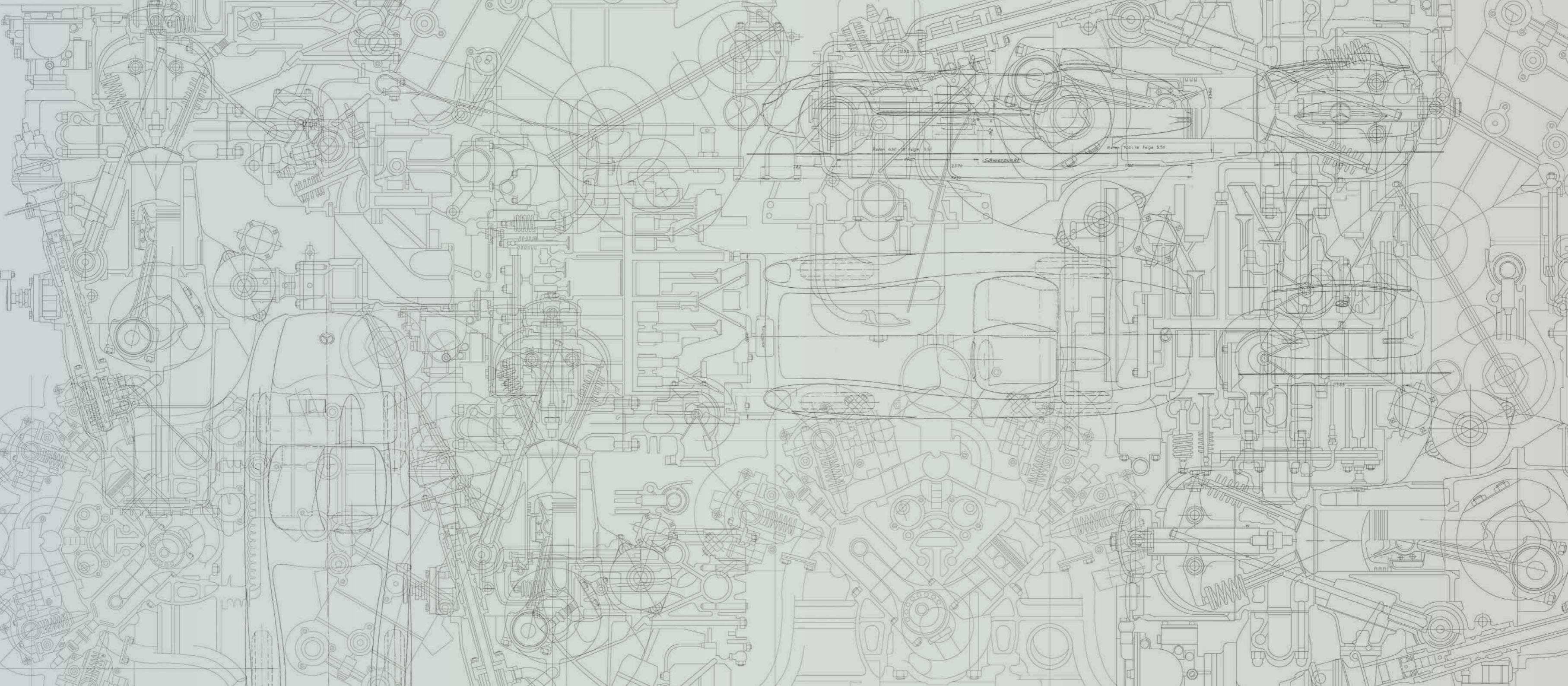
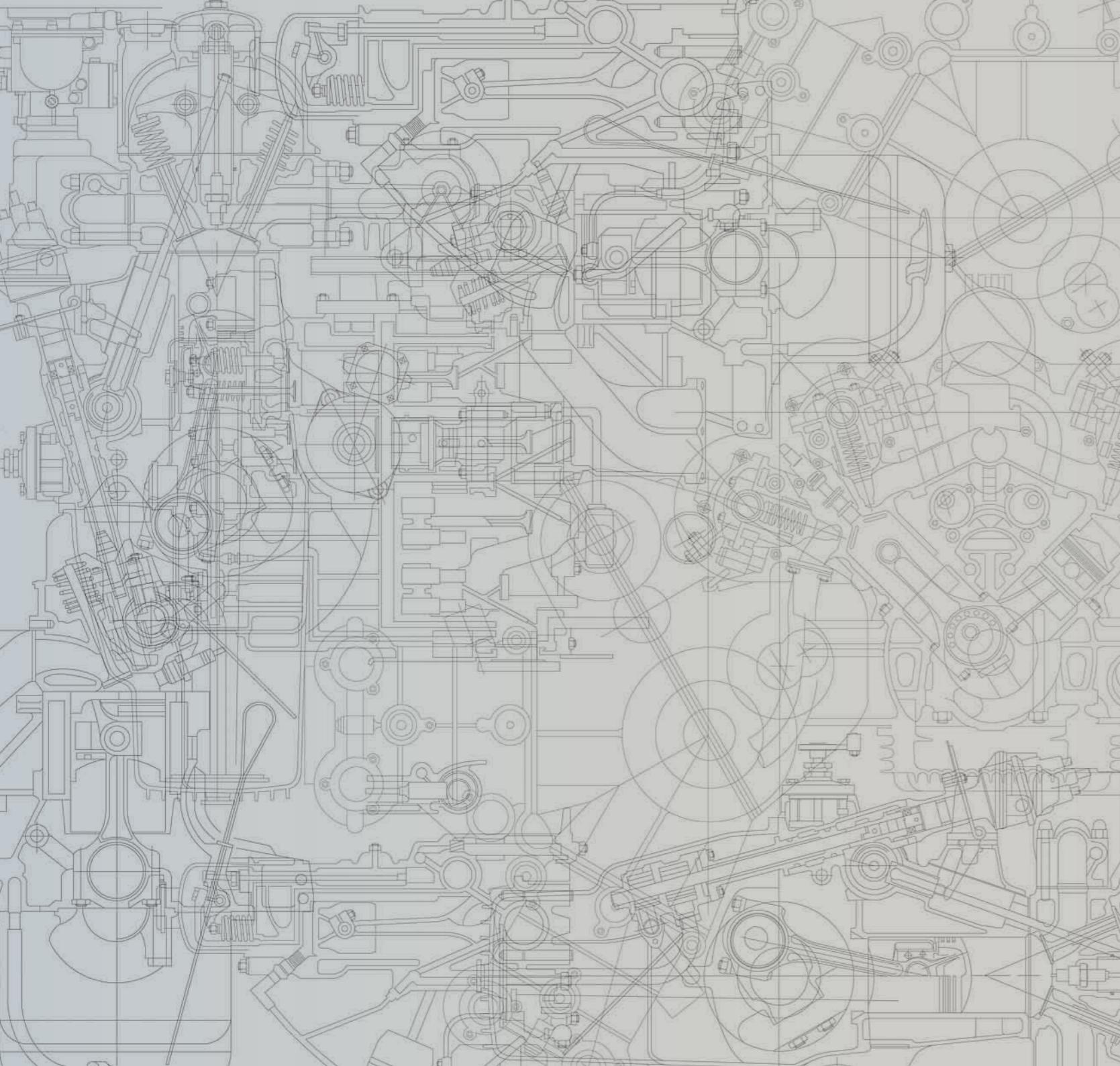


