

AMG



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AMG: It Feels as Good as it Looks!

In 1967, AMG set up shop in an old German mill. The idea was to build special Daimler-Benzes, but the company was tiny and the flow of customers was no more than a trickle. In twenty years, the flow has swelled from a trickle to a flood.

Set in Burgstall in Wuerttemberg, West Germany, the old mill at first saw only two men arrive each morning. Their enterprise was hardly even an idea, barely more than a dream. One man was Hans-Werner Aufrecht, a former Mercedes-Benz development engineer. He was determined to create the fastest Mercedes to be found. His partner was Erhard Melcher. The initials of their last names gave the AMG logo its start, and the first letter of Aufrecht's hometown of Grossbach provided its finish. Melcher has since left AMG, but he still supplies many of its precision engine parts.

Today, the company's blocky three-lettered emblem, still faithfully applied exclusively to cars born under the three-pointed star, is famous around the world in its own right. Even in countries producing fine luxury and performance automobiles of their own, the machines from Daimler-Benz enjoy recognition as the finest automobiles in the world. From AMG's ordinary beginnings, the company dedicated itself to making the best even better.

As each machine—large or small, elegant or sporting—arrives in its owner's hands from Mercedes, each is different. Each calls for a different approach to every area of potential improvement. In essence, each customer calls upon AMG to make the most of a singular perception of a single Mercedes—to enhance its nucleus, to polish its strong points, and to alter and solidify its aura.

At AMG, even the sky is no limit. AMG takes pride in having invented and popularized the monochrome look, visually unifying the entire body with a single striking splash of color. Now virtually every builder of production and specialty cars offers similar monochromatic treatments. However, each AMG customer remains free to select almost any combination of inner workings and outer trimmings. Technical practicality remains the only guideline to individual expression.

Daimler-Benz builds no throwaway designs. Every car conceived and designed in the think-tank atmosphere of Daimler-Benz headquarters in Stuttgart, West Germany, is a product of brainpower dedicated to automotive excellence. Every aspect of packaging and performance comes under intense scrutiny. Every test and alteration along the way is dissected and improved many times. Eventually, the first prototype powers past the brainstorming stage. It rises off the drafting tables, flickers from the computer banks, rumbles from the steel foundries, bubbles from the glass and petrochemical laboratories, grows its inner lining in the upholstery shop, and comes together in the assembly center. Finally, the prototype goes on the road. Once gone, it goes endlessly, at first by itself and soon with others

something like it, each slightly different as improvements are made, all funneling toward the ultimate realization of the fully evolved goal.

Whatever that goal represented in the beginning and whatever it becomes in the end, one thing never changes—the determination within Daimler-Benz that the end result be as fine as Daimler-Benz can make it. That it be better than the rest. An abstract goal becomes an energetic sculpture in steel and glass and paint and plastic and leather and rubber. This animate sculpture, like every Mercedes, gleams with achievement and honors that tradition incomparable in every human endeavor: to be the best.

And so it is with AMG. With its constant increase in expertise, reputation, and clientele, AMG has bloomed from two employees to almost 150 at the main headquarters alone. Known as AMG Motorenbau und Entwicklungs GmbH, the flourishing company long ago forsook the old mill for an expansive compound in the Swabian village of Affalterbach, near Stuttgart. The only connection with the past remains the Old World skills of the workers, who also embrace the new world of technological advances.

AMG's success brought modern management adept at tapping outside suppliers and serving today's worldwide customer base. Then came a large computerized bookkeeping department. Roomy administration quarters. Space for ever-increasing research and development and durability testing. Spacious parts warehousing for the exclusive product line. Major shop areas organized to handle both prototype and customer work. Pleasant reception and meeting areas. Airy showrooms displaying AMG automobiles and products. And comfortable sales offices for determining details on individual orders.

Whether purchasing from the source in Affalterbach or from one of its distributors around the world, AMG customers take almost as much pleasure in designing their cars and anticipating their completion as in their driving. But in the end, the driving and savoring the result reigns supreme.

Luckily for AMG's chassis and engine tuning, the company headquarters open onto an array of Swabia's most challenging back roads. They curl in a labyrinth through layered hills, forests, and fields, snaking over streams, past lakes, and soon into mountains. The devious terrain and the roads that cling to it so tenaciously quickly reveal any shortcoming in prototype suspensions. Drivetrains must deal with the endlessly changing terrain, powering constantly up and down an extraordinary speed range. Brake units repeatedly bear the brunt of the assault on basic physics. Near Affalterbach lie unlimited autobahns where tremendous speeds are the norm. Safe and efficient aerodynamic aids are critical for high-speed stability and low drag. High engine output and maximum durability are critical to speed and longevity. Engine assemblies must shrug off

the toughest high-rpm challenge as if it were no more than everyday business—which is precisely what it is in Germany. And doubly so in AMG's neck of the Swabian woods. Even the luxury components crafted for AMG's special interior treatments must meet the company's high standards for functional longevity.

AMG counts itself lucky that the environment that creates the problems lies just beyond its doors. For AMG's work force, there is an equally important advantage to headquartering at the very edge of this scenic and tortuous real-world test area—it keeps the boss happy. When there is driving to be done, Hans-Werner Aufrecht likes getting on the road quickly. To this day, he handles all of AMG's primary development driving, and he makes all AMG decisions regarding vehicle dynamics. His credo, now the company credo: "To make AMG cars feel as good as they look."

Amid the pressures of business, Hans-Werner Aufrecht's road work remains his pleasure. He savors every kilometer rushing beneath him. It is more than a self-indulgence. Working the controls, pressing on with the simultaneous inner joy and analytical detachment of a test pilot delving deep into the recesses of the performance envelope, he takes sensory messages flashing up from his hands and feet and the seat of his pants and stores their subtle magic in his memory bank, folding new insights into the treasury of his experience. So AMG's technical improvements in dynamics unfold at the same pace as Herr Aufrecht's testing: fast.

Always fascinated with outright performance, AMG gloried in racing in its early and middle years, but discontinued competition in 1980 when business began to take more time than racing allowed. By 1986, AMG's larger business staff allowed the company to engineer a return to racing that shook its disbelieving rivals. AMG screamed back to the fore in the viciously contested German Touring Car Championship, winning twice on the daunting fourteen-mile Nurburgring circuit that still threads through the Eifel Mountains and once on the hyperfast Avus loop in West Berlin. As AMG had never forgotten, much of what is learned on the track applies to roadgoing performance as well. And vice-versa.

Every AMG component must pass not only AMG's rigorous testing but the strict requirements of the TUV, West Germany's tough counterpart of the U.S. Department of Transportation and EPA. Components intended specifically for North America are manufactured to satisfy its particular requirements.

The international AMG network encompasses distributors that provide showrooms, installation-and-service centers, and parts-storage warehousing in Austria, Italy, France, Great Britain, Finland, India, the Persian Gulf States, Indonesia, Japan, and the United States.

Since its establishment in 1981, AMG of North America has grown rapidly to encompass a network of dealers in most major metropolitan areas throughout the United States. At AMG

Top to bottom below; a Mercedes 300E in AMG metamorphosis.



The World's Fastest Sedan

of North America headquarters in Illinois, the commitment to the U.S. market is clearly evidenced by the number of technical and high-level management personnel who have relocated from Germany to ensure that work done here meets the same rigid quality control standards the company maintains worldwide.

Each factory authorized AMG distributor or dealer is trained and equipped by the factory to supply, build, and maintain complete AMG Mercedes and to perform AMG-oriented work on the Mercedes already owned by customers. In keeping with the highest quality workmanship, all parts and modifications provided by AMG include full warranties.

AMG's clients are attracted by its sterling reputation and its clearcut goal: to unify the design within and without, serving

both the active and the aesthetic elements demanded in the finest of automobiles. AMG's achievement of its customers' goals calls upon the company's unparalleled technical and aesthetic standards. In a sense, English writer Oscar Wilde spoke for AMG when he wrote, "I have very simple taste. I am always satisfied with the best."

The AMG Mercedes. Fine, fierce, and dedicated to excitement. Committed to historic excellence that began with Daimler-Benz a century ago and thrives today with AMG. And now, the most thrilling automobiles in AMG's history, created by classic skills embracing new ideas. Built upon the past with the future in mind. And merely a turn of the key away.

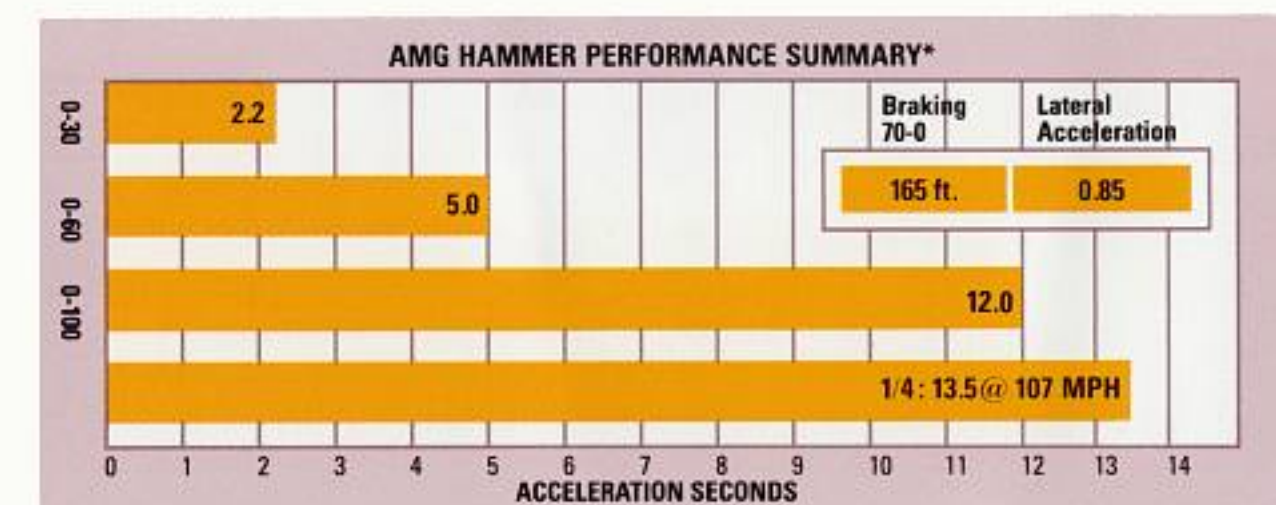
When AMG built the Hammer, word spread like wildfire.

