

AUTOMOTIVE

## Mercedes melds design tradition, innovative touchpoints in Maybach concept

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*The Vision Mercedes-Maybach 6*

By JEN KING

While the automotive sector is cruising toward futuristic models and autonomous driving, Mercedes-Benz's latest concept vehicle seeks to reinterpret its classic principles.

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Mercedes debuted the Vision Mercedes-Maybach 6 concept model, a four-seat luxury-class couple, during Monterey Car Week at Pebble Beach, CA between Aug. 16-21. As a classic car gathering, Monterey Car Week served as the ideal platform for Mercedes to display its model due to the automotive enthusiasts in attendance who would be appreciative of the concept's homage to classic design.

"[Monterey Car Week is] the most important automotive event that reaches the luxury and ultimate luxury market," said **Lauren Fix**, automotive expert, Lancaster, NY.

"The is a new sleeker, more advance vehicle with a different design note," she said. "This will not be a production car.

"However, the neoclassic look part of the new look which is about ultimate luxury, the best of the best and stunning design."

Ms. Fix is not affiliated with **Mercedes**, but agreed to comment as an industry expert.

**Mercedes** was unable to respond directly by press deadline.

### Tradition meets tech

The Vision Mercedes-Maybach 6 is not considered by the automaker to be a throwback or retro model, but rather a reinterpretation of aero coupes designed in the past. Through this model, in an industry that is rapidly evolving to offer connectivity and driverless technology, Mercedes hopes to carry automotive tradition into the future.

Mercedes' coupe has taken emotional design principles and emphasized its design philosophy in an extreme way.

For example, the Vision Mercedes-Maybach 6 measures more than 18.5 feet, or nearly 6 meters. Mercedes included the 6 in the concept car's model name because of this standout characteristic.



### *The Vision Mercedes-Maybach 6*

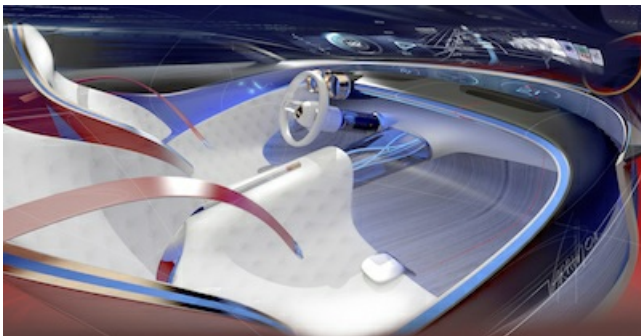
As the ultimate in luxury, Mercedes' design keeps the classic aesthetics of a show car with a long hood, low roof line and rearward positioning of the "greenhouse," where the vehicle's windshield, rear and sides meet. These characteristics merge to create an aerodynamically intelligent shape that harkens back to classic aero coupes.

Even though the concept recalls elements of classic design, the Vision Mercedes-Maybach 6 is "cool, technoid and reduced."

"Our sensational couple, the Vision Mercedes-Maybach 6, represents the ultimate in contemporary luxury. It is hot and cool," said Gorden Wagener, head of design at Daimler AG in a statement. "With its intelligent appeal and reduced, technoid look, it perfectly embodies our design philosophy of sensual purity and our pursuit of aerodynamic efficiency."

Mercedes' describes the overall design of the vehicle as "hot," with its intelligent details being "cool."

The interior of the Maybach Red concept car is both intelligent and emotional by offering a combination of Mercedes values and a high-tech experience. The vehicle's dashboard, for instance, creates a 360-degree lounge that curves from the door trim into the seating.



### *Interior of the Vision Mercedes-Maybach 6*

While the exterior mimics the past in many ways, the interior features embrace the future of automotive design. For instance, classic circular instruments are included as well as display elements that have digitally integrated into a continuous glass trim.

Included in the glass trim is seat information, a display area of maps and driving-related data. The transparent display can be controlled and adjusted by occupants' gestures.

Keeping an eye on the future of automobiles, the Vision Mercedes-Maybach 6 is designed as an electric vehicle with an output of 550 kilowatts. With so much power, the concept car is able to accelerate from 0 to 62 mph in under four seconds and reserve its battery power for a range of more than 200 miles.

Likewise, Mercedes has included an autonomous driving mode that the driver can switch over to if preferred.

The Vision Mercedes-Maybach 6 concept car joins current market vehicles, the Mercedes-Maybach S600 ([see story](#)), launched in spring 2015, and the Mercedes-Maybach S550 4MATIC, scheduled to debut in fall 2016 in the United States.

### *Driving the future*

Although the Vision Mercedes-Maybach 6 concept is steeped in traditional design with nods toward the future, Mercedes has recognized the growing interest in autonomous driving.

Last summer for example, Mercedes took another step toward autonomous driving with the launch of connected features for its latest E-Class model.

The vehicle includes an Intelligent Drive system that enables the driver to ease off the controls on long stretches of road and a Remote Parking Pilot, which lets the owner park their car while standing outside of the vehicle using their cell phone. Rolling out semi-autonomous driving in a consumer model may help convince consumers of the benefits of the now-experimental full-fledged self-driven cars ([see story](#)).

But, despite efforts by the industry's leading automakers, consumers may not be fully on board with autonomous driving.

Many consumers have been anticipating a self-driving car for decades, assuming even the flying car from "The Jetsons" might be a reality in the future, but when it comes to physically driving in these vehicles, most become wary. As production teams work to improve the vehicle technology of autonomous automobiles, marketing teams have to strive to improve the mindset of consumers around the world.

Still, only 35 percent of U.S. drivers believe autonomous vehicles are the future of driving, according to research conducted by The Harris Poll ([see story](#)).

With automakers' visionary concepts investing in autonomous driving, keeping the Vision Mercedes-Maybach 6's technology accessible, as electronic vehicles have become commonplace, may be well founded by Mercedes.

"The car will be totally electric, and this is a car you want to drive yourself," Ms. Fix said. "It's designed that way."