Mercedes-Benz SLR McLaren

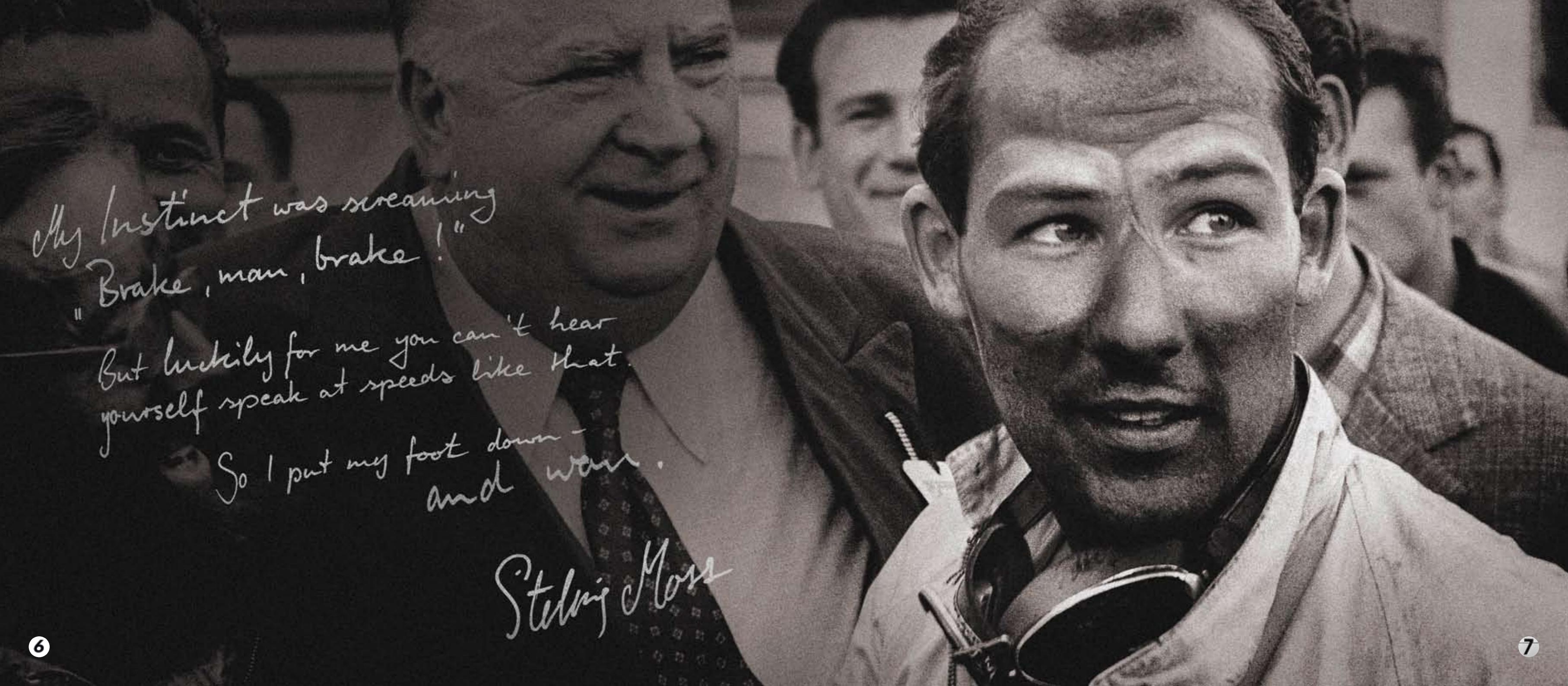


Stylized signature text reading "Stylized Man" in a flowing, handwritten font, with a small graphic of three chevrons pointing to the right at the end of the word "Man".





