

AMG

THE PERFORMANCE MAGAZINE

2007

BROOKLANDS
PAST AND FUTURE

BEVERLY HILLS
AMG FOR VIP

40 YEARS OF AMG

TOKYO
AFFALTERBACH IS EVERYWHERE

DUBAI
THE CITY NEVER SLEEPS



AMG







BODY LANGUAGE
THE METALLIC SURFACE OF THE PAINT SHIMMERS
ACROSS THE BODYWORK



A close-up photograph of a car's front wheel and fender. The wheel is a multi-spoke alloy design with a dark tire. The fender is a light, metallic color with a prominent, angular vent or air intake. The lighting is dramatic, highlighting the textures and curves of the car's components.

PERFECTION
TINY PARTICLES OF PIGMENT REFLECT
THE LIGHT WITH FULL INTENSITY





HAPPY BIRTHDAY
THE BEST GIFT OF ALL FROM
AMG TO ITS CUSTOMERS



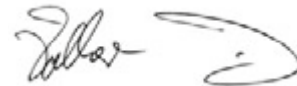
PHOTO HARRY RUCKABERLE SANDRA MARTENS



A masterpiece of luxurious proportions - the CL 65 AMG "40th Anniversary" Edition. An absolute highlight in terms of visual impact and content. With its unique metallic paint surface, the full name of which is: AMG Alubeam! This highly exclusive product was developed in the AMG performance studio in a limited edition of just 40 cars. This limited edition of 40 harks back to June 1, 1967, the day when the company and brand were founded. AMG - three letters that have embodied individualism, dynamism, exclusivity, uniqueness and precision for four decades.

This special edition of AMG magazine focuses on 40 years of AMG from many very surprising and varied perspectives. However, the factor that unites all the words and pictures is the aim to offer perfect performance that matches the AMG brand.

We hope you enjoy this magazine, which is full of insights into the fascinating world of AMG and which is also intended as a token of gratitude to you, our customers. Your enthusiasm and passion will continue to be our greatest spur to achieving maximum performance. We thank you for your trust and invite you celebrate 40 years of AMG together with us!



Yours Volker Mornhinweg
Chairman of the management board Mercedes-AMG GmbH



JOURNAL

Polo is regarded as the sport of kings the world over. It would seem there is only one way to trump this perceived superiority: winter polo on snow and ice. This discipline reaches its pinnacle with the Cartier Polo World Cup on Snow in St. Moritz. For four days every year on the last weekend in January four teams fight it out for the tournament title. Over 20,000 spectators watched the teams from Maybach, Brioni, Julius Bär Bank and Cartier at an altitude of 1,800 meters above sea level. To ensure that dynamism, elegance and performance continue to be the focus of attention off the polo field on the frozen Lake of St. Moritz, AMG is the exclusive partner to the event. In addition to the AMG team cars, high-performance automobiles from the Affalterbach stable were also used to shuttle guests to and from the lake. By the way: the next winter polo tournament starts on January 24, 2008. The final will take place on Sunday, January 27, 2008.

You will find more information at: www.polostmoritz.com

HIGH PERFORMANCE



A PASSION FOR HIGH-TECH

AMG and IWC share a lot in common: The first is a concern for perfection and maximum precision, while the second is a unique cooperative partnership that began in 2005. To celebrate the 50th birthday of the IWC "Ingenieur" model, the CLS 55 AMG "IWC Ingenieur" appeared in a limited edition of 165 with a special exclusive finish. For their part, the Swiss watchmakers launched the IWC "Ingenieur AMG". The ingenious thing is that the combination instrument panel with rhodanized and silver hands, white illumination and new typography echoed the dial of the IWC "Ingenieur AMG". A few days earlier, at the Salon International de la Haute Horlogerie (SIHH) in Geneva, IWC presented the second generation of the "Da Vinci" series, another classic example of Swiss craftsmanship.

The new "Da Vinci" has the first chronograph mechanism developed by IWC itself and includes number of innovations. IWC also presented a special limited edition of 600 of the new chronograph in honor of the designer-in-chief Kurt Klaus and the new "Da Vinci" automatic mechanism. www.iwc.com





JOURNAL

TEAM SPIRIT

Cooperation at its finest. Italian shoe manufacturer Santoni and AMG recently presented a new collection in Milan under the name: "Santoni for AMG". What unites the two brands is their high standard in quality and design, or, to quote Ilenia Santoni. "We never do things by half measures. Everything must be perfect or we don't do it." The same goes for the most recent product from the partnership: a dynamic sneaker in the characteristic AMG colors. For more information see: www.santonishoes.com



PREMIERE CL 65 AMG

Only forty CL 65 AMG “40th Anniversary” Edition models are to be built. For those not lucky enough to own one of these rarities, there is the regular, non-limited edition AMG V12 top model. The new performance coupé has the well-known AMG 6.0 liter V12 bi-turbo engine with a top output of 450 kW/612 bHP and 1,000 Newton meters torque. The AMG V12 engine, which won the “Best Performance Engine” title at the “Engine of the Year Awards 2004”, is already familiar from the S 65 AMG and SL 65 AMG and helps the CL 65 AMG to achieve excellent driving performance. The exclusive top coupé reaches a speed of 100 km/h in just 4.4 seconds and already hits the 200 km/h mark after just 13.3 seconds. In line with AMG’s long twelve-cylinder tradition, the high torque engine is known for its cultivated performance and characteristic AMG V12 sound. The V12 dream car was unveiled in New York at the beginning of April.



THE SPIRIT OF **AFFALTERBACH**

JOURNAL

Performance counts for a lot at AMG. This is true both in relation to engine building and on the playing field. Since the early 1990's the AMG footballers regularly meet to train and play against other works teams. For an international player like AMG, the team has surprisingly close family ties, as manager Thomas Oberreiter explains: "Alfred Geist founded the AMG team in 1994 and already his son Gutram plays for us in goal". In 2005 the team even pitted itself against a selection of former professionals for a good cause, the Mexican Aid project run by the DFB, the German Football Association. The team wore an eye-catching AMG strip for the match against Maurizio Gaudino, Fredi Bobic and other celebrated members of the "Schwaben Allstars".

For 40 years, the most spectacular force behind IWC's power reserve: AMG.



IWC
SCHAFFHAUSEN
SINCE 1868

Happy birthday!



Ingenieur Automatic AMG. Ref. 3227: What better way is there to celebrate the anniversary of AMG racing cars than with a genuine IWC racing model? Two years ago, our collaboration with AMG produced a masterpiece of technology. Powered by a precision-engineered, high-performance motor and featuring a titanium frame and an integrated shock absorber system, this watch guarantees superb running characteristics even under the most extreme conditions. So go ahead, let your celebration of AMG's 40th get a little racier. **IWC. Engineered for men.**

Mechanical IWC-manufactured movement | Automatic Pellaton winding system (figure) | Shock-absorbing system | Date display | Soft-iron inner case for protection against magnetic fields up to 80,000 A/m | Antireflective sapphire glass | Water-resistant to 120 m | AMG back engraving | Titanium





FOCUS ON TECHNOLOGY

“THE MOST
IMPORTANT
FEATURE OF A
SPORTS CAR
IS THE
BRAKE SYSTEM”

MIKA HÄKKINEN, FORMULA ONE CHAMPION 1998 AND 1999 AND AMG MERCEDES DTM DRIVER

TRANSFER PERFORMANCE

MOTOR RACING IS THE TECHNICAL PLAYGROUND OF AUTOMOTIVE ENGINEERS. HERE TOO ECONOMY IS A KEY CONCERN, BUT HERE THINGS ARE MEASURED NOT IN CENTS BUT IN TENTHS OF A SECOND. FEATURES THAT PROVE THEMSELVES IN THE CRUCIBLE OF COMPETITION OFTEN FIND THEIR WAY INTO HIGH-PERFORMANCE CARS FOR THE STREET. THIS IS THE CASE WITH THE TWIN SLIDING CALIPER BRAKING SYSTEM

TEXT FRANK MÜHLING PHOTO MARKUS BOLSINGER

There is not a single automobile enthusiast who will respond in a cool way to the opportunity to experience the incredible force of over 1,000 horse power. The imagination runs riot and the pulse races. A dream ride that is only experienced by a small number of professional racing drivers – insofar as the specification relates to sheer engine performance. Owners of the new AMG top models from the S- and CL-Class can rely on over 1,000 bHP. On the road. When braking. This is thanks to the engineers in Affalterbach, who also make the ideas tried and tested on the race track available to AMG street vehicles. This is a genuine transfer of technology. In this case the feature in question is the twin sliding caliper braking system, something unique to AMG. It is exclusive to the S 63 AMG and CL 63 AMG and S 65 AMG and CL 65 AMG models. Thus, the 386 kW/525 bHP and 450 kW/612 bHP AMG high-performance cars offer not only the fascination of almost unlimited acceleration, but also incredible braking, producing measurements of 749 kW or around 1019 bHP from 200 km/h to standstill – thanks to this new type of sports brake, which offers superior safety reserves. The new twin sliding caliper braking system on the front axle is fundamentally different from the previous systems and unites the elegant benefits of a floating caliper brake system with a fixed caliper system. A piston applies pressure to the brake lining in each of two separate housings that can move relatively to each other and that are linked by

means of a common stable retainer. There are four linings instead of the usual two on a conventional fixed caliper brake system, preventing vibrations from the start. The principle behind a floating caliper brake in which the brake piston is only on the inside of the wheel-guarantees lower thermal transmission to the brake fluid and enormous benefits in terms of comfort thanks to the extreme precision in the tracking of the brake lining. Rubbing or vibration in the steering wheel after braking hard? No way! The high level of performance is due not only to the large surface area of the four brake linings per caliper, but also the generously proportioned brake disks: disks with a thickness of 390 millimeters and 36 millimeters provide merciless braking performance on the front axle. Although subject to less stress, the disks on the back axle still measure 365 and 26 millimeters. The composite construction of the disks also has its origins in motor racing. This means: a cast iron brake disk is combined with an aluminum barrel. Both components are automatically riveted, ensure complete process capability. The decisive benefit of the expensive composite construction is that the disk is very light in weight. The reduction in unsprung mass once again benefits vehicle handling; in particular, it enables the driver to turn with greater precision on bends. The fact that the brake disks only feature counterbores promises optimized braking in wet conditions. This means that the disks are not completely drilled through. The thermal cracking characteristic of conventionally

FACTS

TWIN SLIDING CALIPER BRAKING SYSTEM

- 0.49 liter brake fluid
- 1.15 g maximum deceleration
- 6 full applications of the brakes from 225 km/h to 80 km/h without a decline in braking performance
- 11.1 m/s² maximum deceleration value
- 30 percent lower brake fluid temperature compared with fixed caliper disk brakes
- 35.6 meter braking distance from 100 km/h to zero (at 2,750 kg permissible overall weight)
- 40 cooling channels per brake disk
- 85 bar mean brake pressure when brakes are fully applied
- 85 counterbores per brake disk on the front axle
- 147 degrees Celsius maximum brake fluid temperature
- 148 meter braking distance from 200 km/h to zero
- 208 mm² lining surface per caliper brake on the front axle
- 390 millimeter brake disk diameter on the front axle
- 749 kW or 1,019 bHP braking performance when brakes are fully applied from 200 km/h to zero
- 3,160 Nm brake torque per front axle brake caliper at 1 g deceleration

perforated brake disks is thus not an issue. Of course the AMG high-performance brake lining is based on the electronically controlled ADAPTIVE BRAKE system. Innovative assisted systems such as the PRE-SAFE brake, brake assistance such as PLUS and DISTRONIC PLUS, further increase safety and comfort. From the driver's perspective the result of all this work is extremely reassuring: deceleration, stability, precision and comfort all reach maximum levels. And the exciting thing is, that over 1,000 bHP are available – in the brake pedal.

PROFILE



THE CAR MAN

TEXT NICOLE HILLE-PRIEBE PHOTO THORSTEN DOERK

VINNIE MANDZAK, STAR SALESMAN AT MERCEDES-BENZ OF BEVERLY HILLS,
QUICKLY DRAWS UP A LIST OF HIS MOST FAMOUS CLIENTS

Teri Hatcher
Sydney Pollack
Tom Cruise
Jamie Lee Curtis
~~JAY~~ Leno
Matthew Perry
Britney Spears
Natalie Cole
Matt Sorum
Gil Cates

ANYONE LOOKING TO BUY A "HOT" AUTOMOBILE IN BEVERLY HILLS WILL MAKE A STOP-OFF AT MERCEDES-BENZ, 9250 BEVERLY BOULEVARD, AND ASK FOR VINNIE MANDZAK, THE KEEPER OF THE KEYS TO THE PRECIOUS FOUR-WHEELED TREASURES. HIS IS ONE OF THE FIRST NAMES YOU BECOME AWARE OF IF YOU ARE NEW IN TOWN AND WANT TO MAKE IT BIG. VINNIE IS JUST AS IMPORTANT AS A GOOD HAIRDRESSER, A CONTRACT WITH AN AGENT AND THE ADDRESS OF A SHRINK. HE SELLS DREAMS - FAST DREAMS, LUXURY DREAMS. HE SELLS MERCEDES-BENZ AND AMG MERCEDES AUTOMOBILES

AMG IN USA

GIORGIO MONODER
IRVING AZOFF
OTIS CHANDLER
BOB + MARGIE PETERSEN
MARK SPITZ
JOSE CANSECO
MICHAEL ARMAND HAMMER
MARILYN MANSON
JENNA JAMESON
CHRISTIE CANYON
LARRY FLYNT
PLAYBOY ENTERP.
NICOLAS CAGE
PHIL MICHELSON
MIKE TYSON
HIRO YAMAGATA
VIVID VIDEO ENTERTN.
GOV. ARNIE

BEVERLY BOULEVARD IS THE HIGH-CLASS ADDRESS FOR MERCEDES-BENZ AND AMG:
THIS IS WHERE VINNIE MANDZAK SELLS LUXURY AUTOMOBILES MADE IN GERMANY







VINNIE'S WORLD: HIS LISTS AND HIS SPECIAL SERVICES - FOR EXAMPLE
VIP TICKETS FOR A SOLD-OUT FOOTBALL GAME



VINNIE'S HALLMARK IS THE STYLIZED V AND
THE SMILEY FACE EMBROIDERED ON HIS COLLAR

TODAY, ROCK MUSICIAN BILLY MORRISON HAS COME TO VINNIE FOR ADVICE. THE FACT, THAT THE ARMS OF THE FOUNDER OF THE BAND "THE CULT" ARE TATTOOED FROM THE WRIST TO THE SHOULDER BLADE, IS NEITHER HERE NOR THERE

The fact that he turns away slightly and polishes the key with his handkerchief before handing over the car to a customer is just one of the little touches that have made Vinnie what he is today. "You have to show respect to the customer and say thank you." Saying thank you is as important to him as the deal itself: "You've got to give back what you get."

According to Vinnie, the most important characteristic of a car salesman is his trustworthiness. He has no time for flashiness. Customers who come to him have heard that Vinnie can look into your soul and is absolutely honest. He will openly express his doubts if you sit into the wrong car. Once you have found the right vehicle, he will withdraw into his office and leave the potential new AMG owner on his own for half an hour – time to think as it were. He won't look for a signature before this time is up. This is a procedure that should be very familiar to Vinnie's colleagues by now. Nonetheless, they always watch enthralled as the master goes to work. "He's a genius," says Alex, whose office is one door down: "Absurd, cool, idiosyncratic – but extremely effective".

"The more important someone is, the harder it gets," says Vinnie. "I never try to talk anyone into buying a car. Instead I tend to offer them the opportunity to try the car out for the weekend so that they can see if they really like it and whether it suits them."

Today Billy Morrison has come to Vinnie for advice. He wants to make a good offer to the rock musician and founder of the band "The Cult". The fact, that his arms are tattooed

from the wrists to the shoulder blade, is neither here nor there. Billy is cool and loves fast cars – this is a meeting of equals.

Vinnie comes from a modest background in Beaver Meadows, Pennsylvania. When AMG was founded

40 years ago he was an altar boy in the small Catholic community. "What counted then was honesty and a passion for cars." After finishing school, Vinnie left Beaver Meadows for the sunny climes of Florida, where he studied art. His hallmark, a stylized V with a smiley face which he now has embroidered onto his collars, comes from this time. "My great dream at the time was to work as a cartoonist at Walt Disney." During the vacation he did PR work for a nightclub called "Zachary's". In 1979 his boss gave him two station wagons to sell, telling him he could keep the profit. "He knew I'd be able to do this because of my people skills." He used the money to take a vacation in Los Angeles, where he fell in love. When he got back home, he loaded up his motorcycles and came back. He has been

married for 26 years and the eldest of his three sons is called Zachary.

The city has brought him luck. "Los Angeles is a crazy place and I love everything that's crazy. Crazy stuff: fast cars, motorcycles, racing." He admits that he is surprised by the fact that he has reached the age of 54 despite his love of speed and taking risks: "Sometimes I just have to break the limit. Guys like me either land in jail some time or die – either that or you learn to take control. That's why I race cars – I know that this really won't end up badly."