Car and Driver—"The Hammer covers ground so quickly that you swear you can feel the earth's curvature racing to meet you. Yet... this AMG-modified sedan keeps you completely at ease as you pierce the atmosphere like a horizontal bolt of lightning. All that's lacking is the stench of scorched sulphur from the shocked aftermath of your receding thunder... For all its power, the Hammer applies its blows superbly... The chassis absorbs the road's upsets with none of its own... The driver's job is to hew to the one true line and to look *way* ahead, because that's where the car will be in a flash...."

Road & Track Exotic Cars—"In corners, the car tracks tightly and clings to the line effectively, giving the driver a great feeling of confidence... As good as the handling is, what makes the Hammer something that will remind you of the old folk song about John Henry is the 6.0-liter V-8 engine... This is a car that moves off from rest with a smoothness that's hard to believe. And it just keeps accelerating, on and on...."

Auto Gallery—"The Hammer is a marvelous amalgam of traditional Mercedes-Benz values and jaw-clenching performance... Its urban road manners are impeccable... At the limit, almost 100 yards of road are covered every second, and the meaning of tunnel vision becomes all too obvious... Caveats aside, the Hammer is beautifully designed to provide the skilled driver with an experience virtually unequalled by any production car...."

Stuffed with AMG's most powerful and free-revving engine and its most sophisticated chassis tuning, the Hammer becomes a Supercar in the truest sense. The wildest, highest-performance exotic cars cannot compare. When it comes to putting the road in its place, they cannot touch the AMG Hammer because it makes speed without strain and makes time without stress. Remarkable though they may be, they are no more than nails for the Hammer when it comes to pounding the landscape flat.



*Road test results of 5.6 liter Hammer with 2.24 rear axle ratio from December 1986 Car and Driver magazine.

No other practical four-passenger car can provide you the AMG Hammer's unprecedented performance. Its abilities go beyond wishes into what most can only consider dreams: 0 to 60 in 5.0 seconds; the quarter-mile in 13.5 seconds at 107 mph; the fastest 30-to-50 and 50-to-70 times ever recorded by *Car and Driver*; and a top speed of 186 mph.

The Hammer begins with a U.S. specification Mercedes 300E, stripped of all powertrain and running gear. The six-cylinder engine gives way to the 5.6-liter V-8 built for the larger 560s. Disassembled, ported, polished, balanced, and blueprinted—and optionally bored out to 6.0 liters—and fitted with the amazing 32-valve secret to its success: AMG-designed double overhead camshafts and four-valve-per-cylinder heads. Dual German high-performance catalytic converters promote free exhaust flow. To handle the resulting 360 horsepower and 377 pound-feet of torque (375 horsepower and 407 pound-feet of torque for the 6.0 liter version), AMG revamps the four-speed automatic from the large Mercedes S-Class machines.

AMG replaces the rear subframe with a beefier one and fits the biggest M-B differential. A Gleason-Torsen™ (*Torque Sensing*) unit replaces the original M-B carrier, sensing which wheel can safely handle power under adverse conditions that may cause a lesser car to spin its wheels or itself.

A special AMG suspension employs shorter springs, firmer shock absorbers, 8.0-by-17-inch alloy wheels, and Pirelli P700 tires: 215/45VR-17 front, 235/45VR-17 rear. Keeping frontal area slim and low cuts wind resistance to a minimal 0.25 Cd with a front air dam and side skirts, and a ducktail blended into the deck. AMG's chassis and brake tuning dovetail with the engine and aerodynamics. The Hammer grips the road tenaciously, producing 0.85-g roadholding and stops from 70 mph in a breathtaking 165 feet.

The AMG Hammer, despite its singular ability to pace the sun racing the horizon, is also alone in its ability to bear you and yours in imperturbable luxury and safety at such a resounding rate. The Hammer is tomorrow's supreme traveling tool, yet it already makes the quickest possible work of every challenge on the way today.

™TORSSEN is a registered trademark of Gleason Power Systems, Division of Gleason Corporation of Rochester, New York, USA.



Standard motive power is the 5.6-liter 4-cam engine. Optional is a 375 hp 6.0-liter version.



The duck-tail rear spoiler that is unique to the Hammer.



Muscular Masterpiece

Often called "the world's greatest production sedan," the Mercedes 560 SEL represents the high-water mark for magnificent beginnings in fine motoring. Its unabashed drive to provide the finest for its driver arrives in a package whose driving characteristics belie its near-limousine size and accommodations. Its innate penchant for poise and pleasure are the stuff of legend.

As created by Daimler-Benz for an owner, the 560 SEL provides a demeanor that claims the road for its own.

As modified by AMG for you, the 560 SEL takes on a muscular character that *Car and Driver* calls "atomic." As able as this largest standard Mercedes may be upon arrival from Stuttgart, it provides merely a base for the past-masters of Mercedes performance at AMG. Up the road on the quiet outskirts of Affalterbach, AMG's visionaries, designers, and craftsmen develop, hone, and assemble the parts and pieces that mesh and blend to make the reborn 560 SEL even more than the stuff of legend.

As with all AMG craftsmanship, you can apply as little or as much as you wish. The alterations can be purely external or so subtle that only the knowing will take heed or so overwhelmingly complete that all the world will tip its hat. Be it the addition of a wind-tunnel-developed aerodynamic bodywork package and high-performance wheels and tires, or a full rebirth including a complete suspension system and the almighty 32-valve, double overhead cam V-8 whose 360 horsepower rocks the world back on its heels, your requests are AMG's instructions. In return, AMG provides you with the ability to command, from the bunkerlike SEL shell, the handling agility of a sports car and the 170-mph performance of an exotic GT, with the drawbacks of neither. Even at the physical limits, AMG delivers its nether-world performance with real-world virtues.

No other roadgoing sedan in the world commands respect in the way the Mercedes 560 SEL does. Yet not even the original can compare with the AMG renditions. You feel its superiority in your senses as much as others recognize it in their hearts. With such an awesome traveling companion, it could be no other way.



Power choices range up to a Herculean 375 hp, 6.0-liter 4-cam replacement of the standard 5.6-liter engine.



AMG's monochromatic styling sharply defines the SEL's athletic qualities.



This rear spoiler strengthens road grip through a reduction in rear end lift.



The Graceful Combatant

Since the beginning, designers realized that a standard sedan lacks sporting character. Four doors suggest a dedication to practicality. The doors shrink from four to two. Two being plenty for access to the sporting life. Then the angularity and profile of the roofline are rounded down, making more of less and suggesting a streamlined ability to make time. The surface excitement tells you that speed emanates from deep within. And so it does: reduced drag over a lower roof and around sleeker lines makes a great coupe faster. No companies know this better than Mercedes and AMG.

When Daimler-Benz planned the SEC on a short version of the *wunderkind* SEL chassis, AMG's visionaries saw it coming. Knowing the benefits of a smaller and sleeker coupe—lighter weight, better handling, lower wind noise, higher speed potential—AMG primed itself for the moment the SEC slipped into the flattering light of day.

The possibilities have soared: Complete conversions of the cabin. Custom aerodynamic packages, including a striking rear wing and AMG's famed wide-body package of flared fenders and comprehensive aero alterations. A wide range of precisely cast, stringently machined, and flawlessly finished alloy wheels. A fully tested choice of ultra-performance tires. A Mercedes 4-speed automatic transmission revalved for firmer and more precise shifting. Engine and total-powertrain conversions. Camshafts. Power-rich pistons and heads. A torque-rich and cost-efficient conversion of the stock 5.6-liter V-8 to 6.0 liters. And the *ne plus ultra*, the double overhead cam, 32-valve, 6.0-liter, 375-hp V-8.

From the very beginning of coupes to this age of the SEC, the aim has been for sport to show through. But you can best find it from within. Control is yours, and with it a bounty of time to see every detail flowing beyond the glassy cabin in perfect clarity. The AMG SEC frees you to grasp every nuance as your mind stores the memory of each flickering mile, even the streaks that paint the periphery in an explosion of optical art as you press the engine and the world hurls past in a crystalline blur.



Air flows more smoothly around the AMG SEC, as evidenced by the five percent reduction in aerodynamic drag.



Three different alloy wheel style choices are offered for the Mercedes SEC.



Sunshine on Force

The evergreen 560 SL. The quick and crisp-lined coupe with the lean removable hardtop and the cozy convertible softtop and a reputation for reducing its less-timeless foes to memories. Built by Daimler-Benz to bring the world in, and to sprint through life's kaleidoscopic river of colors and textures and breezes and scents.

AMG endows the SL with added artistic and athletic touches of a companionable character. Broad wheels and hunky tires bulge within taut fenderlines graced by smooth rocker-panel spats, a broad front air dam, and a crisp rear skirt. A modest lip spoiler at the trailing edge of the decklid minimizes rear lift at speed. For all SLs, a newly perfected AMG wing adds freestanding drama, cuts lift, and incorporates a third brake light for increased safety in heavy traffic.

Increased comfort and visual appeal come from the many possible interior enhancements—fine woods, fabrics, and leathers in almost unlimited profusion, plus a wide array of convenience items—all suited to many or all of AMG's machines, but perhaps best applied in the SL. Their visual contribution can be best appreciated when you lift the lid or drop the top to take the sun.

Based on an older chassis than other Mercedes-Benz models, the SL benefits most from AMG's complete handling packages. They keep you squarely on the straight and narrow, capitalizing on the SLs stout straight-line performance, and when the straights coil into curlicue deviousness the broad-shouldered chassis clasps you in enhanced security. Basic engine packages provide incremental but substantial power gains. The wide twin-cam cylinder heads applied to AMG V-8s for maximum output cannot fit in the SLs snug engine bay, however, the solution is a super-torque 6.0-liter version fed by AMG's flow-perfected two-valve heads. The resulting 398 pound-feet of torque comes into play 1000 rpm lower in the rev range, producing astounding responsiveness in the lighter and much smaller SL.

Extremely cost-effective, this potent 6.0-liter V-8 can also be applied to any larger Mercedes-Benz model. But to none more effectively than the AMG 560 SL.



The rear wing spoiler with high-mounted brake light updates older models to contemporary safety standards.



Free-flow exhaust systems unleash more power from the engine than their standard counterparts.



