

AUTOMOTIVE

Mercedes-Benz AMG looks back on 55 years of greatness, exhilaration

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Former F1 racing driver and host of "Inside AMG" David Coulthard is one of several ambassadors who look back on 55 exciting years of the sub-brand. Image credit: Mercedes-AMG

By KATIE TAMOLA

German automaker Mercedes' high-performance subsidiary Mercedes-AMG is observing its 55th birthday by posing an important question: what does it mean to be a game changer?

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For Mercedes-AMG, it means an obsession with exhilaration, prominent ambassadors, meaningful craftsmanship and always striving for more. In a celebratory vignette, the subsidiary looks back on what it has built and what it stands for, all while garnering excitement for the future.

Half a century of prosperity

For an organization to ruminate on what it has become, it first must observe its roots.

Mercedes-AMG is a subsidiary of Mercedes-Benz AG that typically features higher-performance vehicles at price points above those of standard Mercedes-Benz vehicles.

In 1967, engineers Hans Werner Aufrecht and Erhard Melcher founded AMG. AMG retains that, more than half a century later, the founders' pursuit of greatness remains inherent in the production of each vehicle.

Popular models featured in the celebratory video for Mercedes-AMG's 55th anniversary include The Red Pig and The Hammer.

At the beginning of the commemorative short film, Mercedes-AMG explains its exploration as to what makes the subsidiary a "game changer."

"Is it in our cars? Is it in flipping the script? Is it our game changers?" a text overlay prompts in between footage of historical AMG models and ambassadors.

One vehicle seen in the video includes the 1971 Mercedes-Benz 300SEL 6.8 V8 sedan, more commonly known as "The Red Pig." This model, which finished first in its class, is credited with putting AMG on a larger stage, seizing the eyes and ears of both consumers and competitors within the industry.

Other models seen revving through a racetrack in the clip include "The Hammer," a vehicle from 1986 that was tuned to produce 360 horsepower.

The SLS AMG, the subsidiary's first car developed entirely in-house, also makes an appearance. Its gull-wing doors and naturally aspirated engine represented AMG's ethos: a convergence of power and style.



Will.i.am released a film with AMG and has discussed how he has always viewed the sub-brand as a symbol of success. Image credit: Mercedes-Benz AMG

Mercedes-AMG reminds consumers that it has tapped game changers from other fields to represent its brand, including British race car driver Lewis Hamilton and American rapper Will.i.am, who pose in the film.

Mr. Hamilton and Will.i.am pose in footage spliced with shots of other AMG ambassadors, former British motorsports racing driver Susie Wolff, former F1 racing driver and host of "Inside AMG" David Coulthard and German racing driver Bernd Schneider. The group offers disparate ideas on what constitutes a game changer.

"It's never taking no for an answer," Mr. Coulthard said.

"Or is it everything all at once?" a text overlay asks.

And that is precisely what AMG is aspiring to do be all and achieve all.

Shots of AMG models appear in quick conjunction, at the track and lined up together, juxtaposed with additional exciting images of AMG executives with cars, ambassadors working together and more.

With its fast-paced delivery, suspenseful omnipresent instrumental soundtrack and constant questioning as to what it takes to change an industry, the vignette is a testament to the foundation of Mercedes-AMG. This is a foundation that aims to impress with its power and foster greatness.

A future focus

While excitedly celebrating its past, Mercedes-AMG reminds its audience members and consumers that it is dedicated to its future.

After Mercedes-AMG's Petronas team became the first German team to win a Formula 1 championship in 2014, the subsidiary is looking to garner excitement for the next generation of fans of the organization's vehicles and involvement in races.

To mark the repositioning of AMG last year, the automaker released a campaign illustrating its effort to attract new target groups with a focus on women and younger people. The campaign, which spans social media and a series of videos, aims to represent the fast and fun AMG spirit ([see story](#)).

With its expansive roster of exciting vehicles, AMG is never satisfied taking in the present, but always looking forward to how the brand can outdo itself.

In a 2021 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 have done for Ms. Bennett, showcasing the confidence and freedom it has gifted her while reflecting the overall expressive ethos of the brand ([see story](#)).