



MAYBACH

Press Information

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The new Mercedes-Maybach S-Class: True class runs deep

- The new Mercedes-Maybach S-Class receives the most extensive update in its history, elevating luxury to an even more exclusive level
- A multitude of elements – from surfaces to digital interactions – have been refined to create an atmosphere of serene excellence
- MB.OS is integrated into a Maybach model for the first time, paired with fourth-generation MBUX in a distinctive Maybach signature design
- Newly engineered, electrified six- and eight-cylinder engines deliver effortless, efficient performance
- A more expressive exterior, enhanced lighting signatures, and expanded MANUFAKTUR and Made to Measure options emphasise discreet distinction

Stuttgart. The new Mercedes-Maybach S-Class arrives with profound intent: to redefine what a luxury saloon can be. The transformation is both technical and emotional – a vehicle conceived to be experienced as an oasis of tranquillity, craftsmanship and technological grace. The Mercedes-Benz Operating System (MB.OS), debuting in a Maybach for the first time, creates an unbroken digital journey that is intuitive, elegant and intelligent.

The new Mercedes-Maybach S-Class can be ordered in Switzerland from 25 March 2026. Then the prices will also be announced. Three engines will be available: Mercedes Maybach S 680 (V8), Mercedes Maybach S 580 and Mercedes Maybach S 580 e with EQ Hybrid technology.

In 2026, Mercedes-Benz marks 140 years since the invention of the automobile. Through each era, Mercedes-Benz has built icons. Every Mercedes-Benz stands for pioneering spirit, excellence and a sense of belonging: “Welcome home.” And for 105 years, Maybach has elevated them into expressions of the future of luxury. Mercedes-Maybach combines the cutting-edge technology and perfection of Mercedes-Benz with the exclusivity and elegance of Maybach.

“For 105 years, the Maybach name has stood as the benchmark for automotive excellence. With the launch of the new Mercedes-Maybach S-Class, this legacy continues with new levels of exclusivity and comfort.

With the AI-powered MB.OS, we are further elevating the digital customer experience. The Mercedes-Maybach S-Class is the next highlight of the biggest product launch programme in our history. Mercedes-Maybach is an important strategic pillar in expanding our top-end segment.”

Ola Källenius, Chairman of the Board of Management of Mercedes-Benz Group AG

10 highlights of the Mercedes-Maybach S-Class

A more commanding expression of status: The new, more sculptural interpretation of the Maybach grille – now 20 percent larger and available with a luminous surround – sets the tone. In selected markets, the Maybach emblem on the C-pillar and, optionally, even the upright Mercedes-Benz star atop the bonnet, are gracefully illuminated.¹ Each element has been designed to project quiet authority, never ostentation.

A new devotion to detail, visible at first glance: For the first time, the Maybach wordmark is subtly illuminated within the grille frame. The double-star headlamps are accentuated by touches of rose gold. All forged wheels in silver finish now feature what feels like a small mechanical miracle: a perfectly aligned Mercedes-Benz star. Mounted on a refined ball-bearing mechanism, it remains upright – always – as if suspended in stillness even while the world moves around it.

A cockpit that feels like entering an exquisite lounge: The redesigned interior blends high craftsmanship with the graceful modernity of the MBUX Superscreen, bathed in a Maybach specific ambient style. New open-pore wood, including beautifully grained oak, is paired with soft light, deep materials and smooth digital surfaces. The result is an enveloping calm – the signature Maybach cocooning effect, reinterpreted.

An expression of modern luxury philosophy: For the first time, a leather-free upholstery graces the interior including the new high-grade “Mirville” textile with its natural-fibre look, complemented by deep white piping and an exclusive open-quilted diamond-stitched graphic.

MANUFAKTUR Made to Measure – personalisation without boundaries: With virtually limitless combinations of leather, stitching, embroidery and bespoke finishes, MANUFAKTUR Made to Measure transforms the Mercedes-Maybach S-Class into an individual creation.

A sanctuary of calm: The new Mercedes-Maybach S-Class offers an even more refined driving experience, harmoniously combining serenity, efficiency and effortless power. Automatic comfort doors, Executive rear seats, a dedicated refrigerated compartment and silver-plated Robbe & Berking champagne flutes reinforce the feeling of curated indulgence.