Speed with Tact

When magic in the automobile business is pulled from somewhere besides a hat, its source is most likely to be Daimler-Benz. The appearance of the magical 300E added fresh lustre to the honors heaped at Stuttgart's feet. This mid-sized sedan, the company's most recent and best-balanced, comes in an elegant envelope containing every reasonable assuagement for modern man, giving the wind no more than the most fleeting glimpse of its passing form, and singing with a silky and powerful heart that propels it like the very wind that fails to foil its passage.

Even before AMG dreamed of forging the mighty Hammer from this magic anvil, Stuttgart made it the pluperfect candidate for the waving of Affalterbach's own magic wand. AMG massaged the aluminum and steel and rubber that make up the 300E's bone and muscle and tendons, and it responded more quickly than any Mercedes in AMG's encyclopedic memory bank of experience. The 300E has proved itself a great instinctive athlete. A natural.

From AMG's growing ledger of chassis knowledge come suspension pieces that lower and settle the car without snubbing its suppleness. Sticky wheel-and-tire pairings take aggressive stances without hampering the flow of its form. Coordinated aerodynamic aids add their own silent savvy to the low-drag wars, whispering softly with a drag coefficient of 0.27, the industry's best.

With less air to push, the basic 3.0-liter overhead cam engine shows a special affinity for AMG tuning and heady performance. With alternatives running the gamut from camshafts, valves, heads, exhausts, and assembled engines—including a conversion to 3.2 liters—AMG's six-cylinder engines inhale oxygen so prodigiously they practically smother the field. In return, they come right back with 215 to 245 hp, 0-to-60 runs from 7.3 to 6.9 seconds, and top speeds from 150 to 159 mph.

And you are welcomed by interiors full of promise: Recaro seats. Sport steering wheels. Wood trim of many sheens. Speedometers colored to order. Concert-quality sound systems. And the promise that your AMG 300E will feel terrific at the end of days spent swallowing miles hundreds at a clip.



The 3.2-liter engine conversion increases power by 38 percent over the standard 3.0-liter motor.



The 300E spoiler has a brake light for maximum safety.



Baby Brute

The term “pocket rocket” is not often applied to the Mercedes-Benz 190E. As debuted, its performance lit up no visions of a four-wheeled mini booster blazing across the earth. Still, it paraded the Mercedes tri-star above its petite familial grille. All who knew Herr Hans-Werner Aufrecht of AMG knew that Swabia’s wizard of mechanical hocus-pocus would soon motor into Stuttgart with his crookedest smile, bags of horsepower and handling bulging from a close-coupled 190E, and an eye out for any luckless prey capering about in bigger, more prosaic Mercedes.

Being shot down by an Affalterbach pocket rocket is no disgrace. This AMG 190E routs the notion that small cars cannot pick up and fly. Punching over mountain ranges, skewering through redwood groves, and streaming across arroyoed plains, it leaves the old misconception about small-car performance smoldering in your wake.

Peel back the stark, stabilizing aerodynamics of the smallest AMG, and you see its advantages at a glance. The snug cabin provides only modest room, but its snugness makes customization more noticeable. Underneath hunker worthy wheels, tires, and suspension pieces. But foremost you find the engine bay. It comes into the world housing a 2.3-liter four-cylinder or a 2.6-liter six-cylinder—but typically leaves AMG filled with much more. The choices stretch upward from breathing new life into the smaller motors with uprated valve gear—which gives as much as 160 hp. Then, for 2.6-liter models, you can select an uprated 3.0-liter, which makes 215 hp and light work of the 190E. A fierce but velvety big-bore, 3.2-liter, 245-horsepower brute tops the line, replete with mountainous torque, tremendous tractability, and a 160-mph hunger for sitting duck.

Whatever the power source, its thrust is unleashed by your choice of manual or automatic gearbox. Whichever you choose will instantly launch pocket-rocketry every time you light the wick. As with Herr Aufrecht, how long you keep it lit depends upon your sense of humor.



This spoiler succeeds in a 40 percent reduction of rear end lift.



190E alloy wheel choices include 6.5 × 16 for all models up to 1986 and a 7.5 × 16 version for 1987 models.



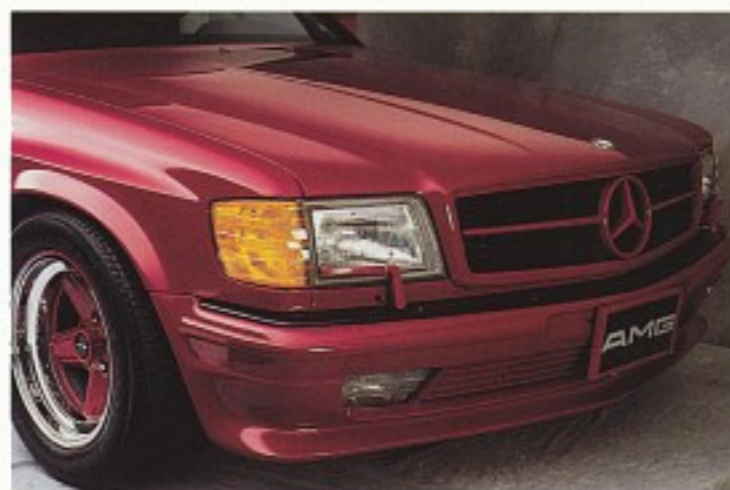
Ride on the Wide Side

For the young and physically fit girl who frequents the beach and employs the glowing sun and scanty attire to display her breathtaking perfection, California coined a descriptive term—hard body. Just as AMG created a singular name to describe the breathtaking muscular aggressiveness and flawless mein displayed by the ultimate AMG SEC—Wide Body.

Like the girl on the beach, the Wide Body leaves no doubt about its outlook on life, both aware of their natural gifts, but one playful, the other forceful. And both beautiful.

Every line of the Wide Body has been born for a reason. No line goes its way without consideration for all others. And while subtlety is the key in every detail, the overall effect is one of extraordinary strength. From the integrated front air dam to the measured kick of the carefully contoured rear spoiler lip, every detail of the Wide Body contributes as much to aerodynamic efficiency as to the ability to fit much wider wheels—9.0 inches in front and 10.0 inches at the rear, all four with a 16-inch diameter—and much more adhesive tires. Their high-performance, low-profile sidewalls and gluey tread blocks and compounds make the most of the broad support. In turn, AMG's chassis engineers make the most of the Wide Body's handling potential, delivering exceptional stability, roadholding, and peace of mind, even at autobahn-rate speeds.

At lesser speeds, the AMG SEC Wide Body capitalizes on its looks by displaying a lingering look at its breathtaking natural perfection. Just like the girl at the beach.



SEC Wide Body conversions enable the use of AMG's 9.0-inch wheels front and 10.0-inch wheels in the rear.



The artful blending of the expanded fenders accentuate this SEC's dazzling demeanor.



The Baby Brute Gets Wide

The Mercedes 190E makes an exceptional starting point for a performance car because all its basics were properly handled from the moment of its inception. Making the most of its basics primarily requires only the implementation of the basic range of AMG performance enhancements that works so predictably well with every Mercedes. But serving wishes and needs above and beyond that first level of logical modification requires something more.

When your wishes and needs are for improved roadholding, handling, and appearance from the 190E, the first step calls for AMG's behavior-modification program. Handling and roadholding must be balanced by proper interplay between every part of the suspension system. AMG's basic suspension and wheel-and-tire packages provide remarkable results. But if you wish for more, this first step calls for a second.

Further improvements can only come from much larger wheels and tires. Yet the fenders fit very snugly around the wheels. The only solution is subtle but commodious fender flares.

Thus is born the AMG 190E Wide Body. Its smoothly formed wheel arches blend seamlessly into its fenders. They provide clearance for 8.0 by 16-inch alloy wheels all around, 205/55VR-16 tires at the front, and 225/50VR-16 tires at the rear. By employing wider tires at the rear, AMG provides added handling stability and—particularly helpful with its potent optional engines—greater capacity for power delivery without the inefficiency of wheelspin.

Even casual onlookers will sense the AMG 190E Wide Body's added stability. And no one can fail to recognize the crisp and roguish improvement in its looks. But only you will know beyond doubt that it feels as good as it looks.



The 190E Wide Body front and rear fenders yield more room to accommodate the widest possible wheel sizes of 8.0 x 16 or 8.0 x 17.



190E 2.6 versions can be elevated to more brutish levels with the addition of 3.0 or 3.2-liter engine conversions.



Bruiser of a Classic

Although the SLC is long gone from production, replaced in the kingdom of Mercedes-Benz coupes by the tremendous SEC, the smaller model with its fixed top and 2 + 2 seating continues to attract a following that still delights in its rugged but sophisticated personality. Cult classics are not usually born of lofty status, but the SLC has built a cult of its own. And even today, its senses of everlasting character and undivided whole make it the perfect platform for AMG's power and personality improvements.

Given the Daimler-Benz dedication to developing a predictable flow of technology throughout its model lines over the years, the SLC runs neck and neck with the latest models in taking advantage of AMG's latest updates. Except for the same narrowness of engine bay that prevents the convertible-based SL from accepting the Olympian double overhead camshaft 32-valve V-8 developed by AMG, every iteration of the 16-valve version in AMG's horsepower stables makes a powerful partner for the SLC's long-legged traveling talents. AMG takes special pleasure in upgrading SLCs originally manufactured with V-8 engines, whether by inclusion of intake and exhaust kits or through a full jump into the 6.0-liter arena.

With AMG's many years invested and logged in perfecting the many specifics for the SLC, their wide range of continuing availability should come as no surprise. Complete suspension systems, dual-pipe exhaust systems, acoustically coordinated high-fidelity stereo systems, Recaro seating, and the entire array of niceties considered entertaining, advisable, or absolutely necessary by AMG are available. Building an AMG SLC into a luxurious roadburning classic nonpareil has never been easier.



1972 through 1981 SLCs can be recast by AMG into brawny street fighters.



European specification models, like this Midnight Blue 500 SLC, are also served by AMG.



Past and Future in One

The unmistakable profile and grand but businesslike bearing of the original SEL, the imperious four-door family sedan given birth by Daimler-Benz to take charge of the fast lane, represents the closest link from the past with the current 560 SEL. Like the current S-Class flagship, it stands ready to take best advantage of everything AMG has to offer.

