



## MAYBACH

Press Information

### The new Mercedes-Maybach S-Class

- The pinnacle of luxury sedans reaches a new dimension of exclusivity and comfort
- Innovative technologies such as MB.OS and fourth generation MBUX infotainment with Maybach-specific UI create a driving experience of exceptional intelligence and harmony
- Available twelve-cylinder and updated eight-cylinder engines combine commanding performance with supreme refinement
- Distinctive exterior design with numerous elegant details and even more MANUFAKTUR personalization options
- Highly popular MANUFAKTUR customization program expands with new 'Made to Measure'

Stuttgart. The new Mercedes-Maybach S-Class redefines the benchmarks for luxury, comfort and intelligence. The flagship sedan combines a highly refined dynamic driving experience with impeccable craftsmanship, the utmost exquisite materials and aesthetic precision.

In 2026, Mercedes-Benz celebrates the 140<sup>th</sup> anniversary of the invention of the automobile – an innovation that changed the world. Every Mercedes-Benz vehicle represents a pioneering spirit, excellence and sense of belonging: "Welcome home." And for 105 years, Maybach automobiles consistently defined the future of luxury. Mercedes-Maybach combines the cutting-edge technology and perfection of Mercedes-Benz with the exclusivity and elegance of Maybach.

#### **Personalized comfort worlds and connectivity**

Fourth generation MBUX infotainment, powered by the new Mercedes-Benz Operating System (MB.OS), elevates the in-car experience – more intelligent, personalized and captivating than ever before. The standard MBUX Superscreen features a 12.3-inch driver display, 14.4-inch central display and 12.3-inch passenger display beneath a glass surface. The 3D instrument cluster is strikingly presented, visually floating from the MBUX Superscreen.

The Maybach-specific design of the displays significantly enhances this distinctive visual impression. The dials of the instrument cluster gleam in exclusive rose gold for an interplay of light and glass reminiscent of exquisite jewelry. A gold Maybach logo is centrally positioned between the two dials – a testament to the unparalleled attention to detail. The display's background is delicately structured and rendered in the opulent shades of gold, rose gold and black. This sophisticated color palette harmonizes perfectly with an equally exclusive ambient lighting hue.

For rear-seat passengers, two 13.1-inch displays are equipped standard, complete with new individually configurable MBUX remote controls. These allow for exceptionally convenient, intuitive operation of comfort functions like the climate control and window sunshades, as well as the rear-seat entertainment system. The new Mercedes-Maybach UI colorway also extends to the rear displays and the MBUX remote controls. In

addition, integrated cameras support video conferencing, offering a new dimension of comfort and productivity for every journey.

The MBUX Virtual Assistant enables complex multi-turn conversations – like one has with a friend. Thanks to the integration of artificial intelligence (AI) tools from leading technology partners such as Microsoft and Google (including ChatGPT4o, Microsoft Bing Search and Google Cloud's Automotive AI Agent), the intelligent virtual assistant can provide detailed responses and answer follow-up questions without the need to repeat context. Presented as a 'living' avatar in the form of the iconic Mercedes star rendered in an exclusive rose gold finish, the MBUX Virtual Assistant is always available on the Zero Layer of the central display.

The new operating and display concept represents a masterpiece of individualization. The expanded MBUX Zero Layer displays relevant information, suggestions and the most recently used apps<sup>1</sup>. In the app grid, customers are able to move and group apps into individually named folders. MB.OS is seamlessly integrated with the Mercedes-Benz Intelligent Cloud, facilitating regular over-the-air updates<sup>1</sup> for the most important vehicle functions, including driver assistance systems to ensure the S-Class remains up to date and refreshed.

### **Effortless power**

The latest evolution of the eight-cylinder engine (M 177 Evo) powers the Mercedes-Maybach S 580. It is extensively re-engineered and prepared for future emissions regulations. Delivering 530 hp, the 4.0L V8 biturbo powertrain boasts more power than the previous generation and features a 23-hp integrated starter generator (ISG). Two Lanchester balancer shafts ensure exceptional refinement.

At the top of the Maybach S-Class portfolio, a 621-hp Handcrafted 6.0L V12 biturbo engine is exclusive to the Mercedes-Maybach S 680 in Canada and select other markets.