A symphony of power and serenity: New electrified eight- and six-cylinder engines offer commanding yet effortless performance, supported by mild-hybrid technology for smooth response and energy recuperation. In selected markets, the celebrated V12 remains available – the embodiment of cultivated power.

A new dimension of intelligence, centred around MB.OS: The latest MBUX generation makes its Maybach debut with the warmth of Maybach specific graphics, an enhanced Zero Layer and the MBUX Virtual Assistant powered by generative AI. Regular over-the-air updates² ensure the driving experience evolves with time.

Predictive protection, intuitive support: A sophisticated sensor suite combined with a powerful new computing architecture enables advanced driving and parking assistance³. MB.DRIVE ASSIST PRO⁴ supports smooth point-to-point journeys, even through dense urban environments.

Even more expressive design options: Nautic blue metallic joins the Night Series exterior palette for an elegant, contemporary statement. New wheel designs offer additional ways to express individual taste.

Sophisticated: True character with unmistakable elegance

The Mercedes-Maybach S-Class has always carried presence. Now it conveys it with even greater poise. The enlarged radiator grille exudes confidence and grandeur. Illuminated accents – the grille surround, the Maybach wordmark as well as, where available, the upright Mercedes-Benz star and the C-pillar emblem – create a sense of ceremony at every approach. Rose-gold elements within the double-star headlamps add subtle jewellery-like refinement. The Maybach pattern within the air intakes is rendered in gleaming chrome. V12 models are identifiable by a new emblem in the grille.

A discreet projector integrated into the side sills casts a Maybach wordmark onto the ground when greeting or parting – a quietly theatrical flourish. At the rear, the delicately sculpted tail lights mirror the star motifs of the front, while the redesigned two-tone handle strip, now divided into chrome and high-gloss black, exemplifies the Maybach philosophy of making even the smallest detail worthy of contemplation.

Always perfectly aligned: the new forged wheel with floating Mercedes-Benz star

Two new multi-spoke forged wheels enrich the portfolio: a 21-inch MANUFAKTUR wheel in a sophisticated golden finish and a 20-inch polished forged wheel offering classic elegance. The floating star at the centre of all silver-finish forged wheels – held upright by a precisely engineered ball-bearing mechanism – evokes the quiet, effortless grace long associated with ultimate luxury.

Night Series now available in nautic blue metallic for even greater exclusivity

The Night Series design package introduces a darker, more contemporary interpretation of Maybach elegance. Paint finishes in hues of grey, black and white or a two-tone paint finish in obsidian black/mojave silver combined with dark chrome accents elevate the visual drama. For the first time, Night Series can now also be combined with nautic blue metallic. This optional design package comes with a choice of two refined interior colourways: black Maybach Exclusive Nappa leather or MANUFAKTUR deep white/black pearl. A delicate mother-of-pearl effect on selected surfaces, paired with gold-grey piping, underscores the craftsmanship within.

Gentleman in a class of its own: Automatic comfort doors in the rear

The optional automatic comfort doors create a moment of calm theatre at every stop. Opening and closing softly at the touch of a button or on the MBUX display, they transform entering the rear cabin into a quiet ritual – a hallmark of Maybach's gracious luxury.

Harmonious: An incomparable comfort experience in calming silence

“At Mercedes-Maybach, true luxury has always been defined by a profound sense of calm and relaxation. With the new Mercedes-Maybach S-Class, we reaffirm this commitment once more. Through a series of carefully orchestrated refinements, we offer our customers a truly unparalleled driving experience.”

Markus Bauer, Head of Mercedes-Maybach, Mercedes-Benz AG

The extensive interior redesign – from steering wheel to centre console – was crafted with a single purpose: to deepen the Maybach cocooning experience. Digital and analogue elements now meet in seamless harmony, creating an atmosphere of serenity. At the heart of this transformation, the centre console has been refined with an enhanced phone cradle featuring integrated charging, framed by a generously sculpted trim element offered in exquisite finishes such as open-pore oak or open-pore amber-brown wood in a distinguished herringbone pattern.

