



BRABUS®

MEDIA KIT RETROMOBILE 2017

BRABUS Classic 6-star restoration Vintage Mercedes cars – rebuilt by BRABUS Classic

Automotive gems with two-year warranty and Classic Data “Grade A” appraisal with supplementary rating

Up to 4,000 person-hours, the expertise from more than 35 years of automobile construction, countless new parts and a meticulous love of detail: that defines a BRABUS Classic 6-star restoration, the special distinction for automotive gems based on Mercedes-Benz vintage cars and late-model classics.

BRABUS (Brabus-Allee, D-46240 Bottrop, phone +49 / (0) 2041 / 777-0, fax +49 / (0) 2041 / 777 111, Internet www.brabus.com) vouches for the outstanding quality of the classics rebuilt from the ground up not only with its good name. These vehicles carry the exclusive “BRABUS Classic 6-Star Certified High-Quality Restoration” label and are backed by the one-of-a-kind BRABUS Classic Warranty of two years with unlimited miles. After the BRABUS Classic 6-star restoration is complete, the leading experts association for vintage cars, Classic Data, rates the vehicles. Due to the unrivalled quality and authenticity of the restorations, Classic Data has awarded every vehicle rebuilt from the ground up to date a grade of “A” for their condition and supplemented each of these expert opinions with the declaration that these vintage cars represented classics with “new-car character.”

The starting point for the rebirth of a classic Mercedes as part of a BRABUS 6-star restoration is always the disassembly of the original car to the last nut and bolt. In the process all parts are inspected and catalogued, unserviceable components are discarded and components that are suitable for reconditioning, such as chrome parts, are replated and returned to mint condition by the best specialists in the business.

All paint is removed from the body shell, which is then reconditioned by experienced master bodywork specialists and given a catalytic dip primer coating. Perfect corrosion protection using cutting-edge technology to protect the paint is also part of the scope of the restoration as is a perfect paint job in the original color.

While work on the body is going on, the engine is completely disassembled in the BRABUS high-tech engine shop and all parts are measured. The rebuilding process includes grinding and honing the cylinders as well as overhauling the cylinder head. The restoration of a classic engine is conducted with utmost care. The BRABUS powertrain technicians use the same precision in overhauling the drivetrain including the automatic transmission, driveshaft and differential.

Special ‘Classic’ lubricants supplied by technology partner MOTUL ensure maximum reliability in

everyday operations.

There are also no compromises with regard to suspension and brakes: all components are replaced with new parts and thus offer optimal active safety.

One of the BRABUS domains from exclusive vehicle refinement of course also comes into play during the restoration: the company upholstery shop creates cloth and leather interiors as well as carpeting in any color, perfectly and fully authentically finished to the smallest detail. The master upholsterers exclusively use materials of precisely the same color and quality as once used in series production. The soft tops for the drop-top Mercedes-Benz models are also manufactured in any desired color with the same high quality.

The BRABUS finish carpenters specialize in reconditioning all cockpit wood inlays and in creating completely new ones from the same type of wood.

After work in the various departments is completed, the classic Mercedes car is rebuilt with utmost precision. Of course, in the process not only are all mechanical wear parts, but also all seals and gaskets replaced.

Before the vehicle is delivered to the customer, depending on the destination, either as a VIP transport in a closed truck or by airfreight, each vehicle is subjected to extensive functional testing as well as safety and quality checks.

BRABUS underscores the perfect execution of all work with a warranty that is unique in the entire vintage car industry: The automotive Mercedes classics, which were restored in the BRABUS manufactory in Bottrop from the ground up, are sold with the exemplary two-year BRABUS Classic warranty with unlimited miles.

The quality of the work is also recognized by the manufacturer. BRABUS Classic is an official Mercedes-Benz ClassicPartner.

The buyer of a vintage car restored by BRABUS Classic can rest assured that each detail is treated with loving care. To this end, BRABUS Classic invests between 1,500 and 4,000 person-hours in each restoration depending on the vehicle in question.

The leading German experts association for vintage cars, Classic Data, rates every vintage Mercedes car restored from the ground up by BRABUS Classic after work is completed. Like the other Mercedes-Benz vintage cars fully restored by BRABUS Classic, the 6-star classics from BRABUS Classic on display were also awarded a grade of "A" for their condition by Classic Data. The experts' organization furthermore attested these vehicles "new-car character."

