

Center of Excellence



Dear customers,

Welcome to the Center of Excellence in Sindelfingen. This is literally the beating heart of the luxury car industry – a place where outstanding taste fuses with exclusive style.

Unique Mercedes-Benz cars, as well as selected Mercedes-AMG models are presented in the extravagant, timeless setting of this 2,200 m² exhibition space. Our cars occupy centre stage – together with you, our highly valued customers.

This is where you can experience premium vehicles in an exclusive setting and benefit from comprehensive, personal advice. We look forward to meeting you and taking the time to understand your individual needs.

Best regards,

Dirk Kielhorn
Head of Customer Events

Raimund Dornburg
Manager, Mercedes-Benz
Circle of Excellence &
Center of Excellence

Individuality and gratitude

We are driven by our enthusiasm for our products, each of which are as unique as our customers. Our commitment, alongside dedicated customer service, is as much a hallmark of the Center of Excellence as our customised products and solutions that are tailored perfectly to your needs.

We value the opportunity of explaining your new prestigious car and advising you on how to get the most out of it.

Our centre reveals our state-of-the-art innovations and the latest trends – bringing you into the future with Mercedes-Benz.





2,200 m² – a feast for all your senses

Visiting the Center of Excellence is an unforgettable experience. The leading products from Mercedes-Benz are a feast for all the senses – exclusive design, outstanding quality, powerful sounds and an engaging hands-on experience, not to mention the unique atmosphere and our in-house gourmet restaurant to add a culinary highlight to your visit.

You can also make your experience even more unique for all involved – we'll be delighted to combine your visit with more car-related attractions upon request, such as the remarkable Mercedes-Benz Museum or the spectacular Classic Center.



Center of Excellence

Mercedes-AMG GT 63 S 4MATIC+

Fuel consumption combined: 11.2 l/100 km; CO₂ emissions combined: 256 g/km

A history of innovation

All members of our brand family can boast a long and successful track record. This is our guarantee of a highly promising future of mobility.

Mercedes-Benz. Mercedes-AMG. Mercedes-Maybach – exclusivity, outstanding quality, comfort and safety. Dynamic performance. Modern luxury. We will be pleased to tailor our products to your unique vision of life and the things that drive you.

You can take your dream car away from the Center of Excellence – and the future will hold many more in store.



Mercedes-AMG



Mercedes-Maybach



Mercedes-Benz



EQ

Our core expertise

Bespoke advice and delivery.

Individuality is our core expertise – from understanding your unique needs to delivering your dream car. But what else do we guarantee? Meticulous attention to detail and an in-depth understanding of what makes a car that you enjoy and with which you feel at one. “Excellence” by name, excellent by nature – we strive for excellence in everything we do. Each and every day. Just for you.

