

AMG

THE PERFORMANCE MAGAZINE

2008

FORMULA 1
THE RACETRACK ARCHITECT


LEGEND
THE SPEEDBOAT DREAM TEAM IN MIAMI

EVOLUTION
THE STORY BEHIND THE DESIGN OF THE C 63 AMG



ROAD STAR

THE NEW SL 63 AMG

 **AMG**

BOUNDLESS
THE POWERFUL
ELEGANCE
OF THE DESIGN
ICON FROM
AFFALTERBACH
SHINES
THROUGH






AMG





**NEW
PERSPECTIVES**
OPEN UP
WITH THE
PANORAMIC VIEW.
THE WILLINGNESS
OF THE ROADSTER
TO PERFORM
ACHIEVES
NEW DIMENSIONS



**SELF-
ASSURANCE**
IS EMBEDDED
IN THE GAZE
OF THE LEGENDARY
TWO-SEATER.
STRIKING LINES
EMPHASISE
ITS ENORMOUS
POTENTIAL





A close-up, low-angle shot of the interior of a Mercedes-AMG car. The image shows the driver's side, featuring a black leather steering wheel with a perforated grip, a black leather dashboard with a silver AMG logo, and vibrant red leather seats. The car's interior is illuminated by natural light, highlighting the textures and colors of the materials. The background is a soft, out-of-focus sky.

**ATTRACTIVE
AND ASSURED**
THE FIRST
CLASS
OF THE CAR
WORLD
PRESENTS
ITSELF

NOBLE POISE
THE EXPRESSION
OF PERFECT
POSTURE,
REFLECTED IN
EVERY DETAIL
OF THE REFINED
ATHLETE







EVENING TRANQUILITY:
PHOTOSHOOT AT THE EL MIRAGE SALT LAKE
IN NEVADA/USA

We at Mercedes-AMG are proud. Proud of the latest evolutionary phase of our most successful model: the SL Roadster. Known as the SL 63 AMG, the car naturally impresses at first glance with its extremely eye-catching design, the new front apron, the high-gloss of the radiator grill or the specially designed AMG engine hood.

When you experience the elemental force of its 6.3 liter V8 engine, you will be happy to know that the new star of the AMG cosmos has internally ventilated and perforated brake discs. One reason why the exciting body of the SL 63 AMG can accelerate from 0 to 100 km/h in just 4.6 seconds is the 630 Nm torque. An almost primeval force is brought under control on the tarmac.

Yours

Volker Mornhinweg

Chairman of the management board Mercedes-AMG

The 525 hp (386 kW) has been translated into maximum speed records thanks to a futuristic innovation from AMG: the SPEEDSHIFT MCT-7 speed sports transmission. This acts with the speed of an experienced racing driver, while the special RACE START function also allows you to experience a real rocket launch – with no shift interruption until you reach high speed. We at AMG are extremely proud of our top star for 2008. Form is complemented by perfect function.

Top-quality performance – such as the SL 63 AMG – is the theme of this latest edition of AMG Magazine. In the kingdom of Bahrain Formula 1 race course designer Hermann Tilke describes the architecture of speed.

The Formula 1 of the seas is dominated by Skip Braver. A dedicated AMG fan, Skip is head of the famous “Cigarette Racing Team” in Florida. 260 meters above the seabed on 50 centimeters of frozen water, Bernd Mayländer, who drives the official F1™ safety car, coaches the participants in the AMG Winter Sporting event in northern Sweden in the delicate art of ice dance with the AMG models C 63 AMG, CLK 63 AMG and SLK 55 AMG *Black Series*.

With so much talk of speed, I hope you enjoy a few moments of cerebral pleasure. Savor the world of Mercedes-AMG, which has a lot in common with the new SL 63 AMG: fascinating good looks, unique technology, and a little taste of things to come – right now.



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certification, in order to be used in official driving races



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—
PORTRAIT
—

"BENDS SHOULD ALWAYS HAVE A REASON"
HERMANN TILKE

THE ARCHITECT OF SPEED AND HIS
NEWEST MASTERPIECE: HERMANN TILKE
ON THE HOME STRAIGHT OF THE
BAHRAIN INTERNATIONAL CIRCUIT



LORD OF THE RINGS

RACETRACK
DESIGNER
HERMANN TILKE
IN BAHRAIN

TEXT NICOLE HILLE-PRIEBE PHOTO MARKUS BOLSINGER

A GERMAN ARCHITECT IS PLANNING THE WORLD'S NEWEST RACETRACK FOR BERNIE ECCLESTONE AND HIS FORMULA 1. HIS NAME: **HERMANN TILKE**. HIS TRADE-MARK: A RELAXED ATTITUDE. MEETING US IN BAHRAIN, AT THE FIRST FORMULA 1 CIRCUIT IN THE MIDDLE EAST, TILKE EXPLAINED THE LOGIC BEHIND THE BENDS AND STRAIGHTS AND REVEALS WHY RACING CARS HAVE A PROMISING FUTURE

The Formula 1 god is human after all. He is 1.86 meters tall, wears jackets and jeans, has a firm handshake and smiles with his eyes. It is quite possible that Hermann Tilke was already optimistic when, aged 18, he secretly pushed his mother's car out of the garage, modified the drive train and drove to his first mountain race. He has certainly retained a youthful smile when he talks about racing and cars. Only the first racing car, his mother's, is gone. Tilke's garage now basks in the light of a Mercedes star. "When did I grow up? I hope I never will," says Tilke who sits down and closes his eyes to draw the course of the Bahrain International Circuit. Drivers can expect plenty of challenges on the 5,417 meter desert course, created on the design computers of the German star architect and his team. There are five left hand bends and seven right hand bends to be negotiated before they can reach top speeds of up to 317 km/h on the 1,090 meter start/finish straights. The hilly site is surrounded by just desert and rocks. The constant wind makes for slightly chilly conditions,

and fine sand is blown across the asphalt. Storms can make the surface as smooth as glass - a very special challenge for the drivers of the high-tech Formula 1 racing cars.

Sheik Hashim doesn't see the desert as a problem, after all it is his native soil. His G 55 AMG Kompressor must have dreamt of these conditions when it left the car plant in Affalterbach. In the mid-day sun the special paint finish on the classic all-terrain vehicle shines like golden sand. Under the hood lies a 500 hp engine, ready to spring into action and to fill the silence currently enveloping the course with the unmistakable V8 sound. "I love it!" says the Sheik enthusiastically. This member of the royal family who has commissioned the German to build the racetrack meets Tilke in the Sakhir-Tower, the eight-floor VIP tower that is the circuit's landmark. When the first Formula 1 race on Arab soil was held in Bahrain in 2004, Tilke received an award from the King. Or, to put it more precisely, five awards ranging from dinner-plate size to something as small as a cuff-

link; he always keeps the small one in his pocket as he jets back and forth between building sites in different continents and cultures.

Hermann Tilke's racetracks are considered the safest and most difficult in the world. "These days drivers rarely make mistakes. To keep things interesting, we build as many potential traps as possible and provide fast overtaking lines. Formula 1 has now reached such a high level that without these features it can get boring." The difficulties of his chicanes are readily apparent on the Playstation that allows you to drive the Bahrain circuit in the form of a computer game: "I'm no better on my own courses than on any other," says Tilke. Of course, once the track is complete, the Aachen-based architect, himself an amateur racing driver, will have the opportunity to try out the course for himself. The German course designer's recipe for success is simple enough: Tilke believes in himself and in the future of motor racing - and he really loves what he does. "Ferdinand Porsche

CLEAR CONTOURS PICTURED IN THE DESERT
SAND: THE LAYOUT OF THE RACETRACK
INSPIRES PHOTOGRAPHERS AND FORMULA 1
DRIVERS ALIKE



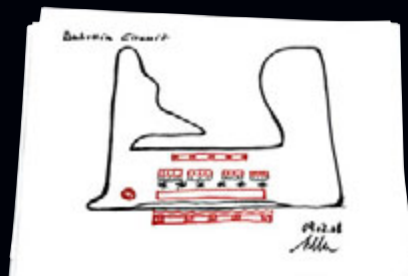


THE BAHRAIN COURSE

STONES AND SAND WERE IMPORTED ESPECIALLY FROM MALAYSIA AND WALES FOR THE 5,417 METER COURSE OF THE BAHRAIN INTERNATIONAL CIRCUIT – THE REASON: THE BAHRAINIIS PROTECT THEIR DESERT LIKE A VALUABLE NATURAL RESOURCE. THE IMAGE OF THE FIRST FORMULA 1 COURSE IN THE ORIENT IS DISTINGUISHED BY THE CONTRAST BETWEEN STRAIGHT LINES AND SWEEPING CURVES.

IMPRESSIVE AND FAST: THE 1,090 METER START AND HOME STRAIGHT, ON WHICH A RECORD SPEED OF 317 KM/H WAS RECENTLY MEASURED.

CREATIVELY AND EXCLUSIVELY FOR THE AMG MAGAZINE: HERMANN TILKE'S SKETCH OF HIS CREATION.



ART IN THE DESERT EXPANSE: THE DESIGN OF THE LINES
RESEMBLES ABSTRACT PAINTING - FULL OF TENSION,
BUT HARMONIOUS. A DISCERNING COMPOSITION, FROM THIS
CALCULATING ARCHITECTURE OF SPEED



HERMANN TILKE'S RACETRACKS ARE REGARDED AS THE MOST DIFFICULT IN THE WORLD, BUT AT THE SAME TIME THE SAFEST – TWO IMPORTANT ARGUMENTS FOR **SHEIK HASHIM'S FAMILY**. BAHRAIN'S SOVEREIGN COMMISSIONED THE FORMULA 1 PROJECT

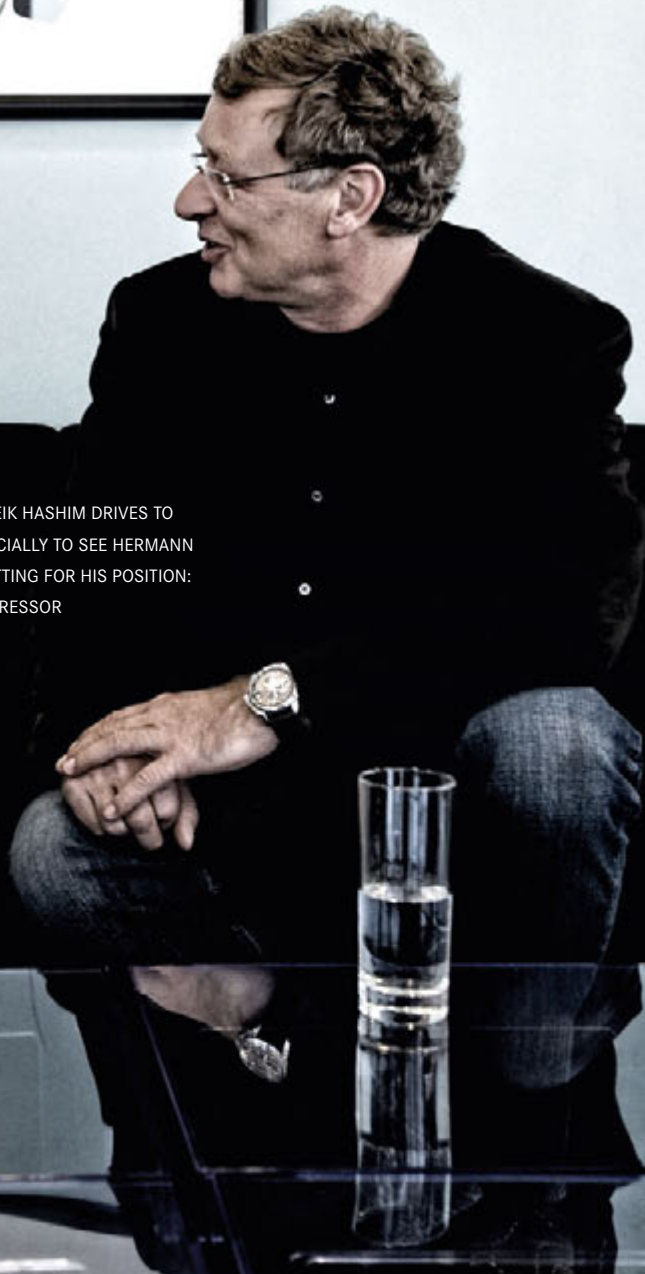


once said: The last ever car will be a sports car. I say: The last ever car will be a racing car.” For Tilke the best example of the change in mobility is the horse. “In earlier times transport would have been unthinkable without horses - now they are only there for pleasure and sport.”

The 53-year-old architect leads a life in which differences are there to be bridged. If he were a country he would probably be Switzerland: neutral, tolerant, and independent. This is the only way to cope with the confusion of the life of a wanderer between two worlds, the Orient and the Occident. In Abu Dhabi, the capital of the United Arab Emirates, a 5,000 meter Formula 1 circuit is currently under construction, a project in which Tilke aims to surpass himself.

Under his direction, several hotels and seminar buildings are also to be built on the 2,500 hectare Yas island. Artificial hills will ensure that there will be enough rises and falls on the originally level site when the circuit opens in 2009, while the remaining two-and-a-half kilometers of the course will pass the lively marina. His friend and adviser Bernie Ecclestone is very enthusiastic because he wants to bring Formula 1 back to its urban roots, back to the people. Tilke's first meeting with the F1-impresario was a decisive step into this major sporting arena. What began in the mid-1990's with a commission for a short access road for the Nürburgring, took off in 2002 with the planning of the new course. At the first race on the new course Ecclestone wanted to meet the man behind the new design. “And that was me.”

Nowadays, Hermann Tilke and his partner Peter Wahl manage a team of 120 engineers and architects which has already developed over 40 racetracks throughout the world. There are three courses currently under construction in Russia: “These aren't Formula 1 tracks, but would be suitable for Formula 1,” says Tilke with a twinkle in his eye. Applying a congenial mixture of imagination and technical expertise, the Tilke team works on chicanes, bends and brake points that are tested again and again in computer simulations and, when in doubt, discussed with Michael Schumacher. “We can build one or two new features per track. Bends must always make sense.” If the topography doesn't play along, Tilke will help a little by building lakes or hills where Mother Nature forgot to put them. In Bahrain he learned how to change the desert. “There was no material. Because the Bahrainis protect their desert the same way we Germans protect our forests, we even had to import the sand. We shipped in the rocks from Wales and Malaysia.” When it comes to the architecture of the buildings on the circuit, Tilke always takes his cue from the building traditions of the country. Thus the racetrack opened in Shanghai in 2004 follows the shape of the Chinese character for the name of the city “Shang”, while in



CATCHING UP: SHEIK HASHIM DRIVES TO THE CIRCUIT ESPECIALLY TO SEE HERMANN TILKE. HIS CAR, FITTING FOR HIS POSITION: A G 55 AMG KOMPRESSOR



PERFECTION ON THE TRACK: ELECTRONIC SENSORS ARE EMBEDDED IN THE ENDLESS STRIP OF ASPHALT AT DEFINED POINTS. THEY ALLOW MEASUREMENT OF PARTICULAR RELEVANT SECTOR SPEEDS

PASSION AND PROFESSIONALISM ARE MERGED PERFECTLY IN THE PERSON OF **HERMANN TILKE**. AT 18, THE ARCHITECT HAD ALREADY BEGUN CAR RACING. A PASSION TO WHICH HE HAS REMAINED LOYAL

Bahrain traditional Arab Bedouin tents and wind towers were the model for the unmistakable look of the two grandstands. The best ideas are hatched on site: "In Malaysia we wanted to produce something organic. Peter and I developed the idea of echoing the shape of banana leaves in the roof of the grandstand while having dinner one evening." Can't be done is not a phrase in Tilke's vocabulary. And if, as happened in Abu Dhabi, a design sometimes reaches too high for local conditions, he will simply turn over the glazed pinnacle of the building and allow it to overhang the sea.

