

Maybach 57 S DVD Script

Revised 9/16

Part I: Driving Dynamics

Can a modern luxury automobile capture the feeling of flying a private jet? Can it turn a sinuous mountain road into a pleasure drive, catapulting you from curve to curve with the power and alacrity once reserved for exotic sports cars? And can it deliver this experience while enveloping the driver and passengers in ultimate luxury and quiet?

One car can: the new Maybach 57 S.

Maybach inaugurated a new ultra-premium luxury class when it debuted in 2003, but the Maybach name can be traced to the dawn of the automotive age. At the turn of the twentieth century, one visionary bravely dismissed the numerous concepts for “horseless carriages” of the day and set the pattern for all other car builders to follow. Wilhelm Maybach was the engineering genius behind the first Mercedes, the vehicle that created the blueprint for the modern automobile.

Later, in the 1920s and '30s, Wilhelm Maybach's son Karl applied his own passion for engineering to create some of the world's most powerful and exclusive luxury automobiles. Such a perfectionist was Karl that each car to bear the Maybach name had to be individually commissioned and built.

It was only fitting that Maybach would later join the same manufacturing family as Mercedes-Benz. And more fitting still that, at the dawn of the twenty-first century, Mercedes-Benz would honor Maybach's place in automotive history with a new range of high-performance, ultra-luxury automobiles.

Now, just as 70 years ago, the dedication to perfection behind the Maybach name requires that each car be individually commissioned and crafted. That same passion has

inspired Maybach to introduce its third model, the 57 S. The “S” stands for Special -- but one drive will render that an understatement.

The Maybach 57 is already one of the world’s most exclusive and powerful automobiles. Its twin-turbo V-12 produces jet-like thrust, and the interior cossets the driver and passengers in luxury befitting a custom yacht.

In all respects, the new 57 S raises the bar higher still.

For even greater power, the Maybach 57 S features a hand-built 6.0-liter twin-turbo V-12 from the high-performance and racing experts at Mercedes-AMG. This amazing powerplant produces 604 horsepower compared to 543 in the standard 57 model. Perhaps even more impressive, the 57 S engine produces a staggering 738 pound-feet of torque. Torque is the force that accelerates a car, and the Maybach 57 S boasts 54-percent greater peak torque than the Bentley Continental Flying Spur.

If the Maybach 57 accelerates like a jet on takeoff, then perhaps the 57 S can be described as a jet with an afterburner. Press deep into the accelerator pedal, and the 57 S can rocket from zero to 60 miles per hour in under five seconds. Top track speed is electronically limited to 172 mph.

The 5-speed automatic transmission smoothly channels the massive torque of the twin turbo V-12, using computer control to select the precise gear for optimal performance. For a more engaging driving experience, the driver can shift manually simply by nudging the shift lever to the right for upshifts and to the left for downshifts. Holding the shifter handle to the left signals the transmission to select the ideal gear to decelerate or accelerate the 57 S.

Still a supremely quiet automobile, the Maybach 57 S proudly broadcasts the sound of its extraordinary performance through new dual rectangular stainless steel exhaust tips.

Maybach automobiles are no less impressive when the road throws a curve, with handling prowess that belies the car's majestic size. The 57 S takes handling performance to an even higher level with its specially modified sport chassis, 20-inch wheels and special Michelin Pilot Sport tires. The vehicle's dynamic handling systems have likewise been tuned to perform

Whether you are piloting the 57 S through the Berkshires or the Blue Ridge Mountains, or hugging the California coastline on Highway 1, you will feel astonishing grip through every curve.

The flat cornering response of the 57 S can impress even the most ardent sports car aficionados. Yet, the driver and passengers will still enjoy the incomparable quiet and smoothness that is Maybach.

Just as pressing the 57 S accelerator unleashes a torrent of jet-like thrust, applying the brakes reduces speed like the arrestor cable on an aircraft carrier.

The Maybach 57 S may be the most complete grand touring automobile ever made. It underscores both the brand's ultra-performance character and its heritage of custom-tailored luxury and craftsmanship. The 57 S is perhaps the model that Karl Maybach might have ordered for himself.

Part II: Exterior and Interior Walk-through

the all-new Maybach 57 S conveys its heightened performance capability through exclusive and subtle design elements, outside and inside.

The 57 S is, in essence, a special model commissioned by the Maybach engineers and designers. Its appearance has been made more exclusive by offering the car only in silver or black exterior colors, and by a restyled front end and other unique exterior details.

Even though the Maybach 57 is an exclusive vehicle to start with, the designers took the extra steps to make the 57 S stand apart from the standard model. In front, the 57 S features its own exclusive variation on the Maybach grille, highlighted by a new dual-louver design. Body-color headlamp surrounds and fog lamps set in chrome nacelles complete the distinct face for the 57 S.

At the side, the newest Maybach model displays discrete “57 S” badges, and its most prominent new feature is the 11-spoke 20-inch wheel.

The Maybach 57 S also sits just over a half-inch lower than the standard 57, one of the chassis modifications that help to enhance the car’s handling. Lowering the car also contributes to a visually more road-hungry stance.

Stepping to the rear of the 57 S, the most obvious change from the standard model is the redesigned lower apron that houses new rectangular stainless steel exhaust tips.

Understatement dictated a discrete “57 S” badge on the right side of the trunk lid, with Maybach script on the left side.

(Fade to interior ...)

Inside the 57 S, the Maybach designers specially tailored the interior finishes to match the car’s more sporting character.

Modifications that seem subtle when described make a dramatic impact when seen and felt. These alterations have been designed to appeal to the discerning customer who associates high-performance with particular finishes and textures.

The steering wheel in the 57 S, trimmed in black partially perforated leather rather than the leather and wood of the standard model, underscores this model’s driver enthusiast orientation.

The 57 S replaces much of its wood trim with highly polished genuine carbon fiber – a lightweight, but strong material used in racecars and in the aerospace industry. In the 57 S, the carbon fiber is accented by additional rich-looking piano lacquer.

The overall effect is one of more mechanical, mission-focused performance, yet still projecting the ultra-high quality ambiance that characterizes all Maybach models.

The gear selector is fully finished in leather in the interior color. Here, too, the 57 S offers two exclusive choices to the customer. Shown is the Aspen white Grand Nappa with black piping.

The Nubuck leather door trim, which is also used in the front and rear seat bases in the Maybach 57, is replaced by Nappa leather in the 57 S – another subtle but key interior difference.

The headliner is finished in anthracite-color Alcantara and the carpeting features a ribbed design with leather piping.

The pillows have been deleted from the rear headrests on the 57 S, again underscoring this sedan's performance capabilities.

In all other respects, the Maybach 57 S offers all of the luxury of the standard 57 model – including, for example, the comprehensive onboard entertainment system with DVD player, Bose audio system and dual, rear LCD screens, as well as a rear console refrigerator.

In short, the Maybach 57 S delivers the ultimate grand touring experience today – a truly unparalleled combination of stunning performance, handcrafted luxury and utmost exclusivity.

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