

# Home of Driving Performance.

Welcome to Mercedes-AMG.

Welcome.



Mercedes-Benz



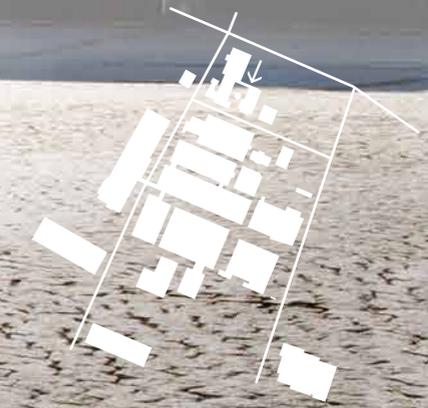
## Welcome to Affalterbach.

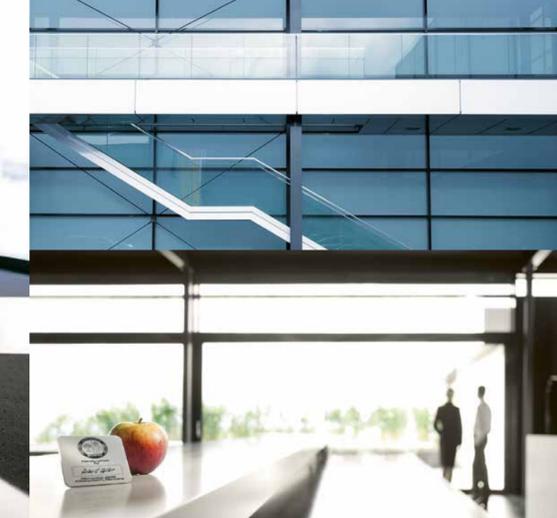
Our home is Affalterbach, a small town 20 kilometers northeast of Stuttgart in the German state of Baden-Württemberg. The high-performance brand of Mercedes-Benz has been nestled in this picturesque countryside since the beginning of our company's success story in 1967.

PERFORMANCE OF DRIVING



Affalterbach is AMG's central location for development, production and engineering expertise. This is where our roots are, and upon which we build our platform for the future. Where everything that makes us special comes together. From here the passion for our uncompromising vehicles emanates throughout the world. Our company without a home like this would be unthinkable. **Welcome to AMG, welcome to Affalterbach.** Please join us on a tour of the most important parts of our home.





## The fastest reception committee.

The AMG Customer Center.

Your first stop is the AMG Customer Center. The current range of cars – designed for the road and for the racetrack – allow you to dive straight into the world of Mercedes-AMG. A member of our staff is there to support you, to bring you up to date on the current status of our high-performance technology, to answer your questions, and to inform you about our global activities and brand cooperations. Here in the Customer Center the steel, carbon fiber and fire of our cars become bricks, mortar and passion – your portal to the world of Mercedes-AMG.

Customer Center quick info.



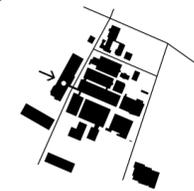
Selected high-performance and motorsport automobiles are presented in the Customer Center. The private residence of Hans Werner Aufrecht, one of the founders of Mercedes-AMG, is still integrated in the Mercedes-AMG headquarters. Parts of which can be found in the building opposite the Customer Center.

## One Man. One Engine. One Passion.

The AMG Engine Factory.

The heart of every AMG Mercedes is its engine. This is where each one of them is hand-built – in our engine factory. The doors to this strictly protected area are not open to everyone, but exclusively for you. Here you can personally witness how we assemble each engine by hand, according to the principle of “One Man - One Engine” – beginning from a raw cast engine block, to the very final step of adding engine oil. This is about as close as you can get to what makes an AMG Mercedes special. With a little luck, you might even meet the craftsman who put life into your AMG engine – and whose signature is inscribed on the engine plate.

Engine factory quick info.



Approximately 60 Master Engine Builders assemble AMG engines by hand.

Currently, five distinct engine series are hand-built here – four V8 engines and one V12 – with power output ranging from 421 to 630 horsepower.

## Our laboratory of dreams.

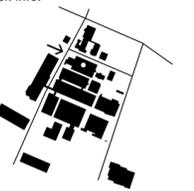
The AMG Performance Studio.