Additional insulation measures provide further enhanced noise and vibration suppression. As a result, the Mercedes-Maybach S-Class offers an even more refined driving experience. This is further supported by the exclusive “MAYBACH” DYNAMIC SELECT drive program, which prioritizes driving comfort.

### **Advanced driver assistance systems**

The new Maybach S-Class features an innovative, water-cooled high-performance computer with sufficient power reserves for future functions. Digital Extra: MB.DRIVE ASSIST<sup>1,2</sup>, which enhances Digital Extra: Distance Assist DISTRONIC with Digital Extra: Steering Assist and Lane Change Assist, is included standard.

MB.DRIVE PARKING ASSIST<sup>1,2,3</sup> can more quickly detect parking spaces on both sides of the vehicle and now also enables angled parking. It can recognize a wide range of parking space types like garages and curb slots. The system also has the ability to leave a parking space automatically, even after the driver parked the vehicle manually.

MB.DRIVE PARKING ASSIST 360<sup>1,2,4</sup> now offers new and enhanced surround view displays, thanks to the Digital Extra: 360 camera and redesigned graphics on the central display.

---

<sup>1</sup> To use the Digital Extras, customers must create a Mercedes me ID and agree to the Terms of Use for Digital Extras and the Mercedes me ID Terms of Use as amended from time to time. In addition, the respective vehicle must be linked to the user account.

<sup>2</sup> Future enhancements and features may be available via Over-the-Air (OTA) updates.

<sup>3</sup> Driver remains responsible to monitor the parking process and surroundings at all times.

### **Unique character and timeless elegance**

The Mercedes-Maybach S-Class is a symbol of exclusivity, and its even more distinctive design now accentuates its unique character with greater impact. The larger radiator grille underscores the special nature of the vehicle. This is complemented by sophisticated lighting accents, such as the illuminated grille surround and the illuminated Maybach name within the grille. On the V12-powered Maybach S 680, a unique new emblem in the grille also emphasizes the exclusivity of the top of the range model.

The striking front end of the new Maybach S-Class also features the standing Mercedes star on the hood, which is now available with optional illumination for the first time. Rose gold accents lend a distinctive touch to the new twin-star design of the DIGITAL LIGHT headlamps. A chrome Maybach pattern is elegantly incorporated into air inlet grilles on the front fascia.

A light projector integrated into the side sills projects Maybach branding onto the ground when entering and exiting the vehicle. Another exquisite detail that adorns the profile of the Maybach S-Class is an illuminated Maybach emblem on the C-pillars.

Two new wheel designs complement the portfolio: a 19-inch diamond-cut alloy wheel in a 5-spoke design with distinctive accents and a 20-inch forged multi-spoke wheel with polished surfaces for a timeless aesthetic.

20- and 21-inch forged multi-spoke wheels, as well as the 20-inch forged ceramic high-gloss polished 5-hole design wheel, now feature a perfectly aligned Mercedes star at the center of the wheel. This means the Mercedes star always points precisely upwards, regardless of the position of the wheel, thanks to a newly developed special hub cover.

At the rear of the vehicle, the two-piece taillights echo the star design of the headlamps. With precisely designed housings and intricate detailing, these captivate both day and night. The classic “handle strip” trim element on the trunk lid – previously finished in high-gloss chrome – further emphasizes the attention to detail of Mercedes-Maybach. Divided into chrome and high-gloss black, this trim element is both functional and a superb finishing touch to the elegant exterior.

### **Exquisite materials and exclusive details in the interior**

The extensively redesigned dashboard, door panels and center console create a new interior experience with Maybach's signature cocooning effect. It seamlessly blends digital and analog luxury elements to the highest standard. The center console is enhanced by a generously proportioned trim element, available in a variety of elegant finishes including new Open-pore Amber Brown Herringbone Wood.

Meticulously selected materials, exquisite craftsmanship and new personalization options reinforce the refined character of the Mercedes-Maybach S-Class. Inspired by the world of haute couture, the new available “Beech Brown” interior color complements the diverse spectrum of interior hues. Lightly contrasting details, such as piping and decorative stitching underscore the color's luxurious appeal. The extensive use of leather throughout the interior further contributes to the unique and opulent ambience. With extraordinary attention to detail, even the speaker covers of the high-end sound system are hand-finished in leather.

