

MAYBACH



## Maybach at the IAA 2009

## Press Information

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## The reincarnation of an automotive legend

**Stuttgart – The Maybach brand is bringing out the Maybach Zeppelin to spearhead its luxury saloon model range. The newcomer represents the absolute zenith in the high-end luxury saloon segment. This makes it a worthy successor to the legendary Maybach Zeppelin, which was revered worldwide as the ultimate in high-class automotive engineering in the 1930s. The hallmark features of the new Maybach flagship’s unique sense of style include a stunning paint finish, featuring a shoulderline in a contrasting colour, as well as the exquisite, meticulously crafted materials in the interior, whose long list of optional extras includes a world first – a highly sophisticated perfume atomiser. The new model's performance outclasses the rest of the Maybach range, making it the most powerful Maybach ever. In a nutshell: the Maybach Zeppelin epitomises stylish elegance and vehicle manufacture as no car has ever done before. The new Maybach Zeppelin is being built in a limited edition of 100 worldwide.**

A Maybach brochure dating from 1930 clearly sets out the firm’s stall: “To create only the very best from the very best – a car that fulfils every last wish and stands out for its supremely refined elegance and power.” At that time, Karl Maybach had developed a luxury car, the likes of which had never been seen before. Maybach derived the design of its mighty twelve-cylinder drive unit from the same engine he had developed to power the daring airships of aviation pioneer Ferdinand Graf von Zeppelin. Inspired by the Count’s visionary personality, he christened Germany’s first ever series-production twelve-cylinder car “Zeppelin”, and offered it to a highly discerning (and solvent) clientele with a displacement of either seven or eight litres (150 hp or 200 hp).

Even today, the name “Zeppelin” has an incomparable ring to it in the realm of high-end luxury cars. As the flagship model in today’s range of Maybach Saloons, the new Maybach Zeppelin does justice to its branding. The name is not merely intended to rekindle memories, after all: as in bygone times, Maybach is once again building the Maybach Zeppelin for distinguished drivers who are seeking something extra special, even in this most luxurious of automotive segments. Not only do the Maybach 57 Zeppelin and Maybach 62 Zeppelin stand out for their exquisite elegance, inventive ideas and phenomenal performance.

#### **Yet greater power for the Maybach Zeppelin**

The Maybach 57 S and the long-wheelbase version, the 62 S, serve as the technical basis for the new range-topping model. Supreme performance is assured in both cases by the 6.0-litre V12 biturbo power unit under the bonnet, which has been further refined by Mercedes-AMG and now delivers 471 kW/640 hp (+ 28 hp) and an electronically limited peak torque of 1000 Newton metres. The models’ extra-special status is documented in befitting fashion by a plaque in the engine compartment, which is engraved with the inscription “MAYBACH ZEPPELIN – ONE OF 100”. If the customer so wishes, a reference to their vehicle’s limited nature can be included in the passenger compartment too.

Needless to say that both versions of the Maybach Zeppelin have extraordinary performance capabilities. The decidedly sporty Maybach 57 Zeppelin for owners who enjoy taking the wheel themselves races to 100 km/h from standstill in 4.9 seconds and attains an electronically governed top speed of 275 km/h. The Maybach 62 Zeppelin, which is conceived first and foremost as a chauffeur-driven car, completes the 0 - 100 km/h sprint in 5.1 seconds and has a limited top speed of 250 km/h.

### **A two-tone exterior identifies the new Maybach flagship**

Whatever angle it is viewed from, the new Maybach Zeppelin radiates character and the sort of style which appeals to all the senses. From the outside, the luxury brand's new top-of-the-range model can be recognised by its two-tone special paint finish which is applied in a long series of steps. The shoulderline is painted right through to the background of the headlamp assemblies in Rocky Mountains light brown, forming a stylish and scintillating contrast to the Taiga black finish used for the rest of the vehicle body while reinforcing the impression of three-dimensionality too. Naturally, customers may also specify any other paint finish of their choice for their Maybach Zeppelin. Dark red tail light units and a fine vertical partition in the tailpipe add striking visual touches at the rear.

The Maybach's newly designed elegant 20-inch wheels in a Chrome Shadow finish complete the picture. These were first painted with a black undercoat, before having a silver topcoat applied using an elaborate painting process that causes the tone to gradually increase in darkness from the outside in.