Somehow this European architect fits in perfectly in this futuristic environment where monarchs can fulfill their dreams with an adventurous mix of composure and radical temperament. On a personal level, Tilke also unites tradition and modernity, but with a different emphasis. His home in Aachen is not one of his own steel and glass design, but rather an old villa with a lookout tower from which a Prussian general, who moved there in 1913, could monitor the German-Belgian border. His offices are housed in an old shirt factory: here, where in-

ternational projects with budgets of many millions are planned, sat seamstresses at their machines 200 years ago. "Old buildings have a flair that new structures take a long time to develop." When it comes to the futuristic architecture of the Gulf States with their ambitious designs, the engineer is undecided. "I don't know if I like it. They want to create one icon after another, but it's the same as with monuments – you can't create them yourself." At present things come and go in the Arab world faster than anywhere else. This is apparent in the evenings, when the shadows of the traditional fishing boats in the harbor merge with the mirror-glass silhouette of the capital Manama. And during the day, when a sound system that would be the envy of any rock star carries the call of the muezzin as far as the fitting rooms of the designer shops in the city's shopping malls. The boundaries between what is and what will be are beginning to blur: the driver's enclosure of the new Formula 1 track was once a camel farm. Just a few miles further, in the middle of the desert and not far from the Gulf region's first oil well, opened in 1931, and more than a kilometer from the nearest water source, is the un-

changing "Tree of Life", one of the landmarks of Bahrain. This is a gigantic natural green wonder in the middle of the endless dust and lifeless stones. When Hermann Tilke asked the Crown Prince the secret of the 400-year-old evergreen mesquite tree, the answer was: "One doesn't need to know everything." It was an answer that he liked.



TEXT FRANK MÜHLING PHOTO SIMAYER/MARTENS

MEDICAL CAR

THE AMG MERCEDES WAS FIRST EMPLOYED AS THE FORMULA 1 MEDICAL CAR AS EARLY AS 1984. AMG HAS PROVIDED THE MEDICAL AND SAFETY CARS PERMANENTLY SINCE 1996. AMG TOOK THE CONSTANTLY IMPROVING SAFETY STANDARDS IN FORMULA 1 AS AN OPPORTUNITY TO CONTINUOUSLY OPTIMISE THE MEDICAL CAR AS WELL. BECAUSE SECONDS CAN MAKE THE DIFFERENCE BETWEEN LIFE AND DEATH IN AN EMERGENCY RESPONSE, THE DRIVING DYNAMICS OF THE MEDICAL CAR IS THE FOCUS. WHILE TWELVE YEARS AGO A C 36 AMG SEDAN WITH 206 KW / 280 HP WAS USED, BASICALLY A PRODUCTION MODEL, FOR THE 2008 FORMULA 1 SEASON A COMPREHENSIVELY MODIFIED C 63 AMG T-MODEL, WITH 336 KW / 457 HP, GUARANTEES MAXIMUM SAFETY.



FIRST AID AT TOP SPEED

THE FASTEST DOCTORS IN THE CAR WORLD DRIVE AN AMG MERCEDES. IN THE 2008 FORMULA 1 SEASON, THE C 63 AMG T-MODEL WILL START AS THE OFFICIAL F1™ MEDICAL CAR

Normally when medical practitioners drive to work in a Mercedes T-model, they value the high level of driving comfort and the quiet, ecologically compatible engine. For Dr. Gary Hartstein and Dr. Jacques Tropenat, it's a very different story. For them, power and speed are all that matter. The doctors commissioned by the FIA are responsible for emergency care in Formula 1 – and here, it simply all comes down to the second. Their workplace is the new official F1™ medical car, based on the C 63 AMG T-model. The high-performance station wagon is powered by an AMG 6.3 liter V8 engine, with 336 kW/457 hp and 600 Nm. Acceleration: 100 km/h in 4.6 seconds, top speed 280 km/h. In short: Dr. Gary Hartstein and Dr. Jacques Tropenat are the fastest doctors in the world – and AMG has built the perfect car for them.

The C 63 AMG station wagon for Formula 1 was developed by specialists of the AMG Development Team and the AMG Performance Studio – and constructed completely by hand.

Here, experience and know-how are what count. The AMG team has plenty of both, which is demonstrated by the simple fact that the same team looks after the Formula 1 Safety Car, the SL 63 AMG in its special design as official F1™ safety car.

Born in America, Dr. Gary Hartstein (52) is, as official FIA Rescue coordinator, responsible for the management of all rescue operations. As passenger, he puts his trust in the driving skills of his colleague, Dr. Jacques Tropenat (55). The French amateur racing driver has already been a participant in the Dakar desert rally, and has been driving the Formula 1 medical car for seven years.

In the current 2008 season, both doctors are sitting in the keenest medical car ever. It's not just the finest motor sport technology in the high-revving AMG V8 naturally aspirated engine that fascinates, but also the power train, running gear and braking system. And in the end, that's where the roots of AMG lie. A quick look over this unique C 63 AMG T-



SAFETY CAR

THE SAFETY CAR PLAYS A VERY IMPORTANT ROLE IN THE FORMULA 1 SAFETY ARRANGEMENTS. IN 2008, THE NEWLY DEVELOPED SL 63 AMG WILL BE USED. IN LINE WITH THE DEMANDING TASK OF LEADING THE FASTEST RACING DRIVERS IN THE WORLD AROUND A COURSE IN CRITICAL SITUATIONS, THE TRACK PERFORMANCE OF THE TWO-SEATER HAS BEEN OPTIMISED FURTHER. VARIOUS WEIGHT-REDUCING MEASURES HAVE REDUCED THE TARE WEIGHT OF 220 KG. TOGETHER WITH THE NEW, VARIOUSLY ADJUSTABLE ALUMINIUM SUSPENSION COILS, THIS RESULTS IN HIGHER TURN SPEEDS.

THE COOLING AND BRAKING SYSTEMS ALSO OFFER IMPROVED PERFORMANCE COMPARED TO ITS PRODUCTION-MODEL COUNTERPART. THE MOTOR AND DRIVE TRAIN, IN CONTRAST, REMAIN LARGELY UNCHANGED. THE 6.3 LITER AMG NATURALLY ASPIRATED V8 ENGINE GENERATES 386 KW / 525 HP AND 630 NM, AND ACCELERATES THE SL 63 AMG OFFICIAL F1™ SAFETY CAR TO 100 KM/H IN 4.4 SECONDS. THE NEW AMG SPEEDSHIFT MCT 7-SPEED SPORT TRANSMISSION WITH WET STARTING CLUTCH, RACE START FUNCTION, FOUR DRIVING MODES AND AN AUTOMATIC THROTTLE-BLIPPING FUNCTION TRANSFERS POWER TO THE REAR WHEELS VIA

A 35 PERCENT DIFFERENTIAL LOCK. WHEN SAFETY CAR DRIVER BERND MAYLÄNDER (36) HITS THE TRACK IN THE SL 63 AMG, THE FORMER GERMAN TOURING CAR CHAMPIONSHIP DRIVER HAS TO LEAD THE FIELD UNTIL THE CRITICAL SITUATION HAS BEEN DEFUSED. MAYLÄNDER IS CALLED UPON EVEN WHEN BAD WEATHER IMPAIRS A NORMAL START TO THE RACE: THEN, THE FORMULA 1 MACHINES START FROM BEHIND THE SAFETY CAR.



THE SAFETY CAR IS ANOTHER ELEMENTARY BUILDING BLOCK IN THE SAFETY CONCEPT OF FORMULA 1. ALONGSIDE THE MEDICAL CAR, WHICH ESCORTS THE RACE DOCTORS TO AN ACCIDENT SCENE AS QUICKLY AS POSSIBLE, THE SAFETY CAR LEADS THE FORMULA 1 DRIVERS AROUND THE COURSE SAFELY IN CRITICAL RACE SITUATIONS, SUCH AS AFTER AN ACCIDENT OR IN THE CASE OF EXTREME WEATHER. BOTH VEHICLES ARE INDISPENSIBLE COMPONENTS OF THE EFFORT TO MAKE FORMULA 1 AS SAFE AS POSSIBLE. AMG MODELS HAVE BEEN USED CONTINUOUSLY AND EXCLUSIVELY AS MEDICAL AND SAFETY CARS SINCE 1996

model quickly gives away the special positioning of the car. Broad, bullish and squat – this station wagon simply belongs on the race-track.

Large openings in the new front apron supply the ample radiator with air. Separate vents on the lower left and right conduct fresh air to the heavily stressed brakes on the front axle. Powerful six-piston callipers grasp internally ventilated, perforated 360 x 36 mm discs. For improved heat dissipation the AMG engineers trust in the tried and tested motorsport composite technology, in which floating cast iron discs are joined to an aluminium pot.

The technicians have also given their full attention to the cooling of the motor: A larger high-performance radiator guarantees the absence of any heat issues, as do the two additional external motor oil coolers in the front apron. Because it gets pretty hot when 22 Formula 1 drivers are on their way from the starting line to the first turn. The medical car always follows for a full lap, because the start is fundamentally the most dangerous period in a Grand Prix.

Regardless of whether the asphalt is dry, damp or wet – the 3 stage ESP® enables maximum driving safety. Three different modes are available at the push of a button, so that Dr. Jacques Tropenat can reach his destination without risk, but at the same time as quickly as possible. Two AMG aluminium steering wheel paddles enable manual gear selection. Just like in the Formula 1 machines of Lewis Hamilton and Heikki Kovalainen.

A further look around the interior of the medical car reveals four AMG sports bucket seats. Thus, this C 63 AMG T-model is probably one of few station wagons around which offers space for only four occupants – but thanks to the bucket seats and four-point seatbelts,

maximum side-hold is provided for each of them in fast turns. In each Grand Prix, other local doctors occupy the rear section.

A two-way radio facilitates communication with race management. On two monitors, one in the front and one in the rear, the medical car team follows the racing events live. Different switches for the activation of various flashing lights are located on the instrument panel, such as for the roof light bar and the “Medical Car” numberplate, lighted with LEDs.

With 485 liters of luggage space, the fast T-model offers plenty of room for the emergency equipment of the Formula 1 doctors. Accordingly, a defibrillator for the restoration of cardiac functions is always on board. In addition, an artificial respirator and an infusion set for the stabilisation of circulation stand ready.

It's clear, then, that neither AMG nor the responsible FIA officials have left a single detail to chance. The medical car is perfectly prepared – though everyone would be happy if its trip around the track is only precautionary, and it never has to be deployed in a serious case.

The day Italians start dreaming in German

Mercedes SL 63 AMG. A different fast.



Combined fuel consumption: 13.9 l/100 km, urban: 21.4 l/100 km, extra-urban: 9.5 l/100 km; combined CO₂ emissions: 330 g/km.

The figures do not express any description of the emissions or fuel consumption of a car, are not part of any offer, and are intended to compare types of vehicles only.



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Mercedes-Benz

ESSAY



PINK SIGNAL

THE STARRY FIRMAMENT OF MERCEDES-AMG IS DOMINATED BY VISIONARY TECHNOLOGICAL BRILLIANCE AND PERFECT CRAFTSMANSHIP. NOTHING IS LEFT TO CHANCE. THIS PRINCIPLE EVEN APPLIES TO THE UNASSUMING PINK CLEANING CLOTHS

TEXT THOMAS SCHULZ PHOTO CHRISTOPH MORLOK

At first glance these might seem like ordinary everyday cloths - nothing special. Just lying around. An unremarkable color. Ready for any task. Hardly worth mentioning. On the other hand, these cloths are not just used anywhere. They are the cloths used in the Mercedes-AMG engine manufacturing plant. That gives you plenty to think about. Naturally their primary task is to be used in the human hand as universal instruments that ensure cleanliness. In other places they might be treated with disinterest or even disdain.

But not here.

The cloths begin their career in Weil im Schönbuch, a leafy idyllic town near Stuttgart, Germany. A local company specializes in work wear and cleaning solutions. It produces cleaning materials and aids of all kinds - including cloths. Here at the manufacturer's premises they still talk of "workshop cloths" with a certain lack of emotion. However, things change immediately the cloths pass through the factory gates in the company's own fleet of delivery trucks.

Carefully treated and packed into cardboard boxes, the cloths undertake the journey from Weil im Schönbuch to Affalterbach every four weeks, 9,000 of them in all. Each cloth measures 42 by 38 centimeters and has a small gray strip with the company's name. The real work begins after the unpacking is done.

Color coding in the cotton cloths is used to indicate their area of use. While the blue cloths and those with a white strip are used in the mechanically robust world of the workshop, the pink cloths are taken directly to the engine manufacturing plant and engine development department of Mercedes-AMG. The pink cloths are as soft as they are absorbent and, most importantly of all, do not leave any lint behind. Without complaint they mop up oil spills, remove greasy fingerprints and clean tools. However, when it comes to the extremely sensitive area of engine construction, which requires conditions similar to a clean room, not a single particle of dust, nor a single cotton fiber can be left behind inside the engine.

An article with a street value of just a few cents triumphs in a world of sinfully expensive precision tools - isn't that odd?

Yes, but it is also part of an overall concept. The pink cloth separates the outside world of the workshop from the interior world of the engine to a certain extent, while acting as a visible link between the two worlds.

Saturated and filthy, the ubiquitous cotton heroes aren't simply thrown away after use. Instead they are collected in specially provided containers and the next time the pink cloth service calls, 9,000 of them are transported back to Weil im Schönbuch. Although the service life of the material is long, it is finite,

and worn-out cloths are replaced with new ones. With the thoroughness you'd expect from a Swabian company, the partner of AMG in Weil im Schönbuch has an ISO 14001-certified environmental management system.

This consistent sequence in the lifecycle of the pink cloth is not the result of an accountant's penny-pinching. Although this would be a quality feature in the strictest sense, it is simply part of the self-imposed dedication to perfectionism familiar in all areas of production at Mercedes-AMG. In other words: nothing is left to chance.

Thus, the apparently unassuming pink cloth shows that it's the little things that make great things great.

SHOW ROOM 1

ML 63 AMG THE SOVEREIGN

CYLINDERS	V8
DISPLACEMENT CM3	6,208
RATED OUTPUT KW/HP	375/510
AT 1/MIN	6,800
TORQUE NM	630
AT 1/MIN	5,200
DRIVETRAIN	AMG SPEEDSHIFT 7G-TRONIC
0-100 KM/H S	5.0
TOP SPEED KM/H	250 ELECTRONICALLY LIMITED





NEW OPTICS AND EVEN BETTER EQUIPMENT: PRECISE RETOUCHES MAKE THE ML 63 AMG EVEN MORE ATTRACTIVE. UNCHANGED CHARACTER: WHERE THERE'S A PURPOSE, THERE'S A WAY – VERY SAFE, VERY FAST

There are those cars that just take us safely from A to B; and there are cars that can take us anywhere. But there is only one that does it particularly fast and powerful: the ML 63 AMG. The performance SUV from the Affalterbach stable is a symbol of pure sovereignty. A glance at the technical specifications explains why: the AMG 6.3 liter V8 engine and the AMG SPEEDSHIFT 7G-TRONIC meet the permanent four-wheel drive with asymmetrical power development. In the final analysis, the 100 percent independently developed eight-cylinder aspirated engine provides a top performance of 375 kW/510 hp at 6.800 rpm and a torque of

NEW STYLE ATTRACTIVE AMG 20-INCH LIGHT-ALLOY WHEELS (ON REQUEST: 21-INCH) WITH WIDE 295 TIRES, ALUMINIUM-LOOK ROOF RAILS AND AN EXPOSED SIDE MIRROR GIVE THE ML 63 AMG A NEW LOOK

630 Newton meters at 5.200/min. The agile high-speed V8 enables phenomenal acceleration from zero to 100 km/h in phenomenal 5.0 seconds and an electronically limited maximum speed of 250 km/h. Figures usually known from the sports car league. The ML 63 AMG from the age-group 2008 has, above all, plenty of highly visible new features: the modified front apron with the chromed under-chassis protection and the high-gloss black grille in the lower air vent are real eye-catchers. New headlamps and the new AMG specific radiator grill round off the picture.