Mercedes-Benz SLR McLaren  
Stirling Moss

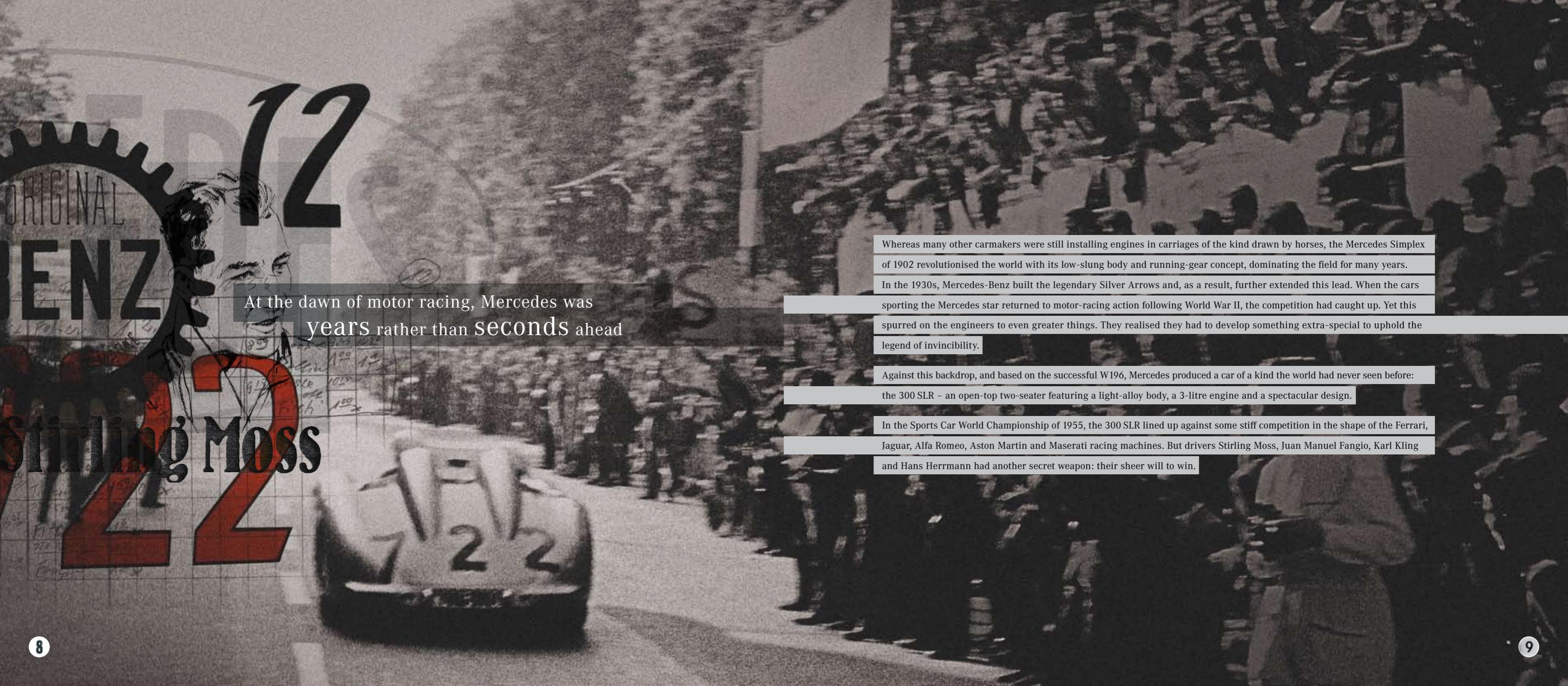


My instinct was screaming  
"Brake, man, brake!"

"But luckily for me you can't hear  
yourself speak at speeds like that.

So I put my foot down  
and won.

Stirling Moss



ORIGINAL  
BENZ

12

At the dawn of motor racing, Mercedes was  
years rather than seconds ahead

Stirling Moss

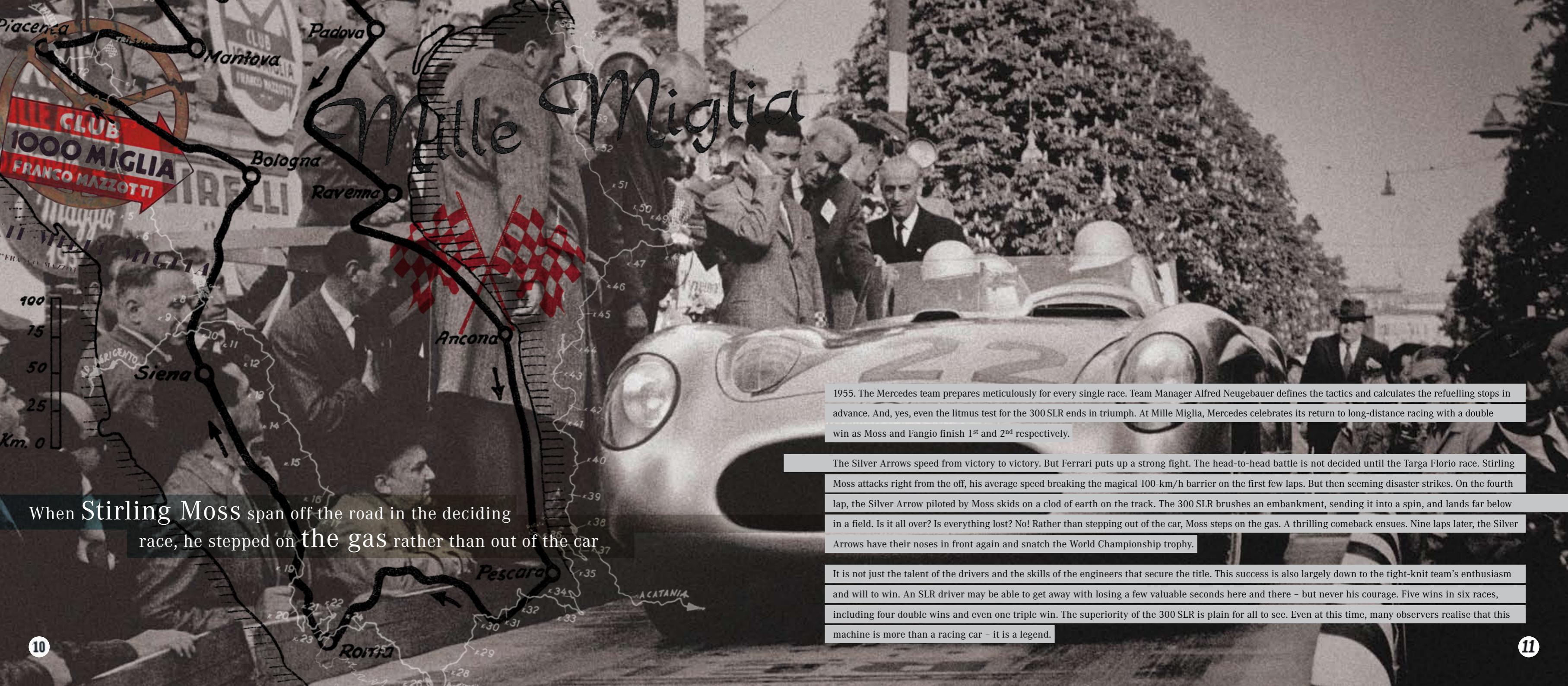
2

Whereas many other carmakers were still installing engines in carriages of the kind drawn by horses, the Mercedes Simplex of 1902 revolutionised the world with its low-slung body and running-gear concept, dominating the field for many years.

In the 1930s, Mercedes-Benz built the legendary Silver Arrows and, as a result, further extended this lead. When the cars sporting the Mercedes star returned to motor-racing action following World War II, the competition had caught up. Yet this spurred on the engineers to even greater things. They realised they had to develop something extra-special to uphold the legend of invincibility.

Against this backdrop, and based on the successful W196, Mercedes produced a car of a kind the world had never seen before: the 300 SLR – an open-top two-seater featuring a light-alloy body, a 3-litre engine and a spectacular design.

In the Sports Car World Championship of 1955, the 300 SLR lined up against some stiff competition in the shape of the Ferrari, Jaguar, Alfa Romeo, Aston Martin and Maserati racing machines. But drivers Stirling Moss, Juan Manuel Fangio, Karl Kling and Hans Herrmann had another secret weapon: their sheer will to win.

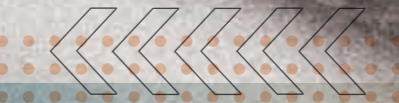


When Stirling Moss span off the road in the deciding race, he stepped on the gas rather than out of the car

1955. The Mercedes team prepares meticulously for every single race. Team Manager Alfred Neugebauer defines the tactics and calculates the refuelling stops in advance. And, yes, even the litmus test for the 300 SLR ends in triumph. At Mille Miglia, Mercedes celebrates its return to long-distance racing with a double win as Moss and Fangio finish 1<sup>st</sup> and 2<sup>nd</sup> respectively.