The streamlined exterior mirrors, which produce even less wind noise, are new to Maybach. They have a more angular design and are separated from the door frame by a slender arm, giving them a more expressive look. They also feature an enlarged mirror surface together with integral indicators in the shape of a horizontal "V" for even greater perceptual safety.

The curving "ZEPPELIN" lettering that appears below the distinctive double "M" emblem on the radiator grille and on the boot lid instantly gives away the elite status of the Maybach Zeppelin.

**Finest-quality leather and high-gloss piano lacquer trim**

The new Maybach Zeppelin is a car for connoisseurs, as is immediately apparent from its interior. Here, the luxurious leather appointments in California beige leather form a delightful contrast with the exclusive leather in deep Stromboli black that gives added impact to the shoulderline on the inside too – elegantly mirroring the exterior’s colour scheme in the process. At the same time, the lustrous deep black tone of the leather harmonises beautifully with the exquisite piano lacquer finish of the trim elements. The precisely crafted contrasting topstitching in the dashboard and on the doors reinforces the Maybach Zeppelin’s sense of dynamism. The unusual diamond quilting pattern on the seat cushions and backrests together with the black piping gives the opulently styled seats a character all of their own. The occupants’ feet rest on genuine lambskin carpeting.

The limited-edition special models bear a number of discreet identifying markings in the interior too. The centre console in the front, the partition screen that is available as an option for the Maybach Zeppelin 62, plus the silver champagne flutes included as standard are all marked with the lettering “MAYBACH ZEPPELIN”, while the door sill panels as well as the key ring are engraved with the word “ZEPPELIN”.

**World first – a system for a fine interior fragrance**

Customers are also able to opt for an especially refined equipment detail that is exclusive to the Maybach Zeppelin – an imaginatively designed, extremely high-quality perfume atomiser, the only one of its kind in the world. It easily eclipses all previous efforts to produce something similar, both in terms of its visual appeal and its operation. Its sophisticated technology and premium fragrances create a unique aromatic experience in the Maybach Zeppelin’s interior at the push of a button – stimulating the senses of the occupants not with an overpowering perfume but with a soft, delicate scent.

The system's core component is an internally illuminated Plexiglass sphere on the rear centre console, into which Maybach Zeppelin owners can insert a vial of their preferred fragrance. Underneath the sphere's base, which is finished in piano lacquer, there is a dedicated regulator pump. At the push of a button, this compressor draws in pre-purified air from the vehicle's interior and directs it into the Plexiglass sphere in a gentle stream. The airstream passes through four apertures in the top of the vial's cap, allowing it to carry perfume molecules from the tip of the cap into the vehicle interior. Air which has been suitably purified by the vehicle's own climate control system also flows out of a ventilation outlet at the bottom of the sphere, thereby helping to distribute the scented air throughout the passenger compartment.

### **The ingenious control understands the human sense of smell**

The perfume atomiser can be activated either from the driver's seat or by means of a button in the rear centre console, with an additional thumbwheel in the rear for sensitive aroma control. The chosen fragrance gently wafts into the passenger compartment within ten to twelve seconds. On models with a partition screen, only the passengers in the rear are able to activate the atomiser.

The aroma experts took the human sense of smell into consideration when designing the control mechanism. As the nose adjusts to smells in such a way that it no longer perceives them after a short while, the perfume atomiser switches off after about ten minutes to prevent the occupants' sense of smell from being overwhelmed to the point where they can no longer enjoy the fine aroma. Once the system has switched off, the fragrance quickly evaporates. Thanks to the sophisticated control and the high-quality perfumes used, the fragrance does not seep into either the interior's materials or the occupants' clothes.

Reactivating the atomiser later allows the aromatic experience to be enjoyed all over again.

### **Artistic, hand-blown vials and specially developed fragrances**

The system comes supplied with two select fragrances, which have been exclusively developed for the Maybach by a renowned perfumer from global specialist Givaudan: one light and refreshing, the other woodier, richer and heavier, making it an ideal complement to the interior of the Maybach Zeppelin. The foundation for the latter is agar, the most expensive wood in the world, which is burned in the Japanese 'ko-do' incense ceremony.