### **Individualization with new MANUFAKTUR options**

Mercedes-Maybach S-Class customers can choose from an expansive palette of MANUFAKTUR exterior and interior color options. . New MANUFAKTUR Black Sparkling exterior paint impresses as a deep black solid paint with clearcoat containing real glass flakes that shimmer like stars. Stunning MANUFAKTUR Verde Silver Magno is also new. In addition, the 21-inch MANUFAKTUR forged multi-spoke wheel is also available with an elegant gold accent.

As part of the MANUFAKTUR Interior Package, four new color combinations expand the selection of MANUFAKTUR Nappa leather upholsteries: MANUFAKTUR Tobacco Brown, MANUFAKTUR Carmine Red, MANUFAKTUR Lake Green and MANUFAKTUR Corn Yellow. With the MANUFAKTUR Interior Package, the Nappa leather upholstery is also enhanced with a new, Maybach-exclusive stitching design for leather-finished interior elements. Customers can also complement the MANUFAKTUR Interior Package with a matching two-tone MANUFAKTUR headliner.

With the introduction of the new MANUFAKTUR Made to Measure individualization program, customers can go even further. MANUFAKTUR Made to Measure offers a wide selection of curated options via special order. Among other things, customers have access to hundreds of historic Mercedes-Benz and Maybach colors for the exterior, hundreds of leather options for the interior, virtually countless colors for decorative stitching and various personalization options for the interior.

## “Experiencing Mercedes-Maybach with all senses”

**An interview with Vjekoslav “Vjeko” Crndic, longtime Exclusive Consultant at the Center of Excellence in Sindelfingen**

Spanning over 23,000 square feet, the Center of Excellence in Sindelfingen offers customers a unique environment to explore the exclusive world of Mercedes-Maybach. The stunning architecture, both inside and out, combined with personalized consultations, creates an unparalleled experience. Our experts guide clients through the virtually limitless possibilities for customization, from unique paint finishes and technical interior options to bespoke leatherwork, curated materials and personalized seating. A wide array of display vehicles and a vast selection of original samples provide inspiration and enable easier decision-making. With digital tools like a new visualizer, customers can quickly experiment with different configurations and compare options.

*Vjeko, we quickly became quite informal during this interview. But surely Mercedes-Maybach clients prefer a more formal approach, don't they?*

Vjeko (laughs): Not always! Like my seven colleagues, I build close relationships with our clients. Often, we've been helping them bring their automotive dreams to life for years. That creates a real sense of familiarity. Sometimes, regular clients will just pop in for a coffee when they're passing through on their way to Switzerland, for example. Or we'll catch up at an event, like a golf tournament or our annual "Center of Excellence Invites Friends" gathering. There's definitely a "we're all family here" vibe.

*If you had to explain your job to a friend or neighbor, how would you describe your role as an exclusive consultant in a nutshell?*

Vjeko: We guide our clients, unlock possibilities and unleash the full Mercedes-Maybach experience. We're committed to providing exceptional service with a personal touch. In this segment, it's the human connection that truly makes the difference. We're passionate about the Mercedes-Maybach brand, and we want to share that passion with others. Our goal is for every client to say "Wow!" at the end of the day. I still get caught up in the excitement, and even with all my experience, I'm always thrilled when we deliver a new Mercedes-Maybach and hand it over here at the Center. After all, these are one-of-a-kind creations that we've helped shape in countless ways over an extended period.

*What do you mean by "unlocking possibilities"?*

Vjeko: The fact that we're located right next to the Mercedes-Benz plant in Sindelfingen and have access to it is an incredible advantage. We can take clients to the MANUFAKTUR studio or Factory 56 on a moment's notice. This behind-the-scenes access is truly unique. Witnessing firsthand the craftsmanship and dedication that goes into, say, the upholstery work is simply awe-inspiring. It doesn't get more authentic than that.