Vinnie has been selling Mercedes-Benz and AMG Mercedes cars to the rich and famous of his chosen hometown for 23 years. For him they are the "best cars in the world". He is respectfully referred to by those in the know as the "Car Man".

His card catalog reads like the cast of a Hollywood blockbuster. His clients include megastars like Tom Cruise, Nicholas Cage, Charlize Theron, Jamie Lee Curtis, Marilyn

VINNIE ADMITS: “LOS ANGELES IS A CRAZY PLACE AND I LOVE EVERY- THING THAT’S CRAZY. CRAZY STUFF: FAST CARS, MOTORCYCLES, RACING”

Manson, Britney Spears, Mike Tyson, Sydney Pollack, Natalie Cole and Larry Flynt. “The important thing when you have this kind of clientele is to keep your feet on the ground. The only autograph that counts is the one on the check. The only one who ever made me weak at the knees was ‘Desperate Housewife’ Teri Hatcher.” Some contacts turn into friendships, as in the case of Arnold Schwarzenegger, with whom he occasionally takes a trip into the mountains on Sundays before church. This is a special time for both men, who share a devout Catholicism. None of this is apparent as Vinnie waits for his clients in the classy showroom in Beverly Hills. He is calmness incarnate. “I would never be pushy. People have to come to me.” Many inquiries are made by phone and he notes down the requests in a sophisticated system of lists.

In the morning he starts with a pristine sheet of paper, which is full by the time the evening comes. Time is his greatest enemy: his customers want their cars immediately before anyone else gets the chance to drive them. Those people who are brought to Vinnie’s office not just by money and taste, but also by a passion for performance and exclusive sporting prowess, will ask for an AMG model. They want a dream car made in Germany, such as the SL 65 AMG with its legendary V12 bi-turbo engine. This is a real experience and an extraordinary dream even for people who have it all. These clients are not looking for a run-of-the-mill automobile – they want a unique one-of-a-kind model from the talented hands of the southern German car manufacturers. Car freaks like heir-to-millions Michael Hammer or late-night talk show host Jay Leno have

fulfilled this dream on more than one occasion. This doesn’t stop them paying regular visits to Vinnie. “AMG turns friends into family. A good family that shows love and respect,” says the Car Man. AMG drivers like Hammer are particularly proud of the autograph that their “personal” German engineers have left behind on the engine. “These are just the best cars,” says Hammer, who has just about anything you can drive in his collection. Even for him, having over 600 bHP under the hood is a real luxury.

Vinnie not only supplies the best cars, but also tickets for sell-out concerts or VIP tickets to the next football game. This is all part of customer service. Everything is noted and processed - “if it weren’t for my lists I’d be lost.” His own personal collection of cars is distributed in garages around the city: “I drive the car I like each day. Its one of my little luxuries.” Vinnie thinks money is overrated, calling it “stupid money”. “The more you have the more you spend. People go crazy when they have too much money.” Once a year he organizes a big charity gala for AMG and Mercedes-Benz, the last of which made 50,000 dollars for school projects. “I want to share a little bit of my happiness with others,” says the Car Man.





THE SHOW GOES ON

THE ENGINES HAVE LAIN SILENT FOR A LONG TIME, PERHAPS TOO LONG. IT IS ONCE AGAIN TIME TO COMPETE FOR THE SPORTING LAURELS IN THE DTM SERIES. AT THE CENTER OF THE ACTION: FOUR BRAND NEW AMG MERCEDES C-CLASS TOURING RACERS

TEXT FRANK MÜHLING PHOTO GAUKLER STUDIOS

Two-way and three-way battles, or even free-for-alls, with plenty of scratches and scrapes, continuous changes on the leader board, extremely close finishes and the full-blooded sound of revved up, aspirated engines – this is what fans love about the Deutsche Tourenwagen Masters competition, or DTM for short. The new season can once again expect to generate huge excitement among TV viewers and at the 9 race tracks in German and around Europe. Starting on April 22, 2007 the most popular international touring car face series will again see Mercedes-Benz go head-to-head with Audi – with everyone pitted against one man: Bernd Schneider, the 2006 champion is the target for 19 other drivers. The five-time DTM winner is once again prepared to give everything to defend his title and to lead the table at the end of the season for the sixth time. 2007 sees four Mercedes-Benz drivers starting with the new AMG Mercedes C-Class. Alongside Bernd Schneider, who, as DTM champion, will have starting number 1, 2006 runner-up Bruno Spengler from Canada and Briton Jamie Green will pilot the new model. And of course we mustn't forget two-time Formula One world champion Mika Häkkinen from Finland, who drives the unmistakably styled AMG Mercedes C-Class. March 2006 marked the start of work on the sedan, whose look was based on the new production car. Responsibility for development, design and construction lay with Gerhard Ungar, technical director at HWA, the Mercedes-Benz company that has been building DTM racing cars since 1999. It took about ten months before the new DTM C Class was ready to take to the race track for the first time on its wide wheels.

Beneath the bodywork individual components have undergone further development, with the engine and suspension as decisive factors. The V8 engine with a cylinder angle of 90 degrees, a capacity of four litres and four valves per cylinder has been further optimised, particularly in terms of agility. Equipped with two air restrictors, each with a diameter of 28 millimeters, as stipulated in the regulations, the engine now develops 350 kW/approx. 476 bHP at 7,500 rpm and delivers a peak torque of 500 Newton meters. The engineers also worked on the suspension making maximum use of the available room to maneuver. "The toe-in and camber angles offer great scope for further improving both handling and driving dynamics," explains Gerhard Ungar, who needs to optimize the drivability of the new C-Class so that the drivers can travel at speed on all race tracks. Mercedes-Benz Motor Sport boss Norbert Haug takes an optimistic view in relation to the potential of the new touring racer: "The C-Class can justifiably call itself a true champion in DTM history, since no other model has won anywhere near as many races and championships. Like the production version, the DTM model is an exceptionally beautiful car with exquisite detailing and smart technical solutions, all of which are designed to ensure that the C-Class continues its tradition of winning races. In the 106 DTM races that the C-Class has taken part in – in the mid-nineties and since 2004 – the C-Class has notched up 54 victories. And in the six seasons for which it has been involved, it has achieved four title successes and twice been runner-up. We want to build on this success with the new racing C-Class." As well as the new C-Class, Mercedes-Benz is also starting the DTM with

DATES

DEUTSCHE TOURENWAGEN MASTERS

22.04.2007 Hockenheim (D)
06.05.2007 Oschersleben (D)
20.05.2007 Lausitzring (D)
10.06.2007 Brands Hatch (GB)
24.06.2007 Norisring (D)
15.07.2007 Mugello (I)
29.07.2007 Zandvoort (NL)
02.09.2007 Nürburgring (D)
23.09.2007 Barcelona (E)
14.10.2007 Hockenheim (D)

six more sedans, four of last year's model and two cars from 2005. Among the 2007 drivers is one very familiar face – the Briton Gary Paffet, DTM champion in 2005. In addition to his current job as Formula One test driver for Vodafone McLaren Mercedes, the 26-year-old is starting the season behind the wheel of an AMG Mercedes C-Class for the Persson team. His partner in the team is the Greek Alexandros Margaritis, who is also driving a 2006 model.

The other drivers in cars from last year's season are Daniel La Rosa (Germany) and Mathias Lauda, son of Austrian Formula One legend Niki Lauda, both of whom are driving for Mücke Motorsport.

The charming Scot Susie Stoddart is to race for the Mücke Motorsport team in a two-year-old C-Class, while her compatriot Paul di Resta (21), current holder of the Formula Three Euro Series, completes the list of Mercedes-Benz drivers as a DTM rookie in a 2005 model for Persson.

The question of who will lift the hotly contested champion's cup will probably be decided on October 14, 2007 at the DTM finale at the Hockenheimring.



AMG

To all the world's roads and race circuits: a big thank



you for bringing out the best in us over the last 40 years

1967

MODELS DANCED ACROSS THE CATWALK. THE FIRST MAN WALKED ON THE MOON. "THE WHO" ENJOYED THE LIMELIGHT IN THE MUSIC SCENE, WHILE ON THE RACE TRACK AMG PREFERRED TO CELEBRATE HEAVY METAL AND STEALED THE SHOW IN SPA-FRANCORCHAMPS: THE 300 SEL 6.8 BECAME AN OVERNIGHT STAR AND THE AMG LEGEND WAS BORN



RED GIANT

THE SPA-MACHINE:
MERCEDES-BENZ 300 SEL 6.8 AMG AS
A 1:43 SCALE ANNIVERSARY MODEL

MODEL CAREER FAST AND FABULOUS

500 MILLION PEOPLE TUNED IN: IT WAS PRECISELY 20.17:39 HOURS WHEN
APOLLO 11 LANDED ON THE MOON'S "SEA OF TRANQUILITY" ON JULY 20, 1969.
A HUMAN DREAM HAD BECOME REALITY



WHO'S WHO: FOUR LONG-HAIRED GUYS WHO WROTE ROCK HISTORY.
BRITISH BAND "THE WHO" SET NEW STANDARDS WITH THE ROCK OPERAS
"TOMMY" (1969) AND "QUADROPHENIA" (1973)



ROLE PLAY: WHILE THE TWIGGY GENERATION CELEBRATED CONFIDENT WOMEN,
AMG WAS CELEBRATING THE FREEDOM AFFORDED BY PERFORMANCE



1977


A DECADE OF POWER AND FLOWER-POWER. THE AFFALTERBACH TEAM ATTRACTED PLENTY OF ATTENTION IN ITS SECOND DECADE WITH THE 300 E 5.6 AMG, KNOWN AS “THE HAMMER”, APPLE INVENTED THE GREAT GRANDFATHER OF ALL MAC COMPUTERS AND MUHAMMAD ALI BOXED HIS WAY TO HIS THIRD TITLE, WHILE FASHION DREAMT OF SENSUOUSNESS




THE HAMMER

AN OVERNIGHT LEGEND: THE 300 E 5.6 AMG BECAME A MOTORING ICON AND A SYNONYM FOR SPEED

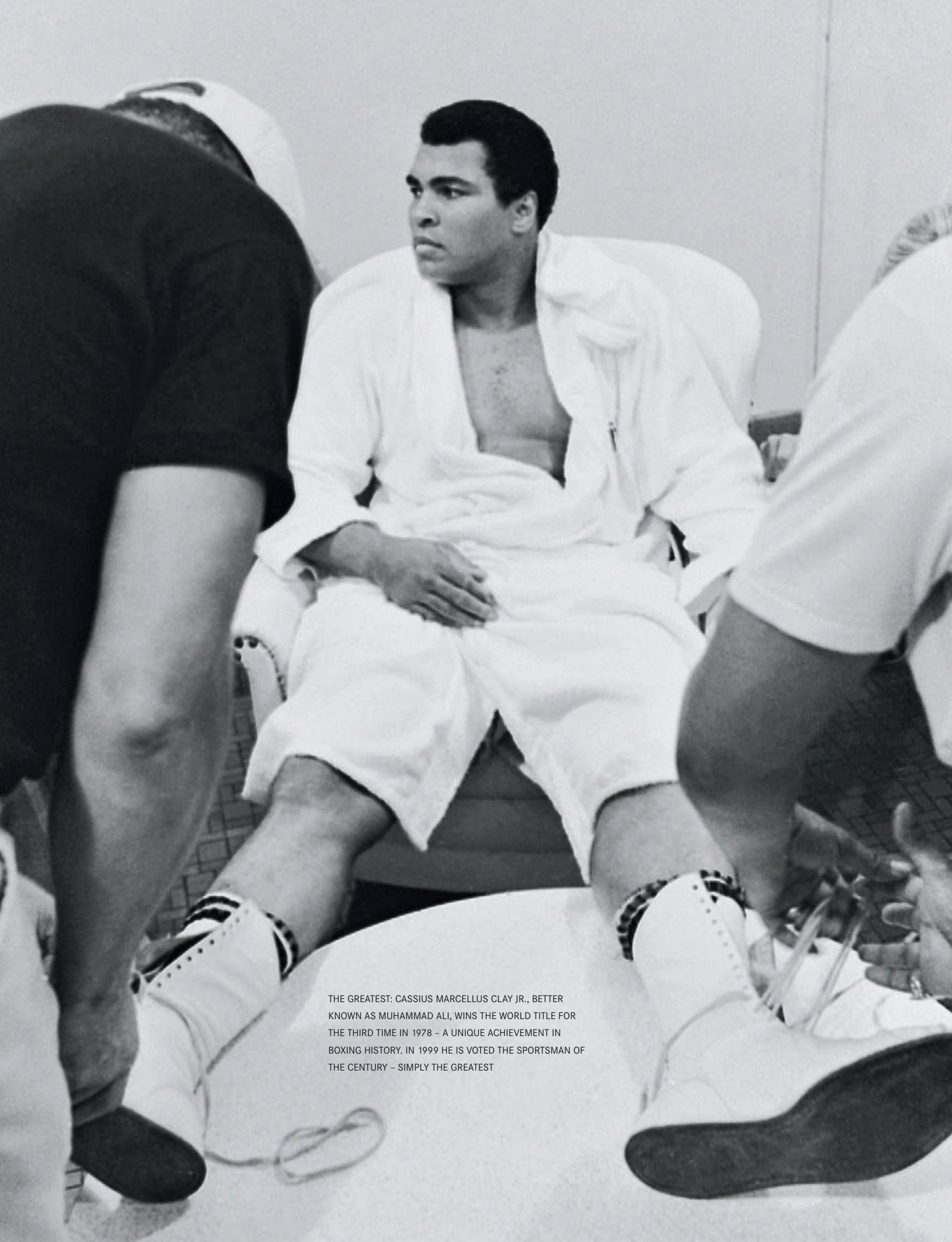
NEW GENERATION SHAPING THE FUTURE

A photograph of Steve Jobs, the co-founder of Apple, leaning over a white Macintosh computer. He is wearing a dark suit jacket, a white shirt, and a colorful striped bow tie. He has a black watch on his left wrist. The computer monitor displays the word "Macintosh" in a serif font, with "insanely Great!" written in a cursive script below it. The background consists of vertical green and white stripes. The computer, keyboard, and mouse are on a dark surface.

APPLE'S FOUNDER STEVE JOBS
REVOLUTIONIZED THE COMPUTER WORLD.
HIS RECIPE FOR SUCCESS: SMART LOOKS
AND USER-FRIENDLY SOFTWARE

A woman with short, wavy, light brown hair is shown in profile, looking towards the right. She is wearing a vibrant teal, long-sleeved, off-the-shoulder dress with a gathered waist and a long, flowing skirt. The dress has a subtle pattern of darker teal circles. She is also wearing a long necklace with several large, round, teal beads. She is barefoot and standing on a sandy beach with the ocean in the background. The lighting is soft, suggesting a late afternoon or early morning setting.

LOVE AND PEACE: FASHION FLIRTS WITH THE
FLOWER-POWER-GENERATION AND FEATURES SOFT,
FLOWING FORMS



THE GREATEST: CASSIUS MARCELLUS CLAY JR., BETTER KNOWN AS MUHAMMAD ALI, WINS THE WORLD TITLE FOR THE THIRD TIME IN 1978 – A UNIQUE ACHIEVEMENT IN BOXING HISTORY. IN 1999 HE IS VOTED THE SPORTSMAN OF THE CENTURY – SIMPLY THE GREATEST

1987

FEVER WAS THE ORDER OF THE DAY AND NOT JUST ON SATURDAY NIGHTS. FASHIONS WERE BRASH, COLORFUL AND SPORTY. IN ITS THIRD DECADE, AMG REDEFINED THE SPORTING LOOK WITH THE C 36 AMG, THE FIRST CAR PRODUCED IN CLOSE COOPERATION WITH MERCEDES-BENZ. THIS WAS AN ERA OF HUGE CHANGE. THE WALL CAME DOWN AND THE MOBILE PHONE ARRIVED



SILVER ARROW

SEAL OF APPROVAL FROM MERCEDES-BENZ: THE C 36 AMG STANDS FOR A NEW ERA OF COLLABORATION BETWEEN AMG IN AFFALTERBACH AND MERCEDES IN UNTERTÜRKHEIM

MILESTONE THE SPORTY LOOK BECOMES THE IDEAL

LOUD, FAST AND BRASH: THE DISCO FEVER WAVE
ALSO HIT THE FASHION SCENE



BREAKING DOWN BARRIERS: THE BERLIN WALL
FELL ON NOVEMBER 9, 1989, ENDING THE SPLIT BETWEEN
EAST AND WEST. THE COLD WAR COMES TO AN END

ALWAYS AVAILABLE: THE MOBILE PHONE DOMINATES THE LIVES OF PEOPLE WORLDWIDE LIKE NO OTHER TECHNOLOGY



1997

THE FOURTH DECADE OF AMG SAW A MOVE TOWARDS CLEAR, SOPHISTICATED DESIGN: TOP-QUALITY MATERIALS AND FASCINATING SHAPES ARE FEATURED IN THE AMG MODELS FROM THIS PERIOD, WHICH INCLUDE THE MOST POPULAR AMG OF ALL TIME: THE SL 55 AMG. FORMULA ONE BELONGED TO A FINN: MIKA HÄKKINEN



THE BRIGHTEST STAR IN THE AMG FIRMAMENT

CLEAR TEMPTATION: THE SL 55 AMG IS THE MOST SUCCESSFUL MODEL IN THE COMPANY'S 40-YEAR HISTORY

STYLE ICON SLEEK LINES AS A RECIPE FOR SUCCESS



LESS IS MORE: EXTREME SIMPLICITY REPLACES
OPULENCE IN THE FASHION WORLD

THE FABULOUS FINN: IN 1999 MIKA HÄKKINEN BECOMES THE LAST FORMULA ONE CHAMPION OF THE 20TH CENTURY



In the old days, milestones were put in place once the road was complete. It's the other way around at AMG. The milestones set in Affalterbach open up new horizons. It has always been that way, even in 1964. When Mercedes-Benz finally withdrew from touring car motor racing, thereby closing the book on its competitive car, the 300 SE, two employees of the company refused to join in the wide-spread mourning among the racing community: Hans Werner Aufrecht from the Testing Department, who was 25 years old at the time, and engineer Erhard Melcher, who was one year younger. This was because in their opinion the sporting career of the 300 SE was by no means over. Thus the unique engineering skills of Erhard Melcher and the instinctive strategic capabilities of Hans Werner Aufrecht were applied in the long hours after work to sensitive operative interventions on the camshaft, transforming the 218 bHP standard eight-cylinder engine into a 238 bHP unit that achieved speeds of 7,200 with relative ease. Colleague and private Mercedes driver Manfred Schiek won an incredible ten races in 1965 season of the German Circuit Championships.