The Silver Arrows speed from victory to victory. But Ferrari puts up a strong fight. The head-to-head battle is not decided until the Targa Florio race. Stirling Moss attacks right from the off, his average speed breaking the magical 100-km/h barrier on the first few laps. But then seeming disaster strikes. On the fourth lap, the Silver Arrow piloted by Moss skids on a clod of earth on the track. The 300 SLR brushes an embankment, sending it into a spin, and lands far below in a field. Is it all over? Is everything lost? No! Rather than stepping out of the car, Moss steps on the gas. A thrilling comeback ensues. Nine laps later, the Silver Arrows have their noses in front again and snatch the World Championship trophy.

It is not just the talent of the drivers and the skills of the engineers that secure the title. This success is also largely down to the tight-knit team's enthusiasm and will to win. An SLR driver may be able to get away with losing a few valuable seconds here and there – but never his courage. Five wins in six races, including four double wins and even one triple win. The superiority of the 300 SLR is plain for all to see. Even at this time, many observers realise that this machine is more than a racing car – it is a legend.

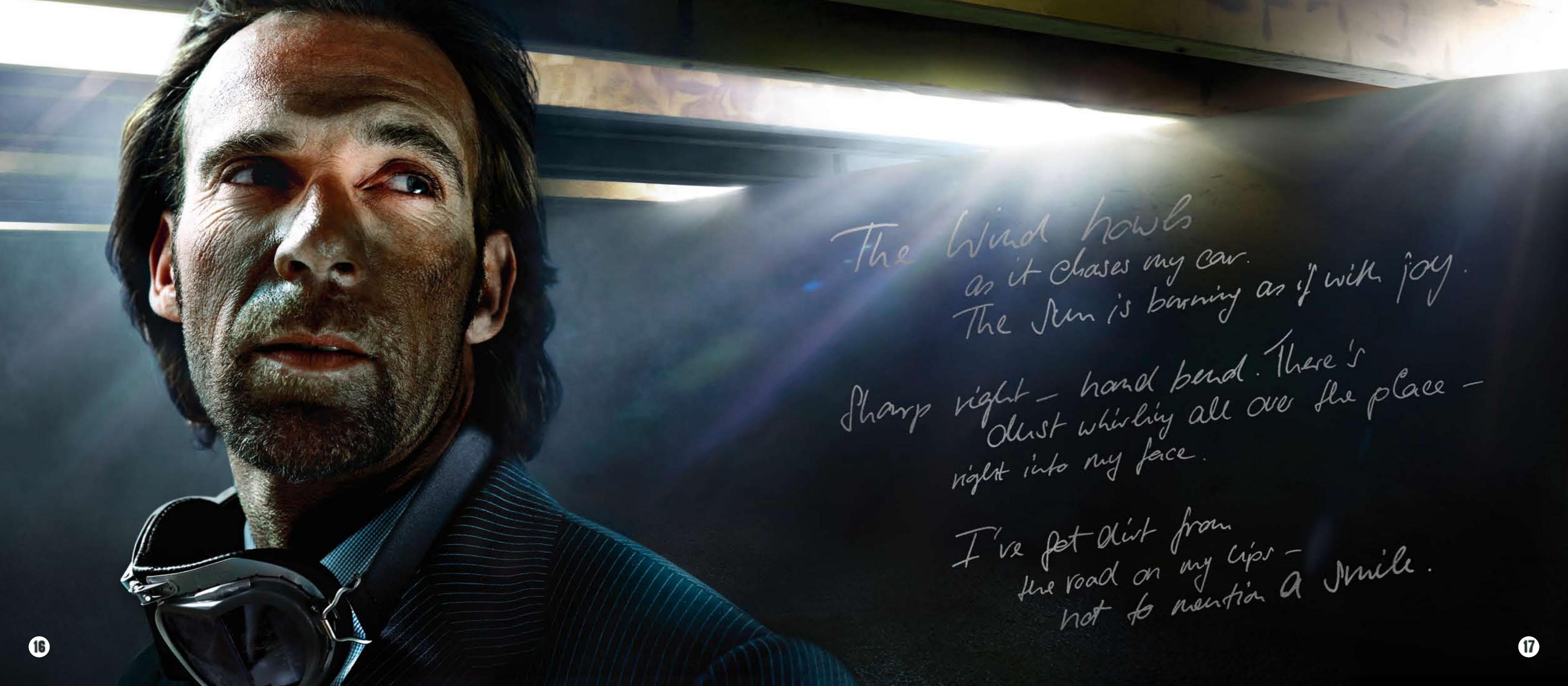


The 300 SLR was often compared with  
Rita Hayworth. How flattering for her



“The body may have changed,  
but the SOUL remains the same” *Stirling Moss*

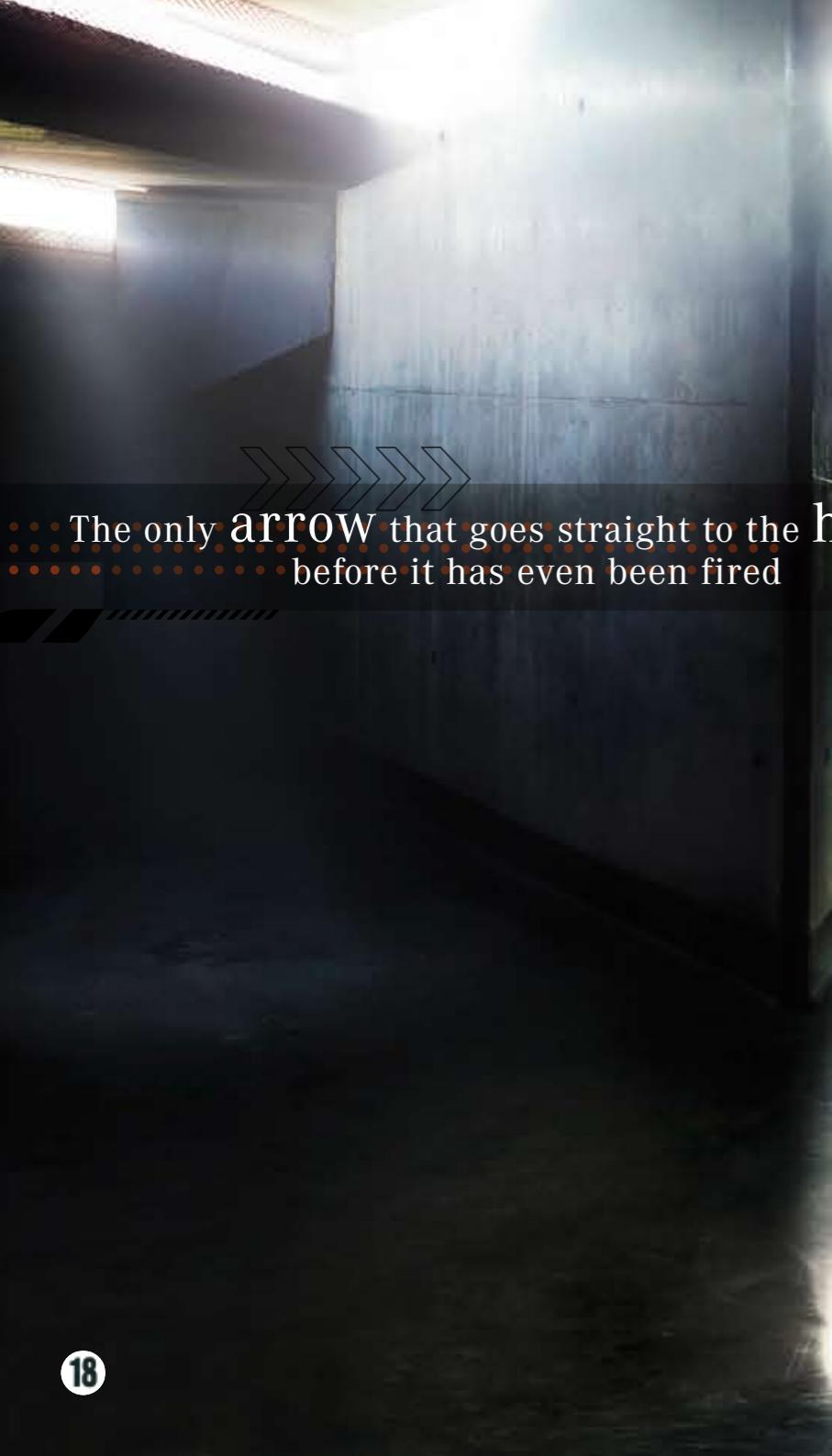
Mercedes-Benz and McLaren are reviving the legend of the 300 SLR. With the SLR Stirling Moss, they rekindle the feeling of yesteryear in what is the final, ultimate chapter of the SLR saga. A sports car like a crack of thunder. Phenomenal. Powerful. Extreme. The SLR Stirling Moss is strictly limited to 75 carefully hand-crafted models. A concept car that belongs on the road, not on a piece of paper in a desk drawer.



