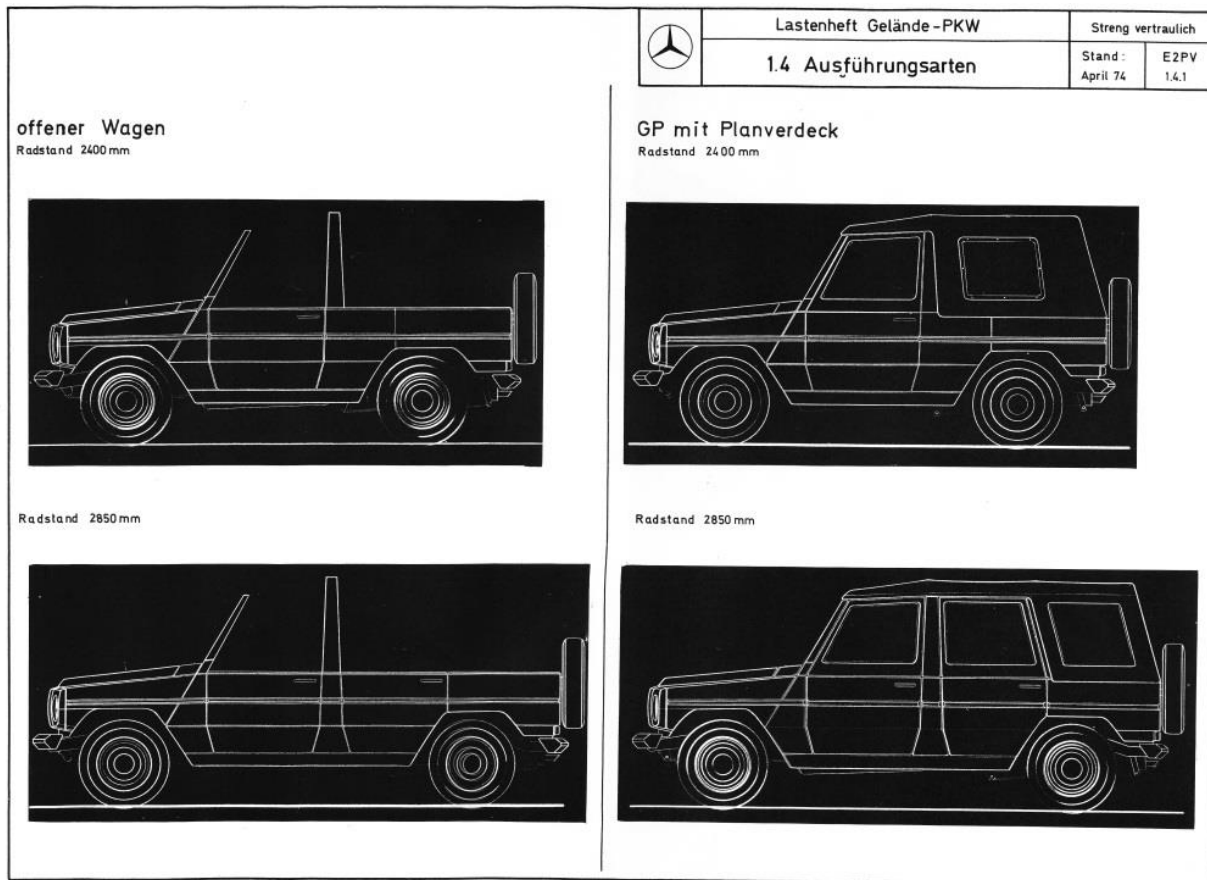




## G-Class: The Mercedes-Benz icon's proud Austrian Roots

The history of the G-model began in summer 1969. At the time, Daimler-Benz AG and Austrian Steyr-Daimler-Puch AG entered into talks about a possible cooperation. Both manufacturers offered vehicles with excellent off-road capabilities as part of their product ranges: the Mercedes-Benz Unimog as well as the Puch Haflinger and the Puch Pinzgauer. In 1971, the idea of jointly building an off-road vehicle was fleshed out for the first time. It was to combine extreme off-road capabilities with good handling on the road. Probably as early as in the autumn of 1972, the CEOs Dr Joachim Zahn (Daimler-Benz AG) and Dr Karl Rabus (Steyr-Daimler-Puch AG) then came to a basic understanding on jointly developing the light-duty off-road vehicle. The construction team was headed by Erich Ledwinka personally, Chief Engineer of Steyr-Daimler-Puch.

The development now progressed with force. The first wooden model was created by April 1973. The first roadworthy prototype was already being tested in 1974. Photos in the technical description published internally in 1975 showed how quickly the designers and engineers arrived at a design that already came very close to the eventual G. The final styling with the clear profile was defined by Mercedes-Benz Design headed by Bruno Sacco. The stylists masterfully combined the large, smooth surfaces of the vehicle body with the technically defined characteristics such as large approach and departure angles as well as a relatively large vehicle height with a rather small overall width.



