

AUTOMOTIVE

Mercedes unveils "ultimate luxury" concept in show car

April 25, 2018



The Vision Mercedes-Maybach Ultimate Luxury is intended as a chauffeured car. Image courtesy of Mercedes-Benz

By SARAH JONES

German automaker Mercedes-Benz is sharing its vision of luxury through an electric concept car designed to serve as a mobile butler.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

The Vision Mercedes-Maybach Ultimate Luxury crossover vehicle melds the properties of a saloon with those of a sport utility vehicle, creating a hybrid that offers space, security and comfort. As brands seek to makeover the driving experience with technology and innovations, Mercedes' concept uses modern touches to reinforce Maybach's positioning and personalization.

"The Vision Mercedes-Maybach Ultimate Luxury is the fusion of the world's most popular Mercedes-Benz vehicles: three-box sedan and classic SUV," said Christian Bokich, spokesperson for [Mercedes-Benz](#), Atlanta. "The car perfectly embodies the attributes of the Mercedes-Maybach brand: sublimity, prestige and craftsmanship.

"The paint finish, trim/equipment and presentation pay homage to the Chinese market and its customers, who have played a key part in the success of the Mercedes-Maybach brand," he said. "The trim and equipment show how Mercedes-Maybach can individualize vehicles to suit the market, customer groups and their wishes."

Personal touch

Mercedes' concept car design is primarily intended to be used as a chauffeured vehicle. The model focuses on the experience for the backseat passengers.

Features include a heated tray with teapot and cups, massage, fragrance and music to both energize and relax riders.

Depending on who the passengers are, elements of the driving experience can be tailored. For instance, tea flavors and playlists can be customized to riders' tastes.

Much like a butler, the car foregoes lengthy menu options in favor of more succinct, personal lists. The concept also anticipates needs and knows appointments so it can help plan routes based on the rider's calendar.



Inside the Vision Mercedes-Maybach Ultimate Luxury model. Image courtesy of Mercedes-Benz

For the driver, the car features a freestanding widescreen cockpit with dual 12.3-inch displays. Designed to minimize distractions, the displays can be navigated with a touchpad on the center console, buttons on the steering wheel and a touchscreen.

Unveiled at Auto China 2018, the Vision Mercedes-Maybach Ultimate Luxury features design details that speak to both Western and Eastern culture. The car makes use of ebony, the "Magic Wood" featured in lots of Chinese furniture designs.

A reinterpretation of the Mercedes-Maybach S-Class, the vehicle features an exterior that is designed to combine the shape of an SUV and a sedan. The resulting vehicle features a raised profile while retaining the typical hood, cabin and trunk three-box design of a sedan.

Vision Mercedes-Maybach Ultimate Luxury

"The vehicle is a symbiosis of sportiness, modernity and elegance and gives an impression of coming generations of Mercedes-Maybach models, their trim/equipment and how technology and design can go hand in hand and be showcased," Mr. Bokich said. "Many of the elements could easily be converted to a more customary SUV design.

"In terms of design, the Vision Mercedes-Maybach Ultimate Luxury shows how a Mercedes-Maybach might score in future with the ultimate in luxury namely with an extremely spacious interior," he said. "With the clearly defined three-box design, Mercedes-Maybach gives a totally new interpretation of 'sublimity' and 'prestige.'

"The show car is a concrete embodiment of the design language of the Mercedes-Maybach brand: Ultimate Luxury."

Future of driving

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

Mercedes debuted the Vision Mercedes-Maybach 6 concept model, a four-seat luxury-class coupe, during Monterey Car Week at Pebble Beach, CA in 2016. 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 ([see story](#)).

Mercedes' choice to make its latest vehicle electric reflects the direction of the automotive industry.

As automakers continue to invest in electric mobility initiatives, the electric vehicle market is likely see a paramount jump by the year 2025.

According to a new report from Frost & Sullivan, the electric vehicle (EV) industry is expected to see a 28.3 percent annual compound growth rate, with a jump from 130,000 units to 1.8 million in seven years. Plug-in hybrids will lead the market, with a 59.8 percent share, but complete battery-powered cars will continue to gain traction ([see story](#)).

"As a concept vehicle, the Mercedes-Maybach Ultimate Luxury reflects the company's commitment to move towards EV," Mr. Bokich said. "By 2022, the company will electrify the entire portfolio of Mercedes, offering customers at

least one electrified alternative in all segments from smart to large SUVs."

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.