

AUTOMOTIVE

## Mercedes-Maybach releases 'Haute Voiture' models inspired by high fashion

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*The Haute Voiture S-Class was first introduced to the public on Dec. 12th in Dubai, following a fashion show by designer Atelier Zuhra. Image courtesy of Mercedes-Maybach*

By MARYBETH CONNAUGHTON

German automaker Mercedes-Maybach is expanding its portfolio with a new limited-edition S-680 "Haute Voiture," which takes inspiration from the luxury fashion industry.

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This model, set to be released in 2023, was first introduced to the public on Dec. 12 in Dubai, following a fashion show by the brand Atelier Zuhra. The tailor-made creation follows a car concept announced in May, and will feature fine materials and exquisite craftsmanship.

"Mercedes-Maybach is the pinnacle of Mercedes-Benz's luxury offerings, not only through aspirational product design but through cultivating brand experiences that connect with our customers in a holistic way," said Anja Steindl, brand and product communications manager at Mercedes-Maybach, Deutschland.

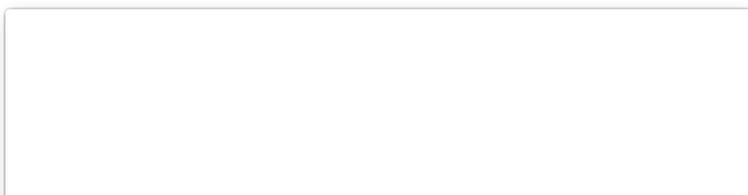
"The limited-edition Haute Voiture is the perfect representation of this."

### Runway to Motorway

Haute Voiture represents a play on the words "haute couture," or high-end fashion design which is exclusively made from start to finish to suit one individual.

In an offering of slightly more generous volume, Haute Voiture will release a strict limit of 150 models, ensuring that owners will be, at the very least, in select company. Each driver will know just where in that order from one to 150 their car falls by the numbered badge on the center console.

The allusions to high fashion do not end there, however.



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The model was first introduced in May of this year, to showcase new design ideas without the constraints of production. At that time, a plan was put in place to design two complementary outfits made of the same bucl which, along with Nappa leather, makes up the interior of the car.

The concept model's interior, via the MBUX infotainment center, would have allowed driver's one of 12 chic outfits to dress the avatars accompanying their system's profile picture including a dinner jacket, evening gown, and tailcoat.

Still on offer, accompanying the purchase of the car, is the barrel bag made of the same material.

The exterior of the car features a two-tone paint finish, in nautical navy blue on the top half and rose gold on the bottom and as an accent throughout.

The Haute Voiture will be available beginning in 2023 at Maybach physical stores, as well as online.

#### Form and Function

Once inside, drivers and riders can enjoy surround lighting and animated projections.

The backside of the interior boasts two individual seats. Floormats are made of mohair and linen.

"The intricate features and exclusive design elements are what makes the **Mercedes-Maybach** S-Class Haute Voiture one of the most extravagant models we ever created it represents Sophisticated Luxury in its purest form," said Gorden Wagener, Chief Design Officer of Mercedes-Benz Group AG in a statement.

"Our customers have access to the most aspirational lifestyle, so we wanted to reflect this through creating something utterly desirable and using components never before seen on a Mercedes-Maybach."