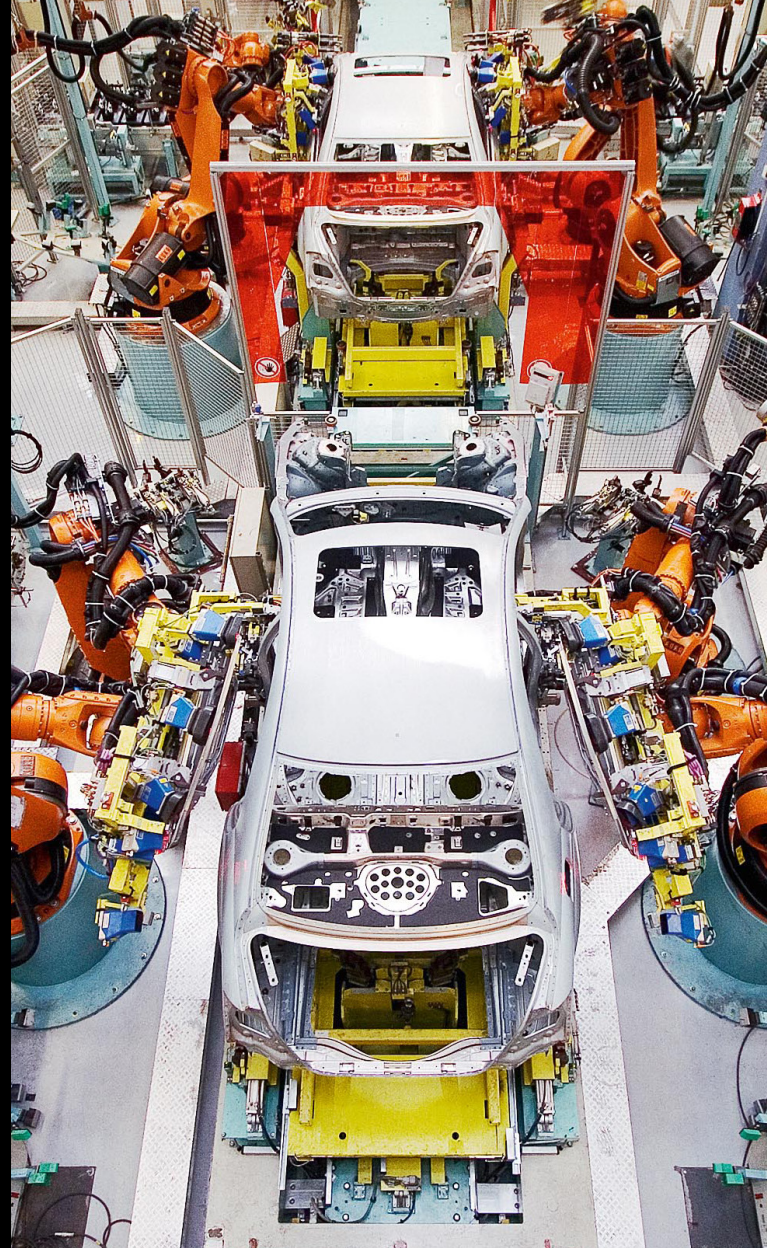


Exclusive VIP tours

A glimpse behind the scenes.

Our VIP tours afford a glimpse behind the scenes of our manufacturing division. You will be able to see how our leading models are made and experience how a Mercedes-Benz is created in our state-of-the-art production facilities.

We'll show you where your cars are made, how they're made and who makes them. From the bodyshell to the finished product, you'll see for yourself just how much expertise, workmanship, heart and soul goes into each and every vehicle.



designo

A car like no other.

A Mercedes is unique – in every way. A designo configuration provides you with an almost infinite number of ways in which to customise your car. These include technical interior options, as well as customised paints, special leather trimming, selected materials or seat adjustments. Your special wishes are transformed into individual solutions that are expertly implemented by our factory workers.

This approach results in a wonderfully harmonic vehicle that is unique in every way – a car that embodies perfect synergies between form and function.





Mercedes-AMG GT 63 S 4MATIC+

Fuel consumption combined: 11.2 l/100 km; CO₂ emissions combined: 256 g/km



When customers become friends

We enjoy close relationships with our customers and have spent many years turning their dream cars into reality.

This is how friendships and networks are formed, which we celebrate together with events such as at the traditional Center of Excellence Invites Friends. We feel that it is important for the great Mercedes-Benz family to gather here under the Mercedes-Benz banner and for every member to feel at home.



Simply the best – today AND tomorrow

A brand founded on innovation.

We invented the car, and we're going to keep reinventing it. Our expertise and experience in the field of mobility enable us to embark on new paths together with you.

These paths build upon a foundation of outstanding quality, comfort and pleasure behind the wheel. Our concepts and solutions around autonomous vehicles, electric power and batteries are allowing us to shape the mobility of the future. And with the new EQC, we're keeping one step ahead.



Mercedes-Benz EQC 400 4MATIC

Electricity consumption combined: 22.2/100 km; CO₂ emissions combined: 0 g/km



Individuality, information, inspiration

The “Mercedes-Benz Circle of Excellence”.