There is a matching chromed under-chassis protector on the back. If you choose the optional Bi-Xenon headlamps, the darkened rear lights will be replaced with LED rear lamps in clear glass finish. Something else new: the aluminum side mirrors and roof rails. Measuring 20 instead of 19 inches, the new AMG metal alloy wheels are now one size bigger. The ten-inch-wide titanium gray painted AMG alloy wheels in the eye-catching five-spoke design are fitted with 295/40 R 20 wide tires. Something even more impressive is available to fill your wheel arches on request: 21 inch AMG wheels in double-spoke design with 295/35 R 21 tires.

The AIRMATIC-based AMG sports suspension

fulfills the highest standards for driving dynamism and comfort: the adaptive damping system ADS allows to select the suspension setup, while a ride-height control system automatically lowers the body of the car at higher speeds.

Inside, the ML 63 AMG features a high-class yet functional finish. The new highlight is the AMG ergonomic steering wheel with silver aluminum paddles for manual gear changing. The lower spokes of the steering wheel carry a silver trim, while perforated leather on the steering wheel grip optimise handling. The AMG has sports seats with alcantara inserts in the shoulder area and nappa leather trim. The interior can be turned into something really special by having the top of the instrument panel covered in nappa leather, too. Logical controls and perfect entertainment are united in the new on-board audio and navigation systems of the ML 63 AMG. Whether you are traveling to meet a business partner or on the way to an exclusive offroad-destination, the new telematic generation will navigate you safely, quickly, and conveniently. Getting away from the beaten track and enjoying the attractions of dynamic driving – one of the main strengths of the new ML 63 AMG. The M-Class top model apparently knows no limits.

UNDER CONTROL

THE NEWLY STYLED AMG ERGONOMIC SPORTS STEERING WHEEL AND THE AMG SPORTS SEATS WITH ALCANTARA INSERTS, OPTIMISE HANDLING. AS AN ADDITIONAL FEATURE, A NAPPA LEATHER COVER FOR THE INSTRUMENT PANEL IS AVAILABLE AS AN OPTION



SHOW ROOM 2

SLK 55 AMG THE EXCEPTIONAL ATHLETE

CYLINDERS	V8
DISPLACEMENT CM ³	5,439
RATED OUTPUT KW/HP	265/360
AT 1/MIN	5,750
TORQUE NM	510
AT 1/MIN	4,000
DRIVETRAIN	AMG SPEEDSHIFT 7G-TRONIC
0-100 KM/H S	4.9
TOP SPEED KM/H	250 ELECTRONICALLY LIMITED



VERY DIRECT THE NEW DIRECT STEERING SYSTEM WITH VARIABLE STEERING RATIO GUARANTEES CONSUMMATE DRIVING DYNAMICS. THE AMG ERGONOMIC SPORTS STEERING WHEEL WITH SILVER BRACE INTENSIFIES THE CONNECTION BETWEEN DRIVER AND VEHICLE



THANKS TO FINE REVISIONS, THE NEW SLK 55 AMG FASCINATES AESTHETICALLY AS WELL AS TECHNOLOGICALLY. THE EXCEPTIONAL ATHLETE PRESENTS ITSELF AS MORE STRIKING AND AGILE

Some decisions require vision, some require courage. Better still when the two are connected. Best example of this: The idea of combining a large-volume eight-cylinder engine with a compact roadster. The result appeared in 2004 and was called SLK 55 AMG. With a capacity of 5.5 liters, a maximum output of 360 hp (265 kW) and a maximum torque of 510 Nm, the Roadster was absolutely unique. His characteristic AMG V8 sound became the audible signal of this composition. So that this remains the case in the future, AMG has given him a well-tempered tuning. A greater aesthetic presence of the SLK 55 AMG is granted by a more sharply tapered front apron with modified Mercedes star, larger cooling air vents and a black lower cross member. The new, dark-colored projection

headlights intensify this superior impression. External mirrors, with more reflective surface, and arrow-shaped side indicators give the roadster a dynamic note.

The same is true for the new 18 inch AMG multi-spoke alloy wheels: The titan-grey paint and the polished metal rim star provide effective contrasts. 225/40 tires at the front and 245/35 tires at the rear give the SLK outstanding road hold.

The sportscar-like handling was always a great talent of the SLK 55 AMG. Hard to believe, but an improvement is still possible, by means of the recently developed, standard in the SLK 55 AMG direct steering with variable steering assistance. The innovative steering rack allows a spreading of the gear transmission ratio from 15.8:1 to 11.5:1. When driven on curvy terrain, the advantage of immediate, direct responsive behaviour from a steering angle of about five degrees is tangible. Besides the gain in agility, the driver also profits from more comfort when parking or turning sharply, as only little more than two turns of the steering wheel are required from lock to lock.

Driving dynamics of the highest level, assured not only by the AMG sports suspension, but also by the AMG high-performance braking system. The same applies to the AMG SPEED-SHIFT 7G-TRONIC: Thanks to steering wheel

paddle switches and three driving modes, the 7-speed automatic responds even more immediately. In "M" and "S" gear changes are around ten percent faster than previously. This is made possible by new gearbox components, as well as by a new motor and gearbox control system. Positive side-effect: a more comfortable shifting process.

The interior of the SLK 55 AMG presents the new AMG ergonomic three-spoke sports steering wheel as well as the AMG instrument panel with silver-red needles. AMG sports seats, with alcantara inserts for improved side hold, and nappa leather upholstery, come as standard. Brand new is the latest generation of telematics. All radio and navigation systems are user-friendly and provide extra functions.

Specially customised for races is the optional AMG Performance Package. It includes the AMG high-performance braking system, with 360 x 32 mm internally ventilated and perforated brake discs on the front axle, and 330 x 26 mm internally ventilated and perforated brake discs on the rear axle. The Package also includes AMG performance suspension, multi-part 18 inch AMG double-spoke alloy wheels, the AMG performance steering wheel, with flattened bottom section and reduced diameter, and AMG carbon trim in the interior. Conclusion: pure emotion.



ALL SENSES

ENJOY THE TYPICAL AMG V8 SOUND FROM TWO DOUBLE EXHAUST PIPES WITH THE OPEN VARIO ROOF - THIS EXTRAORDINARY PLEASURE CAN ONLY BE EXPERIENCED IN THE SLK 55 AMG

SHOW ROOM 3

CLS 63 AMG THE ORIGINAL AS ICON

CYLINDERS	V8
DISPLACEMENT CM ³	6,208
RATED OUTPUT KW/HP	378/514
AT 1/MIN	6,800
TORQUE NM	630
AT 1/MIN	5,200
DRIVETRAIN	AMG SPEEDSHIFT PLUS 7G-TRONIC
0-100 KM/H S	4.5
TOP SPEED KM/H	250 ELECTRONICALLY LIMITED





CONSIDERED TO BE THE IDEAL SYNTHESIS OF TRUE GREATNESS AND FASCINATING SPORTINESS - THE LATEST MODEL UPGRADE HAS MADE THE CLS 63 AMG EVEN MORE ATTRACTIVE

Automobile enthusiasts with a taste for something special are raving about the Mercedes-Benz CLS. True HP-aficionados worship him as CLS 63 AMG. Perfect design plus matchless driving dynamism. Nonetheless, it is well known that everything can be improved upon. That's why the AMG-Coupé is getting a new black painted radiator grill with two fins instead of the previous three. The extravagant lights on the tailgate are impressive. They have arrow-shaped indicators and fast-response LEDs for the brake and tail lamps as well as indicator lamps. The side mirrors with increased surface also have the new arrow-shaped indicators. The new titanium gray, highly polished 19 inch AMG light metal alloy wheels are further head-turners. Their delicate three-spoke de-

SHINING LIGHT THE INIMITABLY CURVED HEADLIGHTS LEAVE NOTHING TO BE DESIRED IN TERMS OF TECHNOLOGY - BI-XENON AND ACTIVE CORNERING LIGHTS GUARANTEE HIGHEST VISIBILITY IN ALL WEATHER

sign provides the side view of the CLS 63 AMG with an astonishing visual appearance. Wide tires in 255/35 R 19 format at the front and 285/30 R 19 format at the back make for perfect road-holding. The AMG sports chassis based on AIRMATIC DC offers the CLS 63 AMG driver a comfort-based or demonstrative sporty driving mode. The damping and suspension respond to the current driving situation in next to no time, but can also be changed manually at the press of a button.

The AMG sports chassis is the ideal partner for the powerful AMG 6.3 liter V8 engine. The high-speed aspirated engine with 378 kW/ 514 hp and 630 Nm torque, developed at AMG, provides inspiring values which enable a driving performance typical of sports cars. Thus, the 100 km/h-mark is achieved after only 4.5 seconds. The even more imposing sound of the V8 is new: two chromed double-ended pipes create the very sound that was composed in the redesigned silencers before. The AMG SPEEDSHIFT PLUS 7G-TRONIC offers even more emotional moments: Every downward shift is accompanied by the automatic intermediate gas function - an acoustic treat. In addition, the almost load-free downward shift leads to reduced load cycle reactions, which has a particularly positive effect when braking before taking a racetrack bend.

The AMG high-performance brake system ensures that the CLS 63 AMG driver is always on the safe side. Internally ventilated and perforated brake discs are featured all around; the more heavily loaded front axle brake is equipped with composite discs in 360 x 36 millimeter format. The new ergonomic three-spoke AMG sports steering wheel makes a significant contribution to perfect vehicle control. The hand area is specially shaped and is covered with perforated leather. Two aluminium paddles are used for manual gear selection.

The optional Performance Package includes the AMG performance steering wheel with its reduced diameter and slightly flattened lower section. The package developed in the AMG Performance Studio also includes internally ventilated composite brake discs on the front axle (390 x 36 mm), the AMG performance chassis, an AMG rear axle blocking differential with 40 percent blocking for even better traction and 19 inch AMG light metal alloy wheels in forged technology with a two-spoke design with a combination of 255/35 R 19 and 285/30 R 19 tires.

All CLS models use the new generation of telematic technology. However, considering the sound quality of the AMG V8 motor, the entertainment electronics is probably hardly necessary.



DISCREET BUT ACCOMPLISHED

THE NEW AMG RADIATOR GRILL, WITH TWO FINES INSTEAD OF THE PREVIOUS THREE, EXTERNAL MIRRORS WITH ARROW INDICATORS AND NEW 19-INCH AMG TRIPLE-SPOKE LIGHT-ALLOY WHEELS DISTINGUISH THE 2008 CLS 63 AMG



TIRES

NO BLACK MAGIC

PIRELLI DEVELOPS HIGH-PERFORMANCE TIRES ESPECIALLY FOR MERCEDES-AMG. THE HIGHLIGHT OF THIS COOPERATION IS THE TIRE FOR THE CLK 63 AMG *BLACK SERIES*. AN EXPERT LOOK BENEATH THE BLACK SHELL OF THE PIRELLI P ZERO CORSA

TEXT BERND WEISER PHOTO HEIKO SIMAYER

The CLK 63 AMG *Black Series* delivers fascinating performance figures. 507 hp and 630 Nm torque from an engine capacity of 6.2 liters, in conjunction with a high-performance braking system and the fully adjustable AMG sports coil suspension, ensure a very special type of driving experience. Yet one thing remains clear: The only contact with the asphalt is made by the tires. It's obvious that here, too, AMG leaves nothing to chance.

One of the few selected development partners of Mercedes-AMG is Pirelli. The Italians provide the extreme 19 inch P Zero Corsa sports tires which have been developed exclusively for the *Black Series* CLK. In addition, Pirelli also configures the "normal" P Zero especially for AMG. This tire celebrated its world premiere last year, and since then has been regarded by aficionados as one of the best ultra high-performance tires there is. At AMG, the P Zero is already used on the C 63, CLK 63, S 63 and S 65, and now on the SLK 55 AMG and the 525 hp SL 63 as well. Yet it's the special designation "MO" (Mercedes genuine parts) on the sidewall which raises the Italian, with its aesthetically exquisite appeal, above the masses, and confirms it as the perfect partner for Mercedes-AMG. But how is it different to the basic product? What makes a P Zero into a P Zero MO for AMG?

It's the details. Pirelli uses special nano-components, which protect the structure from loss of performance – even under extreme demands. Further, the MO Pirellis are specially adjusted to the needs of a 500 hp rear-wheel drive.

Here, the specifications are for optimum road grip on wet and dry road surfaces, paired with best possible durability.

But the compound isn't everything. Today, the tire construction has significant influence on driving performance. Thus, the two-ply radial design provides maximum protection from puncture damage, which could otherwise be caused by potholes or contact with the kerb. In addition, the so-called 0-degree nylon casing, positioned above the steel belt, ensures high-speed stability and durability in its special AMG design.

Another substantial part of the tire construction is the bearing carcass. It provides stability, and ensures cohesion. The sensitive tire walls are thereby protected through a specially developed rubber compound and a rim protection rib.

To round it off: The so-called bead. It guarantees the perfect fit of the tire to the wheel. Here, too, the AMG P Zero shows its originality. It has a completely individual characteristic in the areas of steering response and suspension comfort.

All this precision handwork on details ultimately guarantees a tire with which the optimum performance of a Mercedes-AMG can really be experienced. Regardless of whether in everyday life or on the racetrack.

When it comes to kerbs, the ultra-sporty P Zero Corsa of the CLK *Black Series* is in a world of its own. Previously, the first versions of these "semi-slicks" could only be used with great caution – quite different to the current AMG P Zero Corsa. With very good adhesion values, it shows what professional partners such as AMG and Pirelli can make possible. No wonder, the P Zero Corsa was developed specially for the CLK 63 AMG. And the Corsa really can be distinguished from the excellent P Zero, going one better than the premium. Whether through its unique tread compound, modified steel belt or the 0-degree casing material. Here, the P Zero Corsa delivers a

P ZERO

THE FOLLOWING AMG MODELS CURRENTLY HAVE CLEARANCES FOR PIRELLI P ZERO TIRES:

SLK 55

225/40 ZR 18 92Y P ZERO ROSSO

245/35 ZR 18 92Y P ZERO ROSSO

CLK 63

225/40 ZR 18 92Y P ZERO MO

255/35 ZR 18 94Y P ZERO MO

CLK 63 BLACK SERIES

265/30 ZR 19 93Y P ZERO CORSA

285/30 ZR 19 98Y P ZERO CORSA

C 63

235/40 ZR 18 95Y P ZERO MO

255/35 ZR 18 94Y P ZERO MO

CLS 63

255/40 ZR 18 99Y P ZERO ROSSO MO

285/35 ZR 18 101Y P ZERO ROSSO MO

255/35 ZR 19 96Y P ZERO ROSSO MO

285/30 ZR 19 98Y P ZERO ROSSO MO

SL 63 & SL 65

255/40 ZR 18 95Y P ZERO ROSSO

285/35 ZR 18 97Y P ZERO ROSSO

255/35 ZR 19 96Y P ZERO MO 1

285/30 ZR 19 98Y P ZERO MO 1

S 63 & S 65

255/40 ZR 19 P ZERO MO

275/40 ZR 19 P ZERO MO

255/35 ZR 20 P ZERO MO

275/35 ZR 20 P ZERO MO

GL-CLASS

295/40 R 21 111V SCORPION ZERO MO

new dimension. For both CLK *Black Series* versions, 265 and 285/30 ZR, the Corsa generally and exclusively remains an AMG Pirelli. And whoever has the pleasure of pushing a CLK 63 *Black Series* to the limit will never forget the experience.

The performance balance between best dry-handling characteristics, including largely neutral handling, good wet grip and mileage, is quite simply unique. But that's just what you can expect from a Mercedes-AMG – especially with regard to tires.



