



## **Mercedes-Benz S65 AMG Presentation for 2005 Chicago Auto Show**

Draft submitted Jan. 21, 2005

*Geoff Day to stage*

Good afternoon. I'm Geoff Day, general manager, corporate communications of Mercedes-Benz USA.

When America wants the best, it buys Mercedes-Benz. We know this because we just marked our 11<sup>th</sup> record sales year in a row. Our hats off to regional vice-president, Joe Kurp, who is here today to represent our Chicago Region team and its great success in 2004. (*Acknowledge Joe Kurp.*)

Ten years ago, Mercedes offered four model lines. Today, we offer 10 – with another in the wings for 2006. Mercedes offers more models than any other luxury brand, one reason we are the brand that others aspire to follow.

Mercedes kicked off the new year with fresh model introductions. In Detroit, we introduced the second-generation M-Class and previewed the all-new R-Class that arrives in late summer. In Los Angeles, the AMG version of our coupe-inspired CLS made its North American debut.

We're not slowing down for Chicago. On the contrary, we've prepared quite a horsepower feast for you today.

First, I should mention that we showed both the V6 ML350 and V8 ML500 models in Detroit, and that the new 3.5-liter V6 in the ML350 has just become the standard engine in our six-cylinder E-Class models. The new-generation SLK roadster debuted this V6 last fall.

The new E350 models offer 268 horsepower versus 215 for the E320, so there is an impressive performance boost. The new engine is teamed to our exclusive 7-speed automatic transmission. With seven speeds, the car is always in the right gear, which enhances performance and driving pleasure -- all

without using more fuel than the previous powertrain. That's exactly the kind of progress you'd expect from Mercedes technology and engineering leadership.

When it comes to power and performance leadership, three letters say it all: AMG. And in just a few moments, we'll take the wraps off a new AMG model that once again shows that Mercedes-Benz can do things like no other carmaker.

From all our superb PR work, I'm sure you know that AMG was founded by racers nearly four decades ago. AMG became a division of Mercedes in 1998 and today produces about 20,000 exclusive high-performance Mercedes vehicles a year.

The heart of every AMG model is its engine, and every single one is hand-assembled by one of 50 master technicians in AMG's own factory in Affalterbach, Germany. After the engine is bench-tested, the technician installs his signature plaque on it.

It's a sight that any car enthusiast would enjoy. But since it would be somewhat impractical to take all of you to Germany to see, we did the next best thing: we brought a part of Affalterbach to Chicago!

Joining us today and tomorrow is Mr. Fluge Fielder, one of AMG's master engine technicians. (*Also introduce Mr. Genuvine and note his role.*) Mr. Fielder is one of (x) technicians assigned exclusively to build our bi-turbo V-12 engine. We didn't bring him to Chicago for holiday – he's on the clock to build one V-12 today and a second one tomorrow.

We've got something special planned for these two engines. Rob Allan, AMG manager for Mercedes-Benz USA, is here to tell us about it.

First, let's take a little trip to the German countryside...

*Cue video. Following video, Geoff Day returns to stage to introduce Rob Allan.*

Now, a few words from the MBUSA employee who holds the record for most visits to Affalterbach, Rob Allan.

*Rob Allan to stage.*

Thanks, Geoff, and thanks to both Mr. Fielder and Mr. Genuvine for helping us demonstrate the truly special way AMG builds engines. It's the AMG philosophy brought to life. And it really speaks to the hand-craftsmanship that goes into every AMG model, from the C55 to the V-12 powered 65 models.

We're witnessing an amazing renaissance in high performance in the auto industry, and I'm always flattered when you compare the newest high-performance upstart divisions to AMG. But we don't let it go to our heads ... we just stay focused on what we do best.

As Geoff told you, the engine technician is assembling two of our 604-horsepower bi-turbo V-12 engines. This engine was introduced in the 2005 SL65 roadster and CL65 coupe, and it really represents the best of Mercedes and AMG engineering. Did I mention 738 lb.-ft. of torque? Or, as we like to call it: "King of the road."

This engine is based on the 5.5-liter bi-turbo V-12 used in the Mercedes flagship 600 models – the S600 sedan, CL600 coupe and SL600 roadster. Most folks would probably be more than satisfied with the 493 horsepower and 590 lb.-ft of torque in those models.

But AMG customers demand even more, so the engine is fully re-engineered in the AMG 65's. The block is special to these models, with a larger bore and stroke for its 6.0-liter displacement. All of the major engine components – the forged crankshaft, forged pistons, rods, upgraded bearings and oil-spray cooling system, turbos, intercoolers and more – are unique to the AMG version. Even the engine cover is special – it's made from deep-drawn aluminum and carbon fiber-reinforced composite.