The “Mercedes-Benz Circle of Excellence” is an exclusive communications platform dedicated to highly valued customers, which offers its members unique experiences and member-only access to attractive benefits. Featuring a wide range of special offers and dedicated tools, the CIRCLE concept provides you with interesting and exclusive opportunities to learn more about the world of Mercedes-Benz and benefit from the advantages of this programme. Join this special community and get closer to Mercedes-Benz than you’ve ever been before!



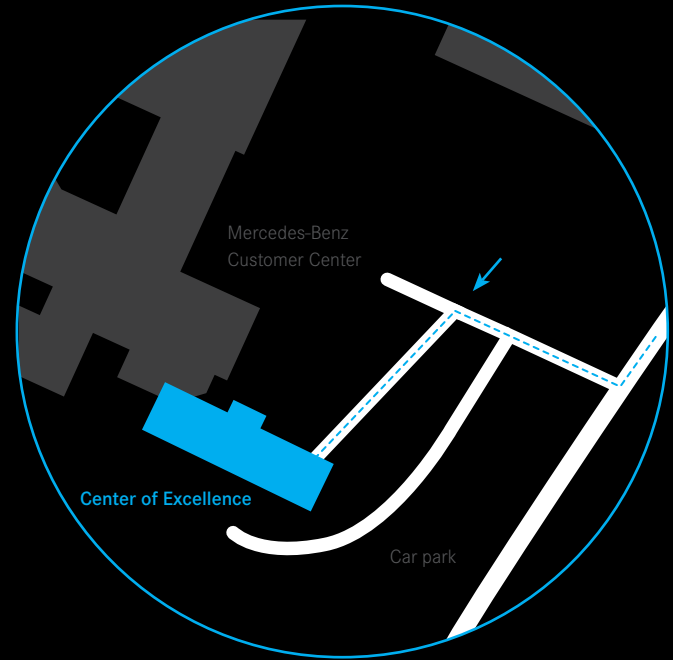
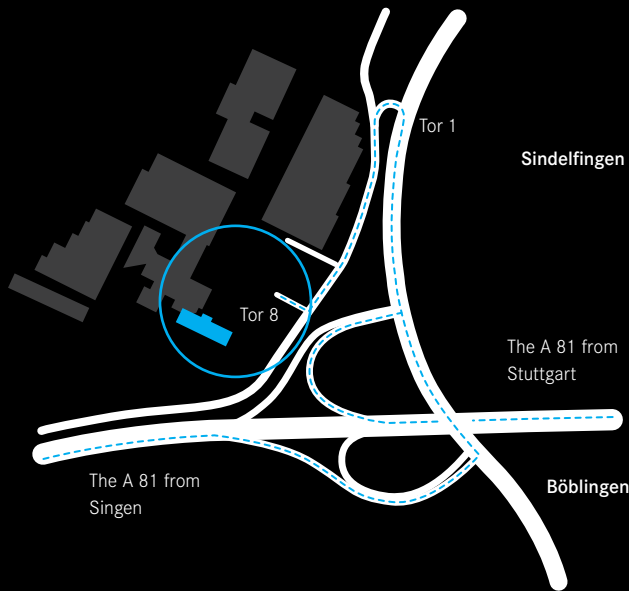
Inside Mercedes-Benz

Special offers and services for CIRCLE members.

The “Mercedes-Benz Circle of Excellence” provides its members with a myriad of attractive opportunities, including exclusive events, access to the members-only CIRCLE website packed with exciting information, special printed publications, hospitality in the Exclusive Lounge at trade fairs, or one of the many other privileges that will be coming soon. The CIRCLE membership card opens many doors and grants you privileged access to the world of Mercedes-Benz.



How to reach the Center of Excellence




Center of Excellence

Käsbrünnelestrasse 1


71059 Sindelfingen

On the A81 Stuttgart to Singen, take the Böblingen exit towards Sindelfingen. Follow the signposts to “Kundencenter” and “Tor 8”. Once you have entered “Tor 8”, the Center of Excellence will be on your left-hand side.


Who to contact

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 **Mercedes-Benz Circle of Excellence**

www.mercedes-benz.com/circle

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