MOTOR RACING

"IT WAS NEVER A QUESTION OF WHETHER I WOULD BECOME A RACING DRIVER. THE ISSUE WAS SIMPLY: WHEN"
PAUL DI RESTA



MOTOR HOME. IN THE GARAGE OF HIS PARENTS' HOUSE, PAUL SOMETIMES ALSO FIDDLES WITH HIS BROTHER STEFAN'S RACING KART



GO FOR GOLD PAUL

TEXT THORSTEN ELBRIGMANN PHOTO BOLSINGER/MARTENS

HE ONLY THINKS ABOUT ONE THING: RACE DRIVING. **PAUL DI RESTA** IS THE NEW DRIVER WHO IN 2008 WILL START FOR AMG IN THE GERMAN TOURING CAR MASTERS SERIES (DTM). A HOUSE CALL IN SCOTLAND

His gestures are scarce, his sentences precise. In the first few minutes of our meeting in his parents' house in Bathgate, Scotland, Paul di Resta seems restrained and very grown-up for a 21-year-old. It's a different story with his Jack Russell Terrier, Jake, who makes for the strangers right away hoping they will play with him. The four-legged heart-breaker quickly helps to break the ice between the talented up-and-coming DTM racing driver and his German guest. Behind his serious shell and the retiring politeness so typical of the Scots I detect flash-

es of the friendliness and directness of a youthful star, a person who is a racing driver with every fiber of his being - 24 hours per day.

"It was never a question of whether I would become a racing driver. The issue was simply: when?" His father, Louis di Resta, nods briefly in agreement with his eldest son. His own days as a Formula driver came to an end in the mid-1990's. "I didn't want to stand in the way of Paul's career and have always fully supported him." Louis di Resta recently started driving a racing car of his own again - just for fun.

Paul was lucky enough to be born into a racing-mad family. The di Resta clan has been living in Scotland for three generations and knows only one passion: the one for bends, asphalt and fast engines.

Paul's cousin Dario Franchitti, who was driving in 1995 and 1996 DTM and ITC as well, regularly demonstrates in the American NASCAR-Series what fast driving really

means. Last year he won the Indianapolis 500-Mile race and became IndyCar-Champion. He is one of the very few Europeans actively involved in the popular US race series. Therefore, one question seems almost inevitable:

Is Dario, his 35-year-old cousin, Paul's idol? The slim Scot turns his coffee cup thoughtfully and stares into the distance. "He is important to me because we are able to swap a lot of racing stories. But an idol? Well, both he and my father are certainly role models for me, but I have always tried to go my own way. I don't think it's a good thing to try to emulate or copy others."

Going his own way has always been the ideal. In 1994, Paul di Resta drove Karts for the first time. Then, from 2002 to 2004, he took part in various Formula races for newcomers be-

MENTALLY, ALWAYS AT THE STARTING LINE. EVEN
AT HOME IN BATHGATE, SCOTLAND, THE DTM TAKES
CENTER STAGE FOR PAUL



FATHER **LOUIS DI RESTA** CONSISTENTLY SUPPORTED PAUL FROM THE BEGINNING. THE FORMER AMATEUR RACING DRIVER BELIEVES IN A BIG FUTURE FOR HIS SON: “PAUL WILL WIN THE DTM, AND HE’S GOT THE RIGHT STUFF FOR FORMULA 1”

fore cleaning up in Formula 3 from 2005 onwards, winning the prestigious championship in 2006, as Jamie Green did in 2004 and Lewis Hamilton in 2005 with Team ASM. He moved on from Formula 3 to DTM in the following year. On April 22nd 2007, the Scot made his debut in Hockenheim finishing fifth. In the course of the next nine races he reached the podium four times and the fifth position in the championship. Things are moving fast for Paul di Resta. A whole room full of cups offers impressive evidence of the series of victories he has enjoyed, although he does not pay much attention to these glittering prizes. Of course, he was pleased with every triumph, but he always keeps his eyes on the road ahead. Memories of past moments of glory are distracting - merely his roots, he doesn't forget.

Nowadays, he still works on the karts of his younger brother Stefan. The garage behind the house is where the young racing driver finds food for the soul. This is where he finds inner peace as he works together with his father on the karts for Stefan. “He is very conscientious, almost pedantic,” says father Louis, showing us around.

Anyone who has ever seen a kart race knows the blood, sweat and tears that go into the material. Here, in the di Resta garage, a kart that has seen many races stands next to one that is almost brand new. There is hardly any difference between them. “It’s all down to Paul,” says the head of the family proudly. Paul is definitely a chip off the old block. Father and son share the same economical gestures and the same short sentences - they also share the fiery passion of the racing circuit. That’s probably why Paul di Resta fits in so well with AMG, where passion and a down-to-earth attitude have always guaranteed success for more than 40 years.

Hans Werner Aufrecht became aware of the Scottish driver’s talent at an early stage. “Hans Werner approached me in 2005,” remembers Paul. “Since then he has supported me in Formula 3 and I was very pleased to accept his invitation to join the DTM tour. He’s a kind of mentor to me. I am particularly grateful to Mercedes-Benz motor sport director Norbert Haug, as well as to the HWA racing team under the leadership of Gerhard Ungar and Hans-Jürgen Mattheis for the trust they have shown me,” the 21-year-old pauses for a moment and seems to fix on something in the far distance before turning back to me, “Mercedes-Benz and AMG have given me the opportunity of a lifetime, that is not given to just anybody.”

There is no doubt that the friendly Scot feels very much at home in the DTM Team of Mercedes Benz. A lot is expected from him, the cars are of the highest standard, and the crew are complete professionals from first to last - just like Paul himself. In circumstances like these a raw talent can soon become something really great.

Last season showed what he can do. In his first year in the DTM series Paul made championship history when he took first place in

the rankings after three races in a two-year-old AMG Mercedes C-Class. He frequently scored points right up to the end of the season, taking to the winners’ podium a total of four times. His reward: fifth place in the total ranking, ahead of the five-times DTM record champion and previous year’s winner, Bernd Schneider.

Father Louis di Resta strongly believes in a successful future. “Paul is going to win the DTM. He’s also got the right stuff for Formula 1.” The determined look in his eyes tolerates no contradictions. This belief cannot be undermined by uncertainty. Paul is also banking on winning the DTM 2008. He certainly has the class as well as the support of his clan. Confident that we have met a future champion who combines passion with being a nice guy, we leave Paul di Resta in the Scottish Lowlands. As we say goodbye we make a joke about the problems we continentals encounter when we have to drive on the left in the British Isles. “What’s the problem?” asks Paul. He never encounters any difficulties when he leaves the Euro-Tunnel in France. He never thinks about any problems. It all happens quite automatically. “I just drive,” he says with a laugh. Maybe it’s this kind of self-assuredness that will make him a winner who will certainly celebrate victories with the AMG Mercedes C-class during the 2008 DTM season.

TECHNOLOGY





**A SENSUOUS
EXPERIENCE**

SOMETIMES, THE LENGTH OF A NAME ACTUALLY SAYS SOMETHING ABOUT THE COMPLEXITY AND GROUND-BREAKING POWER OF AN INNOVATION. LOOKING AT IT LIKE THAT, THE NAME OF THE NEW **SPORTS TRANSMISSION** FROM AMG IS HARDLY TOO LONG, CONSIDERING THE PROGRESS IT SIGNIFIES. AMG SPEEDSHIFT MCT 7-SPEED SPORTS TRANSMISSION IS THE NAME OF THE BRAND NEW TRANSMISSION WHICH WILL MAKE THE SL 63 AMG THE MOST VERSATILE CHARACTER ACTOR ON THE SCENE

Certainly, it's true: The new seven-speed sports transmission changes gears snappily, as its lineage would suggest. On the other hand, with soft, barely noticeable gear changes, it lends the roadster a particularly comfortable driving feel – according to the taste of the driver. The squaring of the circle appears to have been achieved: Here, the advantages of classy automatic comfort; there, the sporty direct response of a manual gearbox.

No other high-performance vehicle offers this fascinating spread of possibilities; or of emotions. Aroused by means of a dial for selecting driving modes in the new AMG DRIVE UNIT next to the gearshift. Now, the roadster rolls elegantly and softly through the city traffic, the automatic transmission completing necessary gear changes lithely and completely unnoticeably. Then, out on the open road, the passion awakes. Three sporty stages are available. Options which understand how to awake the temperament of the SL. In the third stage, the transmission functions almost as in a racing car, and ensures that the powerful engine reacts immediately and extremely sensitively to every subtle movement of the accelerator. The world inside the roadster has become another altogether: louder, more aggressive, more exciting – nerves tingle with delight. The exclusive rights to this unique, new trans-

mission lie with the Mercedes-Benz SL 63 AMG. Here, it is paired with the AMG 6.3 liter V8 engine with 386 kW / 525 hp and 630 Nm – currently the most high-performing naturally aspirated V8 engine in its class, it is also an exceptional being and thereby an equal partner.

While the innovative AMG SPEEDSHIFT MCT 7-speed sports transmission is based on the 7G-TRONIC from Mercedes-Benz, it has been substantially modified in important areas. The first thing was to make it suitable for very high torque speeds. Following strengthening measures, it can now process up to 1,000 Nm.

In addition, the transmission was to be able to react more immediately and with more agility. For the engineers, this meant reducing the resistances of spinning masses in the gearbox. The conventional torque converter especially stood stubbornly in the way of the desired direct response. Hence, they replaced it with a substantially smaller, electronically controlled high-performance coupling, which runs in an oil bath. The designation MCT alludes to this. It stands for “Multi Clutch Technology”.

As the coupling has a significantly smaller mass than a torque converter, and thus a substantially reduced moment of inertia, the en-

gine is more directly linked to the power train, and can rev more freely, more immediately and moreover free of slipping. And no slipping also means: optimised consumption.

Thus, the SL 63 AMG responds, if desired, just like a racing car, and implements accelerator movement almost without delay. Behind the wheel of the roadster, this feels like an extension of the foot directly to the injection system of the V8 engine. The new technology not only ensures agile dynamics, but also sets the heart racing with a decidedly sensuous driving experience.

The high-performance coupling is contained in a transmission housing cast from magnesium alloy. The whole transmission thus weighs just 80 kilograms, and thereby represents the absolute optimum figure in terms of weight and size. Despite the compact construction, the slip-free coupling is extremely robust, withstanding even the highest temperatures thanks to its “wet” design. Even more impressive is the hitherto unprecedented versatility of the new sports transmission. This begins as soon as it starts. The electronics regulate the engine revolutions when starting strategically according to the situation – lower revs in city traffic, middle and higher revs for sports driving. Thereby it is never a problem, to slip gently into a parking space without stepping on the accelerator. In addition, the transmission changes between its seven gears exactly as the driver desires, without interruption to driving power. To this end, there are four driving modes at the driver's disposal – as well as the special RACE START function.

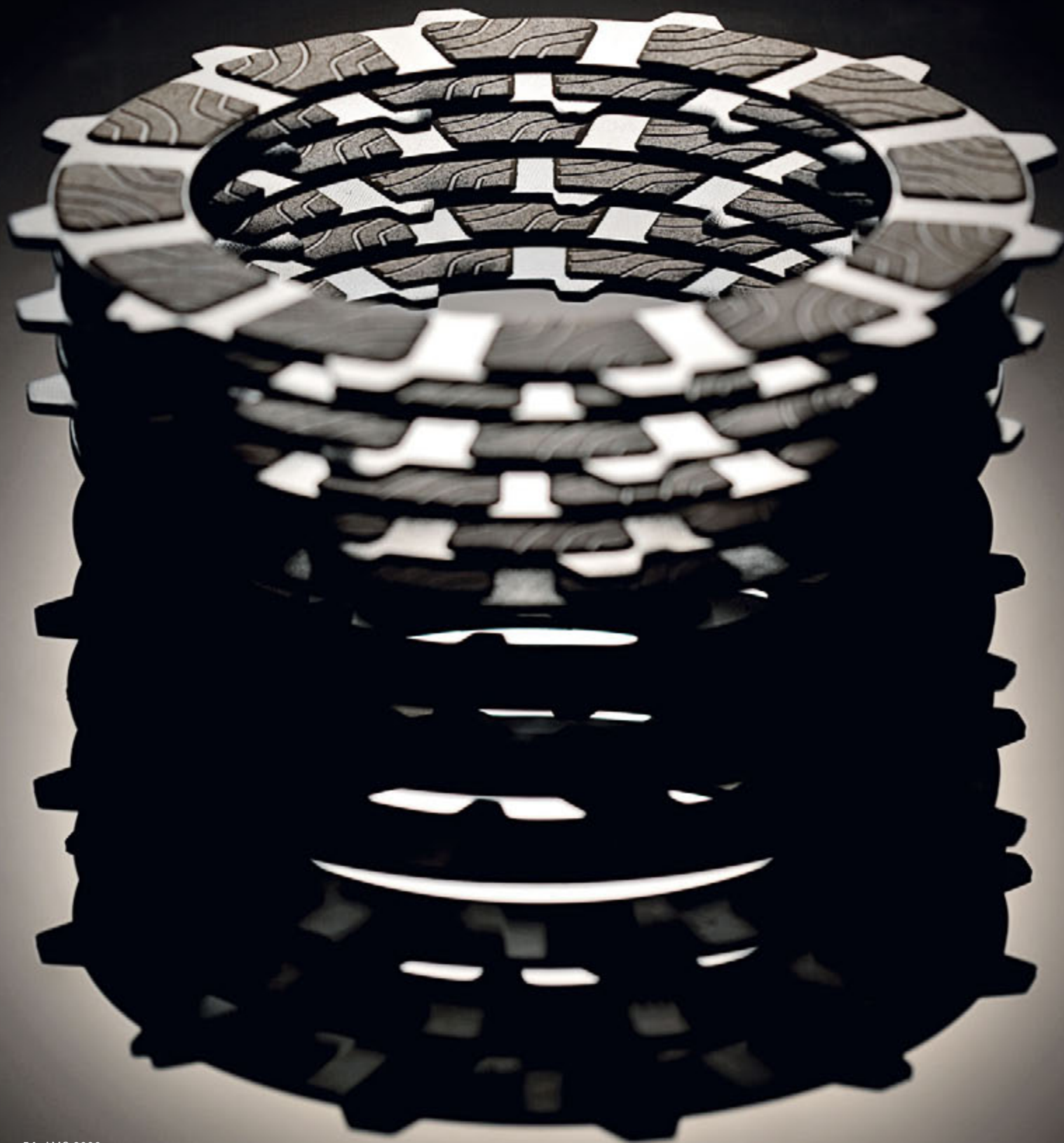
C for Comfort – Gear changing is emphatically comfortable, the motor reacts softly to pressure on the accelerator.

S for Sport – The gears will rev out higher, the transmission drops down a gear earlier. Overall, all changes proceed noticeably faster.

S+ for Sport plus – The transmission changes gear a further 20 percent faster, thereby definitively emphasising the sports character of the roadster.

TEXT HANS SCHILDER PHOTO HEIKO SIMAYER





LOOKING AT THE SENSITIVELY SHAPED ELEMENTS OF THE NEW AMG SPORTS TRANSMISSION, TRUE **LOVE OF DETAIL** BECOMES VISIBLE. AESTHETICS AND TECHNOLOGICAL COMPETENCE ARE INTERTWINED HERE ELEGANTLY, YET SIMULTANEOUSLY PRECISELY

M for Manual – Here, the gear changes occur at racing speed and must always be initiated manually by the driver. That means: in less than 100 milliseconds. That's more than twice as fast as in "C" mode. Result: The AMG 6.3 liter V8 engine reacts immediately and quickly, as befits a sports car. An indulgence. A new dimension. A must for people with a passion for sensuous and fast driving.

Even in the case of racing performance, the engine and transmission maintain an optimum connection with one another by way of a sophisticated electronics system. Data is exchanged at lightning speed. This guarantees not only the safest possible road performance, but also additional handling features to whet the appetite.