Maybach Zeppelin owners can also use other fragrances, or even have one specially developed and enjoy the luxury of immersing themselves in their very own, personally designed aroma. The fragrance holders are easily interchangeable, allowing owners to quickly switch between two or even three scents to suit their mood, fashion, style or sense of wellbeing, for instance. The specification includes a total of three valuable vials, which are hand-blown by a well-known glass artist.

The elaborate, silent-running perfume atomiser system is a patented Maybach innovation that was developed in-house.

The Maybach 57 Zeppelin costs €406,000 whilst the Maybach 62 Zeppelin has a price tag of €473,200 (German list price, excl. VAT). The perfume atomiser that is exclusive to the Maybach Zeppelin can be ordered for an extra €3950 (German list price, excl. VAT).

The first models are due to be delivered to customers in September 2009.

## Into the Maybach realm of senses

- Soft fine leather that feels so good
- Trim made from glistening, costly Indian granite
- Novel lighting technology for the right ambience

With the special Maybach Zeppelin model, the Maybach Manufaktur is once again holding true to its principle of offering its customers an unprecedented plethora of possibilities for personalising their car and creating their very own Maybach that is truly one of a kind. Besides achieving perfection on a technical and functional level, the aim is to appeal to all senses with maximum effect. The new perfume atomiser in the Maybach Zeppelin is a further step towards an exquisite and stylish form of sensuousness.

The Maybach luxury brand offers unique ways of customising the specification of its top-class saloons. Of crucial importance in the work performed by the Manufaktur in Sindelfingen are the materials and cutting-edge technologies used to offer a profound experience for the senses. This is why the Maybach specialists repeatedly come up with superb new materials and paint finishes – many of them specially developed for Maybach and not available from any other vehicle manufacturer.

With its flair for the extraordinary, its acute understanding of the perceptual capabilities of our senses and through continuous dialogue with its customers, the Maybach Manufaktur continuously expands its range of optional and customised extras in order to keep fulfilling the wishes and requirements of the automotive market's most prestigious clientele.

**Sumptuous leather and black stone**

Leather and fine wood set the tone in the interior of every Maybach Saloon and underpin the passenger compartment's refined ambience. Even in the vehicle's basic specification, Maybach customers have the choice of several Grand Nappa leather colours for styling the interior. The Maybach Manufaktur has yet more fine leather variants to offer besides these too

The high-gloss Stromboli black leather that is also featured in the new Maybach Zeppelin adds yet another gleaming highlight in the truest sense of the word. To achieve the exceptional sheen, the leather specialists at the Maybach Manufaktur took the existing nappa/semi-aniline leather and refined it further in an additional processing stage. This involves giving the leather a special gloss dressing to make the surface appear not just smoother and shinier, but "blacker" too, especially in contrast with the way the light plays on it.

**Handcrafted trim made from fine wood or stone**

A selection of fine woods team up with the exquisite leather trim to define the character of the Maybach interior and exude a lounge atmosphere of unparalleled exclusivity. As many as 100 different wood trim elements embellish the surfaces of the interior, the insides of the doors and the centre consoles – each painstakingly handcrafted and individually selected by experienced specialists to ensure a matching grain and colour shade. Even in standard guise, discerning Maybach customers are able to choose from three fine wood veneers:

- Cherry: a light-coloured wood with a prominent, arched grain. Comes with a contrasting jet-black, impact-resistant, high-gloss piano lacquer application in the area around the centre consoles;
- Amboyna: an exquisite reddish-brown wood with a fine, circular grain;
- Burr walnut: a brown, finely grained veneer from the root of the Californian walnut tree.

These are constantly being supplemented by new fine woods, as well as piano lacquer or carbon-fibre trim to give Maybach customers every opportunity to tailor their saloon as individually as possible.

### **Stone is made for ever**

Decorative elements and trim made from Indian Star Galaxy granite form a stunning contrast. The rare stone is deep black in colour and covered in gold specks. This exquisite natural material has a special aura to it, exhibiting a vibrant brilliance which can only be found in nature – feldspars twinkle in natural stone, glittering and glimmering with three-dimensional crystals that create a fascinating sense of depth. Such effects can never be reproduced with synthetic materials.

