



Press Information

February 14, 2024

STRONGER THAN DIAMONDS Edition: celebrating Valentine's Day with the Mercedes-Benz G-Class

Schlieren. On Valentine's Day, Mercedes-Benz launches a global campaign with the G-Class STRONGER THAN DIAMONDS EDITION. An exclusive variant of the Mercedes-Benz G500 as never seen before and limited to just 300 units. Paired with its time-honoured characteristics of unmistakable design, resilience and unparalleled endurance – as a brand of true love.

The G-Class STRONGER THAN DIAMONDS Edition is a distinctive brand ambassador that embodies eternal beauty enhanced by precious diamonds. The launch of the G-Class special edition on Valentine's Day is accompanied by the campaign "A love that lasts forever. Stronger than diamonds", which goes live today on the brand's social channels. [The campaign film](#) shows what makes the exclusive G-Class a highly desirable Valentine's gift.

The G-Class STRONGER THAN DIAMONDS Edition

- MANUFAKTUR paint colour rosewood grey magno developed exclusively for special edition.
- 0.25-carat diamond set into all four stainless steel door locking pins, while exterior handles feature embossed diamond logo.
- The reserve wheel cover bears the name "STRONGER THAN DIAMONDS Edition".
- Even the vehicle key has a unique design with a genuine silver badge on the reverse bearing the name of the special edition and the diamond insignia.
- The interior equipment includes a MANUFAKTUR all-leather package in black nappa leather with contrasting stitching in rose.
- Grab handle on the passenger side and illuminated entry sills in stainless steel with finely crafted STRONGER THAN DIAMONDS badge.
- Each diamond has been sourced through a Responsible Jeweler Council (RJC) certified retailer to ensure ethical and responsible practices.
- The recommended retail price for Switzerland is CHF 252,500. Five units of the strictly limited special edition will be on sale in Switzerland.

Contact Mercedes-Benz Switzerland

Roger Welti, roger.welti@mercedes-benz.com

Livia Steiner, livia.l.steiner@mercedes-benz.com

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