E specially impressive is the function, which refines in the "S", "S+" and "M" modes every manual or automatic gear change with a precisely controlled double-clutch procedure, in order to eliminate the drag torque of the engine. Through this double-clutch function, the engine is always linked to the accelerator, and enables precise reactions. Acoustically, the automatic double-clutch function brings a racing atmosphere to the cockpit of the SL. But it also has a very tangible advantage: It minimises possible load change reactions. This increases driving safety in the wet and on slippery surfaces, and has a thoroughly positive effect when braking prior to turns on racetracks. A further strength of the new MCT sports transmission is the ability to change down

through multiple gears quickly and immediately. Depending on the driving situation, for example for a kickdown, the transmission could change from seventh directly down to fourth, or from fifth down to second. Sports drivers can thereby better exploit the superior power potential of the SL 63 AMG.

In the "M" mode, however, the transmission can be relied upon to retain the selected gear, and will change down neither in response to full power nor kickdown, nor will it automatically change up when the upper rev limit is reached. Accordingly, only the driver determines in which gear he wishes to encounter the turn, for example. Only when the engine reaches the lower rev limit while decelerating, the electronics system will take command and change to a lower gear.

The RACE START function of the new AMG sports transmission enables a completely new approach to the driving experience. It ensures rocket-like, optimum vehicle acceleration from the stationary state. A pace that can otherwise only be realised by experienced racing drivers with a manual gearbox. The RACE START function automatically brings the engine to the ideal rpm, closes the coupling optimally and changes gears in such a manner that the wheels do not quite spin, but push the road grip of the tires to the limit in ensuring best possible traction.

As starting processes which utilise total performance potential demand a highly concentrated driver, a few precautions must be con-

sciously taken prior to engaging the formidable RACE START on the SL. The necessary steps:

- Close doors and move the steering wheel to the straight-ahead position
- The engine must be warm
- Hold the brake with the left foot
- Activate ESP Sport
- Select transmission mode "RS"
- Confirm via the right paddle switch
- Push the accelerator to the floor
- Release the brake

The RACE START function ceases at around 50 km/h, and subsequently changes to the S+ driving mode. But in general, the driver determines the RACE START function by pushing the accelerator, therefore the whole process is depending on the intentions of the driver. The central control unit for the AMG SPEEDSHIFT MCT 7-speed sports transmission is the new AMG DRIVE UNIT, handily positioned directly next to the gearshift of the SL. After a short familiarisation period, all functions can be operated without looking.

The electronic rotary switch for selecting the driving modes C, S, S+ and M, as well as for the RACE START, is located at the front. Behind this is the ESP button for switching to ESP sport, or for switching ESP off completely via "longpress".

Doubtless, the powerful AMG 6.3 liter V8 engine and the new AMG SPEEDSHIFT MCT 7-speed sports transmission, with its various possibilities, are ideal components for comfortable gliding. But they are particularly perfect partners for dynamic driving pleasure and outstanding driving performance. 4.6 seconds from zero to 100 km/h for the SL 63 AMG, and an electronically limited top speed of 250 km/h, speak a plain language.

Words, however, don't really do justice to the stunning adventure of this new driving dimension. There's only one way to experience it: You just have to feel it.

AFFALTERBACH

BRILLIANT PROSPECTS

ON-SITE
INSPECTION







OUTLOOK

THE SWABIAN COMMUNITY OF **AFFALTERBACH** NOT ONLY REPRESENTS TRADITIONAL AGRICULTURE, BUT ALSO STATE-OF-THE-ART TECHNOLOGY, SUCH AS MERCEDES-AMG. “CAN A RURAL ENVIRONMENT BE COMPATIBLE WITH VISIONARY AUTOMOTIVE ENGINEERING?” YOU MAY ASK. THE ANSWER: YES, IT CAN AND HAS BEEN FOR THE LAST 30 YEARS. FURTHERMORE, THE CURRENT COMPANY ARCHITECTURE OF AMG DEMONSTRATES THAT THIS IS GOING TO IMPROVE EVEN MORE

TEXT THOMAS SCHULZ PHOTO BOLSINGER/MORLOK



THE AUTOMOTIVE STARS OF **AFFALTERBACH**
SPARKLE BRIGHTLY. THE ILLUMINATED
AMG CUSTOMER CENTER SHOWS HOW LIGHT CAN
BE USED SKILFULLY AS AN ARCHITECTURAL
STYLISTIC DEVICE. NOT ONLY CUSTOMERS
ARE IMPRESSED

As soon as the daily morning sun rises in the east, the new AMG building displays its own choreography of light: Corrugated aluminium facades absorb the sunlight, causing the exterior walls to gleam. Extensive glazing attracts attention and kindles the desire to take a closer look. The building's proportions – length, breadth, height – leave behind an overall impression, almost alfresco in its nature. Walking along the building, one is aware of occasional reflections in the windows. They display the fields, houses, and age-old Swabian cultivated landscape of Affalterbach. This is how the new office development of the high-tech Mercedes-AMG enterprise reflects a still comfortably old-world environment - a stunning contrast.

However, despite all contrasts in its impression to the outside world, this fascinating building harmoniously conforms to the process of the steady advancement and further development of AMG's 30-year old company policy in Affalterbach. As a global player, AMG demonstrates through this new office development that modern architecture and building services engineering, responsible environmental protection and optimum office organisation not only go together hand-in-hand, but are also able to lay the foundation for a groundbreaking corporate culture. Thus, this building also reflects the visionary orientation of the automobile pioneer Mercedes-AMG.

It is quite logical that the growth of a successful business leads to the need for expansion. However, at Mercedes-AMG in Affalterbach, the interest in physical expansion is only on a superficial level. It was quickly realized that a growing number of employees meant the need for an increase in additional space, including parking spaces etc., and also that a new building should not be an isolated functional one, but an integrated component of the entire AMG structure.

When the "Newly Developed Office Building" (as it was officially called) was opened at the end of 2007, it was met with great approval. A third of approximately 800 Mercedes-AMG employees work here. The generous, well air-conditioned and tastefully furnished office space is home to the Mercedes-AMG management, commercial business administration, complete vehicle development and quality management team.

When planning and constructing this architectural showpiece, Mercedes-AMG felt it was important to take into consideration the most modern aspects of environmental protection. This involved fulfilling legal requirements regarding energy consumption and, therefore, complying with set maximum values for heating, warm water, ventilation, cooling, and lighting. In addition, there were also standards concerning foliage and the recycling of rain water.

The building was therefore constructed in conformance with the latest aspects of environmental protection. However, several challenges preceded the successful implementation.

One example was the air-conditioning. The processing and regulation of the air flow functions fully automatically, not simply for the whole building, but for individual areas within the building. Each room, therefore, has an optimised supply of fresh air. The temperature is also regulated automatically, although employees have a small "say in things" and are able to manually correct the warm air supply by a few degrees centigrade. At 6 pm though, the air-conditioning switches off for energy-saving reasons.

However, the air-conditioning is still active, as it "flushes" fresh air through the entire building before employees arrive at work the following morning. This is not enough – a heat exchanger system ensures that the fresh air is either heated or cooled via stored energy, depending on the time of year and the outside temperature. This technology permanently saves around 300 kW heat and refrigerating capacity compared to a traditional air-conditioning system. The lighting also functions fully automatically, depending on the amount of light entering the building from the outside. The gleaming aluminium facades are not simply a designer fad, but rather anticipate changes, since the older buildings will also be





CONCEPT AND DESIGN ARE TODAY IMPORTANT COMPONENTS OF A MODERN CORPORATE STRUCTURE. IN AFFALTERBACH, **CLEAR LINES** SYMBOLISE A CONSISTENT ATTITUDE, YET SIMULTANEOUSLY EXUDE DEEP HARMONY. THE RESULT IS A FASCINATING COMBINATION OF DISCRETION AND STRENGTH

gradually fitted one-by-one with the energy-saving panels. Even today, the silhouettes of the Mercedes-AMG aluminium flues dominate the skyline as they shimmer in the Affalterbach sun. This is how a futuristic roofscape originates. An integral part will be aluminium, merged with additional high-tech materials. Striking greenscaped roofs, which gather rain water, will provide an ecological spot of color.

W hereby, Mercedes-AMG has always been involved in construction and reconstruction, as a glance at the company's history shows. In 1978, when the company transferred its base from nearby Burgstall to Affalterbach with just a dozen employees, it first moved next to a garden furniture manufacturing plant – literally in the open countryside. Since 1984 even with the stables of the local riding club "Schmiedacker e.V." in full view.

This Affalterbach nucleus consisted of a simple garage with three inspection pits, two offices, and a small warehouse. This is where the outstanding version of the Mercedes 280 E AMG with 205 hp was produced in 1978.

However, the ever increasing number of orders demanded expansion. In 1994 even a riding hall of the Aufrecht Family served as a production building for the E 50 AMG. A remarkable sight in automobile history – on the one side the AMG specialists, conjuring hundreds of horse power out of Mercedes en-

gines, and vis-à-vis 24 horses, at first all impatiently chomping at the bit.

Man and beast got along well. The only ones who sometimes reacted with amazement were the customers who had come in order to personally attend the operations carried out on the motor hearts of their Mercedes. However, they were already accustomed to a Swabian down-to-earth atmosphere from the time of Burgstall.

Therefore, whoever is acquainted only with the basic history of AMG, knows that the business was inextricably linked to the private side of founding father, Hans-Werner Aufrecht. For example, in the seventies the Aufrecht's house was located exactly where the press vehicles are completed today. Another former private house, just a stone's throw away from the first one, is now an office.

I t is not noticeable at first glance, but still discernible and extraordinary that this group of production halls, offices and adjoining buildings, although quite spread out, manages to emanate its own sense of family belonging. This could have something to do with the fact – as has already been said – that some offices were once the living room of the company's founder.

The fact that the new office development merges so well with the group of existing buildings, is, therefore, the expression of a

specific culture at Mercedes-AMG – one of plain modesty regarding the self-image, combined with demanding technology in practice. In other words – form follows function.

This professional attitude can also be seen in the decorative detail. Some visitors, who have an eye for environmental elements, notice the foliage surrounding the new building. Even with this so-called "plant management", nothing was left to chance. First of all, robust sod grass was laid on the subsoil, which was mostly a gravel bed, followed by the planting of native trees like yews and pear trees, which create a pleasant and relaxed atmosphere.

Affalterbach will continue to maintain its familiar appearance. And when fields, vineyards, and horses are reflected in the AMG facades, then this illustrates in the most superb way how the company expresses itself. Despite the fact that Mercedes-AMG has experienced great success: it has always remained true to its roots. The company, already a well-established legend in automobile history, acts as a global player, but is also faithful to its home location, Affalterbach – or expressed somewhat poetically: The ground has been tilled, the seed has been sown, the future is bright.

PRECISION



CREATING LEGENDS

THE MAGICAL CODE SL REPRESENTS AUTOMOTIVE LEGEND – AND IT STILL RESONATES TODAY. THE SAME IS TRUE FOR THE SWISS WATCHMAKER IWC. NOW, THE TRADITIONAL ALLIANCE BETWEEN MERCEDES-AMG AND IWC IS BEARING NEW FRUITS: THE AMG PERFORMANCE STUDIO HAS DEVELOPED A SPECIAL LIMITED EDITION EXCLUSIVELY FOR THE SL 63 AMG, THE “SL 63 AMG EDITION IWC”, LIMITED TO 200 VEHICLES

TEXT DR. RALF KONCZAK PHOTO IWC/RUCKABERLE

Even merely on the basis of its extraordinary “designo magno Kashmir white” paintwork, this exclusive edition of the SL 63 AMG instantly commands all attention. Because the unique shade is available for the first time with the limited edition “SL 63 AMG Edition IWC”. Tobago brown nappa leather upholstery with AMG-specific perforation as well as mat carbon trim for the door linings and in the center console set the tone in the interior. The AMG Exterior Carbon Package with mat surface rounds off the spectacular appearance.

Yet it is not just the new vehicle that is on the receiving end of the exclusive attention – the same is reserved for the driver, by dint of the delivery of a valuable watch from the renowned Swiss watchmaker, the so-called “IWC Big Ingenieur”, together with the classy SL from Mercedes-AMG. The second joint project of the engineers from Affalterbach and Schaffhausen follows the now legendary CLS 55 AMG IWC from 2005.

AMG and IWC really do have a lot in common; a distinctive insistence on perfection, and the highest possible level of precision, for example.

The standard AMG Performance Package ensures the perfect road hold and precise handling of the SL 63 AMG Edition IWC. The AMG performance steering wheel, with reduced diameter – in this edition two-tone, in black and tobago brown – flattened bottom section and aluminium shift paddles, implements the commands of the pilot directly. The AMG performance suspension, in conjunction with the 19-inch forged wheels and extra large composite clutch on the front axle, guarantees the best possible stability and shortest braking distance at all times and with utmost

stability. A limited-slip differential on the rear axle, with up to 40% locking effect, ensures sufficient drive in every driving situation.

The AMG 6.3 liter aspirated V8 engine reaches its highest output of 386 kW/525 hp at 6,800/min; in addition, it delivers a powerful torque of 630 Nm. This output, of course, must be brought to the road safely – and properly distributed. The new AMG SPEEDSHIFT MCT 7-speed sports transmission is responsible for this. Gear changes in the region of 100 milliseconds without interruption to driving power, throttle-blipping, multiple downshifting and four selectable driving modes from C (comfort) to M (manual) give the driver the choice between comfortable cruising and uncompromising sports performance. The RACE START function allows maximum acceleration with best possible traction: From zero to 100 km/h in 4.6 seconds, and continuing through to the top speed of 300 km/h (electronically limited). Every proud driver who is able to secure one of the 200 SL 63 AMG Edition IWC will also receive, as we said, the perfect watch to match. The watch face and band of the special limited edition of the IWC Big Ingenieur, also limited to 200, are customised to the vehicle design. An engraving in the housing subtly alludes to the cooperation between AMG and IWC.

The name “IWC Big Ingenieur” echoes a real legend among timepieces: The IWC “Ingenieur” from 1954. Two years after Karl Kling and co-pilot Hans Klenk triumphed in the third “Carrera Panamericana Mexico” at the wheel of the 300 SL, the first Ingenieur was introduced to the market. Today, this icon is inseparable from the factory in Eastern Switzerland.



TIME MACHINE

OWNERS OF THE EXCLUSIVE “SL 63 AMG EDITION IWC” ALSO RECEIVE AN “IWC BIG INGENIEUR” – THE LEGENDARY SWISS WATCH COMES WITH A LEATHER BAND THAT MATCHES PERFECTLY WITH THE INTERIEUR OF THE SWABIAN ROADSTER

The current IWC Big Ingenieur is impressive. The housing measures 45.5 mm in diameter, is 15 mm high and weighs 138 g (including the leather band). But that’s just appearances: Inside, the factory 51112 calibre with automatic Pellaton winding system and seven-day power reserve ticks smoothly with 21,600 vibrations per hour. And that for seven days, or 168 hours. An outstanding feat of watchmaking, as this calibre is the most stately automatic winding system for wrist-watches worldwide. This “engine” can be admired through the sapphire glass back cover. It’s clear, then, that Affalterbach and Schaffhausen are familiar with legends. And yet, there is another aspect which perfectly symbolises the connection between IWC and AMG. Because, just as the heart of a Mercedes-AMG, the engine, can only originate in Affalterbach, IWC today also continues to manufacture the core of their watches themselves.

And what is the heart of a watch called? Factory calibre. That even sounds similar to Swabian engine manufacturing excellence. Because engines manufactured by AMG in Affalterbach are truly of their own calibre.