The verdict of the Classic Data expert confirms the outstanding quality of the BRABUS Classic 6-star restoration of a Mercedes 280 SE 3.5 Cabriolet: "At the time of my inspection the vehicle was in a restored condition equivalent to an as-new state. All major components were restored perfectly so that no signs of use are discernible. Old parts that could not be restored to mint condition were replaced with new parts. The powertrain was given a general overhaul and corresponds to new. The body is visually in perfect condition. The gaps are equal to or better than new. In conclusion, it is my expert opinion that this vehicle was restored in BRABUS hallmark fashion so perfectly that the original as-new condition was even surpassed. This is evident in the lovingly carried out detail work such as e.g. the reproduction of the

interior appointments, the perfect gaps etc., which in the '70s were not realized to this extent in series production. The purchase price reflects the nature and scope of the restoration as well as the overall condition.”

Full service by BRABUS Classic does not end with the purchase or the restoration: the company also offers the entire range of services from oil changes and professional inspections to complete conditioning. The motto for the proud owners is: Take a seat, start the engine and experience driving fun in its purest form!

A continually updated list of available BRABUS Classic vehicles can be found online at www.brabus.com/classic.

The home of the vintage car division is the BRABUS Plant 4 in Bottrop, built in 2014 at the corporate headquarters of BRABUS Group. It houses a prestigious showroom for lovingly restored vintage Mercedes cars and a state-of-the-art workshop for restoration and service operations on about 2,000 square meters (21,500 square feet) of usable space.

“With our Plant 4 directly on Brabus-Allee we have expanded the capacity of our Classic Division many times over to satisfy the global demand for our services,” explains BRABUS CEO Prof. h.c. Bodo Buschmann. “In so doing, we offer lovers of first-class vintage cars that have undergone a BRABUS Classic 6-star restoration not only a large selection of vehicles in our showroom, but are also able to demonstrate the quality of the work performed by the experts in our Manufaktur to our discriminating clientele.”

BRABUS

High-performance automobiles, high-end tuning, 6-star vintage car restorations and lifestyle

High-performance automobiles, high-end tuning, 6-star vintage car restorations and lifestyle for Mercedes-Benz and smart automobiles are the domain of BRABUS (Brabus-Allee, D-46240 Bottrop, phone +49 / (0) 2041 / 777-0, fax +49 / (0) 2041 / 777 111, internet www.brabus.com). BRABUS celebrated its 35th anniversary in 2012.

The world-renowned tuner and car manufacturer offers individualized options to satisfy every wish. The BRABUS product lineup ranges from powerful tuned engines and elegantly styled aerodynamic-enhancement kits to high-quality alloy wheels, dynamic yet comfortable sport suspensions and exquisitely luxurious interiors handcrafted to perfection.

BRABUS uses the most exacting standards for the development and testing of its tuning parts – and stands behind them 100 percent: All BRABUS components – including all performance kits and high-capacity engines – are covered by the unique **BRABUS Tuning Warranty**[®] for three years or 100,000 kilometers/62,000 miles (see BRABUS Warranty Terms and Conditions, updated July 2013).

BRABUS is also one of the most exclusive automakers in the world. Holding the status of automotive manufacturer with the German Department of Motor Vehicles in Flensburg, the company builds such exciting high-performance vehicles as the BRABUS ROCKET 900 based on the Mercedes S-Class with a rated output of 662 kW / 900 HP (838 bhp) and a top speed in excess of 350 km/h (217 mph).

BRABUS was founded in 1977 by Bodo Buschmann and has since grown into the world's largest independent tuner of automobiles. BRABUS headquarters are located in Bottrop in the heart of the Ruhr Valley, directly adjacent to the A2 autobahn. In addition to spacious showrooms, the facility also houses the marketing and sales division, administration, the R&D department as well as the production plant of the globally operating company.

An expansion of the BRABUS production and administration building on the 150,000-square meter (1.6 million square feet) grounds on BRABUS-Allee was completed in the summer of 1999. The new BRABUS Plant 3 went into operation in early 2013. The new plant in Bottrop covers 5,000 m² of floor space. In August 2014, the BRABUS Plant 4 followed. It offers a useable area of 2,000 m² (21,500 square feet) and houses the BRABUS Classic Division. The new BRABUS Plant 5 with 2,625 m² (28,200 square feet) of floor space was inaugurated in late 2014.