It was at this point that the actual myth surrounding the origins of AMG was born. This has a certain internal logic. Firstly: Having heard great things in the grape vine, many private 300 SE-owners and speed fans just had to own an engine that had been reworked by Aufrecht und Melcher. Secondly however: The employers of the two entrepreneurs were unable to meet their need for material support in the long term and took a critical view of activities not contained in the contract of employment. Thirdly, and as a consequence of the first and second issues: the two maverick engineers went out on their own. Occupying

an old mill in Burgstall, with a borrowed lathe and welding apparatus, self-built workbenches and a pit they dug themselves. The key principle behind the business was "Turning good Mercedes vehicles into even better ones". This principle remains unchanged in 40 years, since April 1, 1967, when the names of Hans Werner Aufrecht, Erhard Melcher and the location of their first triumph, Großaspach, came together as AMG. One of the earliest successes to bear the new name was the Mercedes 300 SEL AMG. After years of successfully enhancing the speed of 300 SE engines without a penny of borrowed capital, Aufrecht and Melcher turned their attention to a standard 300 SEL with 6.3 liter engine. The car left the Mercedes works with figures of 250 bHP and 220 km/h. However, after special handling using the Aufrecht-Melcher method, the engine achieved 320 bHP, taking the 1885 kilo car from 0 to 100 km/h in 6.7 seconds and to a maximum of 235 km/h just a few seconds later.

In the mid-1960's the conditions for upgrading the cylinder capacity of private cars were excellent. This is because the boom of the economic miracle era had switched into cruise speed. Driving a Mercedes was a dignified pleasure. However the crowning glory for ambitious car enthusiasts was to drive a Mercedes from AMG on country roads and long-haul journeys. Although people rarely spoke of a "market" at the time, the potential for sales was obvious. All that was missing now was an increased public profile, a PR coup. This is precisely what the AMG team achieved in 1971, after four years of upgrading engines in a shred, highly sensitive process. The big moment came in the form of the 24-hour race at Spa in the middle of Belgium's Ardennes

region. The competition car, completed just one week before the race, was assembled by Aufrecht and Melcher from a second-hand carcass, which they prepared in their own special way. The racing car had the V 8 engine of the Mercedes 300 SEL, which now had a cylinder capacity of 6.8 liters and 428 bHP. With a top speed of 265 km/h the "Red Giant", as it was known, was unbeatable on the straight sections of the Spa track. This Mercedes-Benz 300 SEL 6.8 AMG took first place in its class, surprising even the AMG team, and took second place in the overall ranking. This was the long-awaited coup and lit the fuse that sent publicity sky-rocketing. AMG literally became world-famous overnight. The success of the 300 SEL 6.8 AMG was a hugely significant milestone for the single-minded Swabian crew. With hindsight it may have been the most significant point in the company's history because after this race "everything changed" as Hans Werner Aufrecht later remembered. They had proven their engine design skills once again. But they had also demonstrated that an AMG unit had enormous staying power even under extreme conditions. This provided a huge impetus to business, so that an increasing number of private enthusiasts had their engines reworked at AMG – new cylinder heads, improved aspiration, specified camshafts. These economical yet efficient interventions in the engine, making it taut but still comfortable, simply added to AMG's reputation. Now anyone who could cough up the 10,000 Deutschmark could feel like a winner. And there were surprisingly many of them.

If Erhard Melcher showed himself as the farsighted, intuitive creative force when it came to sketching out the company's milestones, then Hans Werner Aufrecht was responsible for ensuring that these visions did not disappear beyond the horizon. This horizon was represented by the customer base. And this customer base was in the throes of major change. These changes were not necessarily dramatic, but they were nonetheless apparent. The demand for the extra performance provided by the AMG brand remained refreshingly strong throughout the 1970's. Then in the 1980's there came a little more interest in glamour. Fashion was at the cutting edge in this development. Thus, for example, a certain Giorgio Armani launched a new jacket at Milan Fashion Week in 1976 that had no stiffening or lining. As a result, the jacket no longer encased the body like a box, but rather fell softly, emphasizing the shape of the body. The garment became a classic overnight, unpretentious yet very elegant, equally popular with women and

COMPANY FOUNDER AND ENGINEERING GENIUS ERHARD MELCHER SUCCEEDED IN PRODUCING A MASTERPIECE: A COMPLETELY REDESIGNED FOUR- VALVE CYLINDER HEAD FOR THE MERCEDES-BENZ S-CLASS FIVE LITER V8 ENGINE. THE CORNER- STONE FOR THE SUCCESS OF THE AMG BRAND

men. This seemed to herald a change in tastes, but in fact the change was in values. This change, which permeated all areas of life, including the car, was precisely identified and followed closely by the men behind AMG. In other words, while earlier customers expected more engine performance, they were now looking for more AMG features. Or, to quote a typically understated Hans Werner Aufrecht, “we had to put a stop to our tinkering.”

This meant, figuratively speaking, that AMG, which had moved to Affalterbach in 1978, took a small step back from the side of the racetrack and moved in a more theatrical direction. This development was rewarded in 1986 when the AMG 300 E 5.6 made its appearance. This simple combination of letters and numerals is carved onto another milestone. Previously Melcher had succeeded in creating a completely new four-valve cylinder head for the five liter V8 engine from the Mercedes S-Class. However he didn't have much time at his disposal because his companion Hans Werner Aufrecht had already sold one of the new types of four-valve model while Melcher was still pouring over the plans. The result, or rather the spoils, exceeded all expectations and changed the image of AMG. This was because not only did the AMG 300 E 5.6 from 1986 smash the magic barrier of 300 km/h by 3 km/h, but its 360 bHP and torque of 510 Nm also catapulted it from 0 to 100 km/h in just 5.7 seconds and to 200 km/h within 18.1 seconds. It didn't take long for the next development to come along: a 6.0 liter four-valve engine with 385 bHP and a torque of 566 Nm, the most extensive increase in performance for an Otto engine at the time. The speed of 230 km/h offered by the standard Mercedes 300 E, while still a respectable achievement, paled into insignificance beside the AMG four-valve engine, making it seem like “just another notch on the speed-

ometer dial” according to the tester writing for *auto motor und sport* at the time. AMG fans in the United States, where such high speeds are officially prohibited, soon found a nickname for the car: “The Hammer”. However curious the stories surrounding the creation of the four-valve engine, the effects were far-reaching. The new design of the cylinder head opened up a new business branch for AMG in Affalterbach: that of an engine manufacturer with independent developments and design. Wheels were soon added. Next came more configuration variants, subsequently bundled together in so-called “packages”. The company's growth was reflected in the volume of orders. The reverberating sound of the AMG cars was heard on the other side of the Neckar valley in the Mercedes works in Untertürkheim. The initial attitude was one of understandable but, thankfully, unwarranted skepticism. This was followed by undisguised curiosity and finally by interest.

This had consequences for the next step, which was once again born out of motor racing, again proving AMG right in their belief that success on the race track leads to particularly close customer ties. This is because Hans Werner Aufrecht never let go of his enthusiasm for motor sports, particularly for circuit races. He is one of the pioneers of the German Touring Car Masters, formerly known as the German Touring Car Championship. Naturally this was a well-known fact at Mercedes-Benz. After several rounds of time-consuming yet friendly talks, the guys from Untertürkheim agreed to support the boys from Affalterbach for the 1988 DTM race series. To a certain extent a dream team was born: the team achieved six DTM victories in 1988. This “synergy effect”, to use a modern phrase, gave Mercedes-Benz a foot in the racing world and a contemporary, dynamic profile. For its part, AMG was able to sell its products through its larger

partner's sales network. The history books refer to the collaboration agreed in 1990 simply as a “cooperative agreement”, but this was just the start.

The cooperation envisaged became a reality in 1993. In other words it came to fruition in a car, or, to be more precise, in the C 36 AMG. The six-cylinder model with 280 bHP reached a torque of 385 Nm at 4,000 rpm. The four-valve version shot from 0 to 100 km/h in just 6.7 seconds. To the regret of many customers, the car could not be pushed beyond 250 km/h because the electronic system held it in check, even though the capacity for more speed was there. However, the C 36 AMG, the first model assembled in close collaboration between Untertürkheim and Affalterbach, was something more: The exterior of the compact, sporty, eye-catching AMG Mercedes with its highly coordinated drive line and chassis was extremely understated. This was in line with the wishes of a new, more knowledgeable and younger target group, which was characterized by high expectations and modestly understated consumerism. The C 36 also marked a new approach in AMG's marketing strategy: while in the past the tendency was to fulfill wishes expressed by customers, the C 36 AMG went on the offensive as an attractive package that would entice interested parties to turn away from their accustomed brands. It was now possible to order a sports car with a business-like feel from your Mercedes dealer around the corner. This was another bestselling factor.

After all, this was the C 36 AMG. The unexpected sales success of 5,000 units in the production period from 1993 to 1997 contradicted the words “small series” contained in the original cooperative agreement. However, overall, this was a positive contradiction. AMG was “ahead of its time”, a phrase that has been condemned by physicists for its absurdity. In order to keep the physicists happy, one could say that AMG was right at the forefront of developments. The sales figures for the C 36 AMG, which played a key role in the increase in staff numbers to 400 at the end of the 1990's, were certainly encouraging. They encouraged new plans. AMG had made the transformation from what was solely a tuning business, through an engine refining operation to become an engine manufacturer. Although AMG engines were and continue to be the heart of the operation. Craftsman-like precision and perfection are the first concern in the Affalterbach engine works. The motto of “one man – one motor” whereby each engineer is responsible for a single unit down to the last screw, is unique in the automobile industry.

Or, to put it simply: every engine in an AMG Mercedes comes from AMG.

This is why engine development is part of the company's intellectual investment capital. In 1997, for example, AMG launched a new 5.5 liter eight-cylinder engine that was launched with the E 55 AMG. Everything in the new engine was internally developed: the three-valve cylinder head, the aluminum piston, the modified aspiration. The cylinder capacity of 5,430 cm³ produced an output of 354 bHP. With almost universal applicability, the new 55 AMG V8 aspirated engine provided powerful driving force for several models: the CLK-, ML-, SL-, CL- and G-models. This unit marked the rise of the Affalterbach team to the ranks of veritable automobile manufacturers.

But the success story goes on. Since the end of the 1990's the AMG specialists have been concentrating on compressor technology and its further development. The core of a newly designed compressor, firstly installed in a six-cylinder configuration, the C 32, was formed by cast aluminum rotors which were partly coated with Teflon. The speed of over 20,000 revolutions was responsible for an almost unimaginable throughput of air of 1,200 kilos per hour. The supercharging pressure reached over 1 bar. The necessary air cooling was provided by a water-based intercooling system. The unit reached speeds of up to 6,200 rpm and achieved a torque of 100 Nm after only 2,300 rpm. It was just a question of time before this revolutionary compressor technology would also be available for the eight-cylinder model. It was all systems go by 2001. Attention was guaranteed when the 5th generation of the Mercedes SL was presented at the IAA in Frankfurt. This was particularly true at the neighboring AMG stand, where a genuine eye-catcher drew visitors like moths to a flame: the SL 55 AMG. Although the associations with the sporting legend that was the Mercedes-Benz 300 SL gullwing model may have been distant in terms of time, they were very close in technological terms. This was because the SL 55 AMG, which was the most powerful car in the whole model range at the time, was driven by a formidable compressor that offered a beefy 500 bHP and a torque of 700 Nm from 2,650 rpm onwards. The high-performance roadster for which the AMG engineers had designed the axles, wheels, tires and whole drive line to match the high engine performance, reached the 100 km/h mark after 4.7 seconds. A unique package of the latest driving dynamics systems offers the best possible comfort and safety. In 2003 the AMG 5.5 liter V8 compressor engine won the "Engine Oscar" awarded by

2007

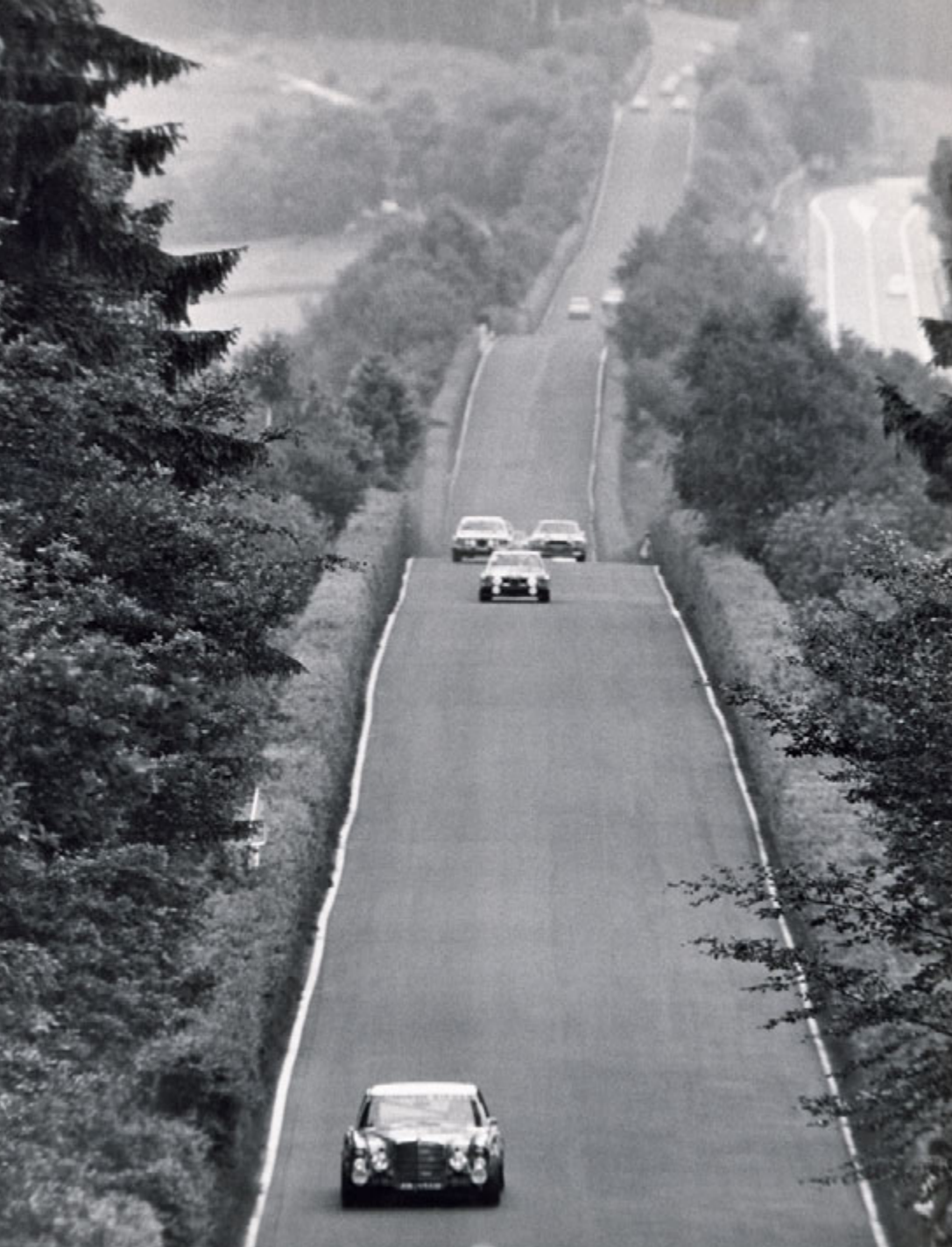
40 YEARS OF SUCCESS AND NO SIGN OF SLOWING DOWN. AMG IS A VIRTUOSO COMBINATION OF EMOTION AND TECHNICAL PERFECTION. IT HAS PRODUCED SOME KEY MILESTONES IN THE ART OF AUTOMOBILE MANUFACTURING

an international jury, who officially named it the "Best Performance Engine". This was music to the ears of the engine wizards at Affalterbach. The current development of the drive unit achieves 517 bHP and 720 Nm. Alongside the V 12 bi-turbo, the V8 compressor engine, which was also installed in the S, CL, E and CLS 55 AMG and also in the G-model since 2003, is something like a certificate of quality craftsmanship. Frankfurt motor sports journalist Wolfgang Peters, once described the dedication to engine construction at AMG as follows: "AMG's mechanics have the fingers of concert pianists and the skill of surgeons."