In the rear, the redesigned centre console introduces two bespoke holders, each one precisely shaped to cradle the silver-plated Robbe & Berking champagne flutes, even as the car glides onward. Since 2002, these optional flutes have added a touch of celebratory sparkle to the Mercedes-Maybach S-Class. Behind the rear armrest, a refrigerated compartment ensures champagne is always kept at the perfect temperature. With its ten-litre capacity, it comfortably accommodates several bottles yet can be removed when additional space for personal belongings is desired.

Exquisite materials, refined ambient lighting, and – for the first time – a leather-free interior as an expression of modern luxury philosophy

Meticulously curated materials and ambient lighting heighten the refined character of the Mercedes-Maybach S-Class. The new interior colour beech brown brings a refined, couture-inspired richness to the palette. Active Ambient Lighting, with 199 LEDs, ten colour worlds and 64 individually selectable colours including the Maybach exclusive Rose Gold White and Amethyst Glow, provides a gentle, adaptive atmosphere. Light responds to voice commands, climate adjustments and driver-assistance cueing – an immersive, intuitive interaction.

For the first time, the Mercedes-Maybach S-Class offers a leather-free interior – a contemporary expression of modern luxury. The optional “stormy grey” scheme pairs finely embossed ARTICO man-made leather with the high-grade “Mirville” mélange textile, a linen-and-recycled-polyester blend with a natural-fibre character. Deep white piping and open-quilted diamond stitching that continues into the door panels complete the new interior option. Despite its alternative materials, the interior meets the same exacting standards of aesthetics, comfort and durability as the traditional Maybach leather collection.

Commanding performance with outstanding refinement

The combustion range has been extensively re-engineered and readied for future emissions regulations. At the summit of the line-up in Europe and some other markets⁵ sits the latest evolution of the eight-cylinder (M 177 Evo) in the Mercedes-Maybach S 680, delivering 450 kW + 17 kW and 850 Nm + 205 Nm for greater power and sharper response – now on a par with the current 12-cylinder unit. Technical upgrades and the mild-hybrid technology (ISG 2.0) ensure agile, linear power delivery with efficient energy recuperation, while two Lanchester balance shafts provide exceptional refinement. In selected markets, the Mercedes-Maybach S 680 continues to be offered with the celebrated V12 (M 279), rated at 450 kW.

In the Mercedes-Maybach S 580, the now more powerful V8 develops 395 kW + 17 kW and 750 Nm + 205 Nm.

In the Mercedes-Maybach S 580 e with EQ Hybrid Technology, the revised six-cylinder petrol engine (M 256 Evo) responds with greater immediacy, offering a more assured and serene driving experience.

Customers benefit from an all-electric range of around 100 kilometres, along with stronger electric mid-range acceleration thanks to increased torque in partial-load situations. A more powerful electric auxiliary compressor, an optimised cylinder head with refined intake and exhaust ports, and an adapted intake camshaft underpin these improvements. Further optimisation of the combustion process and exhaust aftertreatment, together with enhanced insulation for superior noise and vibration damping, contribute to a serene, composed character. The plug-in hybrid variant pairs this further-developed six-cylinder engine with a powerful electric motor, increasing system output by up to 55 kW compared with the previous engine generation. The plug-in hybrid model will be available in selected markets.

Additional insulation measures have further enhanced noise and vibration suppression. As a result, the Mercedes-Maybach S-Class offers an even more refined driving experience, harmoniously combining serenity, efficiency and effortless power - further refined by the dedicated MAYBACH mode within DYNAMIC SELECT, engineered entirely around supreme ride comfort.

New intelligent suspension elevates quiet comfort

The new AIRMATIC air suspension introduces intelligent, predictive damping that further elevates comfort, especially for rear passengers. Using Car-to-X information from Mercedes-Benz vehicles ahead, transmitted in real time to the Mercedes-Benz Intelligent Cloud, the system anticipates the road and adjusts itself electronically to create a journey shaped by quiet, graceful refinement.

Intuitive: Personalised comfort worlds, crafted for every journey

The fourth-generation MBUX reimagines the in-car experience with intelligence, clarity and a quiet sense of personal refinement. The standard MBUX Superscreen unites the 36.6- and 31.2-centimetre central and passenger displays beneath a single sheet of glass, from which the 31.2-centimetre instrument cluster rises with sculptural presence – also available in a 3D version.

