

Press Release

The spectacular "Mercedes-Benz World"
Passion, tradition and innovation in the automobile city of Stuttgart

The **Mercedes-Benz Museum** and the **Mercedes-Benz Centre** opened its doors in May 2006. Situated right in front of the main Mercedes-Benz production premises in Stuttgart-Untertürkheim and not far away from the Mercedes-Benz Arena, this museum presents and documents the history of the automobile and the myth of the brand Mercedes-Benz. Here the Mercedes-Benz legend can be experienced – from past times to the future.

The outstanding architecture of the Mercedes-Benz Museum is no less unique than the prestigious Mercedes brand automobiles. At a height of nearly 50 metres, the double helix construction is visible from afar and harmonises perfectly with Stuttgart's hilly landscape. This unparalleled architectural gem was designed by the UN Studio van Berkel & Bos in Amsterdam.

On a total area of some 16.500 metres spanning 9 different levels, the exhibition documents all the important milestones in over 120 years of Mercedes-Benz history. The main themes of the exhibition – legendary automobiles, technology and research, adventure, myths and milestones – provide the new museum with a host of stirring stories. One unique attraction with worldwide appeal is the section "Silver Arrow - Races", which presents around 40 highlights from the company's long tradition of motor racing history: from the Phoenix racing car and the famous "Blitzen-Benz" right up to the victorious Formula One and DTM racing cars of present day motor sport events. The masterpieces of automotive history now have a home of their own. In the "Gallery of Names" also on display are fascinating originals with their authentic signs of use, such as the large Type 770 Mercedes used by the Emperor Hirohito and Kaiser Wilhelm II, Konrad Adenauer's last official limousine or Princess Diana's red SL. In the "Fascination of Technology" section visitors can take a look at the Mercedes-Benz laboratories, where engineers show the latest in research, design, development and production.

In the impressive glass building of the **Mercedes-Benz Centre** the complete range of new passenger vehicles from the current Mercedes-Benz production programme is on display. The location also houses the service workshop, the passenger car delivery department and the "brand gallery". The Mercedes-Benz Museum is linked to the Mercedes-Benz Centre by an 80-metre long axis flooded with light. This connecting building with its shops and catering facilities serves as a relaxation area for visitors. For the youngest guests there is also a children's area and an inventor's workshop.

Further information: www.museum-mercedes-benz.com