This engine, an exemplary milestone that found 55,000 purchasers worldwide when first launched, shows that the farsighted designers are once again extremely aware of their customers and the world they occupy, in which luxury is less ostentatious but has more staying power. Driving top-performance, dignified-looking sports cars with individual equipment features is less and less a question of a niche market than an attitude to life. The exquisite quality they offer means that the boys from Affalterbach need have no fear of the competition. Almost 20,000 vehicles were sold last year (2006). While others are still scratching their heads about how AMG achieved such phenomenal success, in Affal-

terbach people have already moved on to the next challenge. When the remaining shares in AMG were bought by DaimlerChrysler at the beginning of 2005, bringing the company into the fold as Mercedes-AMG GmbH, the pointers are towards greater dynamism. Dynamism that is almost taken for granted.

While the Mercedes 300 SEL 6.8 AMG from the 1960's marked the start of a tour de force in automotive history, the AMG 300 E from 1986 represented the popularization of the brand in the best sense. While the message of the C 36 AMG in 1993 was "We're not just tuners - we build complete cars", the SL 55 AMG shows that the development of motors and complete vehicles remains an exciting issue. New markets will be added in addition to the USA, as our main market, absorbing around 50 percent of all AMG vehicles, and Europe and Japan. "We see increasing potential for growth for AMG in Russia, China and the Middle East and already intend to increase our activities in these regions this year," confirmed AMG's CEO Volker Mornhinweg. Another new milestone for AMG is already in place, the form of the CL 65 AMG "40th Anniversary Edition". Volker Mornhinweg explained: "This reflects all our efforts and technical achievements." New paths are opening up. There is life beyond the horizon.



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THE MIRACLE AT SPA

3



THE MOMENT OF TRIUMPH

TEXT THOMAS SCHULZ PHOTO AMG

THE DATE IS IMMORTALIZED IN THE AMG ANNALS: AT MIDDAY ON JULY 25, 1971 A MERCEDES 300 SEL 6.8 AMG PASSED THE FINISHING LINE IN THE 24 HOUR RACE IN THE BELGIAN TOWN OF SPA. THIS WAS A BRILLIANT VICTORY, PLACING THE CAR SECOND IN THE OVERALL RANKINGS. THE JUBILATION AT THIS SENSATIONAL VICTORY WAS THE PRELUDE FOR SOME MORE GLORIOUS TIMES TO COME FOR AMG

The weather forecast for south-east Belgium on Saturday July 24, 1971 was for overcast skies with occasional showers overnight and into Sunday morning. This was not a problem for most of those present, however it was the cause of some anxiety on the part of a handful of Swabians. Hans Werner Aufrecht from Großaspach, then 32 years old, and his unorthodox team were permanently gathered around the radio, following the weather reports tensely. The AMG boss and his crew had set up their camp on the edge of the race track at Spa-Francorchamps in the middle of the Ardennes. The occasion was one of the classic highlights in the international racing calendar, the 24 hour race, which was due to start at noon on Saturday. The cars on the starting grid would include a red Mercedes 300 SEL 6.8 liter. The starting number, 35, was already clearly visible on the car's flanks and radiator hood. The objective of the young team was to take one of the top places if possible. The question of whether or not it was going to rain was crucial because all their work would be in vain if the car were to skid off the track.

Since 1967, Hans Werner Aufrecht together with Erhard Melcher had been running the AMG company in an old mill in the Swabian hamlet of Burgstall, where they souped up Mercedes engines for customers with sport-

ing ambitions. Business was quite good. However, a success on the racetrack would be a crowning moment that would lend the company glamour and enormous prestige. In summer 1971 the ambitious AMG team started to apply their talents to the assembly of a new competitive racing car for Spa from a damaged Mercedes 300 SEL 6.3, a new raw carcass, a ZF five-speed gearbox – organized by Mercedes test engineer Erich Waxenberger – and a V8 engine. In the middle of July, exactly one week before the race, the car was finally ready. Particular attention was paid to the engine and the cam shafts, intake valves and pistons were all redesigned under the expert eye of Aufrecht and Melcher. The engine now had a capacity of 6.8 liters and a horse power rating of 428, achieving a maximum speed of 265 km/h. This powerful machine weighed in at 1,635 kilos and was carried on a set of wide Pirelli tires with wheel rims measuring 10 x 15 inches to the front and 12 x 15 inches at the back. The competitor cars were much lighter.

Spa, July 24, 1971. The pit stops were busy as usual and an atmosphere of nervous anticipation reigned. The same was true at AMG. The name was little known at the time. Mercedes-Benz had pulled out of motor racing and the guys from Burgstall were only familiar to insiders. The enormous car, referred to as the "Red Giant", bore several

1 AHEAD OF THE REST

The legendary 300 SEL 6.8 AMG realized its potential on the straights and left the competition eating the dust

2 WHO'S THE BOSS?

AMG founder Hans Werner Aufrecht was happy to get his hands dirty at the early appearances of his racing cars

3 TOP SPEED

The almost untrammelled force of the eight-cylinder engine catapulted the 300 SEL 6.8 AMG to new dimensions

sponsors' stickers, but the letters AMG that were splashed across the top edge of the windscreen seemed more like an afterthought. But this would soon change.

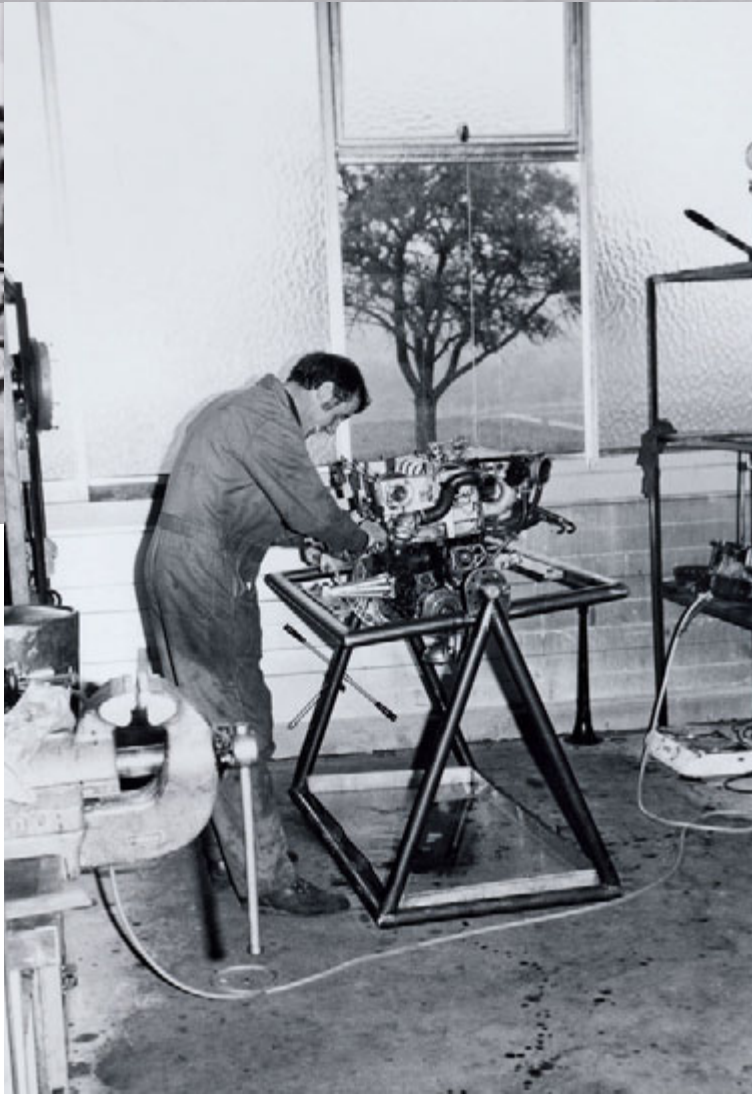
In contrast, the race track at Spa was already famous. Opened in 1924 with an original length of around 14.8 kilometers (now 6,976 km), the Spa track is still very popular with racing drivers. This is because the wide bends and long straight stretches allow them to reach high speeds. For example they can enter the section named "Eau Rouge" after a nearby stream at a speed of around 300 km/h. Providing it's not raining of course. The



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much-feared Ardennes rain mostly starts without warning and takes the form of an impenetrable wall of water. In combination with tire residue, it produces a tricky, slippery film on the track.

This is why some drivers avoided listening to the weather forecasts for Spa on July 24, 1971. They preferred to concentrate on their own skills. For AMG Mercedes Clemens Schickentanz and Hans Heyer were to share the driving between them for the 24 hour race. A total of 60 vehicles qualified. What position would the “Red Giant” eventually take? Hans Heyer was optimistic because the broad curves of the circuit offered plenty of scope for making a getaway. He was convinced that no one would catch them on the long straight sections. But would that be enough?

After the start it soon became evident that the weather men were right. The skies were overcast throughout Saturday afternoon. When the drivers changed over, Hans Heyer and Clemens Schickentanz were unable to offer each other any tips about the wet conditions and critical sections of the track. Hans Werner Aufrecht, his brother Friedrich and their team comrades signaled the current position to the two drivers from side of the track. The positions of all drivers change continuously during a 24-hour race due to tire changes or other pit stops. The wide tires of the Red Giant did their job. Likewise the brakes, particularly because the long straight sections gave them plenty of time to cool down.

However, the rain came in overnight. The track was greasy and dangerous. Heyer and Schickentanz kept their car glued to the track. The deep, sonorous V8 sound of the AMG Mercedes sang through the Ardennes forest, its voice clearly audible over the hoarse tones of its competitors. When the rain began to ease as dawn broke and the track quickly dried out, Hans Heyer’s prophecy began to come true: The AMG Mercedes was unbeatable on the straight, while on the bends it looked as if it were running on invisible tracks.

The race was like a game of chess with its three phases. The opening gambit was suc-

cessful and the Red Giant established its leading position. The end game was won through superior technology. However the team demonstrated its true capabilities in the intermediate phase, when the AMG pit was a hive of activity and stratagems. The crew worked smoothly like set of perfectly oiled gears. This achievement was all the more impressive because, unlike most of the competition, the guys from Swabia could not depend on the support of a well-equipped factory. It was all down to themselves. There was no question of sleep. Likewise, hunger was not an issue. All human needs took a back-seat. There was only room in the heads of the AMG army for one thing: the “Red Giant”.

When the sun rose over the treetops in the Ardennes on Sunday, July 25, 1971, the AMG-Mercedes was in hot contention. A photo has survived showing Friedrich Aufrecht holding up a board showing the car in fourth position. Would the brave men of Swabia manage to achieve the sensation that was starting to become a possibility? It was just afternoon when Dieter Glemser was flagged in as the victor in his works Ford Capri RS 2600. He had done 311 laps in the 24 hours. Just as everyone was about to run over to congratulate him, a red Mercedes emerged from the last bend in the woods with a deep growl and streaked past the finishing line, where all the AMG crew were dancing for joy. In less than a second the car was surrounded by a seething mass of people. With 308 laps the “Red Giant” took first place in its class and second place in the overall ranking.

A little gang from Swabia had set itself the task of astonishing the world. Conjuring up a winning car from a standard carcass and engine was certainly something very special. Hadn’t the cam shaft been reworked? Yes, but no one had expected such a dramatic improvement? Hadn’t the valves been reground? Yes, but who would have believed that this would improve performance to this extent? Hadn’t the pistons been altered? Yes, but would they stand up to the challenge? Who knew. The letters AMG could be seen on the windscreen of the Red Giant. “Who is

4 PIT STOP LIFE

In 1971 the pit was open to almost anyone, from racing drivers to hangers on. Motorsport was a world of experience

5 ALPHA ANIMAL

The “Red Giant” was the best in its class and therefore also one class better than the Alfa GTA, which looked almost delicate in comparison

6 ONE MAN, ONE ENGINE

Friedrich Aufrecht, the brother of the company founder, assembles one of the first AMG engines

AMG?” was the question many people asked while shaking the hands of the team members. After a television report on the evening news from Spa, the whole world knew. The three initials had become famous overnight. Back at the old mill in Burgstall, the geniuses behind the sensation were overwhelmed wit inquiries. Maybe the fact that the team was so small made it possible for it to achieve such a success.

“For many people this victory came from nowhere and from this moment on everything changed. The flame had been lit,” says Hans Werner Aufrecht, looking back on the prosperity that was derived from those 24 hours. Thus, the claim that the myth of the AMG was born on the race track is no exaggeration. The enthusiasm for motor racing is still as strong today. The annals record countless victories, particularly in the DTM. When AMG became Mercedes-AMG GmbH at the beginning of 2005, HWA GmbH under Hans Werner Aufrecht, which stands next door to AMG, started to build the racing cars for the DTM German Touring Car Championships.

The famous 1971 Spa 24-hour race has not been forgotten. On the contrary, the memory is still precious. The iconic “Red Giant” can now be seen in the AMG Customer Center in Affalterbach, along side current examples of the engine and automobile designers’ craft. The car looks like it could easily take on another race after a break of 36 years. The comment by Hans Heyer rings in one’s ear: “We know that we could win. It was just the others didn’t yet know it.”



SPA-FRANCORCHAMPS

HURTLING PAST WALLS, TREES AND ELECTRICITY PYLONS AT 330 KM/H: THIS HORRIFIC SCENARIO COULD ONLY BE EXPERIENCED ON ONE RACE TRACK IN THE 1970'S – SPA-FRANCORCHAMPS. ECKHARD SCHIMPF REMEMBERS THE ROLLER-COASTER RIDE THAT WAS THE ARDENNES CIRCUIT

Genuine courage was required here, particularly when it rained. This is where all racing drivers encountered fear in its purest form. No one has every put an exact number on the accidents and fatal crashes that have occurred. The Spa-Francorchamps course in the middle of the Ardennes region (a new, shorter track has been in use since 1983) resulted from a triangular configuration of secondary roads which, with the exception of the hairpin at La Source, were connected by means of extremely fast bends and chicanes. The fans found the speed simply breath-taking: thus, for example, in 1971, the winning team of Rodriguez/Oliver in the Porsche 917 completed the 1,000 kilometer Spa race in just 4 hours, with an average speed of 250 km/h; that's including fuelling stops and drive changeovers. This legendary track near the little town of Spa, a world-famous health resort at the beginning of the 20th century, was the place where the glittering career of the AMG began in 1971. From 1966 onwards, AMG was an insider tip for touring car racers such as Manfred Schiek, Alfred Katz, Albert Pfuhl and likewise for the fans of souped-up Mercedes sedans. However the two Swabian engineers were unknown in the world of international motor racing.

The debut race was not going to be just any old event, but rather the Spa 24 Hours race, the classic competition for touring car racing. Driver number 1 was to be Pedro Rodriguez, however he suffered a fatal accident on the Norisring circuit at the end of June. The second driver in the AMG cockpit was to be Kurt Ahrens from Brunswick. He agreed at first, although he had retired from racing couple of months earlier at the tender age of 30 because of the numerous fatalities in the sport (Rindt, Clark, Courage, Bandini, Spence, Hawkins, Scarfiotti, etc.). After a little hesitation, ex-Porsche works driver Ahrens agreed to take the wheel of the touring car. However, when Helmut Kelleners collided with the crash barriers in his AMG sedan during a test in Hockenheim, Kurt Ahrens withdrew again.