The Wind howls  
as it chases my car.  
The Sun is burning as if with joy.

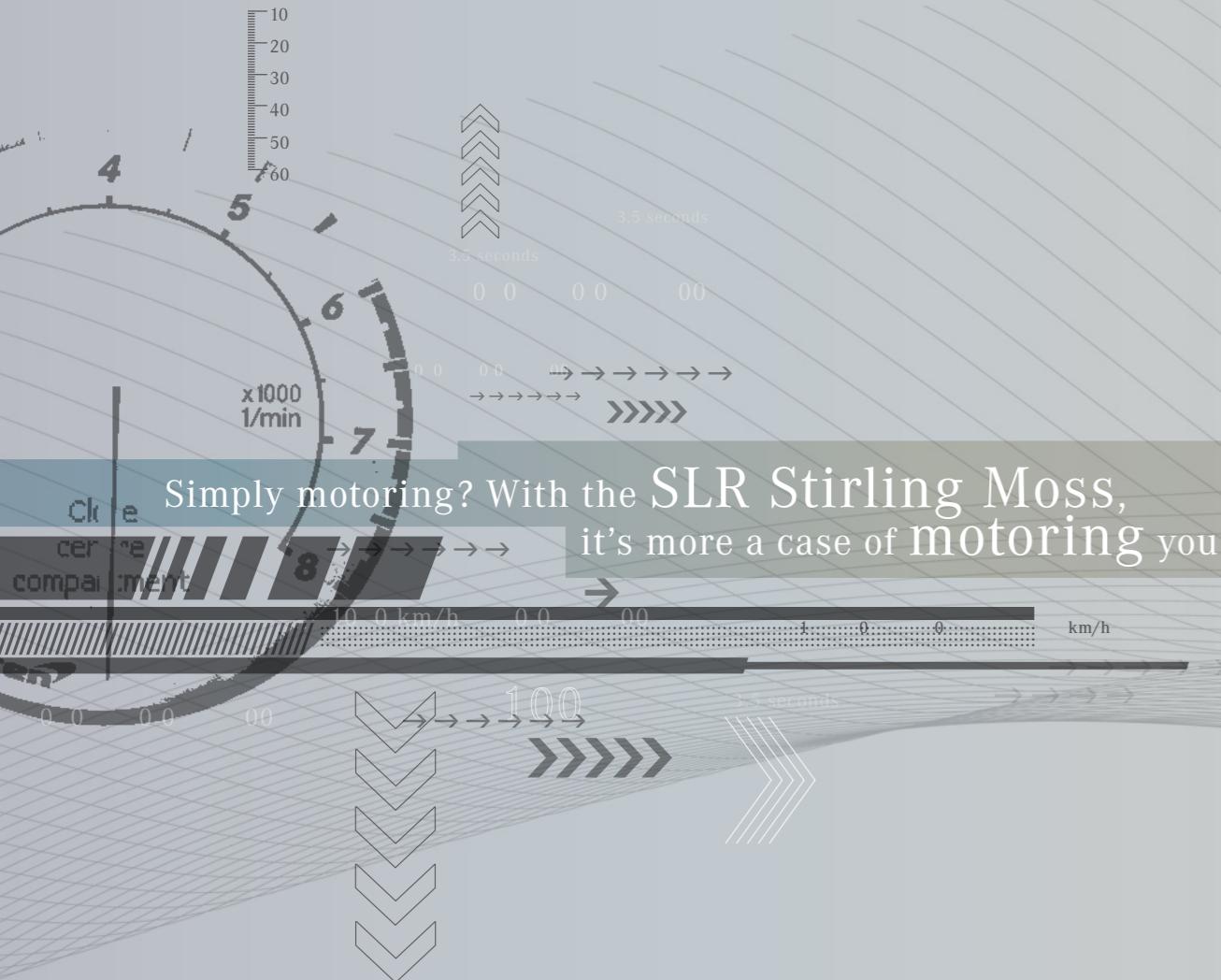
Sharp right-hand bend. There's  
dust whirling all over the place -  
right into my face.

I've got dirt from  
the road on my lips -  
not to mention a smile.



The only arrow that goes straight to the heart  
before it has even been fired





This particular Mercedes-Benz impresses on account of what it lacks rather than what it has. No windscreen. No roof. No radio. No telephone. No doubt: like the legendary 300 SLR before it, the SLR Stirling Moss is pared down to the bare essentials.

For an intense, pure driving feeling. A mere dab of the accelerator, and it's as if you had fired a catapult. The SLR shoots away, the sheer acceleration pushing you back into your seat. You break the 100-km/h barrier in less than 3.5 seconds, the landscape around you just a bright blur. The wind tries to catch you – but you're just too fast.

The speedo needle pulsates. Just like your heart. Leaves swirl up. Just for a second, you wish you had a windscreen again. But then you suddenly realise. The glass would keep the wind and weather at bay. But also the enjoyment, power, intensity and excitement of driving. You feel wind, sun, the road, the SLR and nature. All fused together to deliver an indescribable feeling.

