

The New Mercedes-AMG GT

Written by Jason (Neutral)

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A new AMG high-performance automobile is all set for its world premiere in the autumn of 2014. The Mercedes-AMG GT will thrill sports car fans throughout the world with breath-taking design and supreme agility. Fascinating, dynamic - and versatile into the bargain: the GT is destined for a new segment - turning the dream of the authentic Mercedes-AMG sports car into reality.

"The new Mercedes-AMG GT shows that we will be positioning AMG more vehemently and aggressively than to date as a dynamic sports car brand," notes Tobias Moers, CEO of Mercedes-AMG GmbH. "The technological substance of the Mercedes-AMG GT underscores our high aspirations with regard to driving dynamics, agility and sportiness. Following the global success of the SLS AMG, the new GT is the second sports car developed fully independently by Mercedes-AMG. An initial exclusive look at the design of the interior shows what is in store for our customers: a GT sports car in its purest form."

The sensual purity of a superlative driving machine

A sneak preview of the interior provides an alluring foretaste of the new Mercedes-AMG GT: the interior design embodies emotion and sensuality like no other sports car. The uncompromising lines of the interior components and their authentic materials exude a clarity that uses contrasting effects to help define the concept of "modern luxury".

A dominant aspect in the cockpit of the GT is the further stylistic development of the central "aviation design" theme which is typical of Mercedes-Benz sports cars. The dashboard places an extreme emphasis on width, creating an impression of a powerful wing. This effect is supported by the four central spotlight-style vents and the individual vents at the left and right ends of the dashboard. The dominant centre console presents a correspondingly dynamic character: its shaping reminiscent of a NACA air intake and the employed materials suggest that it has been adopted directly from motor racing. Another clever design feature comes in the form of the controls on the AMG DRIVE UNIT, which are arranged like eight cylinders in a V

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layout, further bolstering the powerful and high-tech impression made by the centre console.

Enough to set pulses racing even when stationary

The interior of the Mercedes-AMG GT also boasts a fascinatingly exclusive look and feel, with the finest materials and outstanding workmanship combining to conjure up a setting that simply exudes class. As such, the exclusive interior of the Mercedes-AMG GT is enough to get one truly hooked on this vehicle even while it is still at a standstill. Designed to set the driver's and front passenger's pulses racing even before the car moves off, it provides an enticing intimation of the superlative dynamic performance that can be expected of the new GT when its AMG V8 is brought to life.

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