Hans Werner Aufrecht engaged the services of Hans Heyer and Clemens Schickentanz just a few days before the race. This was a brave decision since neither driver were regarded as international cracks. Heyer had only moved over from karts to touring cars one year earlier. However, the risk paid off. The bright red AMG-Mercedes with the characteristic radiator and the eight headlamps on the front unexpectedly took second place

7 FAMILY AND FRIENDS

Hans Werner Aufrecht (center) and his brother Friedrich (squatting) change a tire at Spa-Francorchamps

in the overall classification and was also the best in its class. On that weekend in Spa everyone was impressed with the super-charged strength of the Swabian car. This was true for the spectators, who threw up their hands every time the eight-cylinder vehicle tore past, and for the drivers, who were thrilled with the pure power of the AMG, only changing up from fourth to fifth gear at a speed of 240 km/h.

If the AMG team had not had to use standard brakes, then the 300 SEL 6.8 AMG that shot around the track with a low growl might actually have taken the overall title. However the brakes (the Mercedes works was only able to classify a higher performance system with the FISA) proved a little too weak. "However the disks had plenty of time to cool down on the old Spa circuit, so everything was OK," remembers Hans Heyer.

UMA THURMAN

THE NEW PZERO

MISSION ZERO

DIRECTED BY KATHRYN BIGELOW



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POWER IS NOTHING WITHOUT CONTROL



PERFORMANCE STUDIO

BLACK GOLD IS PRODUCED IN MANY PARTS OF THE WORLD. OIL, THE RESOURCE THAT HAS BECOME SYNONYMOUS WITH MOBILITY, GUSHES FROM EARTH IN LOCATIONS AS DIVERSE AS VENEZUELA AND RUSSIA, THE USA AND SAUDI-ARABIA. KUWAIT ALSO HAS A STORE OF BLACK GOLD. THIS RECENTLY TOOK SOLID SHAPE, THANKS TO AMG

TEXT AXEL LENGERT PHOTO MARKUS BOLSINGER





An industrialist from Kuwait – not an oil sheikh for a change – has a taste in cars that is all his own. In most cases he prefers cars that 1. have a star on the hood, 2. are built by AMG and 3. are unique to him. Points one and two are quickly met, but point 3 is the subject of intensive efforts on the part of AMG's own „Performance Studio“. This is where specialists tailor the high-performance cars from Affalterbach to the particular personal requirements of the customer.

This time, the wish list of the Kuwaiti businessman was for a 450 kW/612 bHP S 65 AMG, so that the bar was placed higher than usual for several reasons. On the one hand, the automobile aficionado from Arabia had already had all the current AMG models configured to his individual requirements, placing them in his own private museum. On the other hand his personal fleet includes a number of other precious vehicles that had to be outshone in the daily competition for the car enthusiast's favor.

Thus, the team needed to produce some ideas that were pure gold. They succeeded in doing this in the truest sense. Firstly the paint specialists in the Performance Studio set to work and defined the words “black gold” in

their own way. Instead of the silver metallic particles normally used in the black metallic paint finish, around 700 grams of the finest gold dust was added to the mix. Depending on the incident light, usually very strong in the desert countries of the Persian Gulf, the bodywork glows in every nuance from deepest black to golden brown. Going by current prices, the material value of the black paintwork is 11,000 Euro, not including labor. Peanuts for a businessman from the Gulf.

Naturally, the gold theme had to be continued inside the car. Consequently, not a single centimeter of the interior was untouched by the customizers' art. The visual contracts between black and gold was to be continued. However, because gold colored leather or gold-plated interior trim would be unlikely to appeal to exotic tastes, the AMG interior designers, having consulted with the future owner, chose the finest leather upholstery in black and white. Eye-catching details underline the contrasting ambiance. The seats, door panels, central console and the lower part of the dashboard are all finished in white leather, which was given a metal coating using a special process. Decorative black seams in these areas create an interesting visual coun-

terpoint to the brilliant, shimmering surface. Following the same design principles, all the black leather components, such as the top part of the dashboard and the upper part of the door panels, have decorative white seams. A white Alcantara roof covering stretches over the passengers, while the floral carpeting echoes the same color scheme. The deep, high-gloss surfaces of the trim further emphasize the sensational contrast. The customer emphasized his weakness for top-class cars from the Affalterbach stable with white, illuminated chrome AMG door tread plate. Just as eye-catching are the locking buttons, which carry the logo in miniature. The unique vehicle also received a very personal touch through the incorporation of the client's initials in the head rests and arm rest on the central console.

With kit like this it should be no problem for the black gold S 65 AMG to become the preferred mode of daily transport for its new owner. This is particularly so because this golden ship of the desert offers the performance of a sports car and can accelerate from 0 to 100 km/h in 4.4 seconds. Of course, this is standard for the whole series.



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AMG DRIVING ACADEMY



ADVANCED DRIVING LESSONS: THE AMG DRIVING ACADEMY HAS PLENTY TO TEACH AMBITIOUS DRIVERS



DRIVING ACADEMY

TEXT FRANK MÜHLING PHOTO ULI JOOS

POWERFUL VEHICLES LIKE AMG AUTOMOBILES REQUIRE EXPERIENCED DRIVERS. THE NEW AMG DRIVING ACADEMY AIMS TO BRING PEOPLE UP-TO-SPEED DIRECTLY

O ptimum vehicle control. Being at one with the ideal line. Complete harmony between man and machine. Unbridled driving pleasure. In short: driving perfection. Something that is almost impossible to achieve on normal roads because of the increasing levels of traffic can now be experienced in the AMG Driving Academy. This is the fulfillment of a dream for many ambitious sports car enthusiasts. Mercedes AMG accompanies its customers on the path to perfect driving control with tailor-made driver training courses and events. The AMG Driving Academy focuses on driving pleasure, safety and passion, rounded off by a high-quality ancillary program and professional supervision.

The packages on offer from the AMG Driving Academy cover five levels and have the ideal solution for every taste. Emotion, Basic, Advanced, Pro and Master are the names of the five programs. These range from lifestyle-oriented events, through the first steps in pushing one's self to the limit on closed test courses and race tracks to professional, intensive racing training with a competitive element.

Spa-Francorchamps, Nürburgring-Nordschleife and Hockenheim are just some of the world-famous and legendary race tracks where licensed, experienced racing driver coaches will pass on their extensive knowl-

edge and driving skills to the AMG drivers. The latest training methods will enable speedy access to the fundamentals of driving dynamics and will allow drivers to identify their own limits and those of their car in a safe environment, while also making their pulses race with exhilaration. The data recording techniques tried and tested in motor sports are used not just to check individual sectors or lap times, but also longitudinal and lateral acceleration as well as drift angles.

AMG Winter-Sporting in Arjeplog near the Arctic circle in Swedish Lapland is a very special event; it combines demanding driver training with lifestyle experiences typical of the region. All the AMG vehicles supplied are fitted with special spiked tires to ensure the necessary holding on the icy surface of a frozen lake. The training program includes not only slalom and avoidance maneuvers, but also sideways driving on a circle of up to 150 meters in diameter and the completion of two handling courses that reproduce the configuration of well-known racetracks such as the small course at the Hockenheim circuit.

But whether you are driving on a solid racing surface or on pure ice, the key to all events in the AMG Driving Academy is being better able to assess critical situations, reacting in a controlled way and doing the right thing intuitively even in extreme situations. The aim is continuously to develop better driving skills.

FIVE STEPS TO HEAVEN

NEW AMG TRAINING COURSES

EMOTION

Our lifestyle-oriented events will introduce you to interesting routes with AMG vehicles included and allow you enjoy exclusive events at unusual locations as part of the AMG Community.

BASIC

Always safe, always in control: The BASIC training course will teach you the fundamentals in a professional setting, providing you with the know-how you need when pushing your driving skills to the limit for the first time.

ADVANCED

Expand your skills: Working under the tutelage of professional instructors and with the help of individually tailored training programs you can develop your abilities in the AMG vehicles supplied.

PRO

Welcome to the world of extremes: Our experienced instructors from the world of motor racing and extensive data recording equipment will enable you to realize your potential at the wheel of the AMG vehicles supplied.

MASTER

Demanding, exclusive training at a professional level. Experience intensive, targeted racing training with individual coaching and your own ranking tests for your personal best rounds.

For more information about dates, programs and prices see www.mercedes-amg.com or phone +49 7144 302 575

Of course this also involves chatting about the experiences gained and unique experiences with like-minded people from the AMG Community. Attractive venues for the events and top-class hotels provide the perfect setting for this.

AMG BLACK SERIES





TEXT THOMAS SCHULZ PHOTO MARKUS BOLSINGER, HANS WIESNER

BLACK AND **WHITE**



THE AMG “BLACK SERIES” SPECIAL EDITIONS FROM THE PERFORMANCE STUDIO OPENED IN 2006 CAUSE A GENUINE STIR WITH THEIR DYNAMISM. IT ALL STARTED WITH THE SPECIAL EDITION SLK 55 AMG BLACK SERIES AS AN UNCOMPROMISING ROADSTER. NOW WE HAVE THE CLK 63 AMG BLACK SERIES, WHICH WAS INSPIRED BY THE WORLD FAMOUS OFFICIAL F1™ SAFETY CAR FROM MERCEDES-AMG



CRAFTSMANSHIP: IN THE EXCLUSIVE CLK 63 AMG BLACK SERIES
THE LOGO CONTRASTS WITH THE CARBON OF THE INTERIOR

MAKING A MARK: THE TAILGATE OF THE NEW CLK 63 AMG BLACK SERIES IS EVIDENCE OF THE CAR'S EXCEPTIONAL POSITION AMONG AUTOMOTIVE WILDLIFE



THE AMG PERFORMANCE STUDIO PRODUCES THE EXCLUSIVE BLACK SERIES. THIS IS WHERE RACING TECHNOLOGY MEETS DIRECTLY WITH HIGH-PERFORMANCE AUTOMOBILES FOR THE STREET. THE WINNER'S GENES FOR THE AMG SPECIAL EDITION

The tiny letters on the car's tailgate, measuring just four centimeters in length and five millimeters in height make a significant impact on the car's profile: just beneath the characteristic AMG logo on the front right the words "Black Series" appear in a shimmering matt finish. Although the label may seem unassuming, its promise is enticing. It adorns a pitch-black sports car with the full name Mercedes-Benz SLK 55 AMG Black Series. Bernd Schneider bends down and approaches the tailgate of the car to get a better look at the miniscule label. There's nothing wrong with his eyesight. Bernd Schneider is a long-established racer and five-times DTM champion with AMG Mercedes, not to mention countless other titles. The 42-year-old racing driver has achieved many individual victories and places for the Affalterbach company and is a vital member of the AMG family. Naturally, he possesses expert knowledge when it comes to the question of how motor racing technology can be adapted for everyday use on the roads. Bernd Schneider smiles. He has just realized that he shares his initials with the Black Series. There couldn't be a more appropriate match.

The SLK 55 AMG that left the newly opened Affalterbach Performance Studio in summer 2006 made a barnstorming start for the Black Series. The output of the 5.5-liter V8 engine of the uncompromising roadster was increased to 400 bHP. This yields powerful results: a torque of 520 Newton meters and a maximum speed of 280 km/h. The AMG coilover and the high-performance composite braking system meet even the highest standards in terms of racing tuning and ensure the best possible utilization of engine capacity as well as maximum safety. AMG's President Volker Mornhinweg puts it in nutshell: "In the Performance Studio we incorporate the technology of the race track". It should be noted that, contrary to what you might expect, the Black Series from Affalterbach is not simply constituted from liberal borrowings from this or that successful AMG model, exploiting the rich fund of technology available to the sports car manufacturers. The precision-built Black Series sports cars

(only available in two-seater versions including the current CLK 63 AMG) are independent designs.

This is the only way to produce configurations for racing enthusiasts that are thought through to the last detail. To a certain extent this is a rarified world of special technical solutions. Behind it lies a highly complex procedure that demands high levels of investment in terms of time, money and personnel. When you take a closer look it becomes clear that this is inevitable. This very demanding approach to design will be further developed in the new CLK 63 AMG Black Series, which will hit the streets as a brand-new special series. "This car is directly derived from the Official F1 Safety Car," explains AMG product manager Roland Kreutzer.

"This makes the fascination of the racing experience even more accessible to our more sporting customer. Above all," adds Kreutzer raising his eyebrows, "they also get a dynamic overall driving concept paired with rigidity and unbeatable safety standard necessary for the racing circuit." The car really does bear the burden of enormous expectations.

The heart chosen by the Affalterbach team for the engine was the 6.3-liter V8 unit. This extraordinarily successful aspirated engine underwent efficient rehabilitation, producing an output of 507 bHP at 6,800 rpm. After 4.3 second, the black CLK 63 AMG breaks the 100 km/h barrier and at 300 km/h the electronics start to cap the speed for safety reasons. The driver operates the AMG SPEEDSHIFT 7-speed automatic gearbox by

WHITE STAR: THE FRONT SPOILER OF THE CLK 63 AMG BLACK SERIES CLEARLY
AND IMPRESSIVELY ECHOES THE DESIGN OF THE OFFICIAL F1 SAFETY CAR





BERND SCHNEIDER, FIVE-TIME DTM CHAMPION AND KEY MEMBER OF THE AMG FAMILY SMILES HAPPILY, DURING A PHOTO CALL WHEN HE REALIZES THAT HE SHARES THE SAME INITIALS AS THE BLACK SERIES

MOVE INTO AN EXCLUSIVE WORLD: THE CLK 63 AMG BLACK SERIES ENTHRALS THROUGH
ITS FASCINATING COMBINATION OF DESIGN AND DYNAMICS



THE CLK 63 AMG BLACK SERIES IS TUNED FOR THE NÜRBURGRING NORDSCHLEIFE COURSE. HOWEVER CUSTOMERS CAN DECIDE THE SETUP THEMSELVES, TRACKING AND KING PIN INCLINATION CAN BE ADJUSTED INDIVIDUALLY – AS FLEXIBLE AS AMG ITSELF

means of buttons on the steering wheel; the extremely short gear changes even allow tiny increases in engine speed, thus guaranteeing the best possible utilization of torque. Like the SLK 55 AMG Black Series, the CLK 63 AMG also has an AMG coilover using racing technology and the highly efficient AMG brake system with specially reinforced brake disks.

In addition, the ESP was readjusted for experienced drivers. The extensive chassis tests carried out on the Nürburgring track are a sign of the company's sense of obligation in relation to the ambitious expectations of its customers.

"The CLK 63 Black Series is tuned for optimum driving dynamism," says Roland Kreutzer. As if this weren't enough, he goes on: "Customers can decide the setup for themselves, tracking and king pin inclination can be adjusted individually," explains the Product Manager. "The necessary tools are supplied with the car."

The wider axles of the CLK 63 Black Series are new. Another new feature is the set of 19 inch aluminum wheels, which are milled and forged from the solid metal, ensuring

enormous rigidity and a considerable saving in weight terms. Naturally this "fire under the hood" led to the development of a special cooling system. Thus the AMG cooling system includes an active cooler for the rear axle limited slip differential, an additional gear oil cooler and a steering oil cooler.

Not all design measures for the CLK 63 Black Series are obvious at first glance. However, it cannot hide its origins. Thus, the front spoiler shares the same design as the safety car, but has larger air slits and additional lateral carbide outlets. Wider mudguards are the result of the broader axle construction. The carbon spoiler on the tailgate provides the necessary downward pressure on the back axle.

Of course the driver can rest assured that the interior will match safety car standards. Most notable is the comfort of the body-contoured seats in highly flame-retardant Perlon velour - in black, of course.

When it comes to performance and safety, the various elements of the Black Series have been designed without compromise. However, this is precisely why they form a convincing unit that does not run contrary to the individual lifestyles of AMG customers in even the slightest way.

This concept of tailor-made dynamism is bearing fruit. Roland Kreutzer is certain that this programmatic approach will meet with great interest both at home and abroad. This is probably an understatement.

It is thus no coincidence that the new Black Series CLK 63 AMG made its world debut at the NYIAS, the New York International Auto-Show, in April. It is the first small series car that AMG has made available on the

US market, which accounts for a large percentage of company sales.

The series, which will be launched in the USA in July and in the EU one month earlier, will be produced for a limited period only. The AMG strategists are very optimistic, but it is still too early to make forecasts.

This is why visitor reaction at the AMG Stand in New York's Jacob Javits Convention Center between 34th and 39th Streets in central Manhattan will be monitored very closely.

It is to be expected that many people, just like AMG driver Bernd Schneider, will approach the back of the new car to get a better look at the little label that says it all.

Santoni

Limited Edition

Rossese





ON THE ROAD

40 YEARS ARE LIKE A SINGLE DAY

DUBAI – THE BURGEONING CITY OF CONTRADICTIONS SEEN THROUGH THE WINDSCREEN OF AN ML 63 AMG. 24 HOURS SPENT IN A CITY WHERE ORIENTAL TRADITIONS AND THRUSTING MODERNITY SIT SIDE-BY-SIDE

TEXT THORSTEN ELBRIGMANN PHOTO MARKUS BOLSINGER





There was modest jubilation in Großapach 40 years ago when the first AMG Mercedes saw the light of day. At the same time in the Persian Gulf seven small Emirates came together to form the United Arab Emirates. The country is still quite small, however the region's gushing oil wells set a process in motion that is beyond our imagination. An excellent example of this is the city of Dubai, which is just a six hour plane trip away from the old mill in Burgstall. It may be hard to believe, but the proud, glittering city that now reaches towards the sky was just a tiny collection of mud huts gathered around the old fort of Al-Fahidi in 1967. Nowhere else you will find the ancient and ultra-modern lying closer together and nowhere else will you gather so many different impressions in a single day – provided of course that you are in the trusty company of a fast all-terrain vehicle like the ML 63 AMG, which is as generous with its 510 bHP as the sheikhs are with their money when building new skyscrapers.