This is motoring in its most unadulterated form.

A gripping and absorbing experience only previously felt by the likes of legendary racing drivers such as Stirling Moss. A raucous symphony for all the senses. The car powers on past the 300-km/h mark. But this is just the start. Your first 26 seconds of SLR Stirling Moss.



Adrenaline in the blood? SLR drivers  
have **blood** in their adrenaline





My wife expressed  
concern that driving  
a car like this might be bad  
for my heart.

I had to laugh as I replied:  
no way!

It would be bad for my heart  
not to drive it.



Not built by engineers.  
Crafted by enthusiasts with engineering degrees

To build a car like this, you need more than superior technology and the finest high-tech materials. You need engineers who, rather than simply doing their job, make their dreams come true through their work. Engineers who think about the impossible for so long that it becomes possible. Engineers who refuse to accept limits, preferring instead to redefine them again and again. Only then can masterpieces like the SLR Stirling Moss be created.



It may be possible to create the **WORLD** in seven days.  
But not a **Car** like this

We spent countless hours honing the technology of the SLR Stirling Moss. After all, it follows in the footsteps of a true icon: the legendary 300 SLR. This fact alone spurred on our engineers to achieve something truly special.

The powerplant more than lives up to this billing: an AMG V8 supercharged engine with a displacement of 5.5 litres and an output of 650 hp at 6500 rpm. All of which makes for a top speed of 350 km/h. At such high speeds, further high-tech components come into play, namely the carbon ceramic brakes, which are capable of withstanding friction temperatures of up to 1200 degrees Celsius.

To teach drivers how to harness this extraordinary power, we founded the SLR Club. Here drivers from all over the world meet to attend driving training courses under the patronage of Stirling Moss. In addition to this, the SLR Club stages exclusive tours to the world's most coveted travel destinations, taking in some stunning scenery along the way. At Mille Miglia, the SLR drivers can even accompany the "Classic Cars" field – a unique opportunity for owners of current sports cars.



What lights up more?  
High beam or your eyes?



Traction that makes you feel like  
the road is embracing the car

Every last aspect of the car's aerodynamics has been cleverly conceived to stop the "gullwing" model from literally taking off. A fully enclosed underbody and a large diffuser at the rear increase the downforce on the road, while the Airbrake is raised automatically when braking at speeds above 120 km/h in order to provide extra stability. This detail is another reminiscence to the 300 SLR, which had the moving flap installed behind the cockpit especially for the Le Mans 24-hour race.



The carbon-fibre body is up to 30 percent lighter than its aluminium counterpart. But we didn't stop there. To make the car even lighter still, we dispensed with almost 200 kg of weight compared to the SLR Roadster 722 S. The upshot: less mass and, therefore, more agility.

The engine and the transmission combine to send the 650 hp to the road with an assured smoothness, while the sound goes straight to your eardrums. All of the components work perfectly together, allowing you to keep this sheer dynamism safely under control. Right up to the limit.



The body creates downforce to optimise wheel traction, while the tautly tuned suspension responds to each movement of the steering wheel with unerring precision. Another major factor behind the perfect handling is the balanced weight distribution between the front and rear axle. For you, this means extreme dynamism as well as maximum safety, directional stability and road adhesion.



Sometimes  
I stand in the garage,  
looking at my SLR.

I think fondly about  
my last drive in it  
and look forward to the  
next one.

Shame you can't admire it  
and drive it  
at the same time.



You'll have to **think** of some new words.

Because there are none to describe this look



Not all Works of art are painted  
with a brush. Some are sprayed

Before they were even finished, the 75 SLR Stirling Moss models had already been allocated to their owners. Many enthusiasts expressed a desire for the super sports car – but very few will be lucky enough to get one. Only the most loyal of SLR customers have received this ultimate reward.

Due to the strictly limited number of models being built, Mercedes-Benz and McLaren were able to offer the future owners an experience that would not otherwise have been possible: the 75 drivers were invited to attend workshops in Stuttgart, where they alone were able to marvel at the new SLR before anyone else. Since the car was still in the development stage, full-scale models were used to present the exterior and interior design.

But that was not all as the proud owners were also able to configure their cars to their exact requirements by choosing from the available range of colours and materials. The result: 75 unique entities. This would not normally be possible. But then what is normal about a sports car like this?



There's no interior mirror.

But there's plenty to see behind



Acceleration even when parking:  
onlookers' hearts start beating faster

Even when it is not moving, the SLR Stirling Moss positively exudes sportiness. Not least thanks to the absence of the roof and windscreen, which makes the body appear longer. When the tonneau cover is closed, the sports car has the look of a timelessly elegant sculpture.

The puristic shape of the SLR Stirling Moss immediately brings to mind its glorious heritage: the 300 SLR. Many of the details likewise reflect this, for example the scoops. Not to mention the ventilation grilles on the bonnet, the flanks and the swing-wing doors. Even the asymmetry of the design elements harks back to the legendary automobile of the 1950s, while the ventilation slot on just one side and the small, offset front windows further emphasise the thrilling exterior.

Eye-catching features when the sports car is viewed from the side include the beguiling contrast between the elongated, seemingly endless bonnet and the compact, masculine rear end. The unfussy, powerful shape of the wings and the characteristic roll-over bars are a blend of the traditional and the modern whilst the rear end with its flat lights and powerful diffuser further underline the car's sporty presence, as does the classic Silver Arrow front end with its simple headlamps.

In short, the SLR Stirling Moss is sheer dynamism in its most captivating form.



