

AUTOMOTIVE

Mercedes-Benz launches youth fellowship with proceeds from rare prototype

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The 1955 300 SLR Uhlenhaut Coupé remained under the ownership of the brand until it was auctioned by Sotheby's in May 2022. Image credit: Mercedes-Benz

By LUXURY DAILY NEWS SERVICE

German automaker Mercedes-Benz is funding the future with proceeds from the most valuable car in history.

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Last May, the brand auctioned the 1955 300 SLR Uhlenhaut Coupé, one of two original models, for 135 million euros (\$143.4 million) making it the most expensive car ever sold. The proceeds will fund the brand's fellowship program, "beVisioneers," which provides mentoring and training to young change-makers working to positively impact the environment.

"BeVisioneers aims to create a relevant impact, one that benefits its young participants, their local communities and the environment," said Renata Jungo Bruggler, a member of the board of management of Mercedes-Benz Group AG integrity and legal affairs, in a statement.

"As part of our corporate citizenship strategy, we are very proud to fund this unique initiative, which empowers a new and diverse generation of innovators," she said.

Driving innovation

Beginning in June, the first beVisioneers cohort will begin their year-long hybrid learning program designed by **The DO School**, which will culminate in a planet-friendly project.

A nonprofit organization based in Hamburg, The DO School Fellowship partners with corporations to train and fund young people on initiatives that address societal and environmental issues both local and global.

These 100 innovators, ranging in age from 16 to 28, will learn from and work with 50 world-class experts, meet with individual coaches, and take master classes in leadership, entrepreneurship and environmental action.

By donating proceeds from the auction of the 300 SLR Uhlenhaut Coupé, we fund **@beVisioneers** - a global fellowship program implemented by The DO School, which will provide training and scholarships to thousands of young people. <https://t.co/zPTzcq0ID0#MercedesBenz>

pic.twitter.com/giAUZNLQXX

Mercedes-Benz (@MercedesBenz) [March 1, 2023](#)

Though it has been called "the fastest race car to never compete in a race," the Uhlenhaut Coup nonetheless represents Mercedes-Benz's dominance over the racetrack throughout the 1950s. The car was able to reach 186 miles per hour when its fastest German contemporaries were only able to reach 124.

Sotheby's auctioned the coup to a private collector and the second prototype will remain under the ownership of Mercedes-Benz at the Mercedes-Benz office in Stuttgart, Germany.

More information about beVisoneers, including information about future applications, can be found [here](#).

In an equally recent act of altruism, Mercedes-Benz was one of the first global brands to lend monetary support to relief efforts in Syria and Turkey as a consequence of the 7.8-magnitude earthquake that struck the region Feb. 6 ([see story](#)).

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