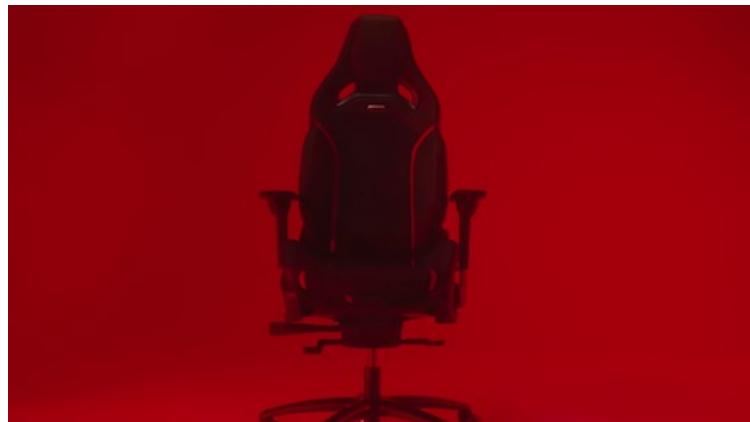


AUTOMOTIVE

Mercedes-AMG unveils new office chair

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The Mercedes-AMG office chair. Image credit: Mercedes-AMG

By LUXURY DAILY NEWS SERVICE

German automaker Mercedes' high-performance subsidiary Mercedes-AMG has taken innovative vehicle design into the home or office with the release of a new office chair.

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With the new chair, which retails for \$3,500, Mercedes-AMG aimed to create a balance between design and ergonomics. Inspired by the need for comfortable and healthy seating on a long road trip, the brand is expanding its offerings to consumers who may be experiencing similarly long periods of inactivity while working at home or in the office.

Meetings in Mercedes

While the original performance seats are predominantly found inside Mercedes-Benz vehicles, the brand believes consumers should be able to experience Mercedes-Benz comfort outside the car.

The attributes of the original seat, such as a sporty, active design, can be found in the AMG office chair, which has been designed with the standard office workplace in mind.

Consumers may now enjoy the comfort of a Mercedes-Benz vehicle seat at the office

The seat features an integrated headrest with a seat belt opening and an AMG logo.

The original AMG performance seats come directly from the Mercedes-AMG manufacturer, suggesting the office chairs carry the same high-quality materials as the vehicles.

The design prominently features red decorative stripes and decorative stitching.

While an office chair may be new to the automotive space, Mercedes-Benz is not new to offering its consumers anything beyond motor vehicles.

German automaker Mercedes-Benz's EQ Formula E Team took the brand's sleek style to bicycle offerings in a new electric collection, which includes four models: Formula E; Silver Arrows; Silver Arrows Sports; and Championship Edition.

The Mercedes-Benz style is present throughout the collection, a response to growing interest in the electric bike

trend, aiming to provide smooth and dynamic rides ([see story](#)).

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