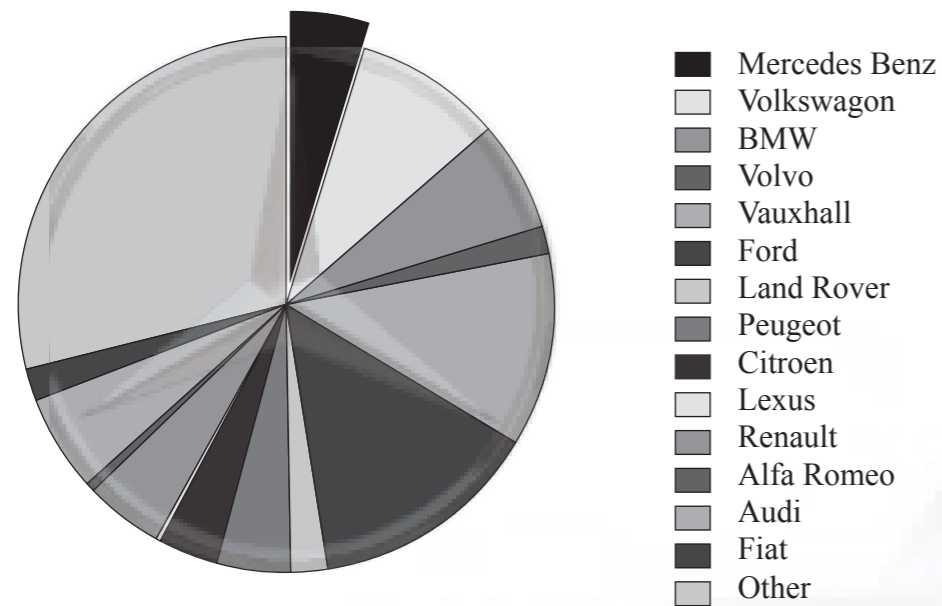


The Brand



“A Mercedes has to have a certain presence, It should look like a luxury car. We have a long history of the brand and we have to respect that history.”

“The best or nothing.”

“perfection, fascination and responsibility”

We invented the automobile – now we are passionately shaping its future. As a pioneer of automotive engineering, we feel inspired and obliged to continue this proud tradition with groundbreaking technologies and high-quality products.

Our philosophy is clear: we give of our best for customers who expect the best - and we live a culture of excellence that is based on shared values. Our corporate history is full of innovations and pioneering achievements; they are the foundation and ongoing stimulus for our claim to leadership in the automotive industry.

The principle of sustainable mobility underlies all of our thoughts and actions. Our goal is to successfully meet the demands of future mobility. And in doing so, we intend to create lasting value - for our shareholders, customers and workforce, and for society in general.



Competitors

Audi 2011 UK sales: 7577



BMW 2011 UK sales: 8985



Mercedes-Benz 2011 UK sales: 5916



Bentley 2011 UK sales: 70



Lexus 2011 UK sales: 551



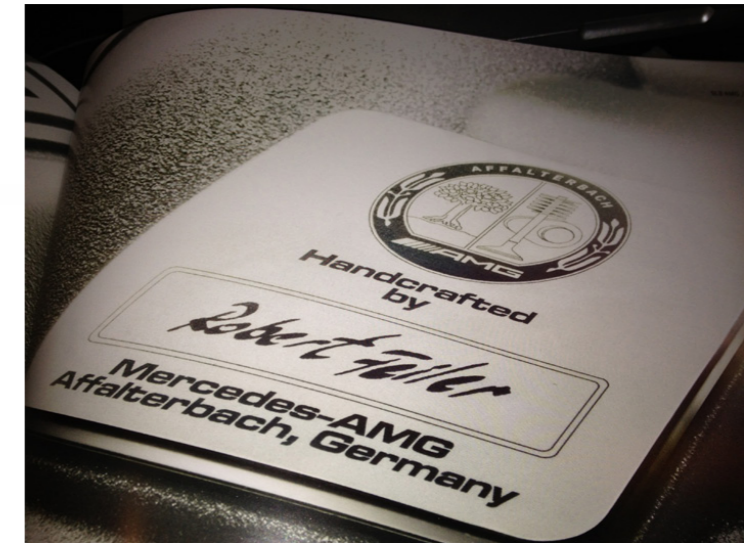
Watch identity

Which high end brand watch suits a car brand best?



