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Maybach returns (again) to make the S-Class more luxurious

Lead

The Maybach name has been resurrected yet again – but this time to denote the most luxurious version of the Mercedes-Benz S-Class, which is currently being unveiled simultaneously in the U.S.A. and China...

Despite being killed off only two years ago, the Maybach name will once again grace the grilles of Stuttgart's most luxurious saloons. However, it will now operate as a sub-brand (much like Mercedes-AMG) 'that in future will provide Mercedes-Benz vehicles in an even more exclusive form', rather than as a standalone entity. Named the Mercedes-Maybach S-Class, the first offering has the [Rolls-Royce Ghost](#) and [Bentley Flying Spur](#) lined up in its pointed star gunsights (note, no double-M motif here).

Familiar face, latent luxury



Outwardly similar to its S-Class brethren, the Merc-bach has a wheelbase extended by 20cm and will supposedly “set new standards in the luxury segment,” according to Ola Källenius, who heads Mercedes’ sales division. It will go on sale in February 2015 with a twin-turbocharged 6.0-litre V12 (badged S600), before a twin-turbo V8 S500 is offered in certain markets. Ultimately though, previous Maybach 62 customers might want to wait for the extra-*extra*-long-wheelbase Pullman variant, which will offer three rows of seating and go on sale next year.

Photos: Daimler

Gallery

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