In its Maybach form, the display design becomes an object of modern craftsmanship. The dials glow in rose gold, playing light across glass-like fine jewellery. A gold-coloured Maybach emblem rests between the two rings, a subtle signature of meticulous detail. Behind it, a delicately textured backdrop in gold, rose gold and black sets a tone of quiet opulence, perfectly echoing the signature ambient lighting hue rose gold white.

Command at your fingertips in the rear suite

Two 31.3-centimetre (13.1-inch) displays serve the rear cabin, each paired with newly designed, individually configurable remote controls. They offer intuitive command of climate, blinds and rear-seat entertainment with effortless clarity. The Maybach UI colour scheme appears here in full, extending its harmony across both screens and remotes. Integrated cameras enable video calls, bringing a new level of comfort and productivity to every journey.

Effortless ease, delivered by an ever-advancing system

The MBUX Virtual Assistant serves as a true conversational companion, drawing on artificial intelligence from partners including Microsoft and Google – among them ChatGPT 4o, Microsoft Bing Search and Google Gemini – to hold complex dialogues and recall previous interactions. Appearing as a “living” avatar on the MBUX Zero Layer, it is represented by the iconic Mercedes-Benz star in an exclusive rose-gold finish.

On the expanded Zero Layer, key information, users may arrange and group their apps as they wish, creating a uniquely personal interface. Connected to the Mercedes-Benz Intelligent Cloud, MB.OS provides regular over-the-air updates for entertainment and essential vehicle functions, including driving assistance systems, ensuring the Mercedes-Maybach S-Class remains at the vanguard of innovation.

Powerful assistance systems for first-class driving support

The new Mercedes-Maybach S-Class introduces a water-cooled supercomputer with substantial performance reserves, designed to support future capabilities. In Europe, the MB.DRIVE ASSIST package is fitted as standard, including Active Distance Assist DISTRONIC with Steering Assist and Lane Change Assist. Depending on the market, it can be complemented by the extended MB.DRIVE ASSIST PLUS package with additional functions³.

MB.DRIVE ASSIST PRO enables seamless, safe point-to-point travel, even in dense urban environments. Its rollout begins in China, followed by the USA. Further markets such as Europe may be added once regulatory conditions allow.

MB.DRIVE PARKING ASSIST⁶ identifies parking spaces on both sides of the vehicle at an early stage and, for the first time, supports diagonal parking. MB.DRIVE PARKING ASSIST 360⁷ offers enhanced surround-view displays via a 360-degree camera and updated graphics on the central screen. A new Digital Extra² provides wheel-protection warnings while manoeuvring.

Bespoke: Almost every Mercedes-Maybach is personalised with MANUFAKTUR

MANUFAKTUR offers a realm of personalisation, where craftsmanship meets true creative freedom. The portfolio spans an exquisite spectrum of paint finishes, refined interior materials and meticulously handcrafted details. Almost every S-Class leaves the atelier with MANUFAKTUR refinement, and typically with three personalised elements shaping its final character.

“Maybach customers seek the extraordinary. They aspire to express their personality and style through their vehicle. With MANUFAKTUR Made to Measure, we achieve the highest form of individualization – offering virtually limitless possibilities to craft a Maybach into a true one-off. And in the MANUFAKTUR Studio in Sindelfingen, customers witness their vision taking shape.”

Michael Schiebe, Member of the Board of Management of Mercedes-Benz Group AG,
Production, Quality & Supply Chain Management

A canvas of 150 shades – a symphony of 400 hues

For the Mercedes-Maybach S-Class, a palette of more than 150 exterior paints and over 400 interior colours forms the foundation of bespoke creation. Two new MANUFAKTUR shades join this world of possibility – including a black sparkling finish whose glass-flake clear coat scatters light like stardust, and the refined verde silver magno, delivering a satin tone of quiet authority.

For those seeking an additional accent, the 21-inch MANUFAKTUR forged multi-spoke wheel adds a distinguished touch of gold, underscoring the S-Class's graceful elegance. Inside, four new MANUFAKTUR colour combinations – tobacco/black, carmine red/black, lake green/black and corn yellow/black – enrich the interior atelier. Each is paired with the signature Maybach graphic, where interlaced circles form the iconic Maybach triangle, creating an atmosphere of crafted exclusivity.

