

AUTOMOTIVE

BMX pro Nigel Sylvester stars in new Mercedes-AMG campaign

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BMX athlete Nigel Sylvester is promoting the new Mercedes-AMG car. Image credit: Mercedes-AMG

By LUXURY DAILY NEWS SERVICE

Mercedes-AMG, the performance division of luxury automaker Mercedes-Benz, released the latest video in its AMG Uncovered series featuring BMX athlete Nigel Sylvester.

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The series follows inspirational figures discussing what they love doing and how that relates to AMG.

"With the path that I chose, BMX riding, an often-overlooked sport that's not extremely popular around the world, I continue to prove people wrong," Mr. Sylvester said in a statement.

"Where I come from, it takes being relentless, doing it in a way that comes across effortlessly and has a certain excellence, just like AMG," he said.

Mr. Sylvester joins other AMG Uncovered stars that include musician will.i.am, Australian model Jessica Hart and Vietnamese chef The Duc Ngo.



The new Mercedes-AMG model. Image credit: Mercedes-AMG

Riding high

First signed at 18, Mr. Sylvester is known worldwide as a professional BMX rider.

Yet the athlete has taken his sport beyond merely riding with his progressive style and penchant for artistic content creation.

Throughout his career, Mr. Sylvester has also designed sneakers for Nike and Air Jordan. His many film projects include the "GO" series, in which he takes viewers BMX riding with him through cities around the world.

In his AMG Uncovered video, titled "Express Yourself," the Grenadian-American athlete rides through Queens, New York, on his bike and in an AMG.

Mr. Sylvester discusses his love for BMX and how he forged his own path in the sport while growing up in Queens.

AMG Uncovered: Express Yourself featuring Nigel Sylvester

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