

AUTOMOTIVE

Mercedes-Benz lets drivers emulate racing pros via new lifestyle lineup

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The experience programs feature models from across all Mercedes-Benz ranges. Image credit: Mercedes-Benz

By LUXURY DAILY NEWS SERVICE

German automaker **Mercedes-Benz** is letting car enthusiasts take the wheel of the brand's latest models while placing racing champions in the passenger seat.

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From April to October of this year, the brand's "AMG Racetrack Experience" will offer novice and advanced drivers alike the chance to hone their skills on professional courses and learn from racing world experts at select events. Also, as advertised, a new lifestyle offering includes insider access to Mercedes-Benz's facilities, extending tours through some of Europe's most beautiful natural settings to program participants.

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Since 2007, Mercedes-Benz has invited car enthusiasts to drive its latest fleet of models around beautiful locations throughout the world.

This year, the car company's racetrack-themed experiences will let participants drive in Portugal and Belgium, as well as Nrburgring, Germany's famed motorsports complex.

At select events, drivers will receive feedback from stars of the racing world such as Formula One safety car driver Bernd Maylnder, and Bernd Schneider, five-time title winner of the grand touring car series, Deutsche Tourenwagen Masters both drivers are from Germany and hold AMG ambassador titles.



Select Racetrack packages offer drivers the chance to learn from professional racers. Image credit: Mercedes-Benz

Events are categorized by skill level. More information about the AMG Racetrack Experience can be found [here](#).

For those interested in taking the scenic route, with premier accommodations and fine dining along the way, Mercedes-Benz's [lifestyle](#) experience lists tours through Italy's South Tyrol and Tuscany regions, as well as via Croatia and Germany.

The Spirit of Affalterbach takes drivers on a tour of the brand's historic milestones. The AMG Grand Explorer F1 event provides backstage access to the Hungarian Grand Prix.

Programs feature cars across the Mercedes-Benz range, from thoroughbred racing cars to classic V8-engine-powered models and hybrids.

These curated itineraries in picturesque settings, bookended with luxurious accommodations, have become popular among luxury circles, testing and showcasing cars' performance while offering drivers memorable experiences ([see story](#)).

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