
PRE-SHOW (10-15 MINS. BEFORE SHOW STARTS)

- Prior to program start, figure skaters perform a “warm up” routine to a musical bed
- To start the program, the skaters move off of the ice

SPEECH

VOICE-OF-GOD ANNOUNCEMENT

Ladies and Gentlemen, please welcome Mercedes-Benz Director of Communications, Geoff Day.

Geoff Day to stage area (at S600 end of ice)

GEOFF DAY

Thank you all for joining us today.

You know ... we always like to start these presentations with a few “ice breakers” ... but under the circumstances, I guess we can just get started.

First, I’d like to acknowledge a few special guests. Mercedes-AMG Chairman [will verify title] Volker Mornhinweg ...

Acknowledge guests seated to G. Day’s left in front row.

(GESTURE LEFT – TOWARD SEATED GUESTS)

Mario Spitzner, the director of branding, marketing and sales at Mercedes-AMG ...

And of course members of the MBUSA Chicago Region – thank you for your hard work.

Such a high-powered turn-out deserves a high-powered event, and for us, it’s only fitting we bring another new AMG engine here to Chicago – and showcase it “center ice.”

Actually, the idea for this press conference was inspired after a recent meeting I had with our Chairman, Dieter Zetsche. A meeting in which he told me, “Geoff, you’re skating on thin ice.”

To some, it might seem odd that we come to this winter show year after year to showcase ever-more powerful AMG vehicles.

Last year, you watched an AMG technician hand-build two bi-turbo V-12 engines right here – just like AMG does in Germany. I’m happy to report that both engines are doing well in their new homes, two S65s.

Today, we’ve brought the 2007 S65 AMG, which will go on sale in July. The S65 is truly a pinnacle of automotive design and performance, and the flagship vehicle for AMG.

And so it goes. Each year, we bring the latest from Afalterbach to the Chicago Auto Show to help stir the air of the windy city just a bit more. Personally, I enjoy the renowned Chicago winter weather – it reminds me of summer in Scotland.

Well, we can’t control the weather. But we can make it more enjoyable ... by taming it ... and removing its icy sting.

Figure skaters return to the ice in full costume;
they start out side by side, but then the female
performs a brief solo routine ...

We start by providing 4MATIC all-wheel drive.

4MATIC gives a Mercedes-Benz the control and the poise to handle slick surfaces with ease and confidence. Not unlike a figure skater, it’s all about “grace under pressure.”

Not surprisingly, 4MATIC does really well in the snowy Chicago region. Of course, it is standard on the new R-Class and M-Class models. But even where it’s an option, 52.5 percent of C, E and S-Class customers ordered 4MATIC last year. That was up from 45.1 percent in 2004.

Male skater catches up to female, takes her hand, and they dance together.

Now ... imagine the possibilities when we pair this all-weather dexterity with the strength and performance of AMG.

Skaters' routine incorporates a variety of moves that increase in difficulty.

The figure skaters here provide an apt metaphor. Notice how their program includes a balance of jumps, spins and elaborate footwork. Strength with agility. And what distinguishes true professionals is their ability to maintain a consistency in performance quality – regardless of the difficulty of their routine.

That's the trick, isn't it – to make the difficult look easy? And to perform with a style, athleticism and attitude and that is uniquely their own.

So it goes with Mercedes-Benz. We deliver a unique balance of style and performance ... of purpose and power ...

Figure skaters bring their performance to a climax ...

And as with any athlete, we continue to challenge our personal best. As the competition studies our moves, we change the program. We introduce new moves. We raise the stakes. Adding 4MATIC into the AMG bag of tricks is one way we keep our competitive edge.

... and then exit the ice.

AMG has been an enormous success in the United States. It represents half our worldwide market. That's why we offer a broad array of AMG models throughout our line-up, each with top performance and its own special character. And it's why we're introducing AMG versions as quickly as possible after we launch each new Mercedes-Benz. Quite simply, AMG customers don't like to wait.

With that in mind, here to tell you all about the latest from AMG is Rob Allan, AMG manager for Mercedes-Benz USA.

(EXIT)

Geoff exits;
Rob Allan to stage.

ROB ALLAN

Thank you, Geoff.

Given our skating theme, I thought for sure he was going to make a crack about me being one of the few Canadians who can't skate. But there, now you know my dark secret.

That's why we brought in some help from the professionals.

Geoff was spot-on about AMG customers – they are demanding. But we like that. We thrive on it. Their passion for driving our cars fuels our passion for accelerating AMG performance at every turn – figuratively and literally.

Which brings us to today's discussion.

Skating is perhaps the perfect embodiment of athleticism and art, power and precision, speed and agility.

(Cue hockey players take the ice – slap the puck around, make deft maneuvers.)

Of course, for a Canadian like me, “skating” means hockey. And for those of you who remember the classic Chicago Black Hawk days of Bobby Hull – or better yet, the enforcer, Keith Magnuson – you know that occasional aggression, unnecessary roughness and sticking it to the competition are all part of a winning game plan! Not that we expect any fights to break out here at McCormick Place!

But let me be clear – AMG plays to win.

As you can see, skating is all about accelerating, maintaining momentum, turning and stopping – all in the absence of meaningful traction. From the most agile figure skaters to the hockey forward with the fewest original teeth, it starts with **power**.

AMG knows power ... 302 horsepower ... 362 ... 493 ... 604. That's AMG's All-Star roster of the last decade.