### **Unconventional means of bending stone**

To allow the extremely thin stone plates to be also draped around tightly curving surfaces and even corners without losing any of the stone's captivating visual effect, the engineers and designers had to take an unconventional approach. They fastened a thin leaf of the granite to a sort of adhesive film, then broke it up into small particles of almost identical size by passing it between two rollers operating at a precisely defined pressure and speed. Rather than producing a formless mixture, each particle stayed in exactly the same position. As the microcrystalline structure is not destroyed by this treatment, the stone appears to be intact afterwards and retains all of the properties which make it so valuable, yet it can be manipulated into almost any shape.

The stone material has come through the toughest tests with flying colours. Its lightfastness is flawless, while the stone also achieved top marks in crash tests. And little wonder too: after all, there is no rebound momentum with stone, plus, because the trim is composed of stone that has already been

deliberately and precisely segmented, there is no risk of it shattering into sharp fragments, just like with safety glass.

### **Interior lighting: using light as a design feature**

The Maybach designers employ light as a further styling element for stimulating the senses. In addition to the lights which come on automatically when the doors are opened and reading lights which can be switched on at the touch of a button, they also developed an ambient lighting system. This creates a pleasant, diffused lighting effect, which remains switched on even when the car is on the move to produce a special atmosphere in the interior.

### **The panoramic glass roof: transparency at the touch of a button**

The highlight of this sophisticated lighting concept is without doubt the remarkable electro-transparent panoramic glass roof for the Maybach 62 models. It spans the roof liner above the rear passengers like an atrium, allowing light to flood the rear compartment and giving the passengers a rare degree of control over the illumination of their surroundings. It features a liquid crystal membrane of conductive polymer plastic. When an alternating current is applied to it, the crystals in the plastic membrane are arranged in such a way that the glass becomes transparent and allows daylight into the rear of the Maybach 62 models over its entire area. As soon as the power is switched off, the liquid crystals lose their transparent arrangement again and the light is fragmented in all directions. The glass becomes nearly opaque and filters the daylight falling on it to produce a pleasant, diffused glow. This electrically operated transparency function is also used in most countries for the partition screen that can be ordered as an option.

An electrically driven sliding liner rounds off the luxurious lighting package. Its electroluminescent membrane can be switched on at the touch of a button when closed, emitting a pleasant, diffused light over its entire surface. A

potentiometer in the rear console of the Maybach 62 models gives the rear passengers complete control over the illumination of the membrane and strength of the ambient lighting.

### **Out-of-the-ordinary material requests: gold instead of chrome**

Maybach takes the topic of customisation so seriously that even the more exotic special requests expressed by individual customers, such as gold instead of chrome, can be turned into reality. In response to customer requests and taking the Maybach 57 as a basis, the interior appointments specialists at the luxury brand have taken this golden notion to new heights by gold-plating all chrome trim parts in the vehicle interior with a wafer-thin layer of genuine 24-carat gold. The gleam of the gold adds a heightened touch of refinement to the interior of the Maybach Saloon, and harmonises perfectly with the fine woods and the Maybach leathers.

The keys for the luxurious Maybach Saloons are also available in gold.

### **Coats of arms and monograms: personalised perfection**

It goes without saying that Maybach also offers its highly discerning customers plenty of scope to give their high-end luxury saloons an even more prestigious interior. For example, the Maybach Manufaktur can implement owners' requests for their vehicles to be adorned with their monograms and family coats of arms in many different ways - embroidered on the head restraints, printed in gold and silver on piano lacquer using an exclusive silk-screen process, or laser-etched on head cushions, to mention just three examples. Customers - and not just those who are car enthusiasts or collectors of historic Maybach saloons - also have the option of having the Maybach double "M" embossed in the leather of the door panels as a sign of their special attachment to the brand. Of course, they can also choose to have their own monogram or coat of arms embossed there instead.

## Supreme levels of luxury and comfort

- Highly advanced technical solutions provide exemplary safety and outstanding comfort
- Exquisite handcrafted excellence and state-of-the-art automotive technology
- Two body lengths, two engine versions for the ultimate in luxury

In the 1920's and 1930's Maybach, together with Mercedes-Benz, already represented the pinnacle of German and international automotive engineering. Maybach has been continuing this tradition since 2002. Firstly Maybach unveiled the 57 and 62 models, followed in 2005 by the high-performance 57 S and in 2006 by the Maybach 62 S – at that time, the world's most powerful series-produced chauffeur-driven saloon. The Landaulet joined the Maybach family in 2008. And this year, the model range is being expanded once again by the addition of the Maybach Zeppelin, which now spearheads the Maybach brand's luxury saloon line-up.

