



# Maybach's journey into the future

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The Vienna Hofburg is a place that breathes history. Once the center of power of the Habsburgs, today the seat of the Austrian Federal President, it stands for continuity and change at the same time. Here, in the midst of magnificent halls, I meet Daniel Lescow, Head of Mercedes-Maybach. Our conversation is not just about luxury cars, but about a philosophy of travel that goes far beyond driving.

"Our customers are looking for more than just a vehicle - they are looking for an experience that reflects their personality," says Lescow. "Maybach stands for a form of travel where the journey is just as important as the destination."

## Progress as a principle

Over the last twenty years, Maybach has continued to develop. New models, an expanded portfolio and, most recently, the move into

electromobility with the development of the all-electric Maybach shows a clear direction: tradition and innovation need not be contradictory.

"For us, progress does not mean reaching an end point, but continuing to work towards perfection," explains Lescow. "Every new model, every new technology is part of this journey."

This way of thinking is reflected in every detail of the vehicles. The combination of precision craftsmanship, high-quality materials and state-of-the-art technology makes a Maybach not just a means of transportation, but a statement.

## Craftsmanship and individuality

Individualization is a central element of the brand. Maybach customers often have a clear idea of how they want their vehicle to look and feel. "Every decision, be it a special paint finish or custom-made interior details, contributes to giving the car a personal signature."



"Every new model, every new technology is part of our journey - one that never ends."

—  
Daniel Lescow,  
Head of Mercedes-Maybach

The close collaboration with manufacturers such as Robbe & Berking, who produce fine silver elements for Maybach's vehicles, is particularly exciting. "It's about passing on values such as quality and craftsmanship and combining them with modern design," says Lescow.

### A brand beyond the automobile

Maybach is not only expanding with new models, but also with its own Experience Centers. There is a studio in Shanghai, which brings the brand to life in a new dimension. The first Maybach Brand Center will soon follow in Seoul.

"We create places where our customers can immerse themselves in the world of Maybach - far beyond the car," explains Lescow. Art and culture play a key role in this. The brand collaborates with renowned artists such as David LaChapelle to build a bridge between the automobile and art.

### What luxury means today

But what does luxury mean at a time when exclusivity is taking on ever new forms? "For many of our customers, it's about freedom - the opportunity to shape their lives according to their own ideas," says Lescow.

The brand is growing in new markets and increasingly appeals to people who value craftsmanship, design, and individuality. "They are personalities who are looking for something special, not just in a product, but in an entire lifestyle."

In the Hofburg, it becomes clear that Maybach is more than just a car brand. It is an attitude - one that is not satisfied with the status quo but is always looking ahead.

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[www.mercedes-benz.com](http://www.mercedes-benz.com)