BRABUS high-performance engines are developed with the help of state-of-the-art test benches in the company-own development center. The engine shop features the latest machines to create a level of vertical manufacturing integration that is unique in this industry. Today there are far more than 100 modern workstations for vehicle conversions and service work in the BRABUS plant. The warehouse with a volume of 150,000 m³ (5.3 million cubic feet) is managed with state-of-the-art computer technology and guarantees speedy delivery of BRABUS parts to all corners of the globe.

Most testing is carried out on the BRABUS test track, which features acceleration and braking tracks, sine curves, a skid pad, a certified noise-measuring track and a shake track with Belgian block cobblestone.

New products are continuously scrutinized in extensive testing programs. BRABUS places great emphasis on continuous, strict quality inspections of all its products. BRABUS is quality certified in accordance with DIN EN ISO 9001 : 2000 standards.

BRABUS also places high demands on its suppliers, working only with respected manufacturers like MOTUL, BILSTEIN, Continental, Pirelli and YOKOHAMA as its technology partners. Sonax supplies the perfect products for first-class vehicle reconditioning and care.

The high quality demands that BRABUS places on its own developments, products and services are also recognized by its peers in the automotive industry. In a joint venture with smart GmbH, BRABUS founded smart-BRABUS GmbH in 2002. In the fall of 2003, the company moved into the new 11,000-m² (118,000 square foot) plant in Bottrop, where an exclusive accessories program for all smart models as well the top-of-the-line models for all smart model series are developed and manufactured.

Maximum eco-friendliness is at the forefront of all BRABUS developments: BRABUS-tuned engines always offer good fuel efficiency and always remain well below prescribed legal emission limits. BRABUS presented the world's first tuned car that complied with the new EURO VI emissions standards as early as in January of 2011.

Better diesel fuel economy through professional tuning is yet another strength of BRABUS. A Mercedes ML 320 CDI equipped with BRABUS ECO PowerXtra[®] D6 (III) tuning consumed over one liter of fuel less per 100 kilometers than the non-tuned production car in a test conducted by the German TV news network n-tv.

All these developments contribute significantly to the low average CO₂ emissions of all BRABUS vehicles of just 144 g/km (updated December 2014).

The BRABUS ZERO EMISSION business division focuses on eco-friendly technologies. At the 2011 IAA, it presented two pioneering concept cars based on the Mercedes E-Class. At the IAA 2015, BRABUS ZERO EMISSION presented an exclusive refinement program for the Tesla S.

In the development of electric vehicles, BRABUS ZERO EMISSION works together with energy supplier RWE. The smart BRABUS electric drive is the first exclusive electric car with BRABUS equipment built in series production. It has been coming off the assembly lines since late 2012 and can be ordered at all smart centers.

BRABUS is also committed to being the “engine” of the InnovationCity Bottrop, the home of the company. The city in the heart of the Ruhr Valley won a 2011 contest held in the entire Ruhr region. The contest's objective is to reduce carbon-dioxide emissions, to improve energy efficiency further and to implement measures of climate protection. BRABUS supports this initiative with the development of ecofriendly vehicle concepts with combustion engines, hybrid and electric drives.

The BRABUS Classic Division is among the top addresses worldwide for the restoration of classic Mercedes-Benz automobiles. A unique selling point is the BRABUS Classic Warranty of two years with unlimited miles for classic vehicles rebuilt from the ground up. The leading vintage car experts' organization Classic Data awarded these vehicles a grade of “A” for their condition and amended the expertise with the statement that these vintage cars represent classics with “new-car character.”

BRABUS offers its sales partners around the globe a strong partnership. In the US and Canada, BRABUS is present with its own subsidiary, BRABUS USA LP, which moved into a new, even larger tuning center in Irvine, California, in November 2010.

Since spring 2011, the company has also had a wholly owned branch in the Middle East, BRABUS Middle East LLC. As befits BRABUS, this is not just a sales office as is the case for other tuning companies, but a full-fledged tuning operation with state-of-the-art workshop, upholstery shop and logistics center. BRABUS Middle East is located in downtown Dubai. It is joined by an exclusive BRABUS showroom on Sheikh Zayed Road, the most important traffic artery in the United Arab Emirates.

With its partner PANG DA Automobile Trade Group, BRABUS already operates a branch in practically all Chinese cities. In addition to the first BRABUS Flagship Store, which opened in Beijing in October 2013, the Chinese sales network currently counts 45 branches all across the country.

Currently the BRABUS network of authorized dealers and service partners extends to 106 countries around the globe. The BRABUS CAR CONFIGURATOR on the BRABUS website lets prospective buyers virtually configure their personal dream cars.

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