As always, AMG's offerings are near infinite. Virtually nothing can be found in the SEL that cannot be improved with aerodynamics here, suspension bits there, wheels and tires at all four corners, and comforts cosseted within. All of it down to the last detail falls within the all-knowing purview of the Swabian sorcerers. They were the first to see the possibilities, and even when the supply of 280 and 450 SELs eventually dwindles down to a handful still held dear by a few covetous owners, the sorcerers will still be on the case with individual AMG reincarnations of the highest quality.

The current generation of S-Class machines owes its breeding to the last, and nowhere is the unparalleled quality of the seed more apparent than in the first SEL. Imagine it with vast improvements in every aspect of its behavior and character, taking on the road with a refined vengeance and a tight-bodied zeal that belies its age. Then again, as Mercedes go, it still qualifies as barely out of its youth. So it also stands vigorously at the ready to buckle down for speed or to whisk you silently to the grand esplanade for an evening of wining and dining and wowing those who have perhaps settled for newer personal transportation, but also for something distinctly inferior to the splendidly reaffirmed and still regal and rapsallious original AMG SEL.



Even 1973 through 1980 S, SE, and SEL models respond to AMG's assertive posturing.



Pieces of Eights . . . Sixes and Fours



Cheating the Breeze

Whatever happens under the hood and down at the pavement, it all comes down in the end to what happens when the body meets the wind. No matter how high the horsepower, how parsimonious the powertrain, and how gummy the grip, the trick is to know how to make the most of all three. The only answer is aerodynamics, and the ultimate conclusion is AMG.

For a company as accomplished at this artful science as AMG, it is no trick at all. Just lots of hard work. Untold skill, experience, instinct, testing, observing, adjusting, trying, and perfecting. Effort and care lavished over every inch of the machine. Long hours invested over every mile along the way. Mercedes attends to the beginning and AMG looks after the end. AMG's purpose is as clear as its intentions—to make the most of every factor that contributes to the aerodynamic efficiency and appearance of your Mercedes, in order to draw forth the utmost in performance, road-holding and character.

Aerodynamics, informally stated, is the study of how to make the meeting of *object* and *air* as graceful as natural law will allow. Thanks to its skill in the artificial world of wind-tunnel aerodynamics and the results of its experience in the real world of high-speed performance, AMG takes pride in producing aerodynamic packages whose contributions make its machines seem almost immune to the accepted laws of physics.

AMG's first aim is to reduce drag, improving both top-end performance and everyday fuel economy, two normally disparate goals. But the creation of minimal drag must also accompany maximum roadholding and optimum handling. AMG never cheats the wind at the expense of roadgoing stability. So while you should assume substantial gains in the performance and economy that benefit forward motion, you can depend on gains in both the handling capability that provides surefootedness in lateral motion and the aerodynamic stability that delivers dynamic competence in all planes of motion.

For maximum durability and optimum fit, virtually all AMG front air dams, rear spoilers, and side and rear skirts are made in Germany of PU-Rim. This pliable plastic is capable of withstanding the most abusive curbs, but not at the expense of crisp detailing and exceptional finish—as you would expect from the Teutonic dedication to quality and durability.

Although AMG aerodynamic aids are famous for beauty and ruggedness, their biggest contribution to your peace of mind comes on the road, where they reduce unsettling lift by as much as 37 percent, providing detectable improvements that put you and your passengers alike at ease. Because the wind tunnel is AMG's laboratory and the open road is its test bed, AMG aerodynamic packages make your Mercedes an easy chair.

AMG body packages consist of a front air dam, side and rear skirts. The optional choice of a rear lip spoiler or rear wing with brake light is shown far right.



Bottom left to right; rear skirts, front air dams and side skirts for S-Class and 300E models.



Getting Down

Of all the things that can be changed on an automobile, none are easier than the wheels and tires. Yet none are more critical to its over-the-road performance, and none are so complex in their contributions. Whereas Mercedes tailors its wheels and tires to cater to more prosaic needs, AMG must take into consideration all likely extremes to be encountered at high speeds and in hard use.

AMG's tremendous range of wheel sizes begins with designs in 6.5 x 16 inches for the 190E. They stretch to 9.0 x 16 and 10.0 x 16 for the SEC Wide Body. And all the way to 8.0 x 17 aero wheels for the Hammer and regular S-Class machines.

Many diameters and widths range between these extremes. Each individual wheel is tailored to a specific Mercedes model, aimed at drawing peak performance from its dynamic components without creating clearance or durability woes.

All AMG wheels are precision cast and machined of the finest alloys to withstand the most rigorous TUV testing and life over autobahns and Tyrollian passes.

At AMG, two distinct styles are offered. One featuring sublimely smooth surfaces for minimal drag and maximum integration with AMG's smooth-flowing aerodynamic bodywork packages, the others employing rakish spokes that leave no doubt about their function in support of the whole. These open-spoked designs also help promote air circulation around brake discs. However, despite the inherent braking advantages of aggressive, open-spoke designs, AMG scientifically designs cooling slots of its smooth-faced 8.0 x 16 and 8.0 x 17 aerodynamic wheels to perform just as well. Just as AMG's proprietary wheels designs span the spectrum, its available colors span the rainbow. From the cast and machined surfaces of natural-finish aluminum to entire wheels painted to match the overall coloring or your AMG—particularly effective with the world-famous monochromatic body envelopes—the choices are yours. You may choose to highlight your car's trim by using chrome or matte-black. Or to carry out a favorite color scheme. Or to have

your wheels polished or even chrome plated, leaving the rims bright. Since the depth of the spiders affects the amount of light falling on them, slight differences in color can create great differences in appearance.

Always in the end, however, the primary job of a road wheel on a high performance machine is to handle the practical problems it faces, and to do so without a second thought from the owner. Because you have been attracted to high performance for its own sake, AMG also recommends taking advantage of the larger diameter wheels, introduced to suit today's low-profile tires, by installing a complete AMG Big-Brake Conversion. Nothing could give you a better head start on stopping.

Favored on the autobahn and in AMG's flat-out testing at Germany's famous Nurburgring circuit (a favorite AMG haunt for meaningful torture and durability testing), AMG's oversize brakes prove their worth at every bend, hairpin, and blind brow, all the more when the road rushes downhill. For ordinary driving, they provide reserves of stopping power far beyond even exceptional production brakes, making the most of the foolproof ABS (anti-lock) system provided by Mercedes.

In making the most of an AMG's tremendous handling, speed, and braking potential, or in simply relaxing in the knowledge that their reserves are available at your beck and call, you will want the best tires available. Although many excellent designs are available from around the world, AMG's research and testing has reduced the choices to the few best suited to the job at hand. The chosen sizes reflect AMG's constant concerns with the handling and safety.

Depending upon your Mercedes, your AMG tire choices will include a variety of high-speed-rated Goodyear and Pirelli ultra-performance tires. Including, but not limited to, Goodyear's famous Eagle GTs or VR-rated and VRS (super speed) Gatorbacks, plus Pirelli rubber ranging from the original P7s to today's latest updates, the P600s and P700s.



AMG's 8.0 x 17 Aero wheel welcomes performance tire technology. An 8.0 x 16 version is available.



The wider rim and 16 inch diameter of the AMG wheel permits the use of today's low profile performance tires.



190E Wide Body
8.0 x 16 - Version I
Classic White, Satin Rim



450 SEL
8.0 x 16 - Version I
Milan Brown, Satin Rim



500 SLC
8.0 x 16 - Version II
Midnight Blue, Satin Rim



560 SEC Wide Body
9.0 x 16 (10.0 x 16 rear) - Version I
Signal Red, Chromed Rim



300E
7.5 x 16 - Version II
Arctic White, Satin Rim



560 SL
8.0 x 16 - Version II
Smoke Silver, Satin Rim



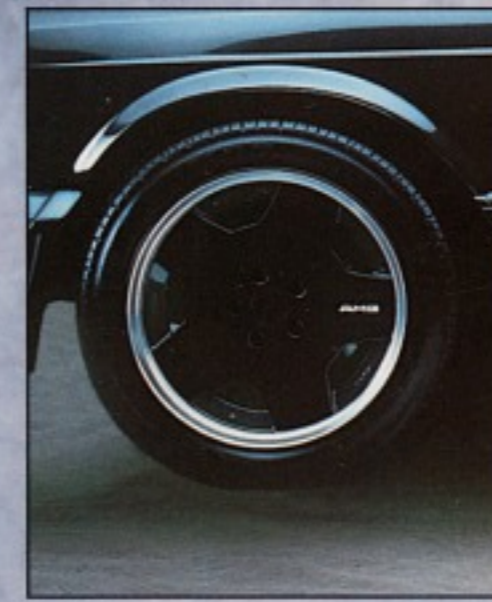
HAMMER
8.0 x 17 - Aero
Chrome, Signal Red Trim



300E
8.0 x 17 - Aero
Arctic White, Satin Rim



190E 2.3
6.5 x 16
Arctic White, Satin Rim



560 SEL
8.0 x 17 - Aero
Black Pearl, Satin Rim



560 SEC
9.0 x 16 (8.0 x 16 front) - Version II
Cabernet Red, Satin Rim

A wide variety of AMG alloy wheels fit the complete range of late-model Mercedes. The choice of size and finish are a matter of personal taste. Select a natural aluminum surface or specify painted centers to compliment the monochromatic look. Rims can be embellished via polishing or chrome. Bold chromed centers with body color accents need only to be requested. The wheels shown fit a variety of models, see the AMG technical guide for complete application information.

Animation Suspended

The most extraordinary love affair in motoring comes because of what happens in the direct physical connection between the automobile and the road. No matter how fiercely you may love the pure, unadulterated horsepower available from AMG, and despite the undeniable lust you may feel for the brilliant anti-lock braking provided by Mercedes, nothing can ever quite compare with the give and take between you and the controls of your AMG.

From the engineers at AMG, through their springs and shock absorbers, the wheel and pedals, through the seat of your Mercedes and up into your hands and feet, comes the sweetest of your motoring pleasures—the message of fine handling transmitted from AMG to you with nothing lost in the translation.

AMG springs, coils at every wheel, are wound in Germany to meet AMG's strict quality standards and tough government requirements. Each coil is covered in a rubberized finish much like latex, but thicker and more durable, throwing off the effects of salt, stones, and road grime with contempt.

AMG springs are shorter than those originally fitted by Mercedes, lowering your car 1.5 to 2.0 inches. Homing unerringly on a proper balance between ride height, suspension firmness, and such dynamic characteristics as roll, dive, and squat, AMG offers the best possible blend available from a mechanical suspension.