### **Maybach 57 S: luxury saloon with a high-performance nature**

The "S" in the 57 S model designation stands for "Special" and reflects the fact that Maybach has incorporated a wealth of features specified by its highly discerning customers in the 57 S. It was primarily motoring enthusiasts with sophisticated tastes who enjoy taking the wheel of their Maybach themselves who sought this model's synthesis of luxurious comfort and sporty temperament. In the 57 S model, the latter is provided by the 6.0-litre V12 biturbo engine, which was refined by the high-end specialists at Mercedes-AMG to deliver an output of 450 kW/612 hp and a peak torque of 1000 Newton metres, together with a firmer suspension. This superlative blend of

luxury and driving dynamics makes the Maybach 57 S an ideal high-end luxury saloon for keen owner-drivers who are looking for the very latest high-performance technology and the perfection associated with the Maybach brand.

From the outside, the Maybach 57 S can be distinguished by the powerful styling of its radiator grille, the redesigned light units, its striking 20-inch spoked wheels, as well as a single-tone paint finish in either silver or a black shade that is reserved exclusively for the 57 S and 62 S models. Moving inside, carefully coordinated trim elements in exquisite piano lacquer and sporty carbon fibre combine with the newly designed leather upholstery to tastefully accentuate the impression of dynamism.

### **Maybach 62 S: the mighty chauffeur-driven saloon**

The Maybach 62 S was the fourth model variant and also forms the basis for the Maybach Landauet. It offers a new dimension in travelling comfort, especially for the passengers in the generously proportioned rear compartment of the high-end luxury saloon – not to mention prodigious power output. Like the 57 S model, it is equipped with the modified twelve-cylinder powerplant developing 450 kW/612 hp. The 62 S model is specially designed to be chauffeur-driven and lives up to the very highest expectations in terms of spaciousness, comfort and dynamism. The spaciousness and comfort make for a relaxing ride, whilst the dynamism saves time – two attributes which are both highly appreciated in today's world.

In contrast to the sportier configuration of the 57 S owner-driver model which features tauter suspension, the Maybach engineers have retained the full spring travel for the 62 S in order to achieve an outstanding – indeed, probably unsurpassable – level of ride comfort. Although the suspension marks the absolute pinnacle of automotive engineering in terms of comfort, it also boasts

excellent dynamic characteristics for reliably transferring the power to the road at all times. The fact that these two conflicting requirements have been reconciled so harmoniously testifies to the skill of the Maybach development team.

There are a number of visual touches on the exterior of the Maybach 62 S to distinguish it from the 62 model. As on the 57 S, the modified front end with a redesigned, powerful-looking radiator grille, the distinctive 20-inch spoked wheels and the restyled light units stand out particularly prominently. And like the 57 S model, the Maybach 62 S also features a single-tone paint finish. Inside, carefully coordinated trim elements in classy piano lacquer and sporty carbon fibre create an ambience of exclusive elegance.

#### **Maybach Landaulet: majestic open-air experience**

Up until now, the open-top Maybach Landaulet had been the newest Maybach model. It follows in the tradition of the prestigious Landaulets of the past by allowing its roof to be fully opened in the rear, whilst the chauffeur compartment remains completely enclosed. Passengers can then revel in the sensation of having nothing above them but the sky, a majestic open-air experience that no other car is able to emulate at the current time.

#### **Lavish spaciousness and first-class comfort**

The lavish levels of spaciousness in the rear of the Maybach Landaulet afford an extraordinary standard of comfort. Here, passengers are welcomed by two generously sized individual seats. The seats' chief attraction is that they allow even taller occupants to move them into the sort of reclined position which is normally only associated with the armchair-style seats in the first-class section of modern passenger jets.

### **Immensely powerful V12 plus comfortable suspension**

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The Maybach 62 S provides the technical basis for the Landaulet. Under its bonnet is the updated V12 power unit delivering 450 kW/612 hp and a peak torque of 1000 Newton metres.