MIAMI DREAM TEAM

TEXT NICOLE HILLE-PRIEBE PHOTO GERD GEORGE

LEGENDS COME FACE TO FACE:
SKIP BRAVER'S FAVOURITE ON WATER IS ONE OF THE
FASTEST POWERBOATS IN THE WORLD, THE CIGARETTE.
HIS NO 1 ON SOLID GROUND: THE AMG MERCEDES







IN A CLASS OF HIS OWN ON WATER, WITHOUT
EQUAL ON LAND: SKIP BRAVER'S MEANS
OF TRANSPORT BELONG TO THE BEST OF WHAT
THE ART OF ENGINEERING HAS TO OFFER





SKIP BRAVER IS COOL, UNTIL HE GETS GOING – ONSHORE OR OFFSHORE

In hindsight, things often sound simpler than they were: Buy a company, turn it inside out, enjoy success. But with legends, it's the same as with love – you can't buy them, you have to live them. Skip Braver knew that when in 2001 he made the decision that was going to change his life completely once more. "I'd actually had enough, I could have retired and enjoyed life. But I wanted to make the brand Cigarette once again what it had been: A legend." He achieved that. And today he enjoys life more than ever.

The "Cigarette Racing Team" in north-western Miami builds one of the fastest powerboats in

the world. Anyone who orders a Cigarette doesn't want an off-the rack product, but rather a unique specimen from the world champion – from the hull to the interior and design to the on-board technology, each of the approximately 80 speedboats which leave the factory each year is unmistakable. The lowest common denominator of the high-tech powerboats: Motors with power well in excess of 1,000 hp, and a red one in the label. "When you see the One of the Cigarette logo, you really only see one thing," Braver says proudly. Many customers send photos of specific seating and graphic designs, which are then implemented, one-to-one, by the in-house joiners, upholsterers and paint

sprayers into a unique, fascinating craft. "There are people who have more fun designing the boat together with us than they later have driving it."

Someone who owns a Cigarette has above all sporting ambition. Success, luxury, sex, and parties are associated with the brand Cigarette – something that is also reflected in the advertising messages for the brand. Accordingly, some posters have never made it into the public realm, but only as far as the walls of his office. "We play with the bad-boy image, that's just part of our boats." At this point, Braver likes to tell the legend of all legends which

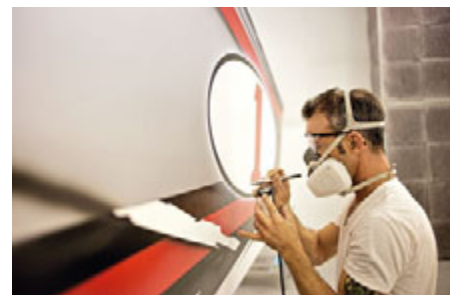
begins 1987 with company founder Don Aronow. At the time, Aronow did business with the wrong side of the law, but also sold his speedboats to the law enforcers, to give them a chance when chasing criminals across the Atlantic – anyone who’s seen a Cigarette in action, even if only in the cult series “Miami Vice”, will understand only too well.

Braver’s customer spectrum is spread wide. “Aside from international celebrities, there’s everyone from a Chicago policeman to a sheik from the Middle-East.” People who can’t get enough of flying over the open sea at 150 km/h need an adequate counterpiece on land. High-end cars from Mercedes-AMG set the tone in Braver’s garage. A crystal white S 63 steals the show from a black CLK 63 and a bright red SL 65. As he starts one engine after another, his face radiates absolute contentment. He is particularly proud of the stylishly sporty S 63 AMG, with an interior fully customized to his expectations.

The partnership between the Cigarette Racing Team and the Mercedes-AMG Private Lounge, an exclusive Online Community for AMG customers, was unavoidable for Braver. “Our customers want speed and lifestyle – just like I do, and just like all customers of Mercedes-AMG do. It’s like this: When one of our boats drives by, everyone turns to look. When a Cigarette starts up, everyone listens. And when someone has a dream, we fulfil it. The same applies to an AMG Mercedes. Cigarette and Mercedes-AMG are synonyms for the passion for racing. They stand for the determined will to win, for fascinating products, and for quality down to the smallest detail”. No wonder, then, that the driver of the Formula 1 safety car, Bernd Mayländer, would love to have stayed two weeks longer after his visit to the “Miami Boat Show”, to really blow out some cobwebs on the water with a Cigarette.

“On the road, you’re limited by the asphalt,” Braver says. “Offshore racing gives you a feeling of complete freedom. This is not a case of boat versus boat, but rather boat versus nature. That’s what makes it so dangerous.”

The revival of the speedboat legend Cigarette is Skip Braver’s second career. In his first life, he founded a company with his brother Gary which dealt in new products on the electronics market. Together, they realised the American dream: “We started with nothing. In order to make an impression, I overdrew my credit card so that we could employ a secretary.” When Gary died in a boating accident on Lake Paw Paw in Michigan, Skip Braver didn’t want to keep going on his own. “He was more than my brother or my partner. Gary was my best friend.” He sold the business and looked after his two children, Erika and Chad, full-time in Chicago. After his divorce ten years earlier, he had become “Mr. Mom” to them both. At the end of the 90’s, they came of age – and Skip Braver got bored. “I bought myself a Cigarette 42 Tiger with 500 hp to drive across the Great Lakes around Chicago in summer. That was unbelievable”. In the process, Skip Braver made the acquaintance of Neill Hernandez, who had worked for the Cigarette Racing Team his whole life. The two became friends, then partners. “The owners who came after Don Aronow had completely run the business down. I convinced Neill to get together all the money he could, and throw it in with mine to buy Cigarette. He had a few sleepless nights, but he did it.” For Hernandez, it was one of the best decisions of his life. The dream team, with the perfect mix of technical know-how and business acumen, had in a short time made Cigarette once again the type of brand which had so enthused George Bush Snr, Malcolm Forbes and Robert Vesco in Don Aronow’s time.



FINE TUNING

THE CIGARETTE RACING TEAM SPECIALISTS PRACTICE FILIGREE HANDWORK. THE LEGENDARY RED 1 IN THE LABEL IS AFFIXED TO THE HULL OF THE BOAT WITH SURGICAL PRECISION

Every high-tech powerboat that leaves the factory could go straight to the start of the next speedboat race. Aside from a GPS system for position determination, on-board computers and Mercury motors, they have propellers sharp enough to make a sushi chef proud. Because he feels more freedom on the water than on the road, being out at the sea is what Skip Braver likes best. The only other place he gets the same feeling is on the German autobahn, or when he can do a few laps on the northern circuit of the Nürburgring. “For me, luxury means having time for my children and for my cars,” Braver says. “Money can’t buy happiness, but it makes life easier. You can enjoy your life – and drive AMG Mercedes.”

PERFORMANCE STUDIO





STAR RIDER

THE AMG PERFORMANCE STUDIO HAS ACHIEVED CULT STATUS WITH THE CUSTOMIZED REALISATION OF EXTRAVAGANT CUSTOMER REQUESTS. NOW, THE PERFECTIONISTS FROM AFFALTERBACH HAVE TRUMPED EVERYTHING THAT HAS GONE BEFORE: THE "SL 63 AMG PERFORMANCE STUDIO" UNVEILS THE EXTRAVAGANT INTERPRETATION OF THE THEME OF INDIVIDUALIZATION



The color of this SL 63 AMG isn't easy to describe: the paintwork shimmers in an understated mat olive green with a promising touch of gold. The observer's hand experiences an almost magnetic attraction as it glides over the hood. The car has a velvety feel. There's no doubt that it's made from metal. But metal like you've never seen before. "Yosemite Grey" is the name of the unusual color, named after the unique "Yosemite National Park" in the US state of California. The color is as unique as the roadster itself, which bears the full name "SL 63 AMG Performance Studio". The tailor-made implementation of extravagant customer requests has long attained cult status in the Affalterbach Performance Studio. Individually customized cars are now routine. However the words "Performance Studio" following the letters SL herald something very unusual - a unique vehicle that brings together all the master craftsmanship of expert automobile builders.

"This was primarily intended as a concept car," explains Bettina Morgenthaler-Kaeding, Director of the Performance Studio. "We will be watching closely to see how it is received and will base our future concept car strategy on what we learn here."

When selecting the beating heart of the new high-class vehicle, the designers naturally chose the 6.3 liter V8 engine, the most powerful of all aspirated engines. In addition, the SL 63 AMG Performance Studio naturally also uses the new AMG SPEEDSHIFT MCT 7-speed sports transmission.

There's no ignoring the use of mat carbon in the SL 63 AMG. This light, durable material is used in the rear spoiler, the diffuser between the exhaust pipes, the gear shifting gate and the side air vents in the front apron. This suggests an association with the DTM, something that can't be completely wrong in view of the highly developed sporty ambitions of the roadster.

When it came to choosing and implementing the interior, the members of the Performance Studio team really gave their imagination free rein - while still drawing on their extremely broad experience. The nubuk leather seats are a combination of "Yosemite Grey" and "Pebble Beige". The upper section of the instrument panel, the top of the arm rest, handles and other components are finished in Yosemite Grey, creating the desired contrast on the one hand, while also setting off the basic Pebble Beige color scheme on the other. The Yosemite Grey theme is also taken up in the steering wheel.

Naturally the driver of the SL 63 AMG Performance Studio enjoys the comfort of electrically adjustable sports seats. The list of exclusive features and details is long and the designers of the SL 63 AMG Performance Studio have looked after the tiniest details. Thus, even the floor mats are edged in nubuk leather.

Customization to a previously unheard of level, master craftsmanship in production, fabulous good looks: the unique SL 63 AMG Performance Studio has it all. Although the word

"solitaire" is actually borrowed from the area of jewelry, it is hard to think of a better term to sum up this incomparable car.

"The SL 63 AMG Performance Studio will now go to the US, where it will be put on show at a variety of events," explains Bettina Morgenthaler-Kaeding. It will not return to Affalterbach until August 2008. The question of whether this one-off model is to be sold at a later date is answered by her with a charming and contented smile: "Unfortunately, this particular car is no longer available, but we can reproduce the Performance Studio features shown at any time." This would mean producing a twin brother for this unique solitaire.

DANCING ON THE ICE – EXTREME DRIVING LESSONS

DRIVING ACADEMY

DRIVING LESSONS IN THE ARCTIC CIRCLE? NO PROBLEM FOR AMG. A VERY SPECIAL INSTRUCTOR WORKS THERE: FORMER DTM RACER BERND MAYLÄNDER, WHOSE “SECOND JOB” IS DRIVING THE OFFICIAL F1™ SAFETY CAR. THE ARJEPLOG DRIVING ACADEMY: THERE’S NO FASTER WAY TO LEARN








TEXT THORSTEN ELBRIGMANN PHOTO ULI JOOS

I felt a slight shudder and heard a dull crunch, followed by a sound like the crack of a whip. The ice on Lake Hornavan, an impressive expanse of water in northern Sweden, really is alive. If you push the fresh snow aside with your boot you will see the deep black glitter of the ice. It seems to be shot through with white, marble-like veins. These are fractures deep within the ice. Every crack heard represents a new fracture.

Over the months, the icemakers at Arjeplog allow the glass-like layer to grow to a thickness of half a meter, using heavy machinery to prepare the routes that will be used as the basis for AMG Winter Sporting course in 2008. The falling snow softened the hoarse growl of the AMG Mercedes cars on the handling-course. The headlamps had become dancing points of light in the infinite distance. The winter air here in the Arctic Circle is cutting,

but it was not unpleasantly cold. The air was fresh and the snow enveloped the world in purest white. Tall fir trees could be seen further off on the edge of the lake. They looked black, but gradually disappeared in the swirling snow. The sun had already gone down at two in the afternoon. Now, at about five, the twilight had given way to the darkness of the Nordic night. However, conditions were not pitch black because a mystical, bluish light radiated from the snow.



THE ICE OF THE HORNAVAN CAN BE UP TO 70 CM THICK IN WINTER,
THICK ENOUGH TO BEAR AIRCRAFT, AS WELL AS CARS. JUST THE RIGHT
COURSE FOR FRIENDS OF AMG WINTER SPORTING

THE ICE DOES NOT
FORGIVE MISTAKES.
THE AMG
PROFESSIONALS
SHOW HOW TO
HANDLE A VEHICLE
ON THE SLIPPERY
TERRAIN PERFECTLY

BERND MAYLÄNDER

AS DTM LEGEND
AND SAFETY CAR
DRIVER HE IS THE UN-
CHALLENGED
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REMOVES THE FEAR
OF DRIFTING FOR
STUDENTS OF THE
DRIVING ACADEMY



No doubt if you'd grown up here in northern Sweden you'd find the mounds of snow, the ice and the darkness quite normal, however for the participants in the AMG Winter Sporting training course, the province of Lapland was terra incognita. The AMG disciples had traveled from the US, Taiwan, Hong Kong, Romania, and Germany. They were obviously enjoying this fascinating white world and had all traveled this far for a single reason: they wanted to drive, drift and push their driving skills to the limit. They wanted to learn under professional guidance to drive fast and be better drivers. However, each of them would at some time reach the point where rationalism no longer applied and the silent beauty of this winter wonderland would make them stop and marvel.

The surrounding silence was in stark contrast with the lively scene on the smooth surface of the lake. There were seven well-wrapped-up individuals on the ice, each of them regularly producing a little white cloud as they breathed. This was the "Blue Group" led by instructor Bernd Mayländer.

The "Yellow" and "Red" groups had the same number of members and were already on the way in three SLK 55 AMG *Black Series* and three C 63 AMGs, always with two drivers per car. There were three CLK 63 AMGs waiting for the "Blues". We got in. There was always a group of two for each CLK. Our group was made up of Germans and Romanians and English was spoken with a variety of accents. Speaking his own brand of Anglo-Swabian, instructor Bernd Mayländer offered tips over the radio and encouraged or disciplined the individual drivers as necessary. Mayländer is Mr. Formula 1. Once a very successful DTM driver in his own right, he has been driving the Formula 1 Safety Car for several years now.

Mayländer's most memorable characteristics are his infectious laughter and openness. However, things got more serious when matters turn to driving. Bernd (we were all on first name terms) wanted every one of us to improve, relative to our standard. Three days of Driving Academy in Sweden. Three days of ice-dancing with AMG.

Georg and Anke came from Germany's Ruhr region. Their children were almost grown up and were quite happy when their parents left them with the house to themselves. In the old days they used to take the motorbike when going on holidays. Georg did all the mechanical work himself. However over the last number of years the pair had fallen for the AMG.

This wasn't their first training course with the guys from Affalterbach, but it is the first time they had trained in the snow. Their main concern was to have some fun. Others might enjoy a weekend on a health farm, but they were treating themselves to this icy experience and taking everything with the relaxed attitude of the typical Westphalian - wellness for the soul. Things were different for Stefan and Emilia. This spirited pair from Romania liked life in the fast lane. This explains why the two of them very quickly struck up a friendship with the real heroes of AMG Winter Sporting, the course managers, with their G 55 AMG. The black jeeps were fitted with an amber warning light and special spikes. Each two-man team would dig the cars out if necessary. Stefan was determined to come first in his group to guarantee himself a place in Saturday's spectacular night-time "Race of the Champs". This meant pushing yourself to the limit - but to do that you've first got to find out where your limit lies.

Marius was a different case. The tall mechanical engineering student from Brasove in Romania was 22 years old and won this winter training course as a prize in a competition run by Mercedes Romania - and he had me as his co-driver. For him this was a dream come true. However, it has to be said that the enthusiasm he showed in the hotel had now given way to tension as he sat with both hands clamped on the steering wheel. He allowed me to drive from the hotel to the lake. This was a mark of respect for the power of this 481 hp vehicle. Naturally, the forward thrust of the CLK 63 AMG had to be reined in on the public roads using the ESP system. The tires, which were fitted with 3 millimeter spikes hummed listlessly as we

REINHOLD RENGER

AS ICE EXPERT, THE TECHNICIAN COMMUNICATES TO THE DRIVING STUDENTS THE BASIC KNOWLEDGE REQUIRED FOR A UNIQUE DRIVING EXPERIENCE



traveled along the wide roads. However, as soon as we reached the lake Bernd's voice came over the radio "Switch off the ESP!" In the semi-darkness on the day of our arrival we were expected to drive across the ice on a lake with a depth of 260 meters, following a completely unknown route marked out with a series of red poles. There would be no electronics to help us, just a handful of steel pins in each tire, two G 55 AMGs within view and the reassuring voice of the instructor in our ears: "Follow me slowly and don't try any experimental moves. We're going to familiarize you with the first section of the track."

