

AMG

WELCOME TO LOS ANGELES  
WE BRING THE AUTOBAHN TO THE U.S.

POWERED BY

AMG



AMG

FROM WINNING IN THE WORLD'S  
FASTEST RACING SERIES...

WINNER



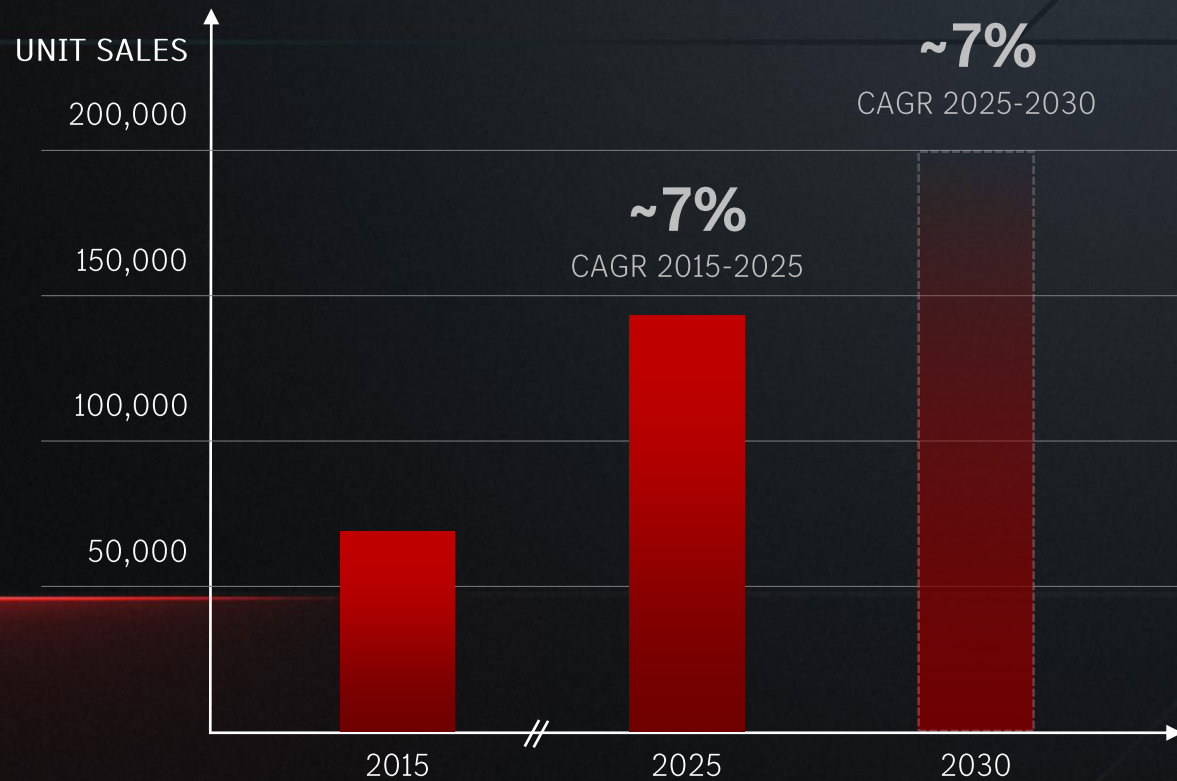


**...TO BUILDING THE WORLD'S  
MOST SUCCESSFUL PERFORMANCE BRAND**





# OUR AMBITION: ~200,000 UNITS BY 2030



AMG TODAY

AMBITION 2030

2x

Sales from  
2015 to 2025

#1

Global EV  
performance brand

#1

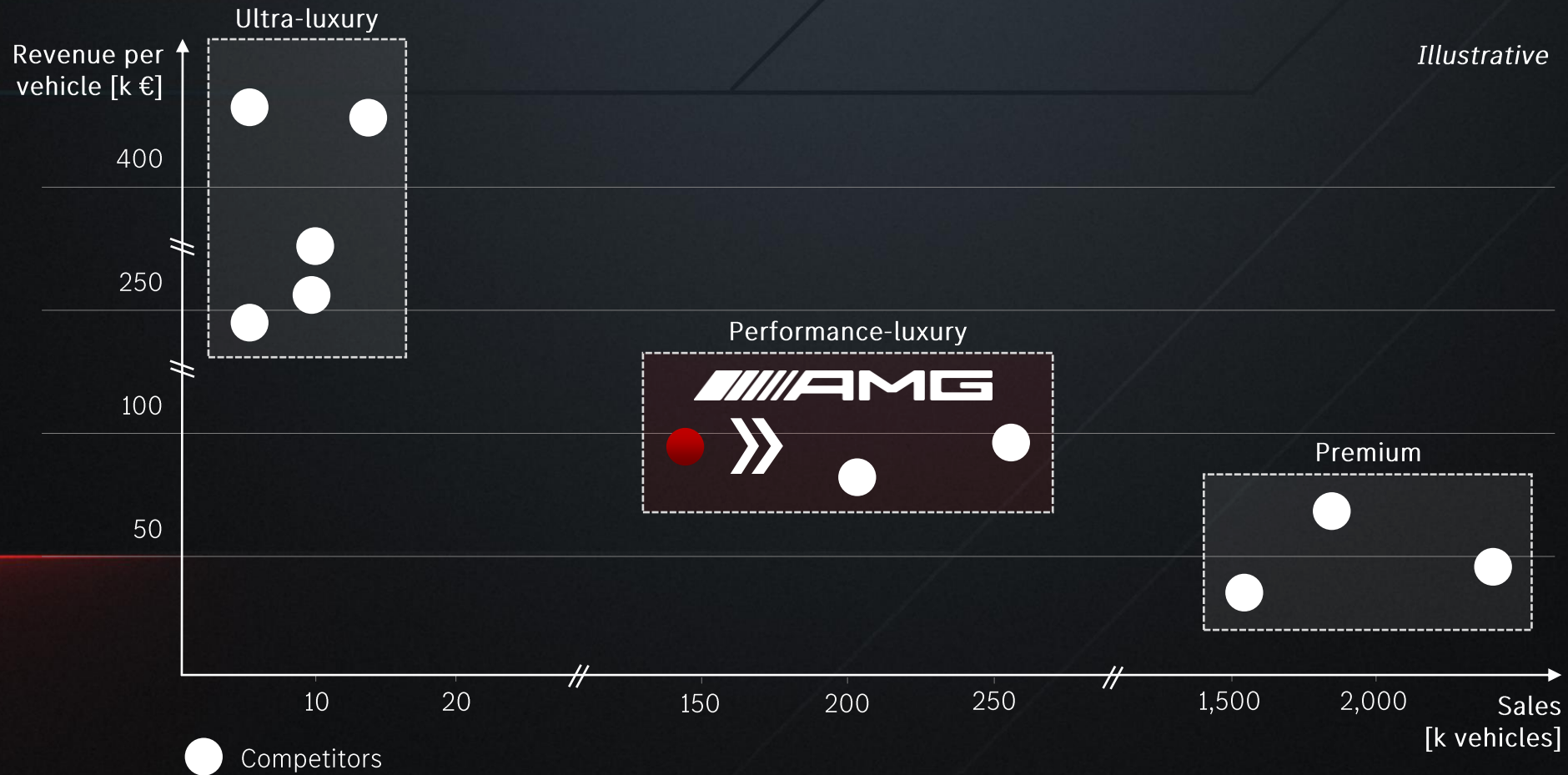
U.S.  
performance brand

#1

Global SUV  
performance brand



# LEVERAGING OUR UNIQUE MARKET POSITION FOR PROFITABLE GROWTH

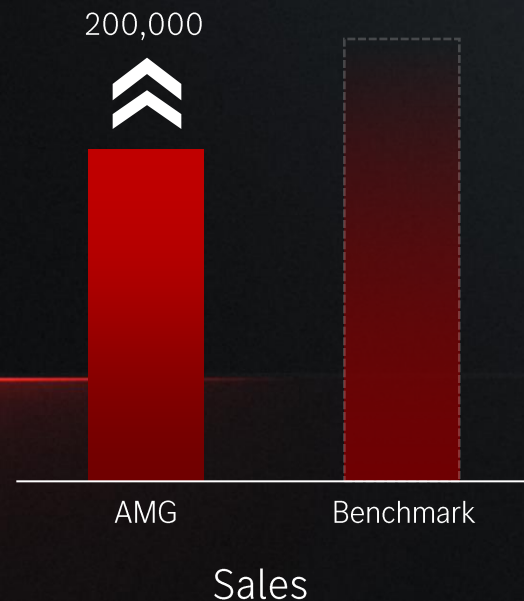




# AMG AS A STRUCTURAL PROFIT DRIVER WITH A CLEAR AMBITION

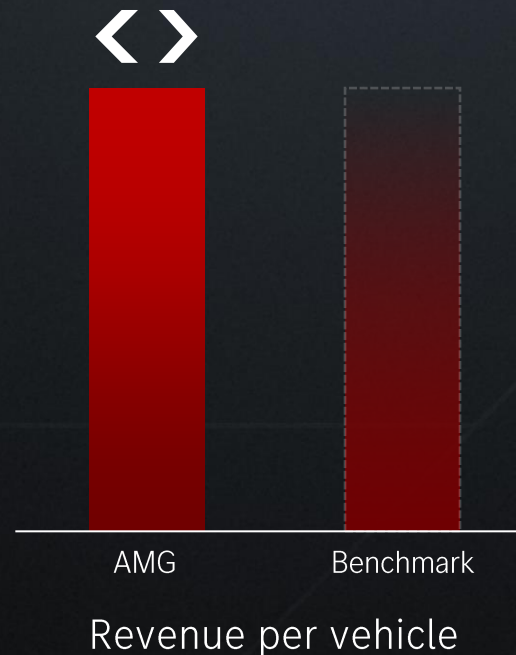
## GROWTH AMBITION

Building the most successful performance brand



