

AUTOMOTIVE

Mercedes-Benz decks G-Class in diamonds for Valentine's Day

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The car was created by Manufaktur, the brand's custom design arm. Image credit: Mercedes-Benz

By LUXURY DAILY NEWS SERVICE

German automaker **Mercedes-Benz** is promoting a limited-run release.

Three hundred new models dubbed the "G-Class Stronger Than Diamonds Edition" have been decked out with gemstone-encrusted design updates for Valentine's Day. Unveiled this week, the drop is backed by a 360-degree global marketing effort and features a campaign film, currently running on Mercedes-Benz's social media channels.

Love is in the air

With digital content, the brand makes the case for its luxe deliveries as gifts apt for a significant other.

The 2024 Mercedes-Benz G 550 units are on display in a minute-long spot that trades jewelry for car keys and salespeople for specialists in lab coats. Access to the vehicle's finishings is granted within the film's first few seconds.

Mercedes-Benz presents "A love that lasts forever. Stronger than diamonds," a new campaign

Granting it a metallic pink exterior sheen, the automobile comes in the shade Rosewood Grey Magno, a color created exclusively for the launches by Manufaktur, Mercedes-Benz's custom design arm.

The inside reflects the outer shell: black nappa leather with ros contrast stitching complements the cabin. Among other bespoke details are the SUV's door locking pins, which have been set with four 0.25-karat diamonds, its handles embossed with gem-shaped logos.

Per a statement, each of the car's diamonds is certified to originate from ethically, socially and ecologically responsible sources. Mercedes-Benz is providing owners with documentation from the Responsible Jewelry Council as assurance.

Purchasing one of the now available 2024 Mercedes-Benz G 550s will cost 175,000 euros, or around \$188,400 based on current exchange rates.

A staple among its manufacturer's fleet, the G-Class is one of several to receive a promotional push recently. The brand launched its Defining Class campaign earlier this year ([see story](#)).

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