Normally Wings are spread before flight.  
But here they are folded in



Every drive in the SLR ends up in the same place:  
etched in your **memory**

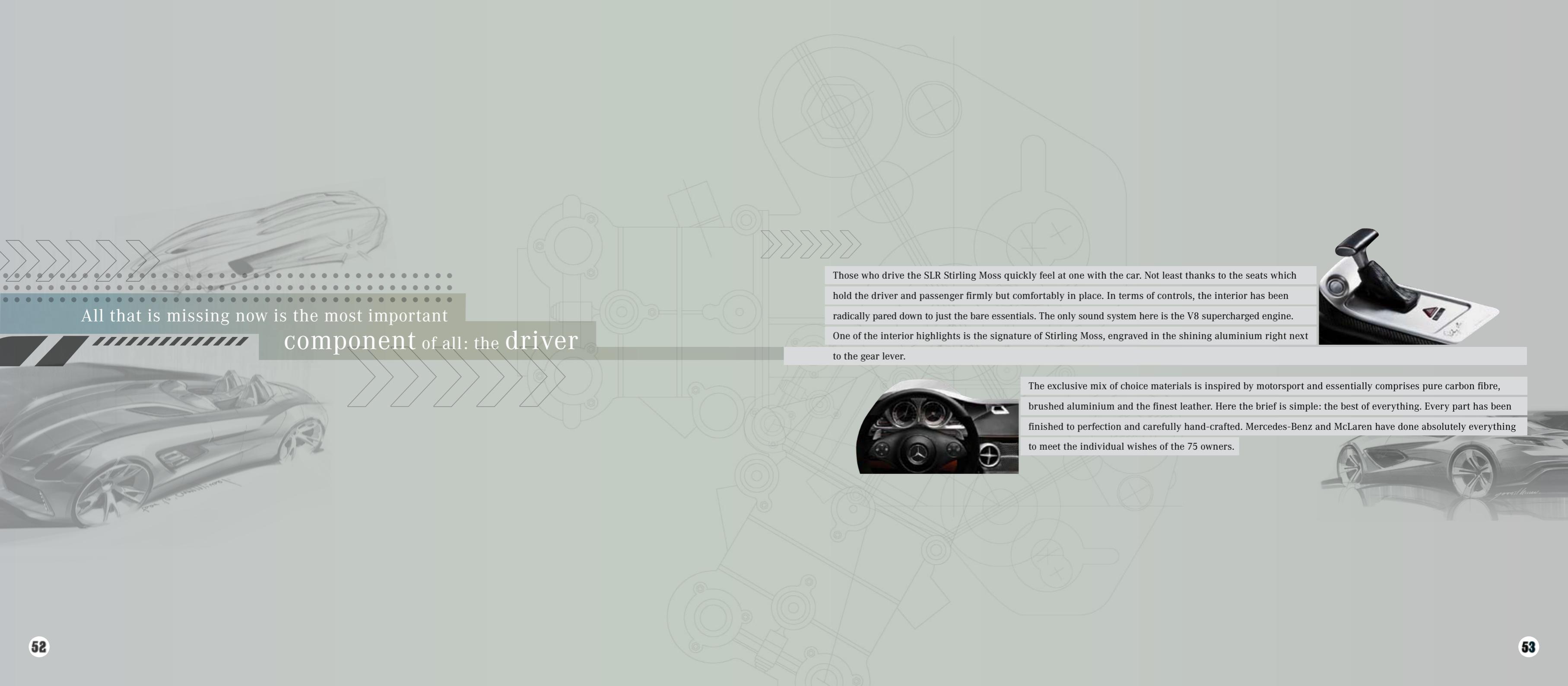


The only desire greater than that  
of building it was driving it





No satellite navigation. But it still finds  
its way into your heart



All that is missing now is the most important component of all: the driver



Those who drive the SLR Stirling Moss quickly feel at one with the car. Not least thanks to the seats which hold the driver and passenger firmly but comfortably in place. In terms of controls, the interior has been radically pared down to just the bare essentials. The only sound system here is the V8 supercharged engine. One of the interior highlights is the signature of Stirling Moss, engraved in the shining aluminium right next to the gear lever.



The exclusive mix of choice materials is inspired by motorsport and essentially comprises pure carbon fibre, brushed aluminium and the finest leather. Here the brief is simple: the best of everything. Every part has been finished to perfection and carefully hand-crafted. Mercedes-Benz and McLaren have done absolutely everything to meet the individual wishes of the 75 owners.



The story began with Stirling Moss.

Now 75 new drivers can write the next chapter

The 300 SLR was not just an idea for the 1950s. It was a concept for eternity. It is timelessly captivating. With the SLR Stirling Moss, the designers and engineers at Mercedes-Benz and McLaren have delivered a new take on this classic theme. As well as revisiting time-honoured tradition, they also looked ahead. The result is a high-tech dream with a glorious past but also a bright future. Drivers like Stirling Moss wrote the legend.

Now it is time to revive and continue it.

To this end, 75 drivers are starting out in their own personalised versions of the SLR Stirling Moss. 75 drivers from many different countries around the globe. But they all have one thing in common: a passion and an enthusiasm for this most unique of automobiles.

Gentlemen, start your engines!

Mercedes-Benz SLR McLaren Stirling Moss

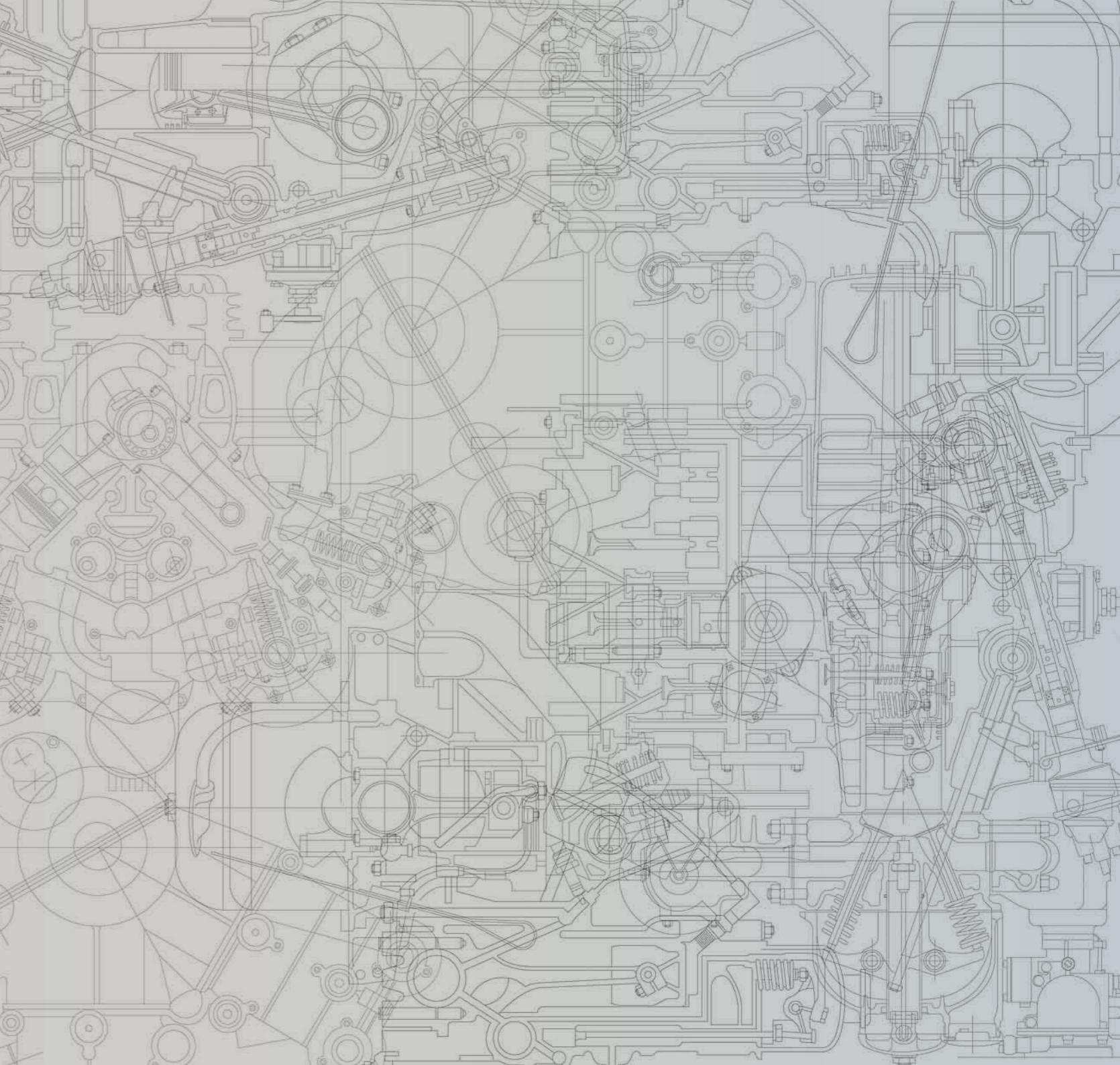
No. of cylinders/arrangement	8/V
Total displacement (cc)	5439
Rated output <sup>1</sup> kW (hp) at rpm	478 (650)/6500
Rated torque (Nm at rpm)	820/4000
Acceleration from 0 to 100 km/h (s)	< 3.5
Top speed (km/h)	350
CO <sub>2</sub> emissions <sup>2</sup> (g/km) combined	348
Fuel consumption <sup>3</sup> combined (l/100 km)	14.5