## VALUE & VOLUME

Keeping sustainable Revenue per vehicle level by product and mix



## CORE VALUE DRIVERS

Structurally margin accretive to the Group

AMG to sustain Top-End margin level throughout transition

Resilient demand supported by brand and customer base

Maximizing synergies through entire value chain with the Group



# DISTINCT PERFORMANCE BRAND WITH UNLIMITED ACCESS TO TECHNOLOGY & SCALE

## INDEPENDENT BRAND PERCEPTION

Distinct high-performance brand with dedicated CEO and leadership team

Unique product identity & performance engineering DNA

Proprietary platforms & technologies (AMG GT/SL & AMG.EA, I6 & V8, YASA)

Global loyal & high-value customer and fan base

## GROUP TECHNOLOGY & SCALE

Efficient capital allocation through shared technology stack & industrial footprint

Scale advantages in procurement, manufacturing & supply chain

Full access to group-wide hardware & software platforms

Full access to group-wide sales & retail network



# UNLEASHING FULL POTENTIAL: SHIFTING GROWTH UP A GEAR



## PRODUCT OFFENSIVE

Defined by customer wishes



## MARKET STRATEGY

Getting customers excited



## REAL AMG DNA

Meeting customer expectations



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# STRENGTHENING AMG ACROSS ALL KEY MARKETS



## BRAND

World premieres and local activation across key markets with brand ambassadors



## PRODUCTS

Local & customer-tailored offerings, market-specific limited editions and competitive pricing



