automobile in 2021 will see multiple initiatives that celebrate this spirit come to life.

In this exclusive interview, Gorden Wagener, Chief Design Officer Daimler Group and Mercedes-Benz, Philipp Schiemer, Head of Top End Vehicle Group Mercedes-Benz AG, and CEO Mercedes-AMG Gmbh Ulrich Schmid-Maybach of the Maybach family, share their insights on the enduring heritage of the brand, the craftsmanship that goes into every model, and what the future holds for the celebrated marque.



What does Mercedes-Maybach stand for?

PS: It's about the passionate combination of every detail, no matter how small, that makes a luxury car a Maybach – all in combination with state-of-the-art technology from Mercedes-Benz. Every Mercedes-Maybach stands for Sophisticated Luxury in all its facets – for our customers who are looking for something very special.

What are some of the hallmarks that have made Mercedes-Maybach such an iconic brand over the past 100 years?

USM: "What is good must also be beautiful." This was the credo of Wilhelm and Karl Maybach at the beginning of the 20th century. My great-grandfather and his son were regarded as gifted designers, trailblazers of automotive luxury and pioneers in matters of style. With a simple-sounding formula, they created highly complex things: perfection and craftsmanship paired with innovation, both technically and in terms of workmanship. This is what the name Maybach stands for to this day.

How would you describe the Maybach customer? In which market does Mercedes-Maybach resonate best?

PS: Maybach customers are looking for something special, and the aim here is to exceed their expectations with the highest standards of exclusivity and individuality, elegant design and consummate craftsmanship as well as state-of-the-art technology. Because customers in the core markets of China, Russia, South Korea, the U.S., Germany and Middle East are becoming younger on average, the definition of luxury is also changing.

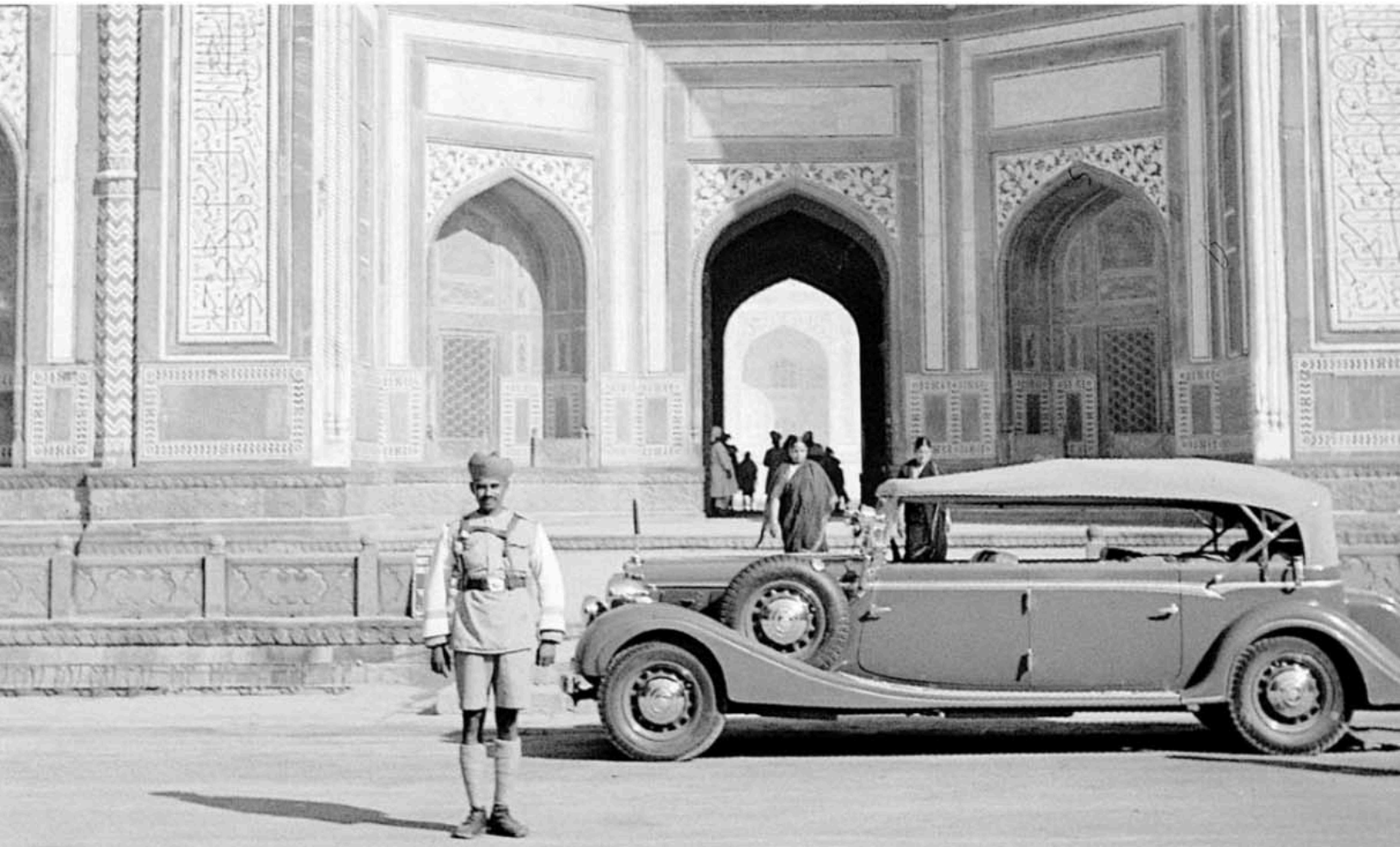
Many of our Mercedes-Maybach customers are digitally connected to a high degree and place the highest demands on our digital solutions. They also expect the brand of their choice



Gorden Wagener with the Concept Mercedes-Maybach EQS clay model



Philipp Schiemer



to stand up for sustainable values and take responsibility for the environment.