Overall stability rises, handling limits at all speeds increase dramatically, and susceptibility to crosswinds plummets to almost zero. Your confidence factor swells.

In sampling the newfound capabilities, you quickly realize that much of the credit must go to the AMG shock absorbers. They are gas-pressure shock absorbers, supplied by Bilstein or Sachs, Germany's best-known manufacturers of shock-control components for Mercedes. Each shock unit is supplied in specifications exclusive to AMG. Each contains a stabilizing nitrogen charge that controls its superior absorptive properties. Even high-quality hydraulic units are prone to flabbiness when hard driving or hot weather

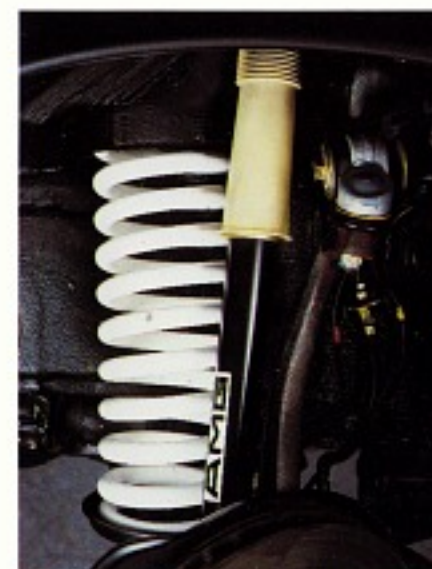
heats and thins their oil to the point of foaming. They are also prone to growing stiff in cold weather when low temperatures cause the fluid to thicken. Immune to these problems, AMG gas-pressure shocks demonstrate remarkable damping consistency in all conditions. Their steel and alloy tubes, shafts, and fittings are machined to tight tolerances. They are sealed and cushioned with snap-fit plastic and rubber bushings that are compounded both to minimize friction for smooth action and to seal out the elements for long life.

As good as every Mercedes has always been in matters requiring well-controlled agility, it takes the AMG touch to bring out the best when the biggest pressure is on. Only when you are faced with such challenges do AMG components show their most capable mettle.

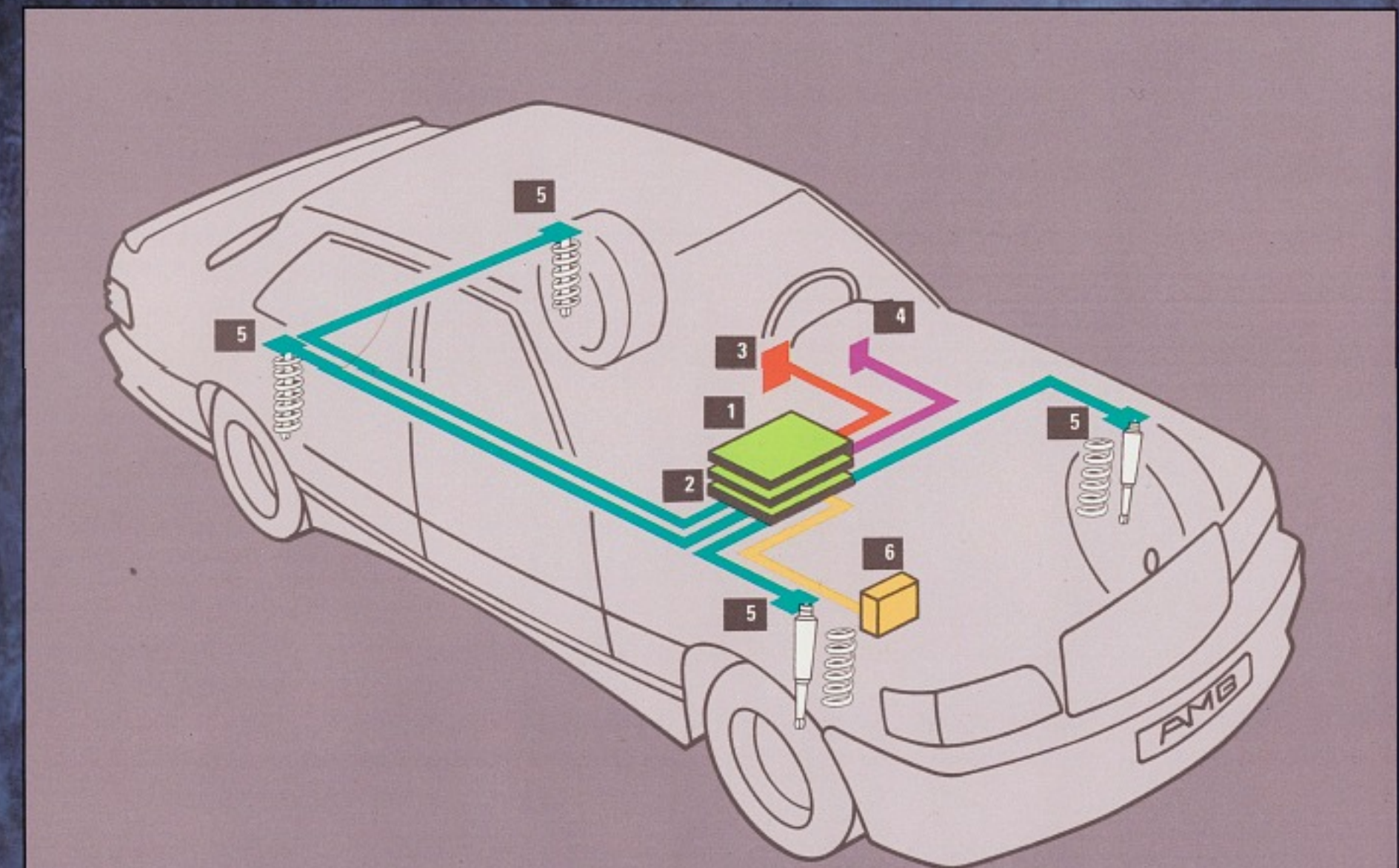
A new AMG suspension development is already onstream. Called the CD suspension, its initials refer to its principle of operation—Computer-controlled Damping. Its technology is a joint development between AMG, Bilstein, and Kostal Electronics, and is aimed at providing the ideal mix of ride and handling control at all speeds and under all road conditions. The basic characteristic—soft, or hard—can be selected by the driver and always remains the same at low speeds. However, higher speeds and hard cornering are sensed by a computer which instantly firms the damping characteristics to match. Its action improves directional control at high speeds, minimizes or eliminates body-roll, and effectively damps out vertical ride motion during rapid cornering, even on bumpy roads. A second sensor system keeps the damping characteristics constant when the car is heavily loaded. Pre-programmed changes among its eight automatic settings are almost imperceptible, transmitting into the cockpit only an impression of gradual change. AMG hopes one day to make its CD suspension, which is currently available only in its S-Class machines, an option in every AMG Mercedes.



AMG engineered suspension packages, available for all Mercedes, telegraph the "feel" of AMG's good looks.



Coil springs are chosen after extensive comparative testing.



AMG CD SUSPENSION SYSTEM

1. Computer
2. Microprocessor with eight programmed suspension settings
3. Driver's suspension setting control
4. Speedometer sensor
5. Servo motors
6. Lateral Acceleration sensor

Power Centers

Two steps transmit the power—the gearbox and the differential. A direct relationship, a simple arrangement, it seems. But within this power center in every Mercedes lies an opportunity to amplify the engine's best traits. You can make the wheels turn faster. Or the engine turn slower. Or the shifts come quicker. Or the fuel stops come later.

Between the transmission and the differential, you can pick and choose their specifications to enliven any portion of the performance spectrum. Your AMG can become a model of propriety and superb fuel economy or the picture of power and stunning outright performance.

The factory chooses a transmission and differential pairing that it feels is best suited to the mix of available power, weight, and aerodynamics. In every application, each area must be balanced against the others. But the factory has only a certain range of capabilities in mind for its Mercedes.

AMG customers inevitably reach further in search of something more. With AMG's differential options at hand, the choice of the balance of power is yours. And with the results underfoot, the balance of power can be tipped in any direction you choose.

We emphasize the range of choices because, through their many levels, you can effect an amazingly subtle array of character shifts for your Mercedes. Whatever your choice of body style and powerplant, their effective use comes down to the way the power delivery is staged and carried out.

For those who prefer automatic shifting, AMG supplies the Mercedes-Benz 4-speed automatic and recommends a special valve body, which promotes firmer and quicker shift action. The improved internal shift action accentuates the smooth action of the factory's excellent shift gate, which is second to none for picking gears by hand during hard driving.

The final step in making the most of your AMG's powertrain is to select a differential ratio that fits your wishes.

Since 1982, all S-Class Mercedes passenger cars have been delivered with differentials featuring final-drive ratios of 2.24 or 2.47:1. While these are well-compromised for normal driving, they probably will not satisfy your desire for the exact combination you seek. To this end, AMG fits Gleason-Torsen limited-slip differentials with ratios of 2.65, 2.82, 3.06, 3.27, or 3.46:1.

This selection offers acceleration potential that rises from considerably more to much higher. Also, since most stock Mercedes engines are undergeared for quiet cruising, they often will not rev high enough in top gear to make the most of the powerband and thus achieve their true potential top speed. AMG's shorter final-drive ratios can cure this problem as easily as they increase acceleration through the gears.

Your AMG dealer can help you select the best combination for your needs, from choosing the transmission that best suits your driving to the differential-ratio that best suits your car's potential.

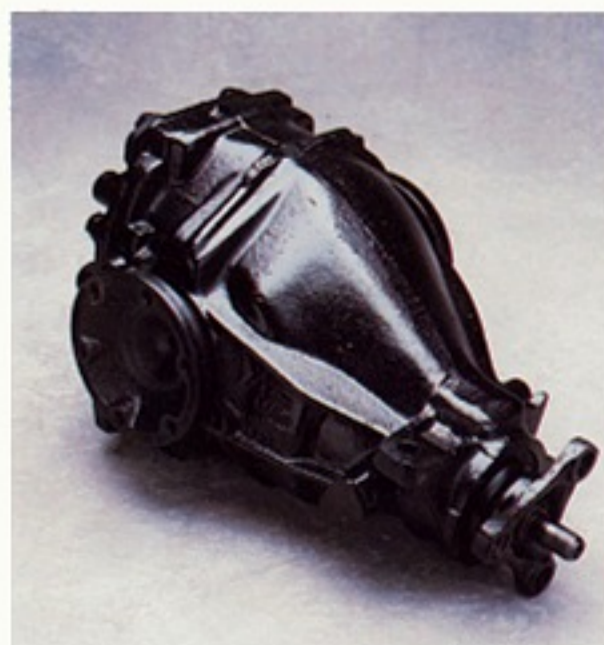
If your situation includes one of AMG's highest powered machines and calls for absolute equilibrium in power delivery, your dealer will undoubtedly recommend installation of the AMG Gleason-Torsen™ (*Torque Sensing*) differential. This remarkable device "thinks" about what you need for stable power delivery. Its ability to deliver high power without histrionics has made it the standard of choice on racing cars from Formula 1 to Indianapolis to Baja. It is the only differential that provides both traction and differentiation simultaneously. You gain the control and traction you need to drive through the worst road conditions—whether you choose a modest 2.65:1 or a neck-snapping 3.46:1 from the extremes of the five available final-drive ratios. While the Gleason-Torsen differential already knows what to "think," your AMG dealer can help you think about the best possible ratio for you.