Inspiring parts

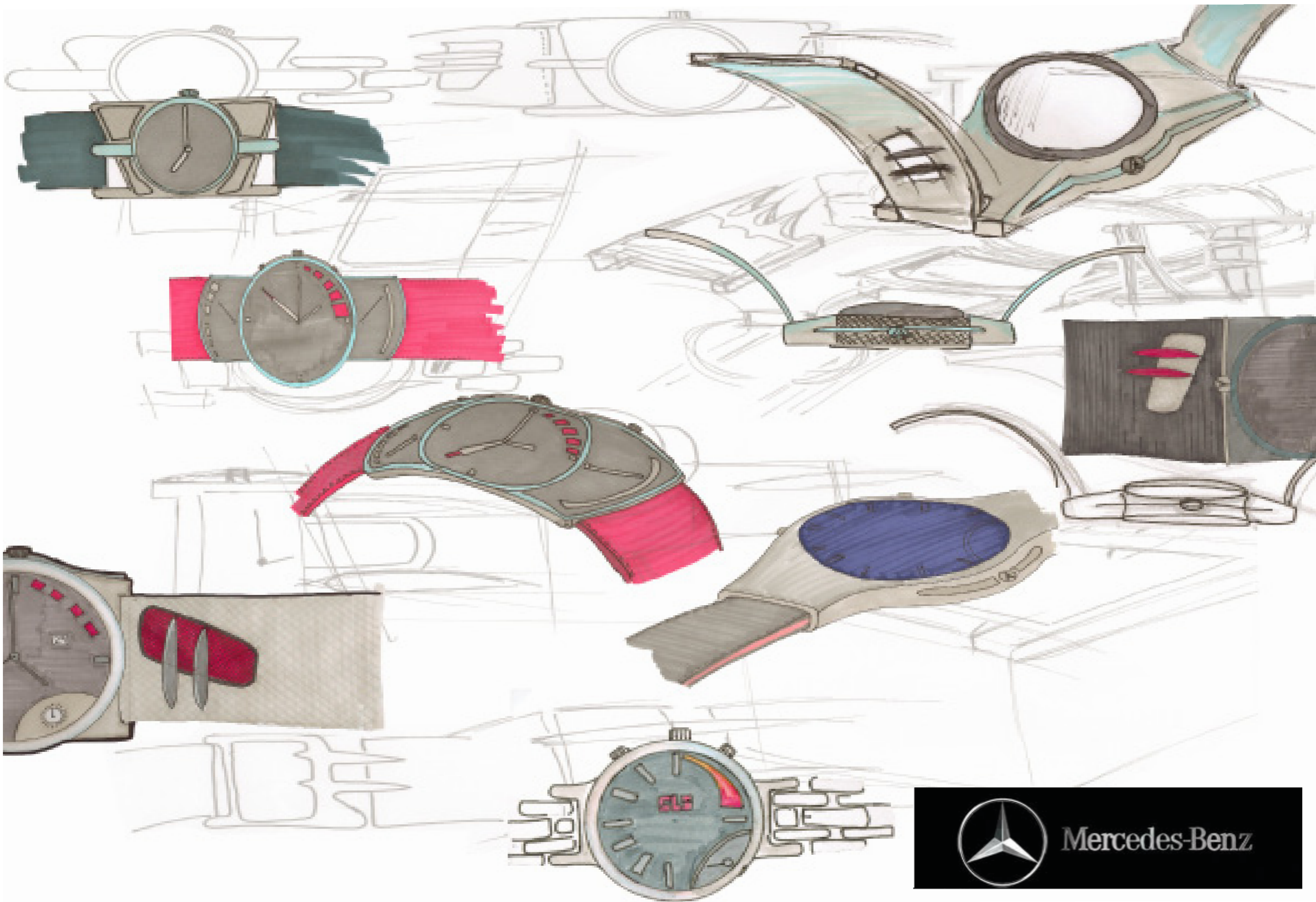
Which key part in the SLS can inspire a watch to suit the car?