Marius allowed me to drive this first section as well. But now, after a short break, the time came to change drivers - it's his turn now. Marius had never driven a Mercedes-AMG before and his first time was going to be in the dark, on the ice.

This was truly an unreal situation for a thrifty Romanian student. He negotiated the bends with care. The tachometer was hardly moving and Marius looked somehow relieved - as did I. As a student of Bernd Mayländer, he gained confidence gradually during the course, learning to control the CLK 63 AMG, cautiously demanding more from the car.

The C-Class C 63 AMG suited him as well. He noticed when the tail slewed out slowly as he took a bend and had enough time to react. Quite a feat. In comparison with experts like Bernd, most participants were only operating at half capacity.

On the second day of the course, Bernd showed us how driving on ice should be done. One by one we all drove with him. Everyone of us stepped out of the car completely

amazed, some of us incredibly shocked. Now it was my turn. Anxious to seem relaxed, I got into the bucket seat of an SLK 55 AMG *Black Series*. The three different AMG models used in Arjeplog were swapped between the groups.

I put on the seatbelt and we were off. With a single burst on the accelerator, the racing driver pushed the AMG forward. The exhaust roared and the tachometer swung between 3,000 and 4,000 rpm. The SLK 55 AMG shot towards the first bend far too fast. Bernd casually commented on his every move: "Now more gas, let the back swing out and correct with the steering wheel. You see? There! You steer with the accelerator. The steering wheel is just for correction (easy really!)" We took the first bend in style. The ice sprayed out behind us. The car lurched. The tail made gentle

swaying movements because Bernd wanted to show how to control a wayward rear end on the ice. "Always look where you want to go. Then go there."

This was a good tip which some people seemed to have missed. Out of the corner of my eye I caught sight of the yellow flashing lights and course managers shoveling snow.

Marius also found out how easy it was to come off the track, but he learned more than just this lesson in driving at speed. Soon enough Bernd was taking his hat off to him. While others had already radioed for help four of five times in a single morning, Marius stuck to the track like glue. The spikes ploughed into the ice, the 400 hp of the SLK 55 AMG pushed the rear-end outwards, the engine revved at 3,500 rpm. Too much pressure on the pedal and the roadster, which was more difficult to handle because of its short wheelbase, would fly off the track without the help of the ESP system. Over the radio, Bernd encouraged Marius to give it a bit more acceleration. Then it happened: in a swirl of snow the SLK skidded to the side. As a matter of routine, a G-Class pulled the elegant AMG back onto the slippery track.

Marius was obviously shocked. The mild-mannered student intended to work in the automotive design sector after graduating and would love to have a job in Affalterbach. It went against his nature to treat an AMG so badly, after all they are "the best car in the world" in his own words. But Bernd just smiled: "No problem!" He explained that the cars were specially prepared for this purpose. A solid protective casing is fitted underneath to ensure nothing gets broken. And, truth to tell, there wasn't a single breakdown over the entire weekend.

A DREAM CAME TRUE FOR THE STUDENT: HE WON THE TRAINING WITH MAYLÄNDER AND HIS TEAM IN A COMPETITION



The mood was good at lunch. The colorful group gathered on the edge of the lake in the “AMG teepee”. The wooden structure was indeed reminiscent of a North American Indian tent, although it was in fact a traditional Swedish k ata; a converted covered hearth surrounded by benches. Our k ata also had tables, where we could eat and swap stories. We had long forgotten the fact that every time we took our AMGs out for a spin there was only a sheet of ice between us and the 260 meters of water below.

That morning, our instructor Reinhold Renger had showed us how much ice can actually withstand. From thicknesses of about 40 cm it can support the weight of wheel-mounted front-end loaders, while from 70 cm onwards it is strong enough for largish airplanes to land on. We were driving on 50 centimeters of deep-frozen water. The smooth surface is maintained by the “icemakers”. Many of the 3,500 inhabitants of Arjeplog share this unusual profession. They shift the snow to one side as soon as the ice is thick enough to walk on in late fall. If this insulating layer wasn’t removed, the ice would never increase. This is a painstaking business, but it is essential be-

cause up to 1,800 test drivers from all car makers come to Arjeplog every season. The winter test season is the town’s main source of income, since the last saw mill closed a couple of years ago. Many families move out of their houses in winter time and rent them out to test drivers. They then move into mobile homes in large garages. The K ata was an almost entirely male preserve. Anke and Emilia were the exceptions. Emilia had caught the bug. She was the equal of her husband in her willingness to take a risk, while her eyes twinkled with a longing for adventure. Anke was much more interested in having fun and tended to see things more from a safety perspective. These two characters could be said to represent the two basic types of AMG Winter Sporting enthusiasts.

Emilia’s ambitions were rewarded in the rankings. After three events, Emilia was two places in front of Anke – by quite a few points. By contrast, Stefan, Emilia’s husband, was disappointed. The brawny Romanian had hoped to take first place, but that honor went to Georg with his unassuming manner – something he never expected: “Oh, that means I’ve got to take part in the Race of Champs”. It certainly did – just like the best drivers in the other two groups and the best runner-up from all three groups.

There was a tense atmosphere as night fell on the second day of the training course. Torches flickered on the ice which had a fresh coating of snow. Mulled wine was served to those not taking part in the evening race. Two C 63 AMGs awaited the champs, their engines running and their lights ablaze. The race would be held in pairs. The winners and runners-up would then drive again. The first pair had already started. Most of the rest of the group watched enthralled, shouted encouragement or took photographs. However, some of them had discovered another AMG Mercedes. A C-Class. This was fitted with rally tires with extremely long spikes, a roll bar, bucket seats, four-point seat belts (in the back too), and huge spotlights: the ice taxi. Bernd had already buckled up and waved to

me: “Come on! Get in!”. I got in behind the master. One of the other instructors checked that I had fastened the belt lightly enough and grinned at me knowingly: “Have fun!”. The door slammed shut and Bernd took off into the night with three of his pupils. 140 km/h on the straight and up to 80 km/h in the bends. The ice sprayed up and the engine roared as it surged ahead. I couldn’t take it all in for the first few seconds, but then the shock was transformed into a broad smile. It felt like being on a roller-coaster and this feeling stayed with me as I stepped out of the car again at the starting line. Was the ice moving? Happily it wasn’t – it was just my legs.

The “Race of Champs” was over. The yellow group, which was always the fastest throughout the training course, took first and second place. Georg from my blue team took the bronze medal. We made it onto the podium. Hat’s off to Georg.

The mood was subdued during dinner: it would all be over tomorrow. The lake would be just a memory – although a very impressive and informative one.

Although they were a bit quiet on the busses from the airport to the hotel on Friday afternoon, the AMG Winter Sporting course participants had really gelled into a cohesive group. Business cards were exchanged, phone numbers and e-mail addresses swapped. Bernd Mayl ander placed a hand on Marius’ shoulder: “You had by far the steepest learning curve of everybody here. That was really good!” Surprised to start with, Marius slowly broke into a proud smile. I was beaming too, because a tiny part of this praise is also for me, after all I was the co-driver for the best pupil in the class.

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COMMUNITY



A DAY IN THE LIFE OF THE AMG PRIVATE LOUNGE

AN INNOVATIVE ONLINE PLATFORM FOR FRIENDS OF THE AFFALTERBACH BRAND SUCCESSFULLY NETWORKS AMG ENTHUSIASTS IN THE USA – AN EXAMPLE TO BE FOLLOWED BY A FUTURE GLOBAL INTERNET HOMELAND FOR THE AMG COMMUNITY

TEXT MERCEDES-AMG PRIVATE LOUNGE TEAM

It is 8 a.m. and the team has just finished their daily status call. It started as every other status call does with a rundown of daily postings and status of open items. From the outside, this call may be compared to the calls that many corporations have every day. What sets this call apart is the topics that are discussed. Gone are the discussions about bottom line revenue, expenses and Sarbanes Oxley, these calls have questions like: What is the lock-up percentage of the AMG Limited Slip Differential? When can we welcome a Private Lounge group from the US in Affalterbach? How many spots do we have open for the AMG Winter Sporting in 2009? It may sound unusual, but it is a normal day in the life of the AMG Private Lounge.

The AMG Private Lounge, or “The Lounge” as it is often referred to by AMG insiders, recently celebrated its second anniversary. The Private Lounge was conceived by Mario Spitzner, Director Branding, Marketing & Sales, as a way to allow AMG owners a chance to interact directly with Mercedes-AMG in Affalterbach and with each other. Tasked with building an online community, the Private Lounge caters directly to the high octane lifestyle of AMG enthusiasts through exclusive content, dynamic events, monthly chat sessions and community discussion boards.

The AMG Private Lounge is currently in its Beta phase only having been rolled out to AMG enthusiasts in the United States. On the part of Mercedes-AMG, Teresa von Tippelskirch is in charge of the Private Lounge, supported by a team of Mercedes-Benz USA. Scott Preacher, who was mainly responsible for establishing the Private Lounge and who himself is AMG enthusiast and customer, was appointed AMG Private Lounge Chief Editor. The team varies in size depending on the is-

sue but the core group consists of seven persons from the areas product management, marketing and development.

Anchored by a dynamic website that can be found at www.mercedes-amg.com/private-lounge, the AMG enthusiast will find a wealth of detailed information about the AMG brand, the history, products and can be linked with other AMG enthusiasts through the Online Discussion Boards. Much of the information found on the Private Lounge cannot be found anywhere else.

2007 saw incredible growth on the Private Lounge as membership grew close to 10,000. Driven by enthusiast feedback, the Private Lounge team created some truly unique events and give-aways throughout the year. The stage was set early in the year when AMG announced at the “New York auto show” that ten CLK 63 AMG *Black Series* vehicles would be allocated through the AMG Private Lounge. This groundbreaking program allowed AMG enthusiasts a chance to pick up their vehicles in Germany and participate in advance on track training as a part of the AMG MASTERS “Sport trophy”.

In an effort to tailor events to AMG enthusiasts, 2007 marked the first year that a special AMG Challenge Day was offered to Private Lounge members. This day featured additional support directly from AMG in Germany and included an appearance by Bernd Mayländer driving the 2006 SLK 55 AMG Formula 1 Safety Car that had been brought specifically for this event.

To keep the Private Lounge personal, once a month, a one hour online chat session is held where members can have direct contact with AMG representatives. In true AMG fashion a “boiler room” is set up so that a team of AMG product managers can answer questions in

rapid fire succession. These sessions have proven to be an incredible tool to keep the lines of communication open between AMG and its enthusiasts giving immediate feedback on a variety of relevant topics.

The Private Lounge is driven to provide AMG enthusiasts with a way to get closer than ever to the AMG brand and other passionate owners. 2008 will see the continued expansion of the Private Lounge with new events, new content, new give-aways and new functionality.

While the Private Lounge is currently limited to US AMG enthusiasts, the overwhelming positive feedback has led to potential globalization. Be on the lookout as the AMG Private Lounge continues to connect AMG enthusiasts around the globe.



JOURNAL



FORM AND FUNCTION

AMG Collection 2008

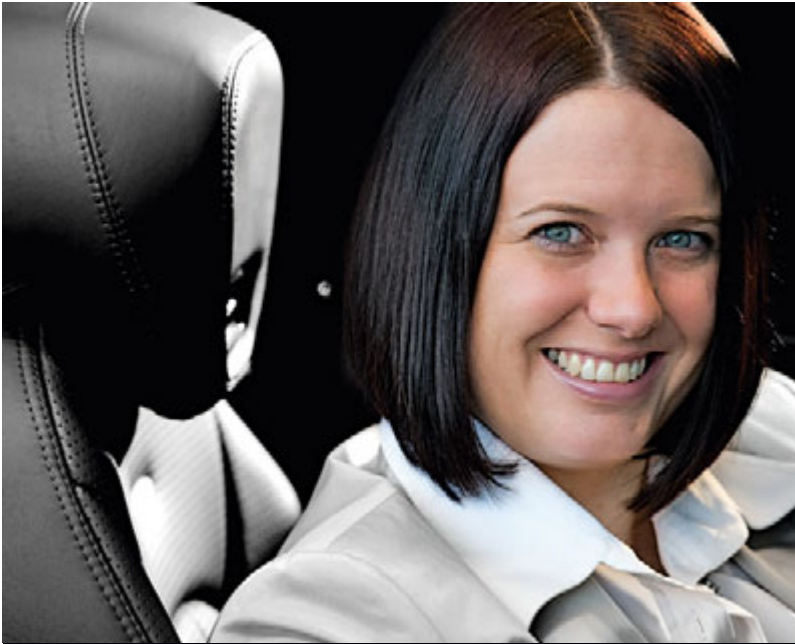
AMG enthusiasts take sterling sporty features for granted. The new AMG Collection offers fashion-conscious fans of the Affalterbach brand the perfect style choices. The top model is black and bears a subtle AMG logo. We're talking about an all-weather fleece jacket made from polyethersulfon (PES) a highly durable synthetic material. Technology plus design, simply AMG. Apart from the all-weather fleece jacket, the AMG Collection includes T-Shirts, polo shirts, rugby shirts and windbreakers for men, women and children in all standard sizes. As well as cotton, the outdoor clothing is also made from high-grade cotton-nylon mixes and synthetic fibers. Decorative details like collars and button panels in contrasting colors as well as accessories (caps, key fobs and a lanyard) provide a perfect look for any occasion. All products carry the AMG logo; unobtrusive, but in just the right place. Form and function harmonize at AMG, not just when it comes to cars. Even beyond its classic disciplines, the team from Affalterbach sets a high standard in the usual sovereign manner; the latest proof: the AMG Collection. www.mercedes-amg.com



RELAXATION EX WORKS

“The greatest strength comes from within.” This saying describes the aim of yoga relaxation techniques and also applies to the engines produced by AMG. But how can yoga and AMG be reconciled? No problem. Every Wednesday a group of around 20 employees now meet to practice relaxation exercises at Mercedes-AMG, “Most of them men,” remarks the yoga instructor, Sandra Jonas. Under dimmed light conditions and with the smell of lemon grass in their noses, these yoga disciples from all AMG departments learn that balance, breathing and concentration exercises can be very demanding. Who can stand for minutes on end on one leg without wobbling? “Many people find that hard in the beginning,” agrees instructor Jonas. The rewards for all one’s efforts can be liberating. “Yoga leads to less stress and a more relaxed attitude,” explains the teacher, “and this in turn leads to a harmonious interaction with our fellow men”. And this in turn leads to perfect products. Because it all comes down to one principle: the greatest strength comes from the core, whether an eight-cylinder model or an engine with twelve combustion chambers.





AMG PERFORMANCE STUDIO

Bettina Morgenthaler-Kaeding was born in Stuttgart/Germany and studied mechanical engineering at the Technical College in Karlsruhe. Having qualified as an engineer, she worked for almost ten years at Mercedes-Benz in Sindelfingen, one of her tasks being the logistics project management for the new C-Class. Bettina Morgenthaler-Kaeding has been director of the Mercedes-AMG Performance Studio in Affalterbach since summer 2007.

A discussion about the link between sportiness and exclusive individuality.

JOURNAL

The Performance Studio has been in existence for about two years and has already achieved cult status. How do you explain this overnight success? I think, it is because we have always managed to find the right balance between sportiness, on the one hand, and exclusive individuality on the other.

Where do the limits of individualization lie for the Performance Studio?

The safety and quality of our products are top priorities for us. This means that we sometimes would have to turn down customer requests, if they contradict these principles. However, compliance with the Mercedes-AMG safety standards is always in the customer's best interest.

Do customer requests vary a lot? Are there any signs of particular fashion trends?