MANUFAKTUR Made to Measure: The art of bespoke expression

With MANUFAKTUR Made to Measure, Mercedes-Maybach moves beyond personalisation into the realm of true bespoke creation. This new programme unlocks an extraordinary spectrum of pre-validated choices, each assessed instantly for feasibility. Customers may draw from hundreds of historic Mercedes-Benz and Maybach paint colours, an extensive library of leather options, and virtually limitless shades of decorative stitching – complemented by additional interior refinements crafted to individual taste. And for visions that exceed even this generous portfolio, the MANUFAKTUR Made to Measure experts stand ready to realise them with meticulous, one-to-one precision.

Every MANUFAKTUR Made to Measure journey begins with a truly personal audience: a one-to-one consultation that opens the full spectrum of technically feasible colours and bespoke design possibilities. Whether in the privacy of their homes, the expert environment of a dealership, or the rarefied ambience of a Made to Measure studio, each session unfolds entirely on the customer's terms.

With the new Visualiser, this experience becomes even more immersive. The customer's Maybach appears on screen as a living canvas – adorned with their chosen hues, materials and personalised details, brought vividly to life before a single stitch or brushstroke is made.

A new legend takes shape at the Mercedes-Benz Sindelfingen plant

In April 2026, the new Mercedes-Maybach S-Class begins its journey into series production at the historic Sindelfingen plant. Founded in 1915, it is one of the most tradition-rich vehicle plants of Mercedes-Benz Group AG, with a history spanning 111 years. The flagship model takes shape in Factory 56, a place widely regarded as one of the most advanced production facilities in the world. Here, flexibility, digital

intelligence and efficiency converge in an environment that redefined industry standards when it opened in 2020. Each vehicle emerges from a production philosophy as modern as it is masterful.

At the Center of Excellence in Sindelfingen, customers create their Mercedes-Maybach S-Class to reflect their own vision of perfection. From there, every individually selected component is brought to life in the MANUFAKTUR workshop. In the adjoining MANUFAKTUR Studio, customers witness their bespoke creation take form. At the Sindelfingen site, craftsmanship, meticulous attention to detail and the most advanced manufacturing technologies come together to realise truly individual, tailor-made automotive dreams.

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Further information on Mercedes-Benz in Switzerland is available [here](#). Press releases and digital services for journalists and multipliers can be found on our [Media Site Switzerland](#) or on the [Mercedes me media](#) online platform.

¹ Available as optional equipment shortly after market introduction. The availability of the equipment, functions, features and services shown depends on the respective vehicle model, the individual configuration and the respective market.

² The use of certain Digital Extras requires the continuous acceptance of the Terms of Use for Digital Extras and the Mercedes me ID Terms of Use in their respective current versions, the permanent pairing of the vehicle with the Mercedes-Benz user account, the consent to the storage and retrieval of necessary information to activate some Digital Extras within the paired vehicle and - where applicable - the activation of the Digital Extras. After the expiration of limited runtimes, Digital Extras can be extended for a fee in the Mercedes-Benz Store, provided that they are still offered for the respective vehicle at that time. Furthermore, there may be additional prerequisites or restrictions for the usage of some Digital Extras, such as a separate customer-owned contract with a third-party provider (e.g., streaming, conclusion of a data contract for "Comfort Data Volume", navigation functions), the activation of additional Digital Extras to secure full functionality or selected third-party products (e.g., smartphone, smartwatch). As an alternative to the "Comfort Data Volume" a customer-owned data volume (e.g., mobile hotspot) must be used depending on the generation of your multimedia system. Information on the personal data processed for the usage of Digital Extras can be found in the Privacy Notices for the Digital Extras. The connection of the communication module to the mobile network, including the emergency call system, depends on the respective network coverage and availability of the network providers. Please also refer to any instructions in your vehicle's operating manual.

³ The driver assistance and safety systems are aids and do not relieve the driver of their responsibility. The information in the operating manual and the system limitations described therein must be observed.

⁴ The market launch of MB.DRIVE ASSIST PRO will start in China, followed by the USA; further markets will follow once the regulatory framework allows it.

⁵ WEU and CoC markets, as well as further selected markets such as India.

⁶ Driver remains responsible to monitor the parking process and surroundings at all times.