

AUTOMOTIVE

Mercedes to unveil \$2.8M Formula 1-inspired model at Frankfurt Motor Show

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Mercedes-Benz new hyper car is the first street-legal car to use Formula 1 technology. Image credit: Mercedes-Benz

By DANNY PARISI

German automaker Mercedes-Benz has announced that this year's Frankfurt International Motor Show in September will see the debut of the world's first street-legal model to use true Formula 1 hybrid technology.

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The vehicle, about which there are scant details for the moment, will likely be of interest only to the most dedicated and affluent of car collectors. To balance this, Mercedes-Benz will also be showcasing some of its other high-end cars that will be for sale soon at the show.

"Formula 1 racing may not be as popular in the U.S. as it is in the rest of the world, but the old saying about motorsports marketing, 'Win on Sunday, sell on Monday,' holds true for Mercedes-Benz / AMG since it's presently leading the 2017 Formula One Constructor Standings and won the title outright in 2016, 2015 and 2014," said Bob Prosser, president and creative director of [Auto World Marketing](#), Carlsbad, CA. "During this period, power for F1 cars came from both an internal combustion engine and a hybrid energy recovery system.

"This 'ERS' technology is the basis of the Mercedes-AMG Project One claim that this is the first hypercar in the world to use true Formula 1 hybrid drive technology for the street."

Hyper car

Mercedes-Benz is no stranger to developing high-end, high-performance and high-cost vehicles, but its latest car, Project One, as it is called, is likely to blow previous efforts out of the water.

The hyper car is expected to sell for almost \$3 million and uses technology from Formula 1 racing cars in its engine.

The car is expected to be on sale in 2019 and is meant to rival the multi-million dollar hyper cars created by the likes of Aston Martin and McLaren.



The new car is inspired by Formula 1. Image credit: Mercedes-Benz

But so far, only the vaguest details have been released on what the car actually looks like or what its specs are.

For example, we know that it will have Formula 1 tech under the hood, along with pricing and estimated release date. But as to what the car looks like, other details and even what it is called, Mercedes-Benz has not been forthcoming.

That is until the Frankfurt International Motor Show Sept. 14-24, which will see Project One being publicly debuted for the first time.

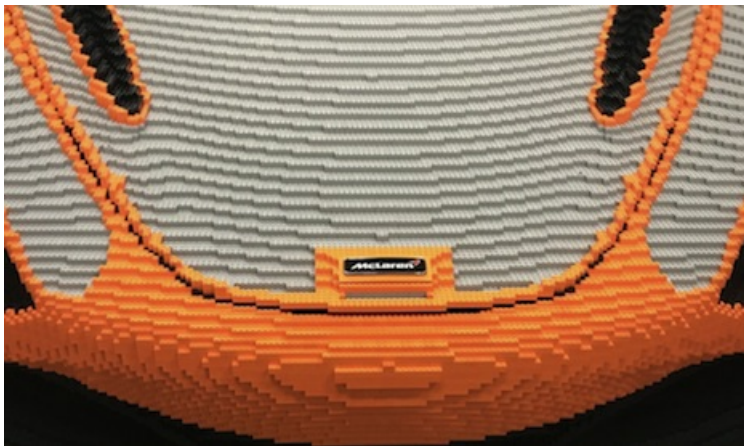
The one other detail that Mercedes-Benz has been open about is the vehicle's purely electric and wheel selective front axle drive concept is expected to develop a combined system power of more than 1,000 horsepower.

Street legal

The reveal of a new supercar is an event in the automotive industry. Many manufacturers have taken to dramatic measures to make sure the announcement of a new car is interesting and memorable.

For example, British automaker McLaren made its presence known at the Goodwood Festival of Speed June 29 to July 2 by inviting attendees to build a McLaren, but with a twist.

Expanding on its existing relationship with toy brick maker Lego, McLaren transported a life-sized version of its 720S to the festival. However, the Lego supercar arrived incomplete and festival-goers were able to help assemble it throughout the event at McLaren's stand ([see story](#)).



McClaren's Lego car. Image credit: McClaren

Mercedes-Benz's Project One is expected to conform to the company's latest technology features as well, such as the recently-announced compatibility between Mercedes-Benz cars and Google Home.

Mercedes-Benz is now allowing consumers complete control over their vehicles without having to step foot outside of their homes through Google Home capability.

With so many advances in technology happening, the auto industry is miles ahead in terms of innovation. A series of luxury vehicle manufacturers such as Mercedes are integrating with at-home virtual assistants, allowing consumers to complete various tasks with just their voice, such as turning on the car and getting fuel info ([see story](#)).

When Project One debuts later next month, the details of the car will finally become clear. Expect to see new campaign moves from Mercedes-Benz as it moves to promote the new car in an interesting and unique way.

"Being first-in-the-mind is highly beneficial for sales and marketing claims," Mr. Prosser said. "Mercedes-Benz saying that its Project One street car uses F1 hybrid engine technology is fantastic news since many people today wonder how, or even if, F1's advanced technology ultimately benefits road-going cars in any manner.

"Apparently, the question has been answered, though no doubt Ferrari will have something to say about that claim-to-fame since they are number two in F1 Constructors Standings for the last couple of years, he said. "Even though Ferrari claimed earlier this year that the company has no intention to adapt its current F1 hybrid engine for use in a road car, if Mercedes' Project One is a success, Ferrari may revisit that statement."

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