There are indeed tangible differences when it comes to individualization, particularly when we compare markets like the US, Japan and Western Europe. There is a marked difference when it comes to colors. In this case, developments are moving in the direction of more individual paint finishes. Black and silver are no longer as dominant as in the past and the trend is now towards colored paint. However for us here in the Performance Studio the task remains the same - whatever the changing trends: our aim is always to meet customer's requirements as comprehensively as possible.

Which markets are most important for the Performance Studio?

At present our most important market is Europe. Of course, our aim is to grow, for example, in the United States. The "SL 63 AMG Performance Studio", put on show as part of the press test drive event in Palm Springs, is a kind of ambassador for us.

What can we expect to see from the Performance Studio in technical terms?

We have a couple of new features up our sleeves. I think you'll be quite surprised. I'll just say this: If Mercedes-AMG is the Mount Olympus of cars, then the Performance Studio is the penthouse suite at the top of that mountain.



Only respect can make an F1 driver slow down.

Mercedes SL 63 AMG. A different fast.



Mercedes-Benz

Combined fuel consumption: 13.9 l/100 km, urban: 21.4 l/100 km, extra-urban: 9.5 l/100 km; combined CO₂ emissions: 330 g/km.

The figures do not express any description of the emissions or fuel consumption of a car, are not part of any offer, and are intended to compare types of vehicles only.



A LOT OF BLACK, NOT MUCH CHROME –
A GOOD TWENTY YEARS AGO, THIS
COMBINATION WAS THE ULTIMATE.
TOGETHER WITH A STRIKING FRONT APRON,
THREE-PART LIGHT-ALLOY WHEELS AND
AN INTEGRATED REAR APRON, THE DESIGN
PHILOSOPHY OF THE 190 E 3.2 AMG
RELIES DETERMINEDLY ON SUBTLE
UNDERSTATEMENT

190 E 3.2 AMG

DESIGN

DYNAMISM AND ELEGANCE

AMGS ARE FAST AND DON'T HIDE THIS FACT. HOWEVER, DESIGN AT AMG IS NOT JUST A MATTER OF VISUAL SHOW. EVERY COMPONENT REVEALS ITS TECHNICAL SIDE. THE FACT THAT IT LOOKS GOOD TOO IS A BONUS





EIGHT CYLINDERS INSTEAD OF SIX: ONLY A REAL CONNOISSEUR
WOULD RECOGNISE THE V8 MODEL C 43 AMG



1993
1997

POWER, BUT PACKAGED DISCREETLY –
REPRESENTED BOTH IN THE C 36 AMG
FROM 1993 AND ITS SUCCESSOR,
PRESENTED FOUR YEARS LATER, THE
C 43 AMG. THE EVER-CHANGING AUTO-
MOTIVE ZEITGEIST MEANT THAT THE
CHANGEOVER TO A NEW MODEL
BROUGHT A MOVE AWAY FROM CLEAR
LINES TOWARDS DECIDELY
ROUNDER FORMS

C 36 AMG
C 43 AMG



A NUMBERS GAME: SIX CYLINDERS PLUS COMPRESSOR, OR EIGHT CYLINDERS
WITH AMPLE CAPACITY – C 32 AMG AND C 55 AMG GO THEIR OWN WAYS

2001
2004

C 32 AMG
C 55 AMG

AIR OF CHANGE – THE C 32 BEGINS THE
NEW MILLENNIUM WITH FOUR EYES. THE
AMG STYLING REVEALS CURVED EDGES IN
THE AIR INTAKE VENTS FOR THE FIRST
TIME. THE V8 ENGINE OF THE C 55 AMG
DEMANDS A COMPLETELY NEW FRONT END
INCLUDING A WIDER FRONT AXLE
TRACK – AND EVEN MORE COOLING AIR





2004

TOTAL WORK OF ART— LONG FRONT
MUDGUARDS AND 18-INCH RIMS IN
AIRY DOUBLE-SPOKE DESIGN GIVE
THE EIGHT-CYLINDER POWERHOUSE
A SELF-ASSURED AURA

**C 55
AMG**

1987 2007

THE RAPID PROGRESS OF TWO DECADES EMBODIES THE FAST AMG MODELS AT FIRST SIGHT. AMG CHIEF DESIGNER CLAUS HIEKE, HOWEVER, BELIEVES IN “EVOLUTION RATHER THAN REVOLUTION”

AESTHETICS DISCERNMENT DYNAMISM

The first Baby Benz from AMG dating from 1987 and the latest model, the C 63, are world's apart. What looks like a giant step from the customer's perspective is in fact the result of numerous small steps for chief designer Claus Hieke. Hieke has been responsible for the look of the racy bodywork at AMG since 1987. The chief designer is a greater believer in evolution than revolution. This applies in particular to car design.

What looks like a quantum leap is in fact a continuous development. “If you ask someone what they don't like, you usually get a fairly precise answer,” explains Claus Hieke. “However, if you ask someone what they do like, you will find most people can't tell you. It's all about a feeling of harmony. This is sometimes achieved through tiny details. Things you mightn't notice at first glance.” This is precisely the job of the Design Department at Mercedes-AMG.

If you look at the various models together, a consistent design principle soon becomes apparent. There are five key elements that determine the outer appearance of an AMG model: the front apron, the side skirts, the rear apron, the rear spoiler lip and the wheel rim design. Each individual element contributes to the unmistakable look of the AMG car, although nothing is added to the standard models just for the sake of it. Everything follows the classic design principle of “form follows function”. Every design detail should also make sense from a technical viewpoint.

For the 1987 E-Class, Claus Hieke did much of the groundwork at AMG with the sloping A-shaped cooling fins in the front apron. With one exception, this basic look is reproduced in all subsequent models and is almost like a logo for customers, who now consciously register the visual elements of the various AMG models. The fact that Claus Hieke had chosen the A shape of the cooling rib finial as the way

to immortalize the A of AMG is now a legend. “It was only much later that I realized the reference to Aufrecht, caused by the A,” smiles the designer.

The exception mentioned is the successor model to the C 36 whose cooling rib finials in the front apron are not A-shaped. In this case the lines of the radiator mask have been extended downwards. This exception is due to the efforts at producing a harmonious image. Including an existing linearity it gives the car a familiar look which is positively regarded by the customer. On a purely emotional level, of course.

Other details typical of AMG will be introduced in the C 36. The new displacement elements on the front apron and side skirts are more noticeable from a technical perspective than a visual one. The wedge on the front ensures that less air enters the wheel arch, thus reduc-



2007

C 63 AMG

UNCOMPROMISINGLY SPORTY - THE C 63
AMG EMBODIES THE QUINTESSENCE OF THE
AMG DESIGN LINES LIKE NO OTHER
MODEL. WITH 336 KW/457 HP IT IS ALMOST
TWICE AS POWERFUL AS THE 190 E 3.2 AMG,
AND THE V8 TOP MODEL UNABASHEDLY
SHOWS OFF WHAT'S INSIDE. WITHOUT GIVING
AWAY THE ELEGANCE OF THE DESIGN
LINES IN THE PROCESS



SIDE AIR OUTLETS AND MULTI-SPOKED RIMS: THE C 63 AMG ALSO LEANS TOWARDS
THE SUCCESSFUL DTM TOURING CAR OPTICALLY

1987 2007

DESPITE FUNDAMENTAL CHANGES IN VISUAL PERCEPTION, AMG DESIGN STANDS FOR STRATEGIC CONTINUITY. IN AFFALTERBACH, THE PURSUIT OF FASHIONABLE TRENDS IS LEFT TO OTHERS

**FORM
FOLLOWS
FUNCTION**

ing uplift. "Wide tires aren't really going to cut the mustard from an aerodynamic point of view," explains Claus Hieke in his charmingly laconic way, then adding with a certain pride: "Our design has largely done away with such disadvantages." And there's more: the various surface mounted parts give the AMG models better aerodynamic resistance than the standard models. Form serves function.

Another decisive feature for AMG Design is the shaping of the wheel rims. Apart from the multiple spoke models, the unmistakable five-spoke design has practically become synonymous with AMG. The recognition value is enormous - despite many variants with spokes of different widths and double spokes within the five-star system. This despite the fact that a number of other manufacturers now also use a five-spoke design. Don't they say that imitation is the best form of flattery?

The C 32 was the first model to feature a style element that has survived to the present as an elementary detail in various versions of the AMG's appearance. The sloping side finials of the air vent in the front spoiler are now more marked and have a dynamic twist. The so-called rockers are becoming a hallmark of AMG design and are also an expression of the confidence of the brand. The powerful, uncompro-

mising visual language shows that the designers believe in their work and its impact.

There is one more element that enhances the design of the front spoiler. It counters the shape of the radiator and thus, in a way, mirrors its shape. This again creates something positive. A familiar form is added and varied. This gives the front of the car a well-balanced, harmonious image.

The more the rockers are varied, as in the curvy eight-cylinder C 55 version, the more dynamic they are and the more they illustrate the speed and sportiness of the car. The shape of the rockers is reminiscent of the structure of aerodynamic speedboats, which seem to float above the surface of the water. Although this is not an intentional comparison, it is nonetheless a happy one.

In the interior too the designers at AMG have made their mark. Specially developed seat covers and special upholstery for the seats, the typical flattened circle of the steering wheel and specially designed controls give the interior an unmistakably exclusive AMG feeling.

The latest model, the C 63 AMG, is the current highpoint in AMG designs: The much more noticeable skirts, the more compact front apron and the autonomous radiator grill with its cen-

tral star are eye-catching developments that witness the healthy self-assurance of the 15-strong AMG design team. The two power domes on the radiator hood show that this model has nothing to hide. This is an act of homage to the legendary SL models from the 1950s. At the time this was technically essential because of the obliquely positioned engine and the desire to keep the hood as low as possible (otherwise one corner of the engine would have made a dent in the hood). As Claus Hieke admits with a smile, these days that is just an aesthetic element. But a little style must be allowed. Particularly when it underlines that there's a lot of power under this hood.

The C 63 AMG is something like the quintessence of the AMG design philosophy, which can be summarized as follows: the modifications should be externally visible, but not at all off-putting. They are intended to express speed, but not too aggressively, because AMG customers love understatement. The potential driving dynamism of the various models is to be apparent at a glance, although the elegance of the linear design is paramount. This doesn't give Claus Hieke and his team much room to maneuver. However, the longer they do the job, the better the results.



LASTING IMPRESSION: WITH TWO DOUBLE EXHAUST PIPES AND A DIFFUSOR INSERT, THE REAR END OF THE C 63 AMG LACKS NOTHING COMPARED TO THE MUSCULAR FRONT VIEW

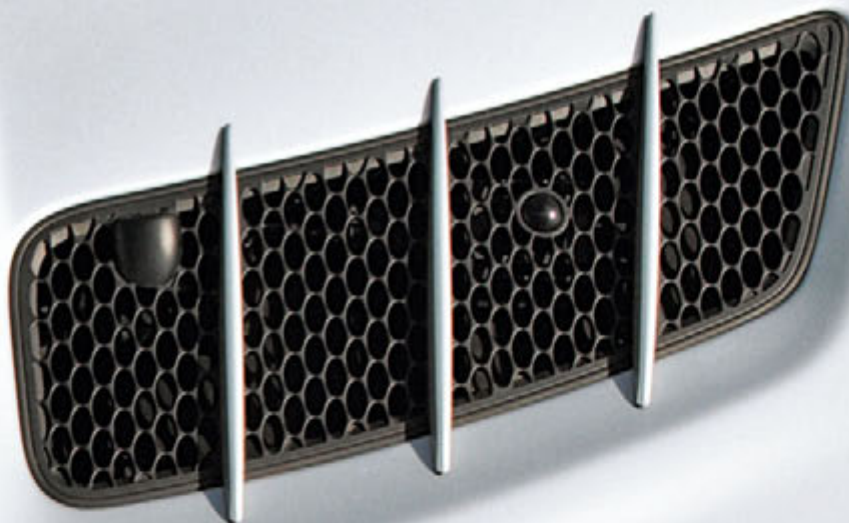


AFFALTERBACH IS EVERYWHERE

ARCHAIC SHAPES IN THE NORTH AMERICAN VALLEY OF FIRE AS
THE SETTING FOR THE LATEST EVOLUTION STAGE OF THE C-CLASS –
INTERPRETED BY MERCEDES-AMG



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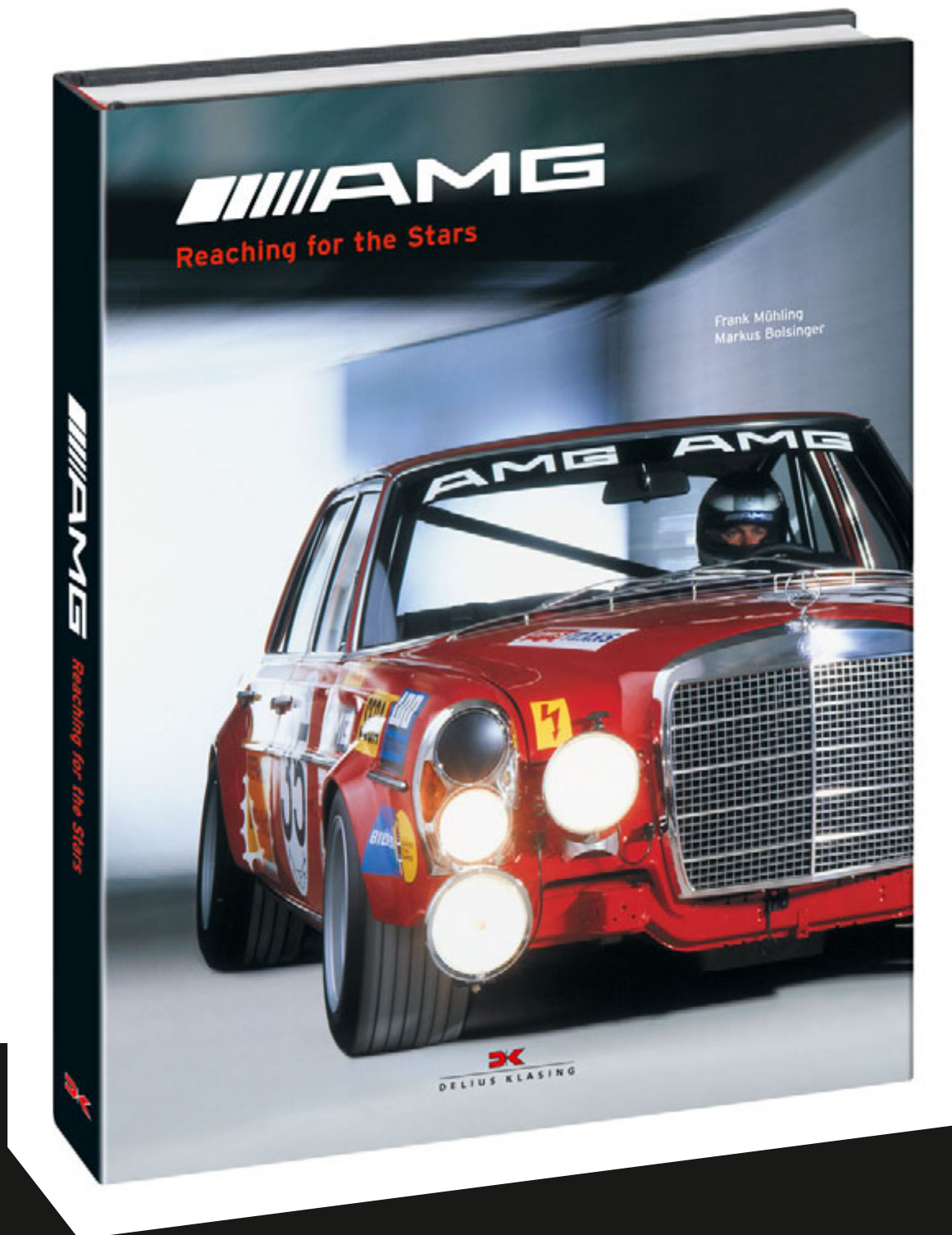
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POWER, EXCLUSIVITY AND DYNAMISM

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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