

AUTOMOTIVE

Mercedes-AMG unveils the heroic arc of a championship rugby star in latest campaign

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A scene from Mercedes-AMG's "AMG Uncovered | Believing in Dreams feat. Siya Kolisi," campaign video. Images credit: Mercedes-AMG

By AMIAH TAYLOR

In the latest episode of the Mercedes-AMG Uncovered series, Siyamthanda Kolisi, the first Black captain of the South African national rugby team, gives insights on his lived experience as a Mercedes-AMG ambassador.

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German automaker Mercedes' high-performance subsidiary Mercedes-AMG has offered a platform for many distinctive celebrities to share personal narratives, including musician will.i.am, entrepreneur Victoria Swarovski and race driver Debra Bennett. In Mr. Kolisi's AMG Uncovered episode, which aired on August 12, the 30-year-old rugby champion takes viewers on a journey of his life's highlights and obstacles.

Chasing dreams

In the opening scene, Mr. Kolisi elaborates on his humble beginnings. He states that as a child he played with a brick as a toy and, with a little imagination, parked and washed the slab of rock as if it were a car.

Food was scarce in Mr. Kolisi's household, he explains, and he would run barefoot to class for his sole meal of the day. However, irrespective of his circumstances, he fiercely believed that he would grow up to be a South African rugby player and broadcasted his dream to his teachers.

Mercedes-AMG's "AMG Uncovered | Believing in Dreams feat. Siya Kolisi" campaign video

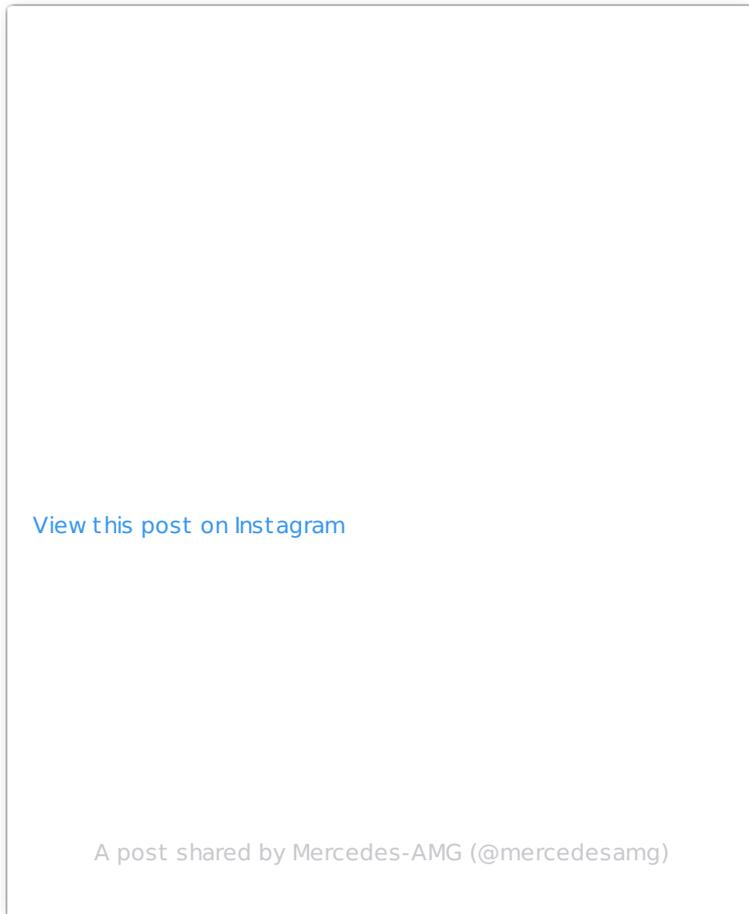
The turning point in Mr. Kolisi's life as he dutifully played rugby, he remarks, was when an excellent coach with an eye for talent told him, "I think you're going to make it."

The coach's words proved to be prophetic and Mr. Kolisi did become a professional rugby player. Above all odds, he secured his place as the first Black captain of the South African national rugby team.

Another pivotal moment in Mr. Kolisi's life was when his team won the World Cup.

In a summery scene, Mr. Kolisi is seen running with a group of young African children who clamor to touch his car, a sleek black Mercedes-AMG E 63 S 4MATIC+. He smiles and plays with the kids who are keen to get his autograph on their rugby balls.

Mr. Kolisi shares that he was a trailblazer in his family and the very first person to get a license and a car. Now, he says, he views his driving time as sacred, a moment to be in solitude with himself.



An image of championship rugby player Siyamthanda Kolisi luxuriating in a Mercedes-AMG

Mr. Kolisi acknowledges that rugby, while instrumental in his success, is not the endpoint of his legacy. He expresses an understanding that his sports achievements will eventually be surpassed by someone else, however, the elevation of his life and mindset from poverty will be eternal.

"No one should ever believe in your dreams more than you," Mr. Kolisi said. "Nothing is impossible in this life."

The video ends with a smiling Mr. Kolisi clapping along to a song with young African athletes as the phrase "believing in your dreams" flashes across the screen.

The expansion of Mercedes

When it comes to brand marketing, a storytelling approach is a tried and true way to pair the power of narrative with the lure of luxury.

Consumers who admire the evolution of Mr. Kolisi from impoverished student to internationally recognized rugby athlete are likely to correlate Mercedes Benz with triumph, consistency and ascension.

Mercedes-AMG may be known for curating peak athletes and performers for its campaigns, but the brand has also recently released an office chair ([see story](#)). Retailing for \$3500, the ergonomic desk chair expands the brand's prioritization of both style and comfort into homes and offices.

As Mercedes-AMG continues to innovate in the automobile and home office sectors, Mercedes is branching out as well, as the brand debuts a new electric bike collection ([see story](#)).