*You're an exclusive consultant, but not a salesperson. Why is that an important distinction?*

Vjeko: Our advice is impartial; we don't work on commission. So, I might actually advise a client against something. We act as a sounding board, challenging their ideas and helping them refine their vision. Or we inspire them with new possibilities and work together to determine the best direction. Our starting points vary greatly. Some clients arrive with very specific ideas and even bring their own designer. Others are completely undecided. In those cases, I encourage them to trust their instincts. And the salespeople often accompany their clients to the Center of Excellence.

*That's probably because the Center offers so much that you can't find anywhere else. No dealership showroom can offer this many color and leather samples...*

Vjeko: Exactly. We sometimes travel with a large sample kit, but the selection here is unmatched. And it's not just about the sheer number of samples. For example, we keep the leather hides in various colors on large rolls. That way, we can drape the leather over a seat to give the client a much better sense of the finished product than they would get from holding a postcard-sized sample. There's no substitute for seeing it for yourself. Our clients can truly experience Mercedes-Maybach here with all their senses: they can see the display vehicles and color samples, feel the materials like our open-pore woods and Nappa leather, and hear the incredible sound of our Burmester audio systems. And, of course, they can sample our signature fragrances and MOOD scents right here.

*Have you ever had to turn down a client's request, perhaps because you thought a color combination was too adventurous?*

Vjeko: No, not really. In those cases, we might suggest that two colors usually work best, and that three colors might be a bit overwhelming in the long run. But ultimately, it's the client's decision. We'll make it happen – as long as it's technically feasible. Our customized Mercedes-Maybach vehicles still meet all regulatory requirements, of course, especially when it comes to safety. And we hold ourselves to our company's high standards for product quality, whether we're engraving trim elements or anything else. With our MANUFAKTUR program, we create unique solutions, but the vehicles are still factory-built. That means the full warranty remains in effect, and all the custom details are documented on the vehicle's data card.

*The luxurious atmosphere of the Center of Excellence is impressive, including the fine dining options. But can you also experience Mercedes-Maybach digitally here?*

Vjeko: Absolutely. We've developed a new Visualizer that allows clients to customize the vehicle in remarkable detail. They can view their personalized Mercedes-Maybach from different angles and in various settings, and adjust the details to their liking. Clients can even download a video of their creation to their mobile devices via a QR code. After all, anticipation is half the fun!

# # #

#### **Contact Mercedes-Benz:**

Ryan Lee                      ryan.lee@mercedes-benz.ca

#### **Mercedes-Benz Anniversary Year “140 Years of Innovation”**

Since Carl Benz filed the patent for the first automobile 140 years ago and Gottlieb Daimler built his motorized carriage shortly afterwards, Mercedes-Benz has dedicated itself to constantly innovate and to create the world's most desirable cars for customers. This ambition has driven every innovation – from the world's first automobile in 1886 to today's intelligent and safe electric vehicles, like the all-new GLC and the award-winning all-new CLA. With the new S-Class, the company continues the biggest product launch program in its history. With its passion for performance and pioneering power, excellence and an unwavering commitment to customer service, the brand has consistently shaped the future of mobility. The result goes well beyond engineering achievement – it creates the unmistakable feeling that leads through everything Mercedes-Benz does: Welcome home.

Mercedes-Benz is celebrating 140 years of innovation by driving three new S-Class sedans on a trans-continental journey to 140 locations worldwide. Each place highlights the brand's technology, heritage, pioneering spirit and worldwide presence. Along the way customers, fans and colleagues will get to join in the celebrations - on an epic adventure that will run until October 2026.

#### About Mercedes-Benz Canada

Mercedes-Benz Canada Inc. is responsible for the distribution, marketing and customer service of Mercedes-Benz, Mercedes-AMG, Mercedes-Maybach, and all-electric vehicles from Mercedes-Benz, as well as Mercedes-Benz Vans. Headquartered in Mississauga, Ontario, Mercedes-Benz Canada employs approximately 250 people across Canada. Through a nationwide network of 57 authorized dealerships, Mercedes-Benz Canada sold 37,382 vehicles in 2025.

Further information from Mercedes-Benz Canada is available at [media.mercedes-benz.ca](https://media.mercedes-benz.ca)