Nevertheless, traditional values such as outstanding quality, exceptional materials and craftsmanship remain in demand.

In all cases, our customers would like to express their status and personal lifestyle with a Mercedes-Maybach.

Where do the designers draw inspiration for each Maybach design?

GW: The Mercedes-Maybach brand embodies pure sophistication within the most beautiful automobiles with the three-pointed star and its luxurious brand ecosystem. Perfection in craftsmanship, executed in every detail, creates that special “Maybach desire” every customer is longing for.

Inspiration can come from anywhere, you just have to go through the world with your eyes open and your senses awake.

A particularly exciting source of new impulses are cooperations, especially those that go beyond the automotive industry. For example, with designers from the fashion industry like currently with Virgil Abloh, Chief Creative Director and founder of Off-White and Men’s Artistic Director at Louis Vuitton, or with visual artists. This exchange allows us to promote the creativity of our teams, to enter into conversation and to bring different perspectives into line. This can lead to completely new impulses. I am convinced that the only way to advance design and creativity is to question, break up and rethink everything.

What distinguishes the Mercedes-Maybach GLS from other luxury SUVs?

PS: It’s all about the passionate combination of every single detail that goes into making a luxury car a true Mercedes-Maybach - especially the combination with technology: advanced infotainment, safety and assistance systems.

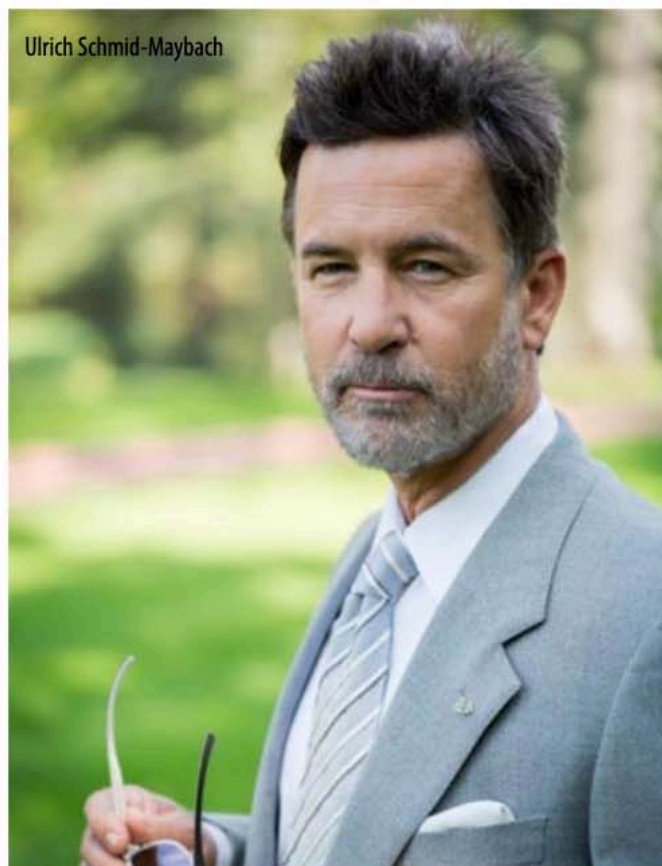
And just to mention some technical highlights of the Mercedes-Maybach GLS: The AIRMATIC suspension included as standard or the optional, fully-active suspension with E-ACTIVE BODY CONTROL effectively keep the road bumps at bay. For the first time there is a dedicated Maybach drive program that ensures even more comfort in the rear. Access and egress are also highly convenient: when the doors are opened, the vehicle is lowered slightly, and an illuminated running board made of anodized aluminium quickly and silently emerges on the access or egress side. The V8 engine with a displacement of four litres, which can develop 410 kW (558 hp) and 730 Nm of torque, is an engine variant developed exclusively for Maybach and moves the car discreetly and powerfully. The engine is combined with the 48-volt system EQ Boost.

What are your thoughts on the rise of electric cars? Will we be seeing a fully electric Mercedes-Maybach on the roads anytime soon?

PS: Of course, sustainability and electrification are among the key topics of our times – and Mercedes-Maybach has never ceased to evolve and keep pace also with societal changes.

Already today, there’s electrification in the new Mercedes-Maybach models available: For example, the V8 engine in the new Mercedes-Maybach S 580 4MATIC is electrified with

Ulrich Schmid-Maybach



the very latest integrated starter-generator (ISG) and a 48-volt electrical system.

Plus, we will release a plug-in hybrid for selected countries soon.

And not to forget battery-electric Maybach vehicles which are also in development: At the IAA Mobility Munich in September, we presented our Concept Mercedes-Maybach EQS – announcing the first fully-electric series model for the brand to come in 2023.

What does the future look like for Mercedes-Maybach?

PS: We constantly observe and question trend developments in the sector and communicate with market research institutes, while engaging with Mercedes-Maybach owners through our exclusive customer care programme.

We see ourselves as a creator brand. Every vehicle has always been configured and manufactured with veritable artistic ambition. Customers and producers have always been creative together – we want to preserve this spirit and further strengthen it in the future.

This way, we ensure that the legend is always able to reinvent itself.

One thing is clear—the Mercedes-Maybach brand will grow, with more models, too. And they will also be electric.

USM: There is no greater luxury than knowing that you have the best. ‘To create the best’ was the claim of my ancestors Wilhelm and Karl Maybach 100 years ago. It is a good feeling to know that Mercedes-Benz AG not only pays tribute to this heritage and remains in dialogue with us as the founding family, but also constantly develops the Mercedes-Maybach brand and its products into an exciting future.