

1
10

DEFINITION
OF ICONS

2
16

ICONIC
CARS

3
38

RADIATOR
GRILLES

4
50

NEW
ICONIC ERA

5
72

DESIGN
MISSION

6
88

VISION
ICONIC

7
122

CRAFTSMANSHIP
& CREATION

8
194

DESIGN
MANIFEST

9
210

BRAND
MISSION

216

IMPRINT

»DESIGN
IS THE SOUL
OF OUR
BRAND«

Gorden Wagener

AUTOMOTIVE ICONS

ICONIC CARS

Iconic cars demonstrate how Mercedes-Benz established its global reputation, what the company stands for today – and what the future of mobility could look like. The vehicles stand out in terms of design, technological innovation, safety and functionality. And they remain etched in our memories as a powerful message.



Mercedes-Benz 300 SLR "Uhlenhaut-Coupé" (W 196 S)



Mercedes-Benz 220-300 SE
(W 111 / W 112)
1959-1968



Mercedes-Benz 250 S-300 SEL 6.3
(W 108 / W 109)
1965-1972

I BELIEVE IN BEAUTY

DESIGN MISSION

For almost two decades, Gorden Wagener has been Chief Design Officer at Mercedes-Benz Group AG, responsible for the Mercedes-Benz, Mercedes-AMG, Mercedes-Maybach and G-Class brands as well as smart.

This man, who has shaped the brand's image like no other before him, has perfected the art of reduction. This is a conversation about the role of design and the power of heritage in shaping the future.





THE ART OF CREATING EMOTIONS AND MAKING DREAMS COME TRUE

CRAFTSMANSHIP & CREATION

The soul of design is the people who implement creative ideas with passion and at the highest level. The heart of Mercedes-Benz Design beats at the headquarters in Sindelfingen and pulsates in the three other design centres in Carlsbad, Nice and Shanghai. This is how a draft becomes an experience, technology becomes emotion and design becomes something that lasts.



CREATING ICONS – REALISING DREAMS

DESIGN MANIFEST

Mercedes-Benz stands for iconic design, technical excellence and automotive fascination. The brand has not only shaped the history of the automobile but has also redefined it time and again – starting with the invention of the automobile itself. This history is a legacy that both obliges and inspires: if you want to shape the future, you must understand your roots.

————— In a rapidly changing world, Mercedes-Benz focuses on purity, quality and design. In addition to high-quality materials and precise workmanship, the focus is on a distinctive design language that makes the brand instantly recognisable. Mercedes-Benz design is clear, timeless and self-explanatory.

Iconic models such as the S-Class, the G-Class and the SL exemplify this claim: they combine technical perfection with confident, powerful elegance. Every Mercedes – whether Mercedes-Benz, Mercedes-Maybach, Mercedes-AMG or G-Class – is also defined by a clear attitude. Every vehicle embodies an idea – an attitude towards trends, fashion and the spirit of the times. A conviction that true beauty does not have to be loud but can have a quiet effect. Beauty, as conceived by Mercedes-Benz, is the result of an inner principle – a vision of how technology, function and aesthetics inspire each other. Each vehicle thus becomes a visible expression of an inner conviction: design outlasts the future. It is intended to move people.

“SENSUAL PURITY” – THE STYLE OF THE HOUSE

Every luxury brand has what is known as a “house style”. At Mercedes-Benz, it’s called “Sensual Purity”. This is a formula as simple as it is complex – it describes the fusion of two opposites: emotion and intellect; sensuality and reduction. The essence of Mercedes-Benz design lies in this bipolarity. Sensual Purity is not just an aesthetic programme – it’s a cultural code. It says that human beings are not either emotional or rational. They are both. And that is precisely where the power of this concept lies. In balance. In the ability to concentrate. In the art of hinting at an entire world view with just a few lines.

Successful design is a feeling. Even if you don’t understand it, you can sense it. Like music that evokes memories from the very first note. Design is an expression. It makes visible what cannot be put into words – the pursuit of perfection; German engineering; the need for expression and presence.