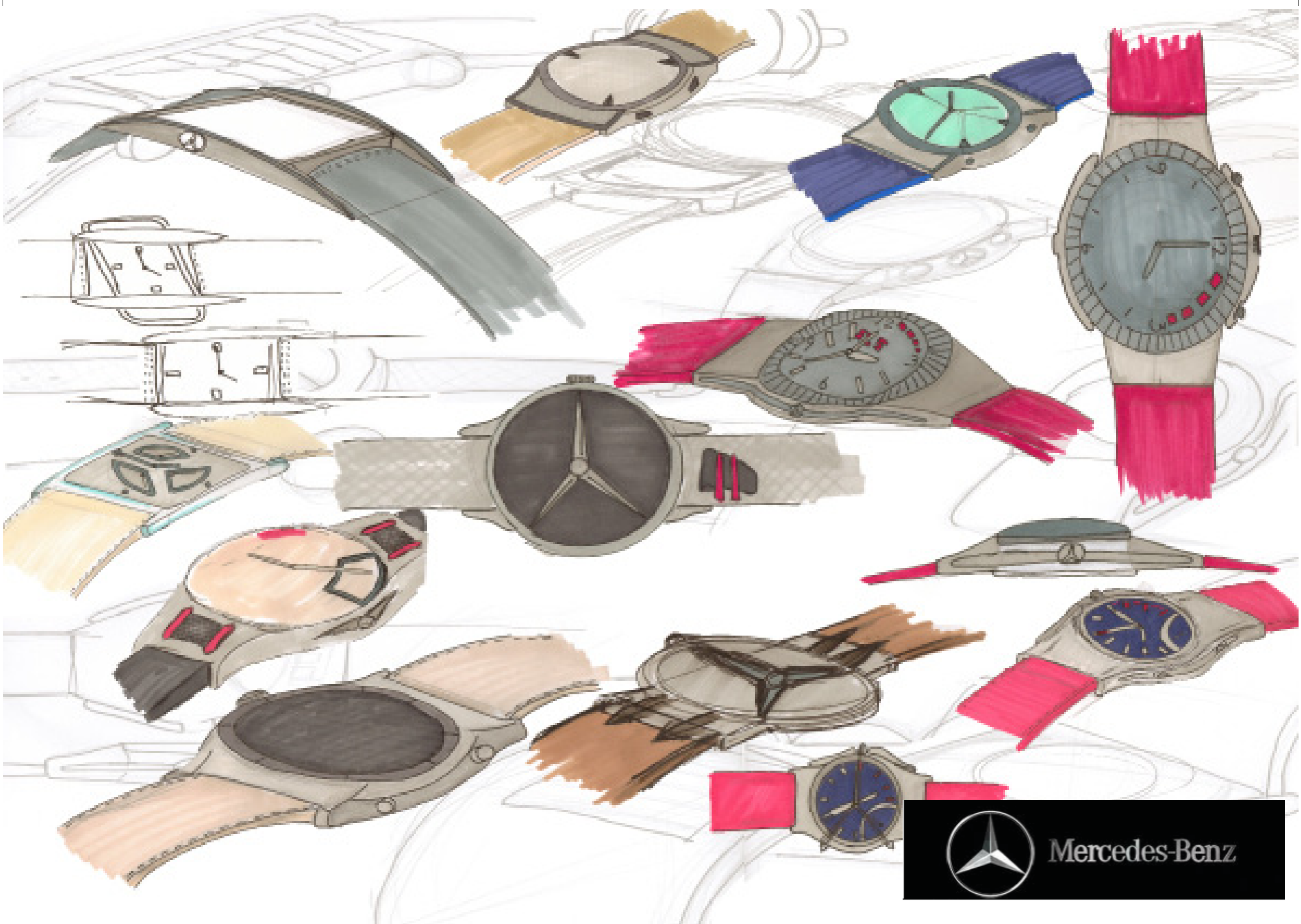
Bringing a classic into the 21st Century