As always, the power to make the final choice of power-delivery is yours. With the help of AMG, the ability to produce, transmit, and deliver it comes by second nature.

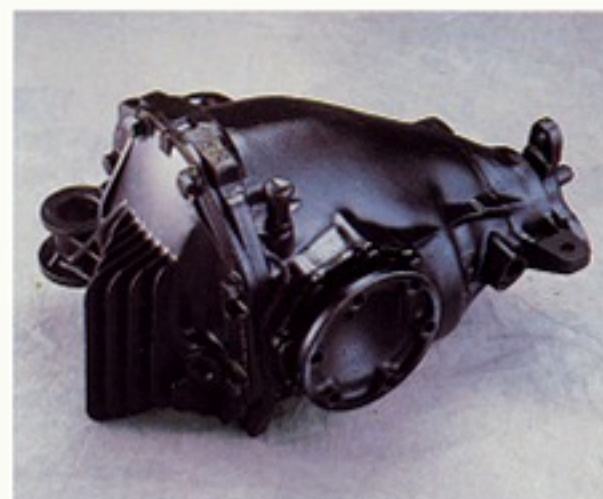
*TORSEN is a registered trademark of Gleason Power Systems, Division of Gleason Corporation of Rochester, New York, USA.



Changes in final drive ratios are an uncomplicated way to increase acceleration.



An AMG 3.27 limited-slip differential can be used to replace the stock 300E's 3.07 final drive ratio.



S-Class acceleration benefits from five different choices of AMG final drive ratios.



Painless Extraction

More than 1000 days and nights passed during AMG's development of its Sport Exhaust Systems. During the three years, improvements to the systems rose almost beyond number. Almost but for the complete records kept, line by line, change by change, result by result, and, yes, number by number, in the dynamometer-room records. Through these ragged, well-thumbed journals runs a tale of single-minded development work carried out by thinkers, technicians, and mechanics who, from the look of the logs, were tireless to the end. The logs could never indicate how wearying the chase for power really was. Nor could they show all the attendant human tribulations that sent stuttersteps of doubt and reassessment bumping in the night during nocturnal dynamometer runs. And neither could they ever show, except in the curt technical jargon that represents success, the victories gained along the way.

Through the whole of it the research and development of the AMG Sport Exhaust Systems raveled along a thread of thought that began with what seems a comparatively simple idea: to pull maximum power and tractability out of an engine, their exit must, among other things, be preceded by the controlled but copious exit of exhaust. The audible message from rest to power peak is one that anyone who knows even a whit about automobiles and what makes them go... will understand perfectly.

The sound is only the first giveaway to the efficient plumbing behind the output. If you own a four-cylinder, it will wear a single chrome exhaust tip. Your AMG-equipped six or V-8 will be remarked by dual tips. The tips will be connected to free-flow mufflers and precision-bent tubing engineered to bolt directly into your Mercedes. Your engine will gain five to fifteen horsepower from this change alone, plus an overall exhaust note that lends quiet distinction to your Mercedes.

In the 190E and 300E, the joining of pipes comes behind the existing exhaust catalysts. In a happy crossover of technology, AMG's current S-Class or older models take advantage of high-performance catalysts developed for V-8 Porsches.

In all cases, AMG Sport Exhaust Systems are designed for direct bolt-in installation, most joining at the stock exhaust manifold, no welding necessary. They are constructed of formed sheet steel, specially coated to prevent rusting.

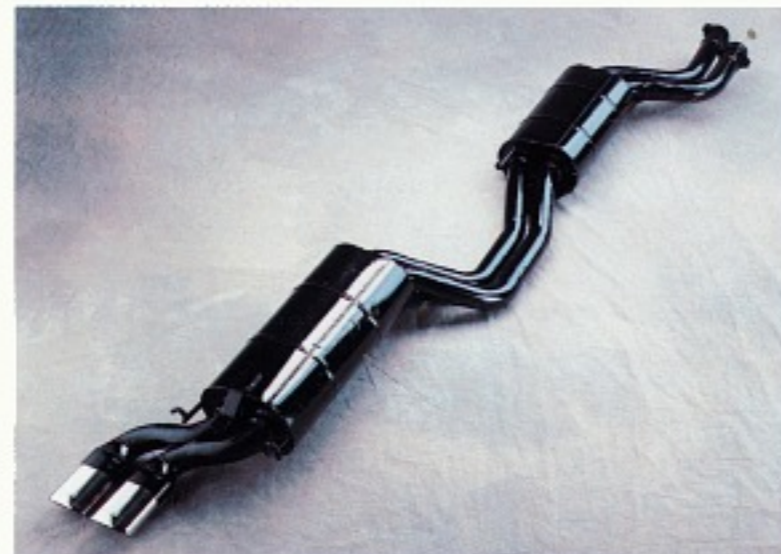
For the final fillip, the AMG dynamometer technicians have now perfected free-flow tubular exhaust headers for most models to get the greatest possible release of power. These are manufactured in Austria, plated with nickel, and recommended strongly—and in some cases required—with any major AMG engine modifications. At AMG, the dynamometer room never rests.



S-Class sedan Sport Exhaust Systems can optionally incorporate German-made high-performance catalytic converters.



AMG's free-flowing tubular header system for more horsepower output from 5.0 and 5.6-liter S-Class sedans.



300E and 190E Sport Exhaust Systems are designed to bolt directly to the factory catalytic converter.



Punch from the V-Formation

Daimler-Benz builds great V-8 engines. However, for demanding customers who seek more performance than even the miraculous automobiles of Mercedes can provide, AMG stands ready to perform miracles. Miracles, in a very real sense, upon miracles.

There are two ways to benefit your V-8: by adding an AMG Engine modification package or by exchanging your engine for one built by AMG.

Although major increases in power are of primary importance, chief among AMG's other requirements are durability and tractability. Dynamometer testing confers worthiness on each AMG engine. Following assembly by the technicians in Affalterbach, the engine is run-in on the dynamometer to ensure its power and its mechanical integrity.

Horsepower increases with AMG Engine Packages range from 25 to 30 percent, and provide results commensurate with AMG's renown for producing superior horsepower and manners to match. AMG Engines are fully compatible with U.S. emissions laws. Each package includes everything your AMG installation center requires, right down to the spark plug.

Five choices involve the displacement, configuration, and output of your AMG V-8:

First, the AMG 5.0-liter—276 hp Engine Package.

Second, the AMG 5.6-liter—331 hp Engine Package.

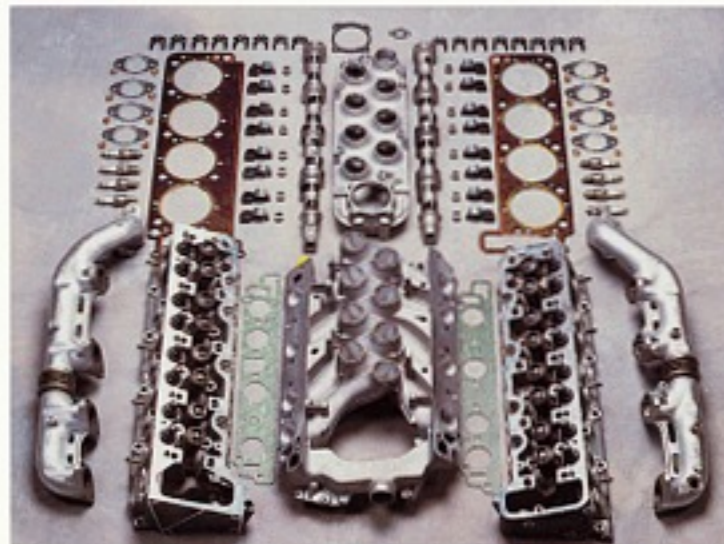
Third, the AMG 6.0-liter, enlarged-bore—345 hp Engine Exchange.

Fourth, the AMG 5.6-liter, four-cam—360 hp Engine Exchange.

Fifth, the AMG 6.0-liter, four-cam—375 hp Engine Exchange.

Although each of these AMG engines is remarkable in its own right, the AMG 6.0-liter, four-cam, 32-valve V-8 is simply incomparable. Conceived by AMG's Hans-Werner Aufrecht and fitted with heads, camshafts, and valve gear designed and perfected by his old compatriot, Erhard Melcher, this magnificent arrangement applies four valves per cylinder, hyperefficient combustion chambers, and flawless internal balance to produce more usable horsepower, more easily than any other roadgoing powerplant in memory. The revered place atop the mountain has been usurped, fortified, and is now being celebrated by what many experts consider the greatest engine in roadgoing history—the AMG 32-valve V-8.

AMG's ability to make the most, and the most reliable, of the basics of every Mercedes engine pays off every time you open the throttle. AMG's proudest achievement in producing the superb power outputs of its V-8 engines is the increased flexibility they gained in the process.