And now we're ready to take it to the net ... with a move destined for the AMG Hall of Fame ...

AMG is introducing its first complete engine developed in-house – and not based on an existing Mercedes-Benz engine. Just think of this powerplant as our “enforcer.”

We call it the AMG 6.3. Yes, the spec sheet says 6,208 cc displacement. But we are paying homage to the legendary Mercedes-Benz 300 SEL 6.3, the forerunner of today’s AMG super sedans. AMG started 40 years ago with modified versions of the great Mercedes 6.3.

Even engineers get sentimental.

As you know, AMG has turned Mercedes-Benz engines into road and track monsters. Talk about your power play – Mercedes just introduced a new-generation 5.5-liter V-8 that **starts** at 382 horsepower.

Why not work with that? Because we felt it was time to do what every racer dreams of doing – building the perfect dream engine from scratch. And true to the racer’s mantra – there is no replacement for displacement.

The new AMG 6.3 reflects our racing heritage, with its aluminum bedplate ... closed-deck aluminum block ... advanced new cylinder-wall technology ... magnesium dual-path intake ... and everything in between.

The new 6.3 is naturally aspirated – with **503 horsepower** and a 7,100-rpm redline. And it’s more than 50 pounds lighter than the 5.5 Kompressor.

Lighter ... more powerful ... and it never gets winded. Sounds like an all-star player to me.

Player lobs a slap shot that runs the length of the ice ... and over the next few paragraphs the players pass the puck and skate with increasing force and speed...

The torque builds from way down low and keeps on building to a 465 lb.-ft. peak. Kind of like a slap shot. The 6.3 loves to rev – but you don't have to take it to the redline to enjoy it.

Of course, we build the new 6.3 the same way we've been building engines for 40 years – by our “one man, one engine rule.” One technician assembles the entire engine, and then tests it before installing the final part – his signature plate.

And capping it off is one of the sweetest V-8 sounds you'll ever hear – a muscle car idle with a high-rpm DTM racecar shriek. It's the new sound of AMG.

So, we're good on power.

The hockey players finish their maneuver with a flourish ... and turn to acknowledge the entrance of the figure skaters. The four form a line and begin to skate around the rink with increasing speed ...

As both hockey players and figure skaters know, you've got to channel your power with precision. You've got to maintain your set course and react to obstacles – all while navigating choppy and slick surfaces.

AMG owners have been asking for more of those same qualities. Many have several of our vehicles in their family stable. And they hate to leave them behind to transport the family.

The four skaters split off ... with a hockey player and a figure skater each moving to opposite ends of the ice.

And so, the first homes for the new AMG V-8 are the perfect vehicles to make AMG performance a family sport ...

Introducing the first new-generation AMG V-8 models designed to “ice” the competition... the 2007 R63 AMG and the ML63 AMG.

(CARS DRIVE OUT ONTO ICE)

(Reveal – the R63 and ML63 drive into view, each escorted by one figure skater and one hockey player; they meet at center ice as the cars reach position; the hockey players pose as if for a face off and the figure skaters perform and hold a lift for the photo op. When photos stop, skaters move to end of the rink until the show ends.)

(PAUSE FOR PHOTO OP)

The R63, of course, is based on the Mercedes-Benz R-Class sports tourer. It’s got everything our customers look for in a high-end people mover – six-passenger seating, all-wheel drive, and a full slate of luxury amenities.

All with the 3-pointed star and AMG badge of honor. If you’re counting seats, R63 has enough for a whole hockey squad – the power of one, too. And it can move with the agility of a Gold Medal skater – whatever the road conditions.

The ML63 succeeds the ML55, which was the first luxury-brand high-performance SUV. Anyone can put a big engine in an SUV. But the ML63 is so much more.

Both new models send the power through four wheels via the AMG-optimized version of 4-MATIC. When equipped with recommended winter tires, both of these new AMG vehicles can provide surefooted traction even in a Chicago winter ... or an indoor ice rink.

Both new AMG models channel the 6.3's power through a 7-speed automatic transmission. You can shift manually with lightning-quick speed using steering wheel shift buttons. Or you can let it make lightning-quick shifts all by itself. There's no lurching, and no convoluted computer programs to select. It just works.

They've got the power, they've got the traction. But any skater – even the hockey player who lives for the slap shot – knows you're nothing without poise and control. We've got that covered ...

The renowned Mercedes-Benz dynamic handling and safety technologies are all there – ESP stability, Brake Assist, eight air bags – including curtain side air bags for all three rows in the R63. Goalies should have such protection.

There's no mistaking AMG's championship style – rippling muscles concealed under a European designer suit. Both of these 6.3 models wear distinctive AMG front and rear diffusers, an AMG front grille and flared fenders.

But the two features most people will see are the tinted taillights and double sets of chromed twin tailpipes.

The ML63 AMG will hit Mercedes showrooms this August, and R63 will arrive in September.

[Skaters return to the ice; perform a final little flourish to end the show.]

All in all, we think both vehicles will send the competition back to the minors.

When you test-drive these new AMG models, I'm sure you'll agree -- they are truly athletes for all seasons.

The new AMG 6.3 V-8, with the 2007 R63 and the ML63 – that's the hat trick from Mercedes-AMG.

Stage hands bring out runners to provide a path over the ice.

Thank you. I'd now like to invite you to come up and join our distinguished guests and me for a closer look at the 2007 R63 and ML63 AMG. And please, watch your step near the ice.

(SCRUM)