making a performance car and keeping its performance heritage is not easy. There is more to the SLS style other than the iconic Gullwing doors:





Mercedes-Benz



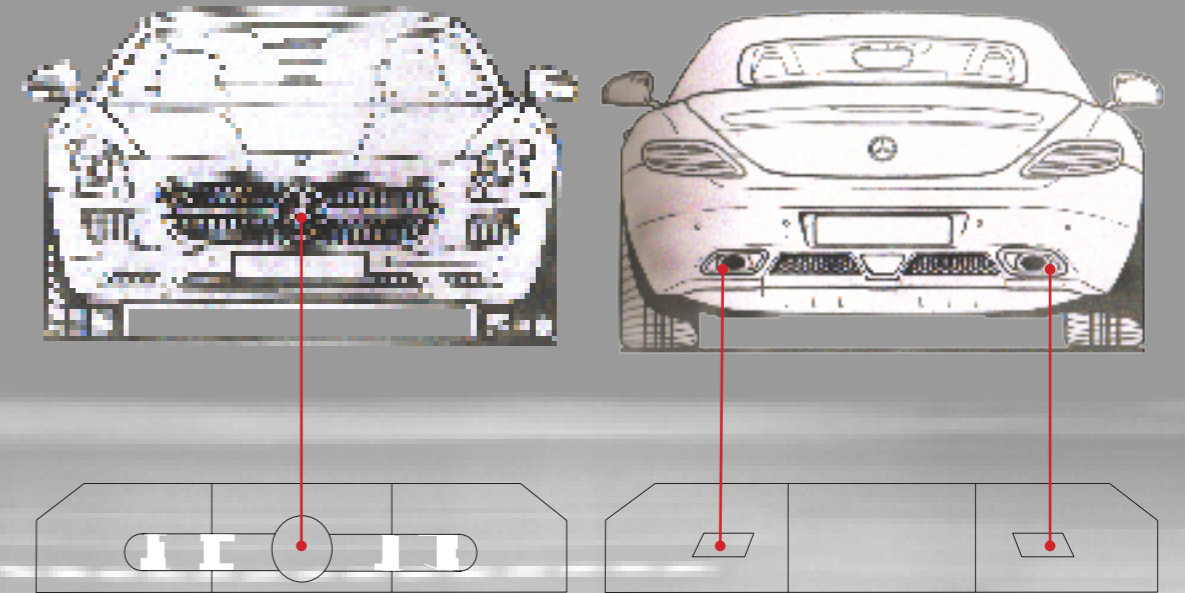


Mercedes-Benz

SLS Signature Time Piece



The SLS watch is to compliment the owner of an SLS, its elegant design of a classic prestigious sports watch is to be sold as an optional extra to the SLS. This watch features transponder technology and can be used as a direct replacement for the key.



The front and Rear of the watch resemble the styling of the SLS, with the iconic grill on the front of the watch, housing the front switch and the rear exhaust helping inspire the rear switches.



In keeping with the Mercedes-AMG brand, the SLS watch is also hand crafted, with its own Artisans name engraved on the underside.



The watch face emulates the watches performance interface as the the rev counter.



As an added feature, the leather strap can be tailored to the colour of your interior.

BLACK

SAND

CLASSIC RED

PORCELAIN