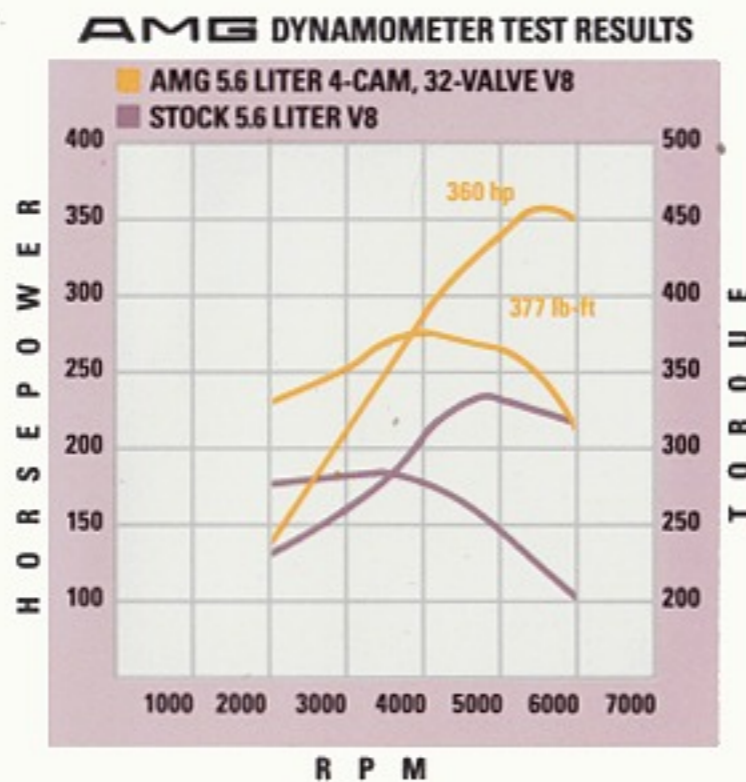
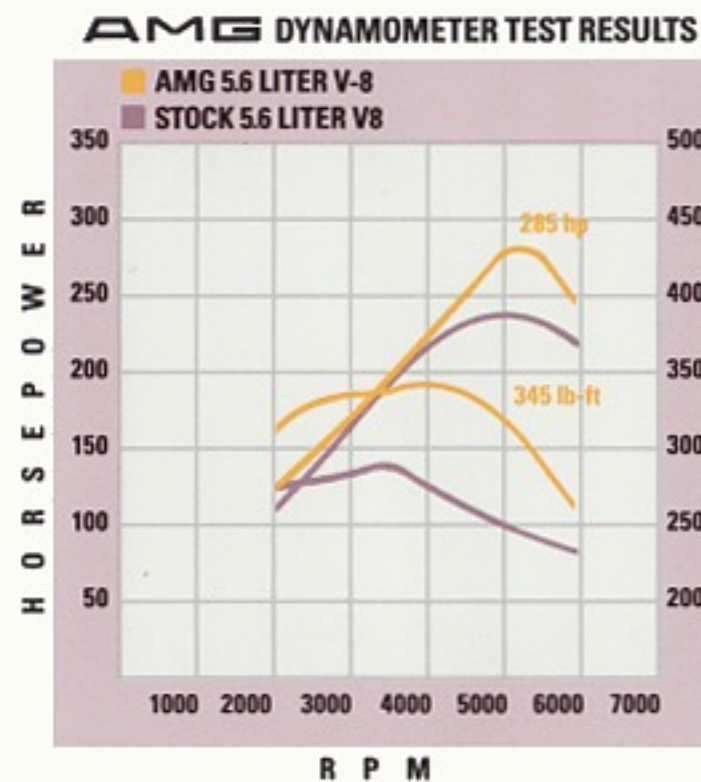


Knock-out tuning packages are available for both the Mercedes 5.0-liter and 5.6-liter V-8 engines.

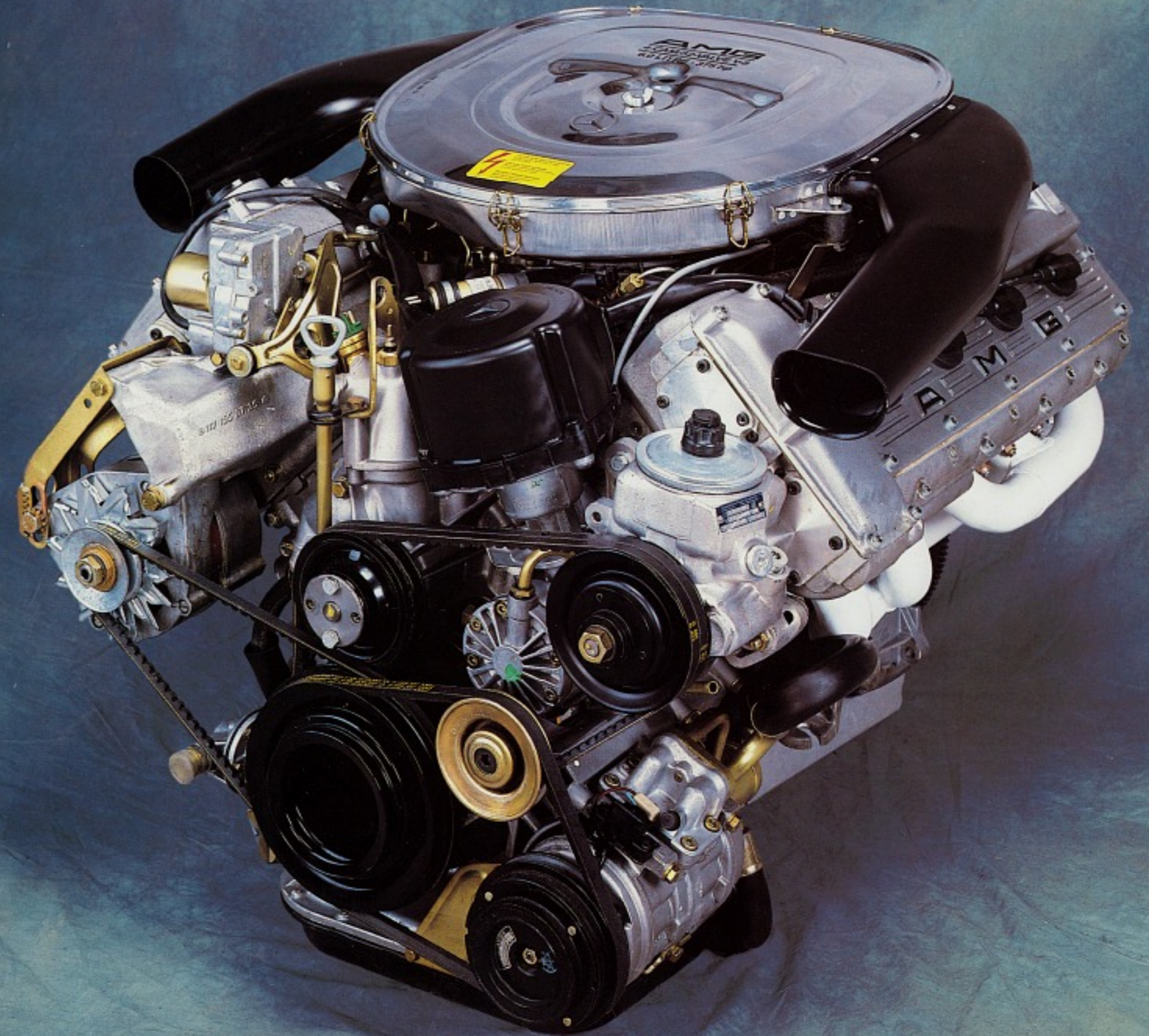


AMG's 4-cam power plant comes out swinging with 4-valve per cylinder high technology.

The 5.6-liter package provides 20% increases in horsepower and torque over the stock engine.



A 51% gain over stock power can be realized with AMG's 5.6-liter 4-cam motor.



Peppery Tales

When Daimler-Benz sets out to design and build four- and six-cylinder engines, its engineers know from the outset that the company's directors will brook no shortfall in the execution of these engines. Since their usual efforts rival or eclipse the best worldwide, the job of bettering their original work is made both easier and more difficult. Easier because there are few flaws to correct. More difficult because most of the potential has already been tapped from their four- and six-cylinder engines. As always with AMG this makes for a situation that represents a challenge and a reward rolled into one.

Three engine sizes are available—one modified 2.3-liter four-cylinder, plus two six-cylinder sizes; one modified, of the 3.0-liter powerplant normally found in the 300E; and a modified and enlarged 3.0 displacing 3.2 liters.

All are AMG-engineered for improved power and driveability, particularly in the mid and upper rev ranges. They take flight above 3000 rpm, where normal Mercedes engines quickly flatten out and tail off, thus ceding the high ground to AMG.

The simplest improvement involves only the installation of an AMG Engine Package comprising intake, cylinder-head, and valvetrain assemblies.

The second improvement, and the one that takes the tiger by the tail and whipcracks it into line, calls for a complete engine exchange. Always concerned with worry-free longevity, AMG looks, for instance, at the 2.6-liter six-cylinder offered by the factory in the 190E 2.6, then goes the factory one—or even two—better. In its block size and engine mounts, the 3.0-liter six from the fleet-footed 300E is a perfect fit for the 190E. So you may have one for the baby Benz from AMG, providing a massive performance increase. AMG, however, is the original believer in a little being good and more being better: in the second stage, the 3.0-liter bears an AMG Engine providing 215 hp. Finally, AMG races onward and upward with a displacement increase whipping up 3.2 liters and 245 horsepower. The same range of engines also fits the 300E without a hitch.

Other than going to the trouble and expense of fitting the monstrously powerful AMG four-cam V-8 to an S-Class car or to the 300E to create the untouchable Hammer, no AMG conversion more exemplifies the company's dedication to performance than putting its largest and most powerful six-cylinder in the smallest Mercedes you can buy. In every category, the AMG commitment to full-range choices and flat-out performance comes out gunning. In fact outgunning any roadbound adversary.

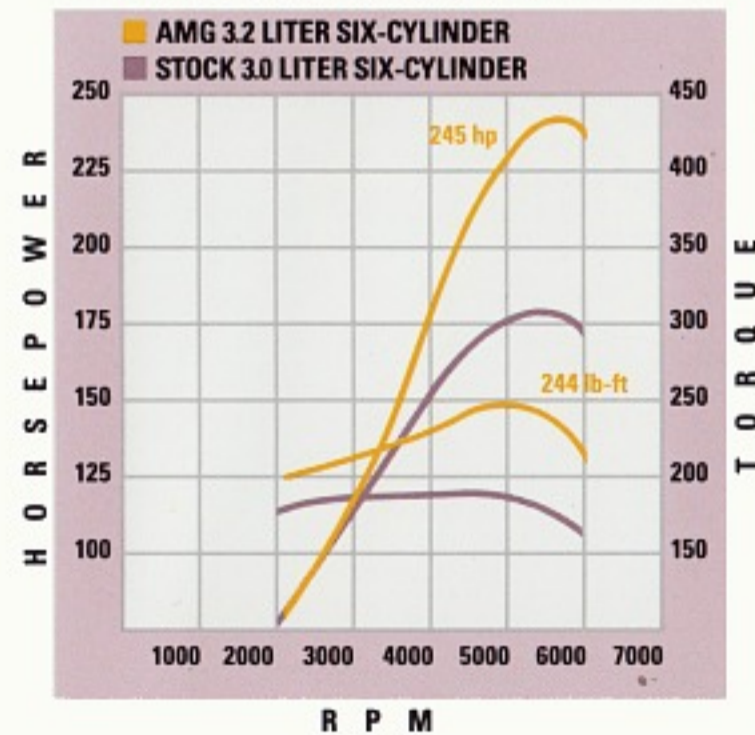


AMG engine performance conversions for the 190E 2.3 are complete, right down to the Bosch spark plugs.