The early morning sun bathes the skyline of Dubai City in a pinkish light. There is a light veil of mist over the city. Although still under construction, the Burj Dubai already towers above everything. Three cranes at the top of the building bravely stretch into the morning sky. But the tall tower in "Downtown Dubai", one of the city's new districts, is far away. In geographical terms the distance is just 5 kilometers, but in terms of time the slim tower seems centuries away. Sand swirls as the caravan drifts past. The camels come from the stables in Nad al-Sheba and are not laden down with goods, but are instead crowned by small brightly colored figures, who are fastened tightly behind the single hump that distinguishes the dromedary from the camel. These slim animals pass by in stately formation. Nonetheless, there is excitement in the air because today is race-day. There's a lot at stake in these races and the finals are just a few weeks off. In addition to the enormous Sheikh Khalifa bin Said trophy and the associated honor, winners and runners-up can expect to take away cash and one of 80 SUV. They stopped using children as jockeys many years ago and now the camels are ridden by racing robots. That accounts for the tiny figures on the camels' backs. The first races of the day are already under way. The stand seems very welcoming, but in the distance Dubai City is lit up by the sun. The reflective facades entice you into the city with its 1.5 million inhabitants. The ML 63 AMG ploughs its way through the dust of the desert and steers a course along Muscat Street to Sheikh Zayed Road, the city's motorway. As on every day, the road is jammed with cars. From early morning until late into the evening a sea of metal pours in and out of the rapidly growing city.

IT MAY BE HARD TO BELIEVE, BUT THE PROUD, GLITTERING CITY THAT NOW REACHES TOWARDS THE SKY WAS JUST A TINY COLLECTION OF MUD HUTS GATHERED AROUND THE OLD FORT OF AL-FAHIDI IN 1967

One skyscraper is springing up beside another on Sheikh Zayed Road. A confusion of cranes twist and turn to a silent soundtrack in time to the pulse of modern life. There is a statistic that claims that two third of the world's construction cranes are located in Dubai. A local at the airport told me the figure was 75 percent, while my taxi-driver put the figure at 85%. The people of the Emirates are proud of the building boom. In the final analysis the figure doesn't really matter, particularly since no one knows the source of the information. However, if you consider the fact that, in addition to Sheikh Zayed Road, the Burj Dubai and the whole district surrounding it as well as Media City, Dubai Marina, islands in the shape of huge palm trees on the coast and other districts under construction, then you might think that 85 percent might be too low an estimate.

The Burj Dubai is quite close by. It is already over 100 storeys tall. There isn't one hundred percent agreement on how tall the tower will eventually be. All that is known for certain is that it will be the tallest building on the planet. The talk is of 150 floors and a distance of about 700 meters from base to tip. However, because there is also a project in Asia to build the tallest building in the world, the Emiratis are happy to wait for the Asian tower to be completed so that they can add another couple of floors. The tallest skyscraper in the world simply must be located in Dubai. Prestige is important. Perhaps that's why AMG enjoys such a good reputation in the Emirates.



Discover
Nature
Space
Harmony
Tranquility
THE LAGOONS
S
Sama Dubai

TR
INTERNATIONAL
City of the Future
100



THE MANIA FOR THE MONUMENTAL
MAY TAKE YOUR BREATH AWAY, BUT IN
DUBAI EVERYTHING SEEMS POSSIBLE.
THE BELIEF IN NEVER-ENDING GROWTH
IN THE DESERT STATE IS UNSHAKEABLE

If you were to look down on the skyscraper from above, you would see, that the floor plan is based on a small yellow desert flower that is typical of the Arabian region. Thus, the lofty tower literally goes back to the roots of the Emirates. However, you will also find history at the foot of the Burj. A completely new “old town” has already been built here. This is a district of low-rise apartment blocks built in a style reminiscent of Moorish architecture. This would be a wonderful place to live. Unfortunately almost all the apartments are already sold.

Things start getting hotter towards midday. It is time to cool off, either in one of the numerous air-conditioned shopping malls or in the Snow Dome, the world’s largest indoor ski facility with a 400 meter ski slope. Here the temperature is a constant minus two to minus three degrees. Rental of shoes, ski suits and skis or snowboards is inclusive in the entrance fee.

After this refreshing experience, its time for something different. It isn’t far from the Snow Dome to the desert. The AMG Mercedes glides along the smooth road past the Dubai Autodrome, a genuine Grand Prix course. The gigantic race track seems totally deserted. Not a test team in sight, no private drivers on the tarmac, just the lonely AMG all-terrain vehicle, its exhaust ticking nervously, as if drumming on the table with its fingernails. It can hardly wait to show its capabilities under desert conditions. Finally we make it. Every sand dune is a new

JUNGLE IN THE DESERT: THE ML 63 AMG IS JUST AS MUCH AT
HOME ON THE ULTRAMODERN CITY FREEWAY AS IN THE DIRECTLY
ADJOINING SAND DUNES

adventure, every drift a pleasure. The ML 63 AMG skips and rolls, recovers beautifully and sprints off again. On the road you notice that at least one or two kilos of sand have lodged in the wheel rims and on the chassis. A stop-off at a (highly unusual) carwash along the way quickly removes the residue from the powerful vehicle.

On the return journey to the city, two huge, narrow stone monuments loom out of the gathering dusk on either side of the straight road. As you come closer you realize they are just mock-ups. These are followed by more gigantic landscapes that look as if a giant had cut photos out of a glossy magazine and used them to make collages. The Eiffel Tower appears in the Alps, while the Statue of Liberty gazes at Monument Mountain. This is a presage for a huge hotel complex called “Global Village”. In the coming years the city will get 35 hotels, 100 theaters and cinemas and 1,500 restaurants for a total of about 45,000 visitors. At the moment, however, the “Global Village” is just a big fake. The mania for the monumental may take your breath away, but in Dubai everything seems possible. The belief in never-ending growth in the desert state is unshakeable. It will only be a few years before the oil reserve has run out. That’s when Dubai aims to market itself as a tourist paradise.

The second pillar of the economy after tourism will be trade, which has brought prosperity to the region for centuries. These days, the deep-sea harbor hosts huge container ships, although trade still blossoms on little Dubai Creek, which snakes its way through the city. This is where you will find the traditional wooden dhows tied up, their deep keels a sign that they can easily maneuver their way around the open seas of the Persian Gulf. The brightly painted ships are overhauled every 10 to 15 years in the Dhow Building Yard. Here you will find mainly Indians working under the expert eye of the local craftsmen to return the ships to their former glory, so they can be loaded up again. As immigrant workers, Indians make up the largest ethnic group in Dubai. Trade with Iraq is particularly healthy, so that on the quay side and in the cargo holds of the ships you will see a colorful mixture of used cars, garlic bulbs, T-shirts in boxes and brass-colored downlighters, remaindered stock from a large German DIY chain. The sun has dropped much lower and the afternoon is almost over. The old town of Dubai with its markets and souks selling gold and spices are just a few meters away. The narrow streets and lanes echo





constantly to the sound of car horns. The ML 63 AMG waits patiently until it finally reaches Deira, one of the oldest parts of Dubai. But finally it can go no further. The souks can only be investigated on foot, so the powerful black car has to be left on the side of the road. The markets seethe with people. The streets are covered over so that it remains pleasantly cool in the shadow of the wooden structures. The shops sparkle and flash with gold. Tightly packed displays of bracelets and chains, rings and amulets can be seen at surprisingly reasonable prices. There is no need to fear being ripped off as the gold trade is strictly controlled by the state.

On the way to the gold market, we pass a small, unassuming shop from which a sweet smell emanates. The shop is owned by Mubarak bin Abdullah from Oman. He sells just one thing: halva, a soft mass of caramelized sugar, maize flour, cardamom and saffron, finished off with ground peanuts. If the words “sinfully sweet” did not already exist, they would have to be invented for the warm mass. Just two blocks on and another seductive smell is encountered. Curry and chili powder are piled up in mounds, the scent of dried lemons and ginger mixes with the aromas from a host of herbs from around the world. This is the spice souk, Dubai’s spice market. The friendly traders approach their potential customers. Many tourists find this the perfect place to find a souvenir to bring back home. A little bit of Dubai for your candlelight dinner, a touch of the exotic in one’s everyday life.

Water taxis beckon you to take a trip across Dubai Creek to the oldest part of the city, Bastakiya. However, because the traffic abates a little towards evening, the ML 63 is certainly just as good a choice. After a few minutes, the AMG draws up at the foot of the old fort of Al-Fahidi. Nearby is the Arabian specialty restaurant Beit Al-Wakeel in an old semi-derelict former English trading post. After a typical meal with Arabian starters like hummus or falafel with grilled meat and fish, the time has come for an evening stroll around Bastakiya, which has been rebuilt by the rulers of Dubai. The buildings are now restored and serve as hotels and apartments. A structure made from palm branches and rushes attracts the attention. In front of it sit several men in a circle, socially drinking tea, playing board games and smoking a shisha, the oriental water pipe. Strangers are welcome to stop for a chat. After a tea, many good wishes and friendly words, the ML 63 AMG takes off into the night. It is late and the streets are now

NIGHT FALLS. TIME TO CRUISE THE STREETS IN YOUR TROPHY CAR. THIS IS THE TIME WHEN THE CHILDREN AND GRANDCHILDREN OF THE LOCALS DRIVE AROUND IN THEIR SOUPED UP PLAYTHINGS. AN AMG MERCEDES ALWAYS GARNERS ADMIRATION

much quieter. Time to promenade – time to cruise the streets in your trophy car. The children and grandchildren of the “locals” drive up in their souped up playthings and you feel “well-dressed” in the AMG. The light from the street lamps is reflected on the glossy 20-inch wheels and the roar of the exhaust fills the short-lived silence of the city. The facades glitter with the reflections from the many light sources. The untiring cranes on the hundred of building sites stop for a short while. When Dubai is finished in a few years’ time, the city and its various centers will look as stylish as the dashboard of the ML. This also has its attractions, but it is a genuinely breath-taking experience to see how this city is developing from its modest origins of 40 years ago. One of the most dazzling cities of our time is rising out of the desert sands and 24 hours are not enough in which to see it all. Nonetheless, this voyage of discovery with the ML 63 AMG has given some impression of what’s going on in the Gulf, an impression that burns itself into your conscious.

INHOUSE



TEXT THOMAS SCHULZ PHOTO MARKUS BOLSINGER

FIGURATIVELY SPEAKING

THE FACT THAT CREATIVITY IS A MAJOR CONCERN AT AMG NOT JUST IN DEVELOPMENT IS DEMONSTRATED BY THREE DEDICATED EMPLOYEES WITH THEIR PHOTOGRAPHIC COMPOSITIONS

The facade of the gigantic Pan Pacific Hotel in Singapore reaches to the sky. Countless spotlights bathe the scenario in a warm glow. A silver-colored S 63 AMG is driving up the front of the building. Just a second... Take another look. It's true, it does look as if it is climbing up the facade. This is obviously a photomontage, however it has a definite symbolic meaning. "It means that we accept every challenge," says photographer Henry Hund, as his colleagues nod in agreement. Henry Hund, 45, works in Exterior Development at AMG. Next to him stand Daniel Krisch, 37, whose main work is as a designer at AMG, and design student Hussein Al-Attar, 22, who produced the shared concept on the computer. Creativity is their bread and butter. The moment of surprise in the photographic composition is intentional. "The car is simultaneously at odds and at one with its setting," explains Henry Hund, adding: "AMG cars exist in a very high-class cultural environment. This unlocks emotions, while emotions in turn lead to a strong level of identification with the product." The aim of the three photographic artists is both to place cars built in Affalterbach in the context of the everyday world and to create a contrast with this world. Thus, for example, they place the 1971 Mercedes-Benz 300 SEL 6.8 AMG in a Budapest thermal baths or show a pair of pulsating tango dancers reflected in the highly polished paintwork of an AMG S-Class .

The intention is to encourage those viewing the art works to question their accustomed perspectives, rather than waiting for help from long-winded interpretative aids. These creative artists use an extremely emotional approach to delve deep into the psyche of the unconscious artist that lies within all of us. Perhaps we should clear up any possible misunderstandings: Hund, Krisch and Al-Attar follow their shared photographic hobby in their free time. "It isn't the case that AMG doesn't demand enough creativity from us," explains Henry Hund. "Quite the opposite in fact. However, taking time to probe into the infinite possibilities of photography without artistic restrictions also releases creative potential. This potential then feeds back into our professional work." It was fall 2006. The three colleagues who regularly work together on design concepts were agreed: "Conventional car photography is fairly faceless. It sometimes sells itself short. You've got to try something different." The whole project grew out of the fact that Henry Hund has been traveling the world for many years with his camera, photographing in locations as varied as South Africa, Cuba, Hungary and Asia. "I have always been interested in people, unusual situations and geometric structures or lighting effects," he says, explaining his passion. He showed the rich photographic results to his colleagues. After their working day was done, the three of them sat around, chatted, philosophized and finally reworked Henry Hund's photos to

include pictures of AMG Mercedes cars. The fact that the guys use image-editing software during their nighttime work sessions in no way diminishes their work. On the contrary. The artist's options are limited not by technical aspects, but rather by an understanding of just how far one can go: "You've got to be provocative if you are to reach the paint barriers of creativity," argues Daniel Krisch. This means that it could still be possible to implement some compositions still on the drawing board. Compositions such as "Wildlife" in which a lion captured on camera in the plains of South Africa is contrasted with the CLK DTM AMG. The work of the three photographic artists is to be seen by a wider audience in the near future. It still remains to be seen how this can be achieved. But there is one thing you can be sure that the compositions from Henry Hund, Daniel Krisch and Hussein Al-Attar will never be: boring.

40 YEARS OF AMG V8



**THE HEART
OF THE
MATTER**

M 113 K

DISPLACEMENT cc	5,439
RATED OUTPUT kW/bHP	380/517
AT rpm	6,100
RATED TORQUE Nm	720
AT rpm	2,600-4,000
WEIGHT (DRY) kg	209
POWER-TO-WEIGHT RATIO kW/kg	1.82
START OF SERIES PRODUCTION	2001

M 156 E 63

DISPLACEMENT cc	6,208
RATED OUTPUT kW/bHP	386/525
AT rpm	6,800
RATED TORQUE Nm	630
AT rpm	5,200
WEIGHT (DRY) kg	199
POWER-TO-WEIGHT RATIO kW/kg	1.94
START OF SERIES PRODUCTION	2005



A STROLL THROUGH THE V8 HALL OF FAME WILL LEAVE YOU IN NO DOUBT WHERE YOU'LL FIND THE BEATING HEART OF AMG: UNDER THE ENGINE HOOD. THE BOYS FROM SWABIA HAVE APPLIED ALL THEIR SKILLS AND PASSION IN BUILDING EIGHT-CYLINDER HIGH-PERFORMANCE ENGINES FOR THE LAST 40 YEARS

The instant at which the hood is opened is a real moment of pleasure. Your eyes caress the splendid eight-cylinder engine. Things are still silent. The eye-catching AMG logo and the Mercedes star symbolize the potent alliance that promises a well-controlled-build-up of power. Change of location. The "Engine Start" button is pressed. Eyes closed, ears open. A resonant eight-cylinder bass note reverberates through your body. The unmistakable sound of a genuine AMG. The most dominant element in a car is its engine. There is no other V8 engine that convinces like one from AMG.