Equipped with the AIRMATIC DC (Dual Control) electronically controlled air suspension system and the Adaptive Damping System (ADS II), the Landaulet achieves an outstanding level of ride comfort, whilst at the same time proving that even such a prestigious automobile can display excellent agility and handling qualities.

**Engine**

No. of cylinders/arrangement		12/V, 3 valves per cylinder
Displacement	cc	5980
Bore × Stroke	mm	82.6 × 93.0
Rated output	kW/hp	471/640 at 4800-5100 rpm**
Rated torque	Nm	1000 at 2000-4000 rpm
Compression ratio	ε	9.0 : 1
Mixture formation		Microprocessor-controlled petrol injection with pressure-signal-based load measurement; twin-spark AC ignition; twin turbocharger

**Power transmission**

Transmission		5-speed automatic
Ratios	Final drive	2.82
	1st gear	3.60
	2nd gear	2.19
	3rd gear	1.41
	4th gear	1.00
	5th gear	0.83
	Reverse	-3.17

**Chassis and suspension**

Front axle	Double-wishbone suspension, AIRMATIC DC full air suspension system with level control, anti-dive control, torsion bar stabiliser	
Rear axle	Multi-link independent suspension, AIRMATIC DC full air suspension system with level control, anti-squat and anti-dive control, torsion bar stabiliser	
Braking system	Sensotronic Brake Control electrohydraulic braking system, internally ventilated disc brakes all round, drum-type parking brake at rear, ABS, Brake Assist, ESP®	
Steering	Power-assisted recirculating-ball steering, steering damper	
Wheels	8.5 J × 20	
Tyres	275/45 R 20	

**Dimensions and weights**

Wheelbase	mm	3390
Track width, front/rear	mm	1675/1695
Overall length	mm	5728
Overall width	mm	1980
Overall height	mm	1557
Turning circle	m	13.38
Boot capacity max.*	l	605
Kerb weight acc. to EC	kg	2735 (acc. to DIN: 2660 kg)
Payload	kg	525 (acc. to DIN: 600 kg)
Perm. gross vehicle weight	kg	3260
Tank capacity/inc. reserve	l	110/14

**Performance and fuel consumption**

Acceleration 0-100 km/h	s	4.9
Top speed	km/h	275
Fuel consumption, NEDC comb.l./100 km		16.4**

\* according to VDA measuring method

\*\* provisional figure

**Engine**

No. of cylinders/arrangement		12/V, 3 valves per cylinder
Displacement	cc	5980
Bore × Stroke	mm	82.6 × 93.0
Rated output	kW/hp	471/640 at 4800-5100 rpm**
Rated torque	Nm	1000 at 2000-4000 rpm
Compression ratio	ε	9.0 : 1
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	Reverse	-3.17

**Chassis and suspension**

Front axle	Double-wishbone suspension, AIRMATIC DC full air suspension system with level control, anti-dive control, torsion bar stabiliser	
Rear axle	Multi-link independent suspension, AIRMATIC DC full air suspension system with level control, anti-squat and anti-dive control, torsion bar stabiliser	
Braking system	Sensotronic Brake Control electrohydraulic braking system, internally ventilated disc brakes all round, drum-type parking brake at rear, ABS, Brake Assist, ESP®	
Steering	Power-assisted recirculating-ball steering, steering damper	
Wheels	8.5 J × 20	
Tyres	275/45 R 20	

**Dimensions and weights**

Wheelbase	mm	3827
Track width, front/rear	mm	1675/1695
Overall length	mm	6165
Overall width	mm	1980
Overall height	mm	1573
Turning circle	m	14.82
Boot capacity max.*	l	605
Kerb weight acc. to EC	kg	2855 (acc. to DIN: 2780 kg)
Payload	kg	525 (acc. to DIN: 600 kg)
Perm. gross vehicle weight	kg	3380
Tank capacity/inc. reserve	l	110/14

**Performance and fuel consumption**

Acceleration 0-100 km/h	s	5.1
Top speed	km/h	250
Fuel consumption, NEDC comb.l./100 km		16.4**

\* according to VDA measuring method

\*\*provisional figure