In the AMG Performance Studio, we show you how the exclusivity of an AMG Mercedes can be enhanced even further. This is where unique automotive masterpieces are created in collaboration with our customers. That includes tailoring of the interior – such as with special leather packages – or of the exterior – with custom-selected paintwork for example. Of course, far more unusual customer wishes also become reality in the AMG Performance Studio. Contact us to realize your own individual dreams:

E-mail: [marketing-amg@daimler.com](mailto:marketing-amg@daimler.com)

Telephone: +49 7144 302 0

AMG Performance Studio quick info.



The main area of focus: individualization and the creation of unique vehicles.

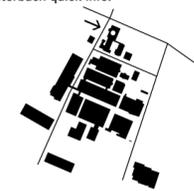
All our customers' individual wishes are realized – such as special paintwork, leather upholstery, carbon-fiber trim and bodywork modifications.

## Exclusive meeting place of the AMG world.

The AMG Private Lounge in Affalterbach.

Mercedes-AMG stands for arguably the most stylish form of mobility. The architecture of the AMG Private Lounge in Affalterbach echoes the fascinating design cues of our vehicles. This is where enthusiasts come to relax, reflect upon their visit to AMG and share stories. This is also the last stop of the factory tour and the place to pick up your car. The ultra-modern space with its advanced design is also available for many other activities, such as unforgettable corporate events.

AMG Private Lounge Affalterbach quick info.



Designed as a place of communication and communion for performance enthusiasts.

Event space with 525 square meters.

# Our factory tours.

Information at a glance.

With the exception of the AMG Driving Academy, an AMG factory tour at our headquarters is the best possible way to experience the spirit of AMG. Enthusiastic factory guides show you all around our company and all around our company and introduce you to fascinating aspects of our brand first-hand.

## During a factory tour, you will visit the following areas:

- The Customer Center:  
Here you will begin your AMG journey and learn the fundamentals of what makes AMG so special.
- The AMG Performance Studio:  
Experience how automotive dreams become reality in our factory for individualized automobiles.
- The Engine Factory:  
Observe our technicians on the assembly of an AMG engine according to the principle of "One Man - One Engine."
- The AMG Private Lounge in Affalterbach:  
This modern space is the starting point for many activities and dynamic driving events.

## Service information:

- Our individualized tours are possible from Monday to Friday between 8 a.m. and 4 p.m.
- Plan one and a half to two hours for your visit.

We look forward to assisting you with planning your visit, answering any questions, and booking your tour. Please contact us by e-mail or telephone.

E-mail: [visit-amg@daimler.com](mailto:visit-amg@daimler.com)

Telephone: +49 7144 302 766



Mercedes-AMG GmbH

Daimlerstrasse 1  
Affalterbach





## Ready for take-off.

Picking up your new AMG Mercedes.

The most exciting place to meet your new AMG Mercedes for the first time is at AMG headquarters in Affalterbach. We cordially invite you to pick up your new high-performance car directly at our headquarters\*. Spend an unforgettable day with us and look around the most important areas of our site in Affalterbach. You will be literally immersed in the spirit of the AMG brand. One highlight of the tour is a visit to the engine factory, where one of our technicians has assembled the heart of your new AMG Mercedes. There's no better way to start the special relationship with the car of your dreams.

Following the tour of the plant through various fascinating departments and refreshments in the AMG Private Lounge, the moment has come in which you meet your new AMG Mercedes for the first time. We have a separate room specially dedicated to this fantastic moment. Here you are undisturbed and can appraise your dream car for as long as you wish. When you are ready, your AMG expert will familiarize you with the various innovative features of your car. You will only start the journey home when all of your questions have been answered. And you will certainly have a smile on your face.

Additional information can be obtained from your dealership or from:

**E-mail: [marketing-amg@daimler.com](mailto:marketing-amg@daimler.com)**

**Telephone: +49 7144 302 0**

\* Vehicle delivery at AMG headquarters is currently only offered to customers purchasing an AMG Mercedes within Germany.



# Pure driving enjoyment.

## AMG Driving Academy - EMOTION Tours.

The AMG Driving Academy offers a particularly creative and interesting way to experience the pure excitement of driving an AMG. In various levels, you will get to know the amazing potential of an AMG Mercedes in a small group of like-minded enthusiasts. The specific EMOTION events of the AMG Driving Academy originate here at AMG headquarters in Affalterbach. Each of these events includes a factory tour, which will certainly be just as unforgettable as the incredible capabilities of the cars themselves.