AMG has been producing the most powerful eight cylinder engines on the market since 1971. That was the year that the nobodies from Swabia enjoyed a tremendous coup at the Spa-Francorchamps 24 hour race, winning their class and taking second place overall. The car was a bright red 300 SEL 6.8, a luxury sedan with a monster engine. Hans Werner Aufrecht and Erhard Melcher pushed the 6.3 liter series to its limits, obtaining a cylinder capacity of 6.8 liters and 315 kW/428 bHP output from the 6.3 liter standard V8 with 184 kW/250 bHP. The internal Mercedes code for the eight-cylinder engine was M 100, a model originally developed from the 600 Series, turning the S class into the world's fastest sedan. But that was not enough for some people at the time. AMG had the solution. 213 kW/290 bHP or 235 kW/320 bHP were achievable through classic motor tuning. Not even V12 super sports cars like the Ferrari 365 GT or Maserati Ghibli could compete with this. All they saw of the four-door sedan was the characteristic three-letter logo on the back. The next stroke of genius happened in 1984: an eight-cylinder engine with four-valve technology. No one had anything like this at the time. Erhard Melcher had the idea of

strengthening the Mercedes five-liter engine with specially designed four-valve heads. Hans Werner Aufrecht identified an enormous demand in the US so things quickly started moving. Inspired by various racing engines, they create a design featuring a narrow valve angle of just 30 degrees, leading to small combustion chambers and flat pistons. Perfect conditions for great performance and excellent torque. The impressive result of a lot of brain work: 250 kW/340 bHP instead of 170 kW/231 bHP and a maximum torque of 457 Newton meters. And that was just the start: 1985 saw the 5.4 liter-version with 257 kW/350 bHP, while 1986 brought the 5.6 liter variant with an increase of 10 bHP and a torque of 510 Nm. This muscular motor from AMG was intended not just for the S-Class and large coupés, but was also installed in the mid-range W 124 Series, which left the factory with a maximum six-cylinder inline engine. This four-door sedan, called the 300 E 5.6 AMG, achieved a maximum speed of 303 km/h and even earned a report on the TV evening news. The combination of maximum performance with the long-distance capability typical of Mercedes was previously unknown and thus caused a sensation. US fans honored the V8 model with the nickname of "The Hammer". AMG even risked taking this engine onto the waves: pumped up to 386 kW/500 bHP, it was installed in power boats in 1987. However, after a number of notable successes, AMG withdrew from the water sports sector again to concentrate on cars.

1988 brought the crowning moment: the AMG six-liter-V8 M 117 E 60. The 264 kW/360 bHP output was increased to 283 kW/385 bHP, while 510 Newton meters were ratcheted up to an impressive 566. This configuration was also installed in the new SL-Roadster, rightly earning it the title of dream car. AMG built an impressive 300 four-valve V8 engines in six years – an unparalleled success for a medium-sized company and earning the works an international reputation.

Four years after the debut of the courageous AMG engine with multi-valve technology, Daimler-Benz launched a new series of V8 engines – firstly using four-valve technology. M 119 E 50 was the name of the new development with 5.0 liter cylinder capacity presented in 1988. In 1991 AMG increased this capacity to a full 6 liters. The next step was the

280 kW/381 bHP M 119 E 60 with the first adjustable intake camshaft. It was used in the E-, SL- and G-Class and even started on a second career in motor sports after extensive reworking. With over 441 kW/600 bHP, the AMG 6.0-liter-V8-engine formed the basis for an unparalleled success story: the CLK-GTR won all eleven races in the 1998 season of the FIA GT world championship. More modest perhaps, but no less fascinating: the E 50 AMG built in 1996 on the basis of the new E-Class, code name W 210. Here the five-liter-version of the AMG V8 engine achieved 255 kW/347 bHP and 480 Newton meters. Later, performance-addicted AMG fans would later be able to purchase a six-liter V8 as the E 60 AMG.

Parent company Daimler-Benz decided that the subsequent M 113 engine would use three-valve technology instead of four. Aiming at lower consumption and emission rates, a completely new generation of eight-cylinder engines appeared in 1997 featuring an impressive twin ignition. Taking the 4.3 and 5.0 liter standard models as a basis, AMG developed two V8 engines of its own. The smaller version was used in the C 43 from 1997 onwards and achieved an output of 225 kW/306 bHP, while its bigger brother, with a cylinder capacity increased to 5.5 liters, boasted an output of 255 kW/347 bHP, growing to 260 kW/354 bHP. The M 113 E 55 quickly established itself as the universal engine for almost every AMG model. Whether G-, M-, E-, S-, CL-, C- or CLK-Class, the response to the engine's power is very positive in all quarters. Weighing just 167 kilos, the AMG 5.5-liter V8 engine is extremely light, something that is naturally good news when it comes to the distribution of the weight in the car. The lightweight design also includes the so-called "composite" camshafts. In this technology the individual cams are placed on a hollow shaft and are attached precisely under high pressure. The result is an approximately five percent weight saving in comparison with forged solid camshafts.

Thanks to its weight, the M 113 E 55 was even suitable for installation in the SLK. In 2004, a full three years after its debut, the 265 kW/360 bHP SLK 55 AMG was the only roadster in its class with a V8 engine. In the pared-down light version, the SLK 55 AMG Black Series from 2006, the AMG V8 actually achieved an incredible 294 kW/400 bHP,

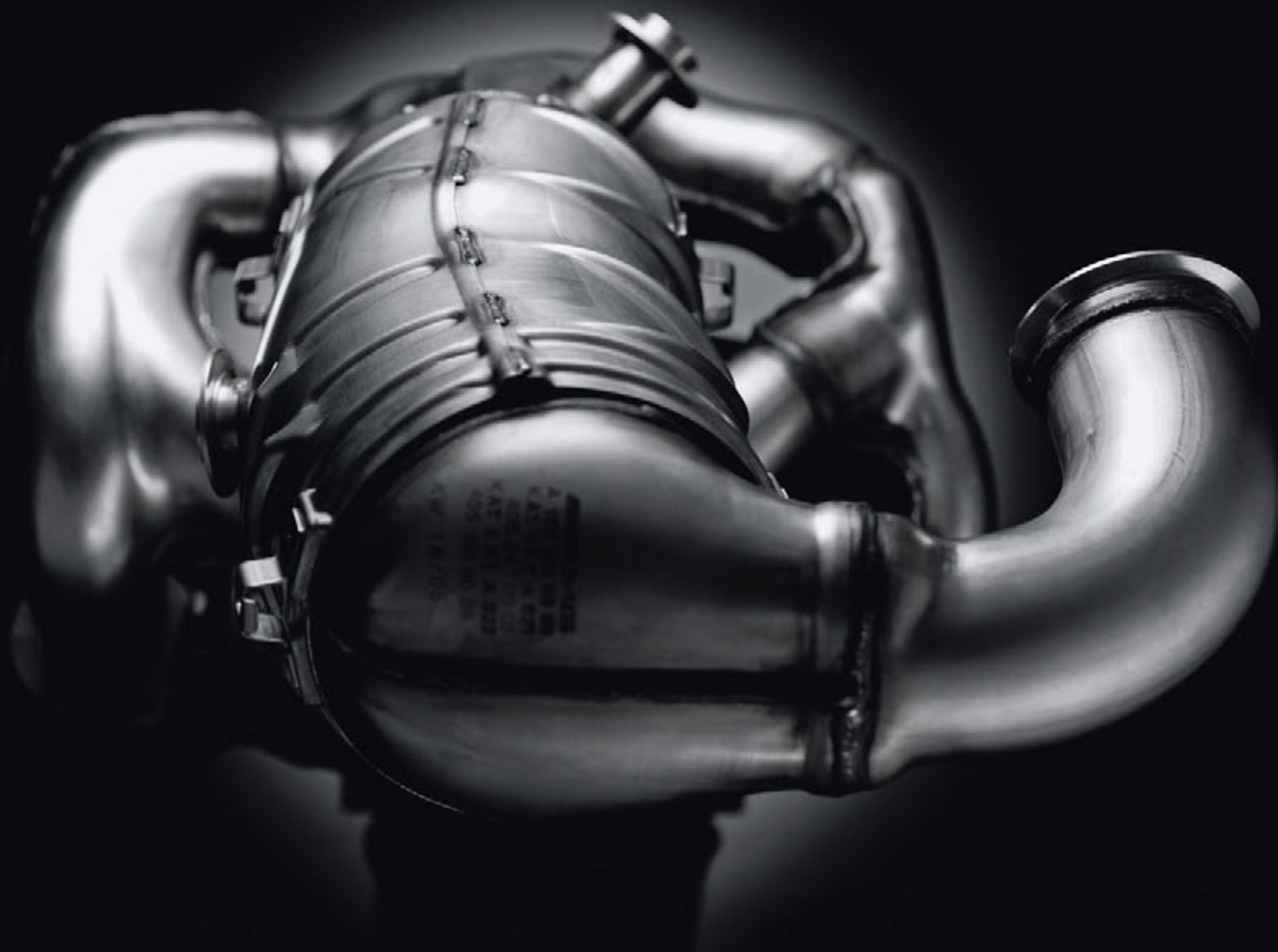
M 113 K CLK DTM

DISPLACEMENT cc	5,439
RATED OUTPUT kW/bHP	428/582
AT rpm	6,100
RATED TORQUE Nm	800
AT rpm	3,500
WEIGHT (DRY) kg	210
POWER-TO-WEIGHT RATIO kW/kg	2.03
START OF SERIES PRODUCTION	2004

M 115

DISPLACEMENT cc	5,439
RATED OUTPUT kW/bHP	460/626 (478/650)
AT rpm	6,500
RATED TORQUE Nm	780 (820)
AT rpm	3,250 (4,000)
WEIGHT (DRY) kg	232
POWER-TO-WEIGHT RATIO kW/kg	1.98 (2.06)
START OF SERIES PRODUCTION	2004 (2006)

VALUES IN BRACKETS FOR 722 EDITION

TEXT FRANK MÜHLING PHOTO HEIKO SIMAYER

M 113 E 55

DISPLACEMENT cc	5,439
RATED OUTPUT kW/bHP	270/367
AT rpm	5,750
RATED TORQUE Nm	510
AT rpm	4,000
WEIGHT (DRY) kg	167
POWER-TO-WEIGHT RATIO kW/kg	1.67
START OF SERIES PRODUCTION	1997

M 119 E 60

DISPLACEMENT cc	5,956
RATED OUTPUT kW/bHP	280/381
AT rpm	5,500
RATED TORQUE Nm	580
AT rpm	3,750
WEIGHT (DRY) kg	198
POWER-TO-WEIGHT RATIO kW/kg	1.42
START OF SERIES PRODUCTION	1991

M 117 E 60

DISPLACEMENT cc	5,953
RATED OUTPUT kW/bHP	283/385
AT rpm	5,500
RATED TORQUE Nm	566
AT rpm	4,000
WEIGHT (DRY) kg	189
POWER-TO-WEIGHT RATIO kW/kg	1.49
START OF SERIES PRODUCTION	1986

thanks to a modified aspirated air flow route, reduced resistance AMG sports air filters, newly developed exhaust manifold and a newly coordinated engine management system. Capital “K” for “Kingly” performance: the AMG 5.5-liter V8 compressor engine, known as the M 113 K, was unveiled in 2001 as its first supercharged eight-cylinder engine. It comes from the same family of engines as the aspirated models, so that it also had three valves per cylinder and twin ignition. However, the much higher pressure levels in the engine required a newly designed crank case with cross-bore, a completely new inner life in the engine, including crankshaft drive and pistons, optimized water and oil cooling system, a newly developed water intercooling system and heat-resistant valves, to name just the most important details. However, AMG entered uncharted territory in designing the compressor according to the Lysholm principle. At the time, there were no superchargers of the size required by the AMG engine in view of the eight cylinders and the 5,439 cm³ cylinder capacity. The boys from Affalterbach found a competent partner in Japanese specialists IHI, who still enabled them to create a fascinating, supercharged V8 engine. The M 113 K celebrated its much anticipated debut in the SL 55 AMG with 350 kW/476 bHP, which was quickly increased to 368 kW/500 bHP. People were highly impressed with the powerful 700 Newton meter maximum torque already available at 2,600 crankshaft revolutions.

Gradually, the supercharged AMG eight-cylinder model also won over the drivers of E-, S-, CL-, G- and CLS-class vehicles and the jury of the “Engine of the Year Awards”, who named the M 113 K the first winner of “Best Performance Engine”, a new category in 2004. 55,000 units were built between 2001 and the end of 2006 and there is no end in sight for demand. The specific detailed work involved in the evolution to the second generation of the SL 55 AMG, enabled output to be increased to 380 kW/517 bHP and 720 Nm. However, this does not mark the end of the matchless success story behind the V8 compressor engine. The specialists developed an even more powerful engine for the limited edition of 100 CLK DTM AMG in 2004 and the cabriolet version launched the following year. The further optimization of the screw-type

compressor attained through narrower tolerances and higher engine speeds and by dispensing with the circulating air valve in the intake system produced 428 kW/582 bHP and a torque of 800 Newton meters. Each crank case was X-rayed to prevent any variations in quality. Only the best examples were used in the CLK DTM AMG. A special exhaust system enables the eight-cylinder engine to create a carpet of sound immediately reminiscent of DTM racing tourers.

Hard to imagine though it may be, the story goes on. Also in 2004, the SLR McLaren made its world debut. In the context of 21st century Gran Turismo, the 460 kW/626 bHP and 780 Nm AMG 5.5-liter V8 compressor engine provides breathtaking driving performance. Although the cylinder capacity, cylinder interval and cylinder head concept are the same as in the “normal” M 113 K, the SLR must be regarded as having a new type of engine. This is also the reason for the name change to M 155. Because of the further increased stresses, a completely newly designed, extra rigid crank case is installed in a so-called bedplate version with closed-deck technology. The switch-over to dry sump lubrication not only guarantees optimum oil supply even under extreme cross-acceleration, but also enables the engine to be installed at a particularly low level, dropping the vehicle’s center of gravity. In addition to a larger compressor, the exhaust system is also completely new and the silver arrow also has two side-pipes on either side behind the front wheels. In the SLR McLaren 722 Edition the M 155 actually offers 478 kW/650 bHP and a torque of 820 Newton meters – facilitated by the further optimizing of the intercooling system and the adaptation of the engine electronics. The impressive engine specifications enable maximum speeds of 337 km/h. In its final configuration the M 155 is not only the strongest V8 series engine developed in Affalterbach, but also the strongest AMG and Mercedes engine for a series-built automobile with official approval and homologation for road use. 2002 marked a new era in engine construction at AMG, as the year when the M 156 entered the design phase. This V8 aspirated engine would set the tone as the first completely independent new design in the company’s history. The pedigree eight-cylinder high-speed engine also has more cylinder capacity

than ever: with 6,208 cm³, it really earns the right to bear the traditional “6.3” classification. Despite having a cylinder bore of 102.2 millimeters, it achieves maximum engine speeds of 7,200 rpm – a more than respectable figure for such a large V8. The completely new development – not a single component comes from standard Mercedes-Benz engines – includes numerous special features from the world of motor sport: the crank case is made entirely of high-strength aluminum, using particularly rigid closed-deck technology with bedplate as with the M 155, while the aluminum bores have a revolutionary, low-friction LDS coating. The bucket tappets in the cylinder heads enable a rigid valve train, so that high engine speeds can be achieved. Perfect cylinder charging is guaranteed by the vertical arrangement of the intake and exhaust ducts. The high volume of air required by the large-volume engine also called for a particularly sophisticated controlled intake manifold: the patent concept with two large, electronically controlled and synchronized throttle valves – efficiently housed in the V cylinder – is unique in the history of automobile construction.

The most powerful version of the AMG 6.3-liter-V8 engine achieves an output of 386 kW/525 bHP at 6,800 rpm, while the maximum torque of 630 Newton meters is available at 5,200 rpm. At present the 6.3 engine is used in the S-, CL-, E-, CLS-, CLK-, R- and M-Class, uniting exhilarating driving pleasure with great traction at low speeds. Its extremely sporty character comes from its great agility and dynamic responsiveness in all speed ranges. Developed with passion, built with precision and driven with enthusiasm – this principle applies as much to the youngest member of the AMG V8 family as to all AMG engines over the last four decades. The engines have something else in common: they are all hand-built from start to finish in the high-tech engine works in Affalterbach according to the motto: “One man, one engine.” This means that the machines are fully assembled by a single worker. This guarantees optimum production quality. Thus, the label on the engine bearing the signature of the responsible engineer is both proof of pedigree and seal of quality. This makes it doubly worthwhile looking under the hood.