The G-model was built from the start at the Puch plant in Graz-Thondorf. Mercedes-Benz delivered engines, axles, steering systems, transmissions, large stamped parts and other components from various locations in Germany to Graz. Series production started in February 1979 shortly after the première of the G. The responsibility for it was in the hands of Geländefahrzeug Gesellschaft (GfG), founded by the two companies in 1977.

The G was launched to market first as the 460 model series: A universally usable off-road vehicle with relatively austere interior. All the more detail work went into the drive system technology. An on-demand all-wheel drive and fully locking differential locks (instead of limited-slip differentials) ensured optimal off-road capabilities. The frame design and rigid axles with coil springs were aimed at versatility and robustness off the road.

### **Schöckl Proved**

Every G-Class has to conquer the Schöckl. Mercedes-Benz uses the 1,445-meter-high local mountain near the Austrian city of Graz as a test track. The 5.6 km route includes gradients of up to 60 percent and lateral inclinations of up to 40 percent. During the development stage, a "G" has to endure a good 2,000 strenuous kilometres on this very demanding course. The new G-Class masters the route with noticeably more control and comfort.



In 2019, Mercedes-Benz opened their first ever G-Class Experience center in Graz, the home of the G-Class. Customers and fans from all over the world can come here to experience the impressive on- and



off-road capabilities of the G-Class. Here they will get the opportunity to fully test the enormous potential of the G-Class, hone their driving skills on at times extreme terrain, and experience first-hand what the "Schöckl proved" quality stamp means. Graz's own mountain, the Schöckl, is home to the legendary test track on which the G-Class has to prove its worth during the development phase.



By December 2020, the G-Class hit the milestone of 400,000 models produced. To mark this anniversary, a red Mercedes-Benz G 400 d rolled off the production line in Graz. The car was delivered to a long-term customer from the Rhineland who has been a fan of this angular classic since 1979 and now has around 20 models. His motto? "I can't be without the G."

"We are so proud to have produced 400,000 of these off-road vehicles. We'd like to thank our loyal customers and fans, plus our employees – not to mention our production partner in Graz, Magna Steyr. At present, demand far exceeds the production capacity available," emphasized Dr Emmerich Schiller, head of the Off-Road Vehicles division and CEO of Mercedes-Benz G GmbH in Graz/Austria.

**Mercedes-Benz G Lounge Nigeria**

The Mercedes-Benz G Lounge is an exclusive club for Mercedes-Benz G-Class owners & enthusiasts in Nigeria. This community comes together to celebrate the driving pleasure of the Mercedes-Benz off-road icon. You can try yourself to off-road tracks, drive to exciting tourist spots or simply meet at nice places in Lagos. No matter, how old or new your G-Wagon: W460, W461, W463 all are welcome. At G Lounge we also offer refurbishment and restoration services for vintage Mercedes-Benz G-Class models like the W461, this service is courtesy Weststar Associates Limited, Authorised General Distributor of Mercedes-Benz in Nigeria.

**Chronology of the G-Class****1969**

Ten years before the première of the G-model, then Daimler-Benz AG and Steyr-Daimler-Puch AG (SDP) in Austria got into contact. Both companies sounded out the possibility of cooperating in several areas.

**1971**

On the off-road test track of Mercedes-Benz on the Sauberg Mountain near Gaggenau, the Unimog was compared with the Puch all-terrain vehicles Haflinger and Pinzgauer. The Austrian all-wheel-drive commercial vehicles proved to work very well. Considerations to jointly build an off-road vehicle that

combines excellent off-road capabilities with good handling on the road began to take more concrete forms.

**1972**

Both companies made the decision to develop and produce the G-model. The technical development was led by Erich Ledwinka from Puch. The first wooden model was created by the following year.

**1974**

The first roadworthy prototype of the G-model was tested. Many details of the design already corresponded to the eventual production version.

**1977**

Daimler-Benz and SDP established the jointly owned Geländefahrzeug Gesellschaft (GfG), which would handle the production of the G. The new production facilities with a capacity for up to 10,000 vehicles a year were erected in Graz-Thondorf. The cornerstone for it was laid on 11 March 1977 by Austrian Chancellor Dr Bruno Kreisky. Afterwards, the chancellor participated in a test drive of the G-model.

**1979**

The Mercedes-Benz G-model entered the world stage: the press trial drive took place from 4 to 8 February 1979. However, the off-road vehicle from the Stuttgart-based brand built in Graz was presented neither in Germany nor in Austria, but rather in France: The presentation of the 460 model series took place in Toulon.