The EMOTION tours are a fixed component of our event calendar. They include the EMOTION Tour Spirit of AMG with a drive through the countryside around Affalterbach. Group trips to DTM races at the Nürburgring and to the final race of the season in Hockenheim are also on the program each year. In addition, the AMG Driving Academy offers excursions to different destinations every year, to exclusive lifestyle events for example. With the exception of the Cannes EMOTION Tour, all of these events start at our headquarters, taking you for example to search for truffles in Piedmont, Italy or to Graz, Austria (the latter for the first time as part of the SUV EMOTION Tour).

For further information and our current offers:

**[www.mercedes-amg.com/driving-academy](http://www.mercedes-amg.com/driving-academy)**

**E-mail: [amg-driving-academy@daimler.com](mailto:amg-driving-academy@daimler.com)**

**Telephone: +49 7 144 302 575**

# Unforgettable experiences for your guests.

Corporate events at AMG.

We open the doors to our company: The AMG Private Lounge provides a very special, exclusive venue for you and your guests. Modern media and entertainment equipment including projectors and audio systems as well as flexible furnishings allow you to organize your event individually. This is how to experience driving performance close up.

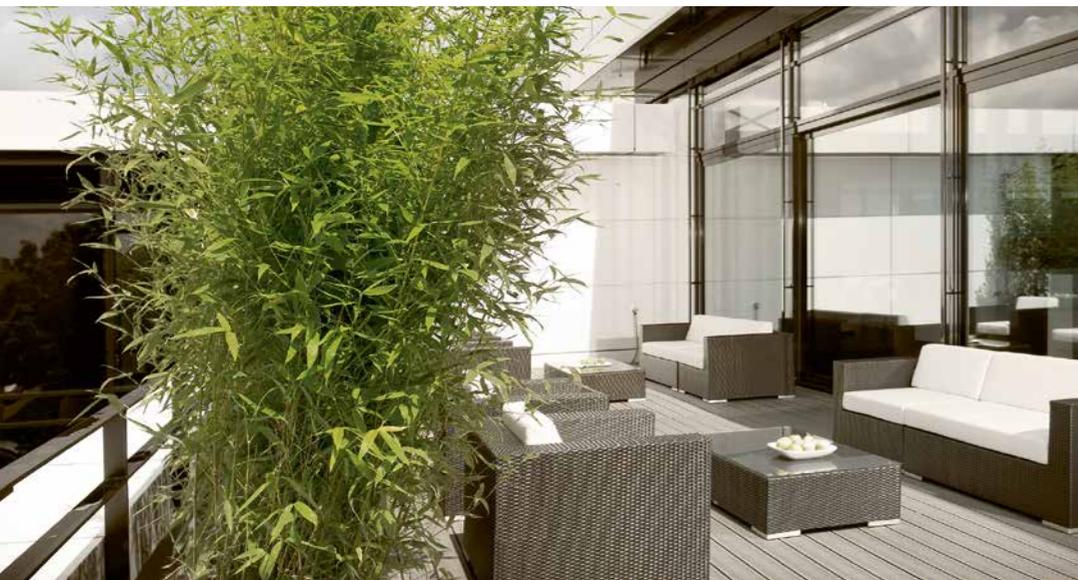
Excellence is also guaranteed on the catering side. Menus will be suggested in accordance with your own ideas, and experienced service personnel will make sure that all of your wishes and your guests' wishes are fulfilled. In dialog with you, we will develop individual programs and concepts, and can manage the entire execution of your event, on your behalf.

Our event management will be pleased to advise you. Please contact:

**Ms. Sarah Dumke**

**E-mail: [affalterbach-events@daimler.com](mailto:affalterbach-events@daimler.com)**

**Telephone: + 49 7144 302 92229**





Information in this brochure: Changes may have taken place since this brochure went to press on January 29, 2012. Mercedes-AMG GmbH reserves the right to change the quoted performance details. This brochure is used internationally. However, any statements on statutory, legal or tax regulations and their effects are applicable only for the Federal Republic of Germany as of the time when this brochure went to press. If you have any questions on regulations applicable in other countries and their effects or on the latest definitive version, please contact Mercedes-AMG GmbH. This brochure was printed using an ecological printing process on environmentally friendly paper and with water-based ink. [www.mercedes-amg.com](http://www.mercedes-amg.com), Daimler AG, Stuttgart. Printed in Germany.

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