## CUSTOMER

Hands-on customer engagement via driving events and dedicated AMG brand centers



# OFFERING FULL PERFORMANCE CHOICE ACROSS ALL DRIVETRAINS IN EUROPE

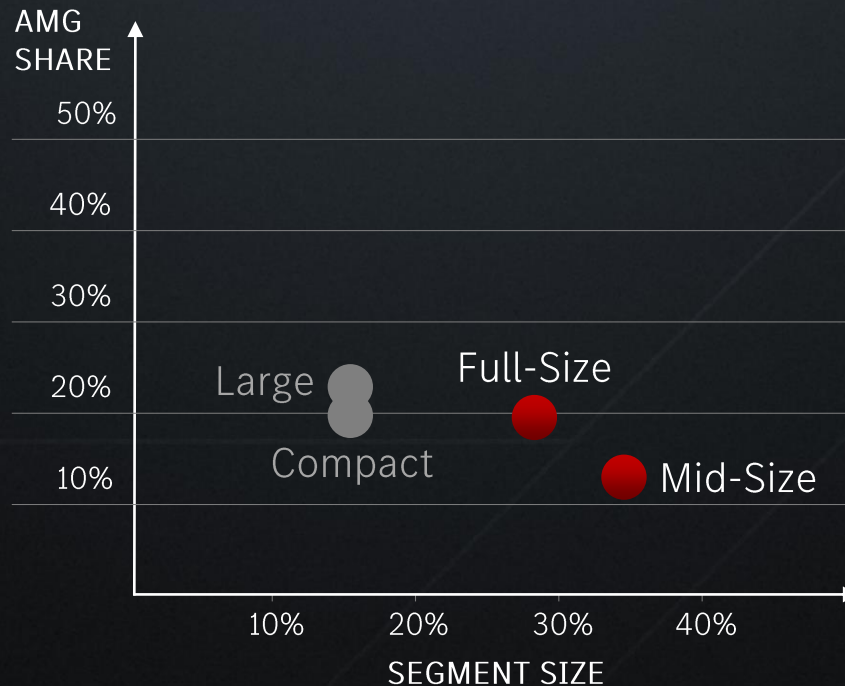
## AMG TODAY EUROPE

**~30%**  
of total AMG sales in 2025

**~43k units**  
sold in 2025

## MARKET POTENTIAL

**~262k units\***



## LEVERS OF ATTACK

All-new high-performance BEVs on our AMG.EA platform

Full range of attractive I6 offerings in mid-size & full-size segment

High-range performance PHEVs in full-size segment, e.g. E-Class & GLE

Lifecycle extension of AMG A-Class until 08/2027

\* Performance market size, including BMW M, Audi Sport, Porsche and Mercedes-AMG.



# DRIVING GROWTH IN OUR BIGGEST MARKET: THE HOME OF SUVs & V8 ENGINES

## AMG TODAY NORTH AMERICA

**~38%**

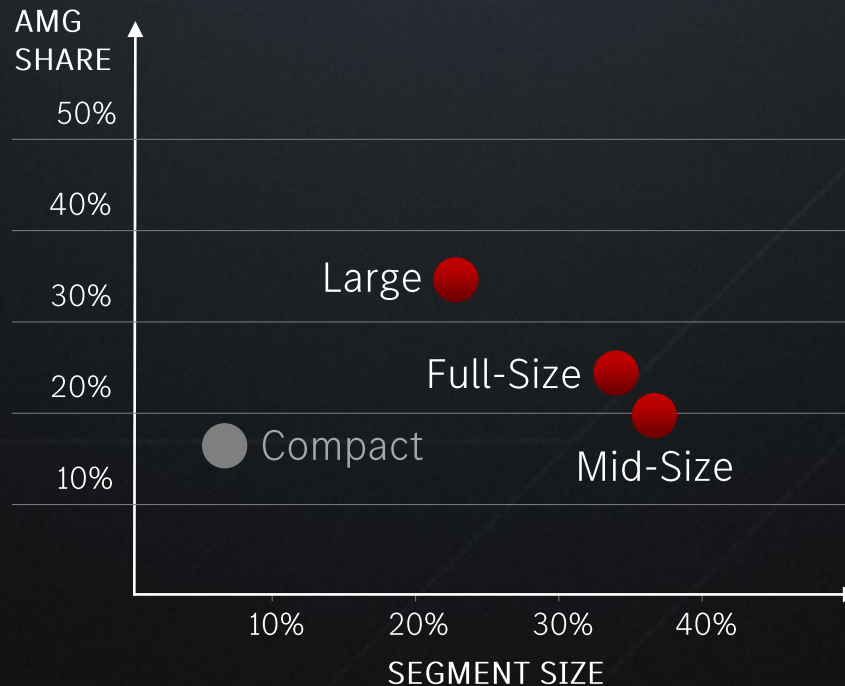
of total AMG sales in 2025

**~54k units**

sold in 2025

## MARKET POTENTIAL

**~225k units\***



## LEVERS OF ATTACK

Upgraded I6 & V8 ICE portfolio tailored to U.S. needs, e.g. S 63

SUV facelifts with even more aggressive and bold design

Expressive high-performance electric SUVs on AMG.EA platform

AMG.EA premiere in the U.S. & biggest-ever test drive initiative

I6 pricing at I4 predecessor level to attack competitors in mid-size segment

\* Performance market size, including BMW M, Audi Sport, Porsche and Mercedes-AMG.