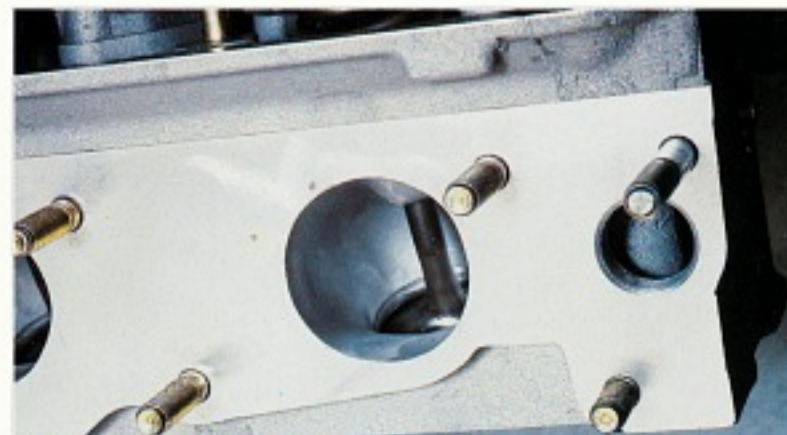


In conjunction with the package above, these high-compression pistons boost the 190E power rating to 160 horsepower.

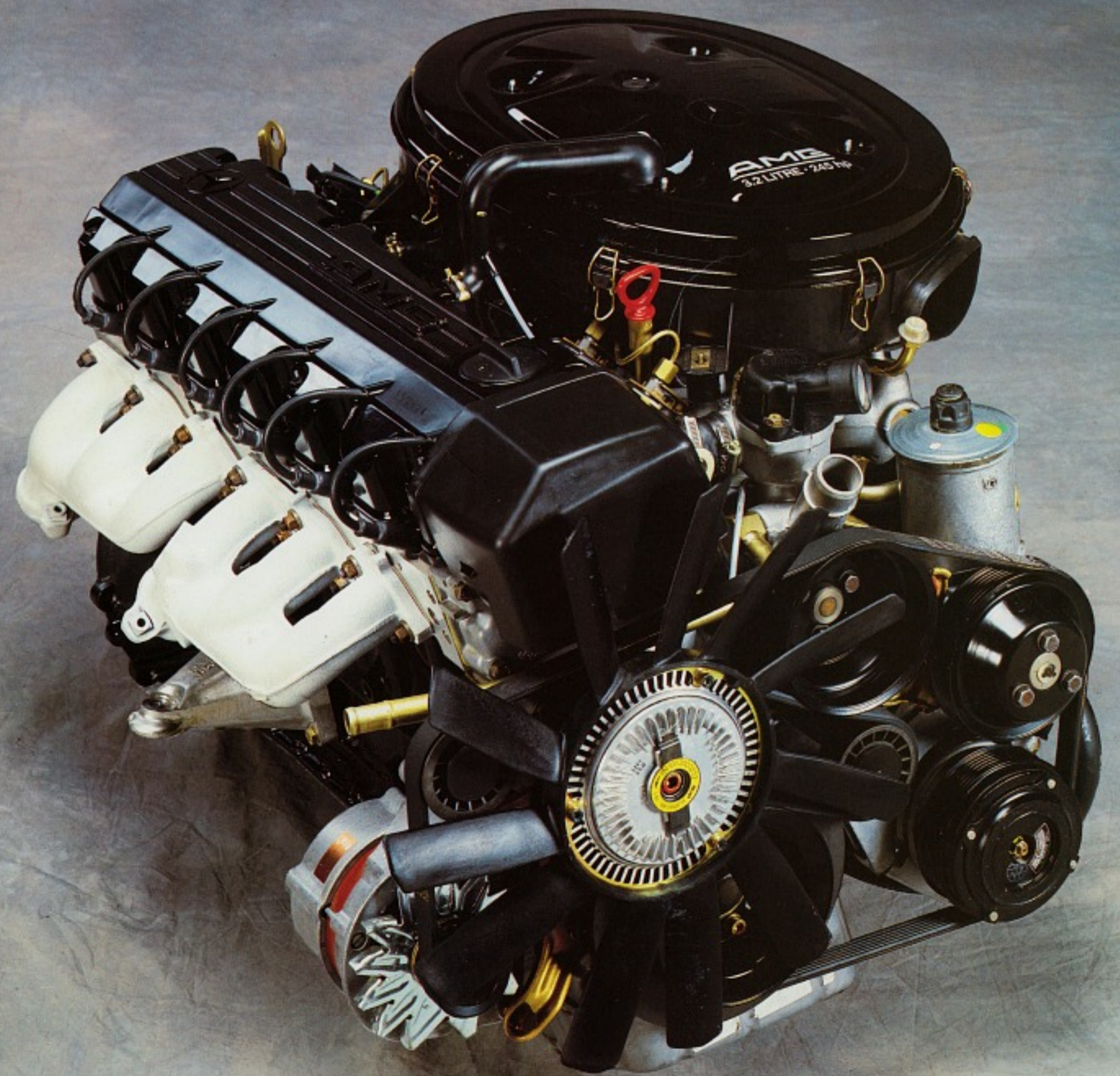
AMG DYNAMOMETER TEST RESULTS



This 3.2-liter power option is available for 190E 2.6, 260E and 300E models.



All AMG cylinder heads are ported and polished, then tested on a dynamometer for maximum flow characteristics.



Sancta Sanctorum

The inside of an automobile takes on special meaning for its driver and creates a special environment. Herein, every aspect of life on the road is put in perspective. Therefore, AMG creates an extraordinary individual inner sanctum.

Upon entry, the first two surfaces you touch are those of the driving seat and steering wheel. AMG knows that only the best touch in everything, including options, is good enough.

The best in seating comes from Recaro, pure and simple. Whether flowing with traffic or probing the limits of inertia, no interior element of your AMG is more important than its seats. AMG offers the entire range of Recaro seating, from the broad orthopedic version to deeply contoured sport and fully-powered luxury models. Your choices in upholstery run the gamut from supportive fabrics to textured or smooth leathers, be they Connolly hide or Roser leather or Alcantara or buffalo skin. AMG's snug hand-tailored sheepskin seat coverings can also be fitted. Cool in summer, warm in winter, these plush covers feature one-piece construction on all major portions. AMG also offers matching armrest and headrest covers.

The AMG Momo steering wheel can be covered in leather to match your seats or any factory color. If the standard white-on-black instrumentation lacks the panache you seek, AMG calls out top speed in the same flawlessly finished color as your car—even engraved with your initials. An AMG shift knob matches your leather choice or contrasts via Burl or Zebrano wood. Matching finishes come in gleaming AMG wood trim, which augment or replace the original paneling.

For your rear seat passengers, an AMG center armrest houses a refrigerator unit, and wood trays fold down from front seatbacks. To entertain rear passengers, a television/videocassette console between the front seats. To entertain everyone, concert-hall sound from AMG's acoustically coordinated high-fidelity sound systems, each tuned to a specific passenger compartment. Whether an active or passive design, the sound will be pure and brilliant.

For automobiles of such extraordinary distinction, only the finest floor mats could be suitable. These limited-edition mats are handcrafted of the finest woven yarns, each carefully sewn with the AMG logo to provide an elegant touch. These lush but durable, jute-backed mats offer the beauty and quality synonymous with AMG, and luxurious thick-piled mouton mats are also available.

A fine die-cast metal AMG logo for the decklid is available only with the purchase of two or more AMG exterior modification items. The emblem can be selected in original chrome, matte-black, or a paint to match your AMG's finish.

AMG offers 100% cotton "Blueguard" car covers bearing the AMG logo. Your AMG needs protection, and this ultra-soft armor is the solution. These covers can be washed at home, and carry a lifetime guarantee against harming your car's finish and a two-year prorated guarantee on workmanship and fabric.

From dawn till dark of your every driving day, you will find yourself supremely pleased and comforted that AMG sees to the interior and exterior needs of your Mercedes so thoroughly. As thoroughly as it sees to your own inner wants.



AMG Momo steering wheels can be coordinated to match interior colors.



AMG's burl wood door panel and map pocket trim augments this interior of red Connolly leather.



Amenities, like this burl wood seat-back tray table, are available for the convenience of rear seat passengers.



In the living of a good life, there are decisions taken that will change its course. Decisions that will make it better. When life's avenues are passing and there are points of the compass to consider, you make decisions with care. But when the time is right, you split from the thoroughfare in a direction that leads to better things.

Precisely such avenues and compass points in your life have brought you to AMG. Your association with AMG will declare you different from all other drivers of Mercedes. Even those who drive AMGs. No two are the same. Nor are they often still. Motion and an appreciation for its virtues have beckoned you up AMG's avenue. It moves fast. But AMG never loses sight of one all-encompassing fact: fine and fast automobiles cannot be great automobiles, no matter how exciting, if they are not dependable and not backed by a superb support organization and by a clear policy of catering to the customer's every need. And by a clearcut warrantee.

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Their sales, parts, and installation centers stand ready to provide everything from advice to catalogs, price lists, parts, accessories, complete cars, and fine workmanship. They represent only the tip of the AMG iceberg in North America. Behind them stands a worldwide network of AMG distributors, dealers, technicians, designers, engineers, and conceivers of ideas.

At AMG, the idea from the beginning in 1967 in the old mill building has always been to build the most exciting Mercedes you could imagine. To make its remarkable performance embody both modern technology and old-world craftsmanship. To create an AMG Mercedes built upon the past with the future in mind.

"To make it feel as good as it looks."



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