The turbos produce up to 23 p.s.i. of peak boost. And that's with the backing of the four-year/50,000-mile Mercedes factory warranty, so we're fully confident in its strength and durability. The bi-turbo V-12 is teamed to a specially programmed SpeedShift 5-speed automatic transmission that allows manual control.

The AMG V-12 is normally assembled in a special section of the Affalterbach factory, by exclusive technicians. So we're making history in Chicago – this is the first time AMG has assembled an engine outside of Germany.

Let's get an update on our first engine ...

*(Rob will engage Mr. Genuvine to ask Mr. Fielder for an update. Mr. Genuvine will convey the engine assembly status, and Rob can ad-lib a line if he chooses.)*

Once these engines are completed, they'll remain on display here throughout the show. Then, we'll ship them back to Germany and install them in S65 models earmarked for the U.S. press fleet. These two cars will even feature a special "built in Chicago, USA" engraving on the engine builder's signature plaque. I'm sure AMG buffs will one day be bidding on that pair of cars on eBay – probably along with the press kits from this show!

So who is the customer that fills our order books for AMG 65 models? Chances are he – and it's almost always a "he" – already owns other AMG models, along with exotics like Ferraris and Lamborghinis ... and quite likely a custom yacht. Some either own or fly their own personal jets. These customers must have the very best, period.

And they continue to push us to keep making our best cars even better. For them, the AMG "55" models with a 493-horsepower supercharged V8 are the teasers for something even stronger.

This customer is not new to Mercedes – he's been with us for a long, long time. As evidence, you'll find Mercedes-Benz history peppered with some very special, very exclusive performance vehicles. Cars like the "Blitzen Benz" from 1909, which was the first racecar to break 200 kilometers per hour in Europe ... the SSK road and race cars of the 1920s ... the incomparable 540K in the 1930s ... and a lineage of four-door supercars starting with the legendary 6.3 from the 1960s.

And so we're proud to introduce the latest in a line of uber-sedans, the model that puts a flagship AMG engine in our flagship S-Class ... ladies and gentlemen, introducing the Mercedes-Benz S65 AMG.

(Reveal S65)

The S65 AMG is not only the pinnacle of Mercedes-Benz performance and luxury, but also happens to be the quickest sedan in the world. We project zero-to-60 in 4.2 seconds, and as you know, we're usually a bit conservative.

Its performance is not just about numbers on paper. Think for a moment about the feeling of jet thrust on takeoff. I can tell you it pales in comparison to the way 738 lb.-ft. of torque presses you into this car's multicontour front seat. By the way, that's 92 percent more torque than the new BMW M5 and more than twice as much torque as a Maserati Quattroporte (121 percent more, to be exact).

There's no waiting for thrust to build in the S65 – it's always there at any engine speed. And that's one of the reasons AMG owners enjoy driving their cars so much. You don't need a racetrack to appreciate their potential.

AMG has gone through the entire car to optimize every system of the Mercedes S600.

The Active Body Control suspension features special AMG spring struts with firmer damping. The ESP dynamic handling system and ASR traction control have been specially calibrated for this model, as well.

It's behind the 19-inch AMG light-alloy wheels where four decades of racing experience really shines. The front-wheel compound-brake system uses a two-piece rotor and hub assembly. The huge 15.4-inch discs are internally ventilated and perforated, and they're gripped by eight-piston fixed calipers. The rear wheels use four-piston fixed calipers with 13.7-inch ventilated and perforated discs. To give this car greater stopping power, we'd have to install a parachute.

The 600-level luxury is left intact, including extensive use of handcrafted wood and leather trim, a suede-like Alcantara headliner, four heated and power-operated seats, four-zone climate control, digital phone with voice control, GPS navigation, 12-speaker Bose surround sound audio ... and more.

The AMG treatment adds active ventilated multicontour front seats. These seats automatically adjust air cushioning support in the left side bolsters when you corner to the right, and the right side bolsters when you corner left. Is the S65 the world's most powerful luxury car, or the most luxurious supercar? Yes, it is.

And don't forget the full S-Class safety package, which includes eight airbags and the world's first PRE-SAFE system to enhance passenger protection before a collision occurs.

In the AMG tradition, external identification is subtle and includes wind-tunnel-tested aerodynamic enhancements, the special wheels, discreet badges and a pair of chromed dual tailpipes to broadcast the V-12 music.

The S65 is not for everyone. But it is everything for the privileged few who demand the best of the best. At least until they ask us to give them something more.

And that is what sets Mercedes and AMG apart.

Thank you.

*Geoff Day returns to stage.*

Thank you, Rob, and thank you for being our guests today.

Now, I'd like to invite everyone to come up for a closer look at the new S65, and also to watch our master engine technician at work building its bi-turbo V-12 engine. And make sure to ask him for his business card.

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