

AUTOMOTIVE

Mercedes-AMG reflects ambitious, free brand ethos in new effort

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Debra Bennett explains how she began chasing her dreams of racing. Image credit: Mercedes-AMG

By KATIE TAMOLA

German automaker Mercedes-Benz is celebrating the unexpected road taken in its latest AMG push.

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In the latest episode of the automaker's film series, "AMG Uncovered," viewers meet Debra Bennett, a woman who implemented a drastic change in her life through racing. The vignette illustrates what a Mercedes-AMG vehicle and racing has done for Ms. Bennett, the confidence and freedom it has gifted her, while reflecting the overall expressive ethos of the brand.

"The episode has a strong theme that inspires people to chase their dreams," said Julie Blackley, communications manager at [iSeeCars](#), Boston. "Debra gave up what appears to be a stable career to follow her unlikely dream of racing.

"Racing is a male-dominated sport, and this shows that women can be successful in the sport, even if they start later in life," she said.

Wanting something more

Mercedes-AMG is the high-performance subsidiary of Mercedes-Benz AG that are more expensive and faster than typical Mercedes vehicles, with a particular model being featured in the latest episode of the "AMG Uncovered" series.

The episode, entitled "Chase Your Dreams," opens with scenes of Ms. Bennett in a racing uniform at a racetrack as her voiceover begins. She begins by highlighting what racing has given her.

Debra Bennett wants to go as fast as she can.

"Racing gave me more self-confidence," she says. "I wish more women would get involved in this."

As footage of Ms. Bennett driving the Mercedes-AMG GT R around a racetrack plays, her voiceover begins to sing the praises of racing she loves the competition aspect; she loves being able to go as fast as she possibly can.

The scene then cuts to Ms. Bennett standing in front of her Mercedes AMG GT R, in plain clothes, with her home

behind her. She discusses how she previously felt bogged down in an all-encompassing full-time job and that she began to crave a change.

"I really wanted something more," she says.

While recognizing that change could be daunting, she notes that she knew she wanted to begin racing. This came as a bit of a shock to her family and friends, but Ms. Bennett was immensely excited to buy what she describes as the car of her dreams.

Although what Ms. Bennett's full-time job was before racing is not made clear, her face lights up every time she talks about this momentous shift in her life.

"In Debra's story, the aim was to focus on what AMG and racing has brought to her life and how this has empowered her beyond racing," Mercedes-AMG said, in a statement. "Our aim was to inspire women across the globe to follow their own passion even when facing challenges."

Later in the video, Ms. Bennett explains that she registered for AMG Driving Academy but did have the occasional apprehension, as she worried about the possibility of crashing and other things.

Ms. Bennett did not take a lackadaisical approach. She researched for hours, and even built a simulator.

With research and test drives, her excitement became paramount, and the love that Ms. Bennett holds for racing emanates from her as she speaks.

"I just want to go fast," she says. "And Mercedes-AMG gives me the confidence to drive fast."

Uncovering one's dream, uncovering the future

Through its "AMG Uncovered" series, Mercedes-AMG is illustrating how its vehicles are helping usher people past their comfort zones, into a freer and more exhilarating future.

Last month, the automaker released a campaign illustrating its effort to attract new target groups with a focus on women and younger people. The campaign, which spanned social media and a series of videos, aimed to represent the fast and fun AMG spirit ([see story](#)).

In May, Swiss watchmaker IWC Schaffhausen and Mercedes-Benz are announced their collaboration to launch a new timepiece called the Pilot's Watch Chronograph Edition "AMG". With the Mercedes-AMG logo featured on the tinted sapphire crystal case back, it is the latest iteration of the partnership shared between the watchmaker and automaker that was formed in 2004 ([see story](#)).



Mercedes-AMG is hoping to inspire others to drive towards their dreams, full speed ahead. Image credit: Mercedes-AMG

Mercedes-AMG is continuing to search for new stories that highlight what AMG and racing brings to the lives of people across the world.

"This is the latest example of Mercedes broadening its reach with its AMG Uncovered series," Ms. Blackley said. "Earlier installments featured will.i.am and Jess Hart, which target a younger demographic that the automaker is trying to capture; with Debra Bennett, it spreads the message that AMG performance cars can evoke anyone's love of fast cars, even drivers who don't fit the typical mold of a race car driver."