# TAILORED GO-TO-MARKET STRATEGIES FOR OUR ASIAN MARKETS & THE MIDDLE EAST

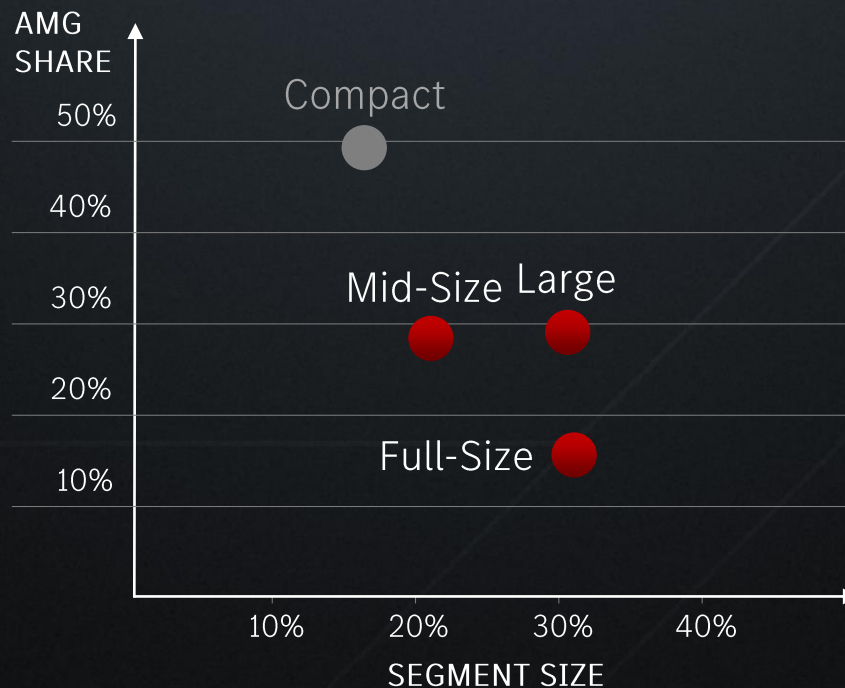
## AMG TODAY ASIA & MIDDLE EAST

**~25%**  
of total AMG sales in 2025

**~36k units**  
sold in 2025

## MARKET POTENTIAL

**~114k units\***



## LEVERS OF ATTACK

Attractive AMG.EA entry positions considering special consumption tax to create new market in China

Market-specific models, e.g. GT 50 in China, to meet local needs

Exploit ICE potentials and regain segment share with mid-size I6

Market-tailored MANUFAKTUR G 63 MIRAGE EDITION for the Middle East

\* Performance market size, including BMW M, Audi Sport, Porsche and Mercedes-AMG.



# UNLEASHING FULL POTENTIAL: SHIFTING GROWTH UP A GEAR



## PRODUCT OFFENSIVE

Defined by customer wishes



## MARKET STRATEGY

Getting customers excited



## REAL AMG DNA

Meeting customer expectations



# THE REAL AMG DNA: WHAT DRIVES CUSTOMER CHOICE

## #1 EXTERIOR DESIGN



## #2 PERFORMANCE



# UNMISTAKABLY AMG: BOLD DESIGN & A CLEAR STATEMENT





# UNCOMPROMISING PERFORMANCE, NO MATTER THE DRIVETRAIN



We remain committed to delivering highly emotional ICE models...



...while pioneering the next generation of high-performance EVs.

AMG

# THE NEXT ITERATION OF “ONE MAN, ONE ENGINE”



AMG

# RAISING THE BAR: GAME-CHANGING INNOVATION



AMG

NO COMPROMISES. APPROVED FOR

THE ALL-NEW MERCEDES-AMG  
GT 4-DOOR COUPÉ



UNMISTAKABLE DESIGN | PURE PERFORMANCE | TECHNOLOGICAL LEADERSHIP

AMG

AUTOBAHN