COLLECTION

COOL IN FLEECE: YOU COULDN'T GET CLOSER
TO AMG - THE AMG COLLECTION IS AVAILABLE FROM
ALL MERCEDES-BENZ SALES PARTNERS

AMG FEELING

AMG



-
- 1 **AMG T-SHIRT** 100 % COTTON. GRAY WITH BLACK DETAILING, SILVER-COLORED EMBROIDERED AMG LOGO TOP LEFT AND ON THE BACK OF THE COLLAR, SIZES S-XXL
 - 2 **AMG TEAM POLO SHIRT** 100 % COTTON. WHITE EMBROIDERED AMG LOGO TOP LEFT AND ON THE BACK OF THE COLLAR, SIZES S-XXL
 - 3 **AMG TEAM T-SHIRT** 100 % COTTON. BLACK, SILVER-COLORED EMBROIDERED AMG LOGO TOP LEFT AND ON THE BACK OF THE COLLAR, SIZES S-XXL
 - 4 **SOFTSHELL JACKET** 100 % POLYESTER. WITH SOFT FLEECE LINING, WOVEN AMG ZIPPER PULLER ON ALL ZIPS, DETACHABLE HOOD, SIZES S-XXL
 - 5 **WINDBREAKER** 100 % NYLON. BLACK WITH GRAY INSETS, WOVEN AMG ZIPPER PULLER ON ZIP, MOBILE PHONE POCKET, SIZES S-XXL
 - 6 **FLEECE JACKET** 100 % POLYESTER. BLACK, SILVER-COLORED EMBROIDERED AMG LOGO TOP LEFT AND ON THE BACK OF THE COLLAR, SIZES S-XXL
 - 7 **BASEBALL CAP** COTTON-NYLON-MIX. SILVER EMBROIDERED LOGO AND SILVER-COLORED SANDWICH PEAK. NICKEL-FREE CLIP WITH EMBOSSED AMG LOGO



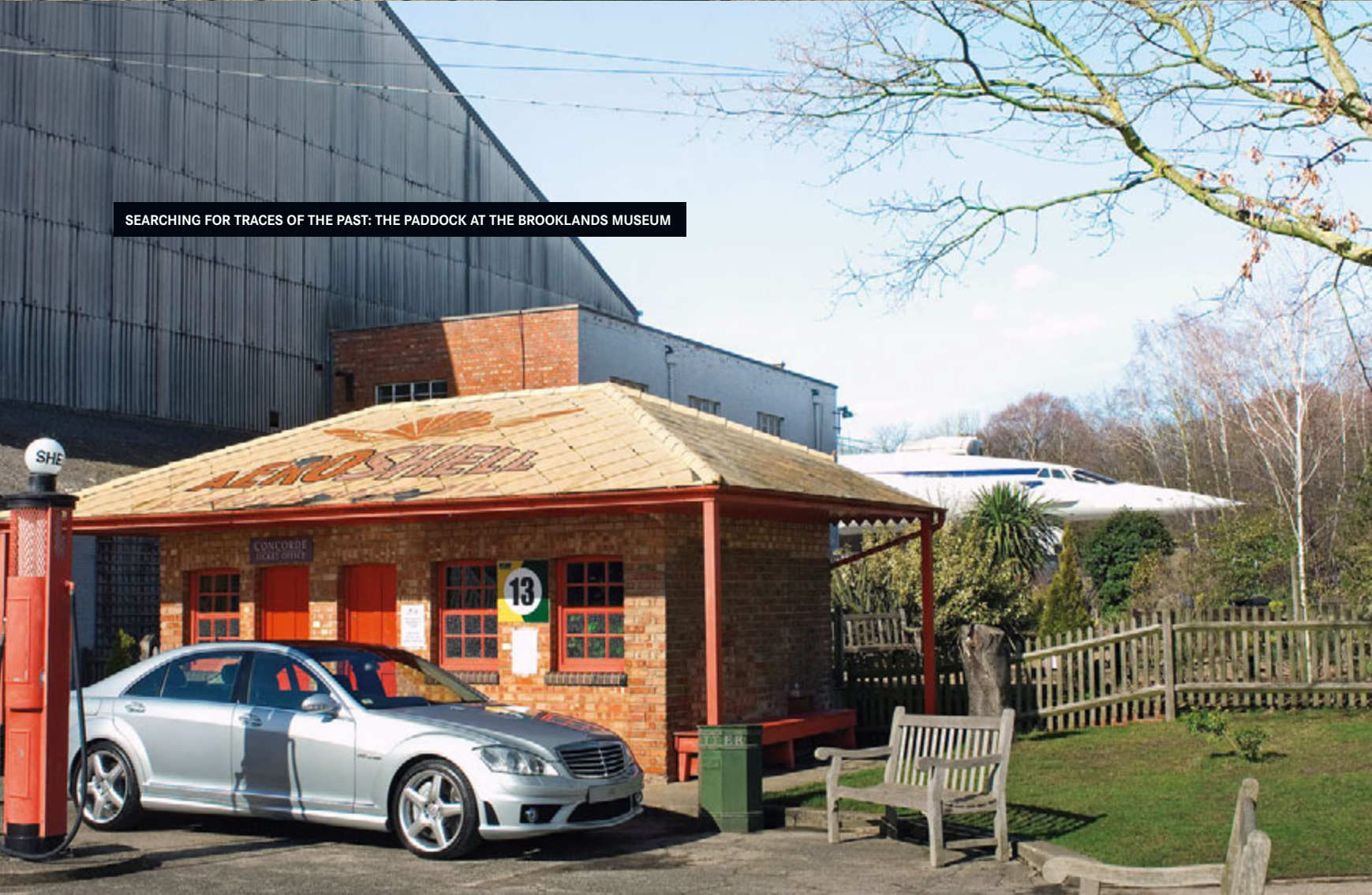
HERITAGE

THE PLACE WHERE SO MUCH BEGAN





SEARCHING FOR TRACES OF THE PAST: THE PADDOCK AT THE BROOKLANDS MUSEUM



1907

SOMEONE IS FOLLOWING THEIR DREAM AT BROOKLANDS, CREATING A SPACE WHERE VISIONS CAN BECOME REALITY

16,650

THE SITE MEASURES 16,650 SQUARE METERS

100 YEARS ARE JUST A BLINK IN THE HISTORY OF MANKIND. IN BROOKLANDS, ON THE FIRST PURPOSE-BUILT COMPETITION RACE TRACK, IT BECOMES CLEAR JUST HOW MUCH THE WORLD OF MOTOR SPORT HAS CHANGED IN THIS RELATIVELY SHORT PERIOD OF TIME. THIS IS NOW THE SITE OF “MERCEDES-BENZ WORLD”, WHERE THE PAST, PRESENT AND FUTURE FIND THEIR SMALLEST COMMON DENOMINATOR: THE VISION OF DOING SOMETHING BETTER

TEXT NICOLE HILLE-PRIEBE PHOTO MARKUS BOLSINGER

1907

The 20th century was in its infancy. The suffragettes demonstrated in London for votes for women; Maria Montessori founded her first kindergarten in Italy, in France, color photographs by the Lumière brothers went on public view for the first time; in Berlin the KaDeWe luxury department store was opened; physicist Albert Abraham Michelson was the first American to receive the Nobel prize for his achievements in measuring the speed of light. Amid all the discoveries and technological developments, people believed in one thing: progress. Nothing seemed impossible.

It was the era of the automobile pioneers – but not in Great Britain. A dramatic change only occurred in 1906, when racing enthusiast and well-heeled property tycoon Hugh Fortescue Locke-King returned from his travels through Europe. His dream was to build a test circuit that would enable the British to compete with

their continental peers. He found a suitable location in Surrey, near Weybridge High Street and a bend in the river Wey. The site, which looked like a natural amphitheater, was developed into a 5.23 kilometer oval circuit with two banked bends, and in the 1930's further straight sections were added to the internal area. This was the world's first purpose-built race track. Brooklands was opened on June 17, 1907.

2007

The surface of the steep bends is badly cracked, while potholes and craters in the concrete slabs tell the story of Brooklands' short, glorious career. If you climb to the top of the sharp bend of the “Members Banking”, you get a good overview of historical developments. This historic race track is now a museum that aims to preserve memories of the birth of British racing. “Mercedes-Benz World” opened its doors in

October 2006, situated behind the museum, separated just by the river. This is the world's biggest Mercedes-Benz brand center and unites the history of motor racing with the presentation of the latest technology and models in a unique way. What cements the centuries is the belief in visions and the determination to win.

Part of the historic track has been incorporated in the high-tech test circuit, measuring 2.5 kilometers, part of which can be watered. Visitors can now test the reactions in the latest Mercedes-Benz vehicles on a site that was very familiar to the pioneers of racing, gathering off-road experience or simply putting the pedal to the metal. This is exactly what Brooklands was built for one hundred years ago.

1907

The track soon became the yardstick for measuring the quality of chasses and engines. A test hill was built to enable acceleration

2.5 155

THE WHOLE SITE COVERS AROUND 155 ACRES

THERE ARE TWO EXTENDED TEST TRACKS MEASURING 2.5 KILOMETERS IN TOTAL

10

AN AQUAPLANING COURSE AND A TEN-ACRE AREA FOR OFF-ROAD-TRAINING

250

250 EMPLOYEES

and brake trials to be carried out. The incline ranged from 12.5 percent at the foot of the hill to 25 percent at the top. This was a shot in the arm for British motor sport. In order to distinguish the cars, the drivers wore racing colors like jockeys. The cars traveled anti-clockwise, and every competitor had a set number of laps to complete. The first race was won by J. E. Hutton in a Mercedes, while two years later, Victor Héméry broke the magical 200 km/h barrier in his 200 bHP "Lightning Benz". With a flying start, he achieved an average speed of 202.7 km/h over one kilometer, setting a European speed record. Six years later, Héméry's achievement was beaten by his arch-rival Major L. G. "Cupid" Hornsted in a technically modified Benz with 200 bHP. Locke-King had achieved his goal: Brooklands had become the center for motor racing. His pleasure was shared by his wife, the adventures Ethel Locke-King, whose huge Italia thundered around the banked bends at a legendary 140 km/h. One of the most spectacular cars ever seen at Brooklands was brought to Surrey in 1921 by Count Louis Vorow Zborowski: this was his "Chitty Chitty Bang Bang", which had a

Maybach aircraft engine with a cubic capacity of around 23 liters built onto a pre-war Mercedes chassis and achieved 300 bHP.

2007

The imposing edifice of Mercedes-Benz World itself houses a mix of model presentations and historical facts on an area of 9,300 square meters. The architecture features plenty of glass, open spaces and steel, opening the senses. There is something new to discover on every floor: a 3-D cinema, vintage cars, historic racing cars, displays – 100 years of automobile history up close and personal. Always in focus of attention: the new cars of Mercedes-Benz and Mercedes-AMG. These proud descendants of the first racing cars have a whole floor to themselves under roof. A huge panoramic window affords the best view of the test track, where training drivers slide around the bends, turning on their own axis. It looks like great fun. Mercedes-Benz World in Brooklands has the largest AMG show space in great Britain and attracts up to 700 visitors on weekdays and up to 1,500 at weekends, looking to find out

about the latest models. Developed by motor sports enthusiasts, the eight and twelve-cylinder roadsters, cabriolets and sedans provide the best proof that Brooklands still lives. Museum director Allan Winn explains what everyone who comes here feels: "Its magic. We are standing on the ground where modern racing history was written. The opening of Mercedes-Benz World brings everything full-circle." Few visitors miss out on the journey through time. "We offer visitors an impression of what things were like at the time. Over there at Mercedes-Benz they can get a glimpse of the future. There is no where else on earth where the past, present and future of the automobile are so closely linked as here," says Winn. From the outset Brooklands was always an idea and has lost nothing of the belief in visions. "You couldn't have one without the other. We need to look to the past in order to be able to shape the future," says Winn, explaining the symbiosis between Brooklands and Mercedes-Benz. After all, it was a Benz car that was the first past the post on June 17, 1907.

The heyday at Brooklands was short-lived. Already by the mid-1930s the old track was long past its best. The concrete has become cracked and there were signs of subsidence, which placed too many demands on the cars and made the risk of accidents unacceptably high. Because modern Monoposto cars also attained enormous speeds even on normal tracks, the banked oval at Brooklands were more of a hindrance. When more modern race tracks opened in Donington Park near Derby and Crystal Palace in London, Brooklands quickly fell into disuse. The aircraft industry, which had moved onto the site at an early stage, took over control, which is why part of the museum is dedicated to aerospace history. The opening of Mercedes-Benz World brings new life to Brooklands a century after its opening. Brooklands is once again what it should be: a center for engineering and technical achievement.



TREASURE HOUSE: LEGENDARY AUTOMOBILES AND NEW SPORTS STARS

ALLAN WINN, DIRECTOR OF BROOKLANDS MUSEUM



2007

100 YEARS OF PASSION

Lap after high-speed lap, your face to the wind and the cheers of one hundred thousand spectators ringing in your ears above the roar of the engine – this was how the pioneers of motor sports experienced Brooklands, the place where racing history was written. This is where innovations were tested, records were set and the laws of physics seemed to be flouted.

When Brooklands was born 100 years ago, Great Britain had no tradition of motor racing. The steep bends and historical buildings are now protected and a museum has been opened in memory of those crazy days, the Roaring Twenties, when nothing seemed impossible.

The centerpiece of the museum is the clubhouse built in 1907 for the opening of the racetrack, originally known as “The Weighing Block”. A weighbridge was used to add extra weights to a car in a principle similar to that used in horse racing. As time went by, bars and restaurants were added that reflected the luxurious lifestyle of the member of the „Brooklands Automobile Racing Club”. „The right crowd and no crowding” was the slogan here. The clubhouse and many of the sheds in the area of the Paddock were restored in recent years. Something was always going on here until the end of the 1930’s, irrespective of whether or not races were being held. However spectators were strictly prohibited from entering the clubhouse.

While guests enjoyed themselves in the bars, engineers and motor sports specialists gathered in the “Motoring Village” to tinker. However successful drivers like Sir Malcolm Campbell did not just use the sheds as a place to work, but also as somewhere to exhibit the racing cars that brought them speed records. These days, Brooklands is rarely used for motor sports events. The place where engineers, drivers and their patrons lived out their dreams is now preserved in memory of the pioneers of racing history – Brooklands offers visitors a journey back to the future.

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The CLK 63 AMG as the Official F1™ Safety Car



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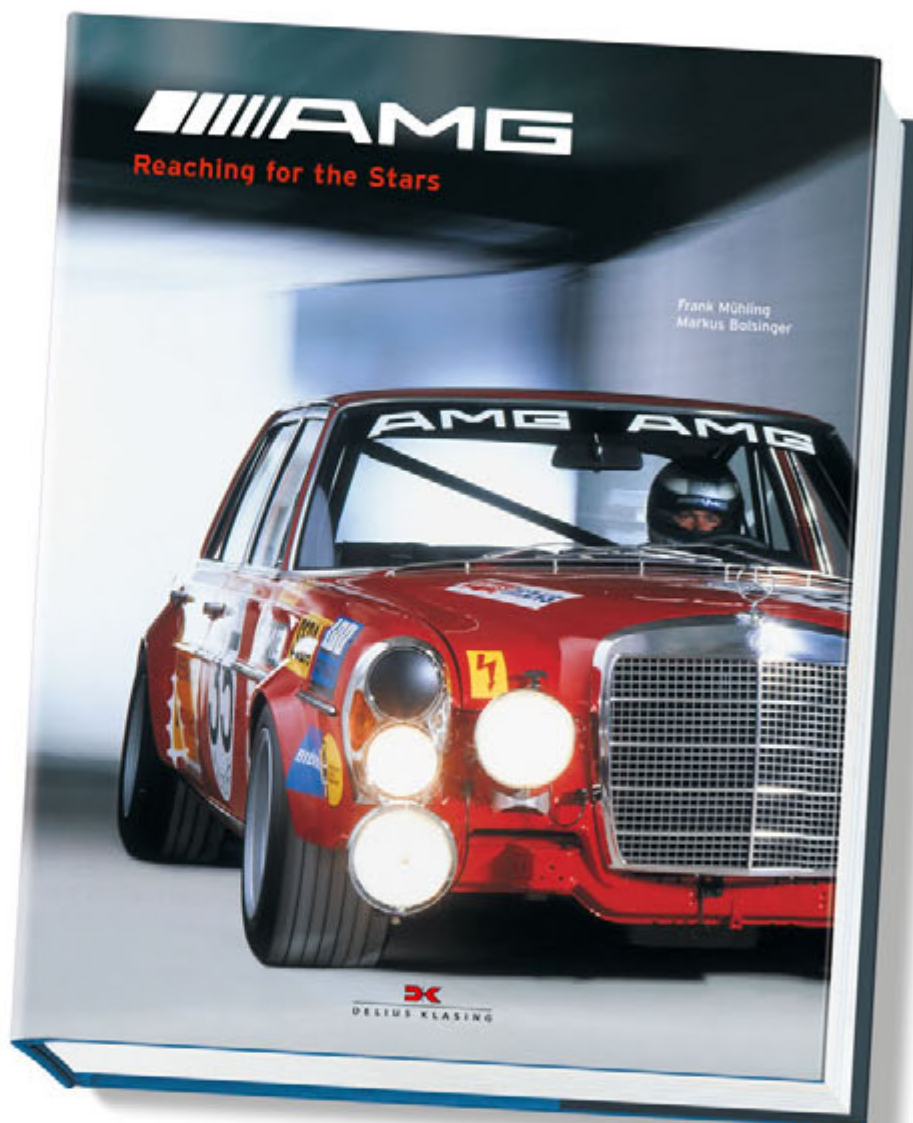
POWER, EXCLUSIVITY AND DYNAMISM

AMG – the highly distinctive sound of these three letters is familiar to every automotive enthusiast. This company, established in 1967, acquired its image as a professional tuner through spectacular motor sport successes and powerful Mercedes vehicles and is seen as the pioneer of this entire line of business.

The book grants extensive insights into the design and development work.

With contributions from Eric Clapton and Mika Häkkinen.

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FRANK MÜHLING / MARKUS BOLSINGER

AMG

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