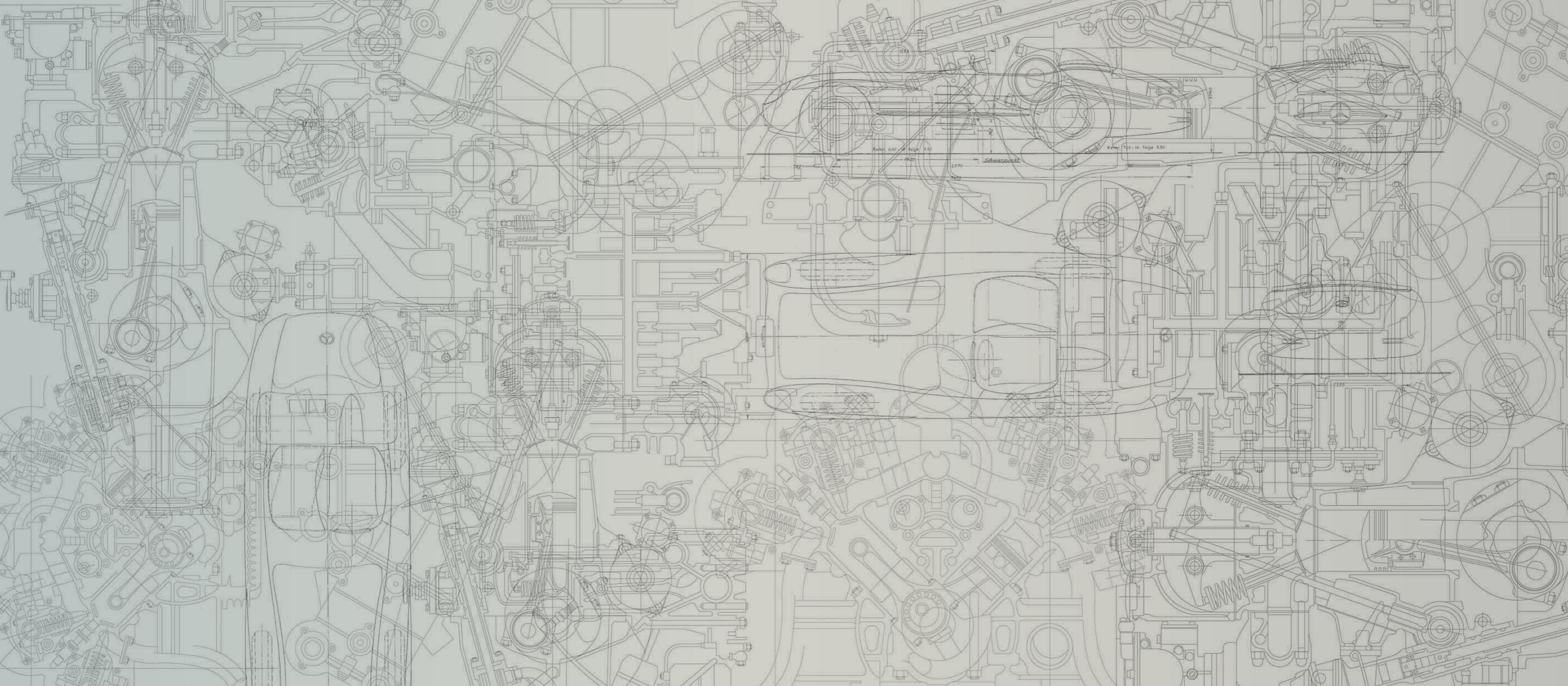
<sup>1</sup> Figures according to Directive 80/1269/EEC, version 1999/99/EC

<sup>2</sup> The figures shown were obtained in accordance with the prescribed measuring process (Directive 80/1268/EEC in the currently applicable version). The figures are not based on an individual vehicle and are not part of the product offer; they are provided solely for purposes of comparison between different vehicle models

<sup>3</sup> Figures according to DIN 70020 (kerb weight with fuel tank 90 % full, no occupants) for standard-specification vehicles. Optional extras and accessories will generally increase this figure and reduce the payload capacity accordingly

This may mark the end of the model series. But the legend  
will always live on. SLR forever.





**Please note:** changes may have been made to the product since this brochure went to press (15.02.2009). The manufacturer reserves the right to make changes to the design, form, colour and specification during the delivery period, provided these changes, while taking into account the interests of the vendor, can be deemed reasonable with respect to the purchaser. Where the vendor or the manufacturer uses symbols or numbers to describe an order or the subject of an order, no rights may be derived solely from these. The illustrations may show accessories and items of optional equipment which are not part of standard specification. Colours may differ slightly from those shown, owing to the limitations of the printing process. This brochure has been compiled by Daimler AG of Germany and is distributed internationally. It provides a general indication of the range of models, features, optional extras, colours and/or services available in various countries. Some of the models, features, optional extras, colours and/or services may not be available in your country, or may only be available in a different specification. Additionally some models, features, optional extras, colours and/or services may only be available in combination with others. For current and more specific information in relation to the range of models, features, optional extras, colours and/or services available in your country, and their pricing, you should contact your nearest authorised Mercedes-Benz Passenger Car Dealer.

[www.mercedes-benz.com](http://www.mercedes-benz.com)