



Press Information

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Mercedes-Benz introduces the first-ever India-inspired Mercedes-AMG G 63 'Collector's Edition': a bespoke luxury off-roader, limited to just 30 units for AMG G 63 aficionados

'Collector's Edition' is a tribute to the rich Indian tapestry and landscape, configured in collaboration with Mercedes-Benz Research and Development India (MBRDI)

"Hyper-personalization is an emerging trend in the top-end luxury segment, as customers increasingly demand customized vehicles, distinguished by rare craftsmanship, exclusivity of appointments and elements of personalization. Meant for collectors and aficionados, a limited 30 units of the specially curated AMG G 63 'Collector's Edition' will cater to this growing trend of custom-made vehicles. The Collector's Edition is inspired by the Indian landscape, honouring Indian customers' love for the AMG G 63. This vehicle underscores the prowess of local innovation and value addition by the teams at Mercedes-Benz India and Mercedes-Benz Research and Development India. This special vehicle not only celebrates the success and the culture-shaping effect of the AMG G 63 in India but also complements the spirit of collaboration and co-creation with our talent at MBRDI. We will continue to offer such rare vehicles listening to our customers' wishes and desires, as our top-end luxury products set new industry trends, remaining the most desirable vehicles in the market".

Santosh Iyer, Managing Director and CEO, Mercedes-Benz India

"At Mercedes-Benz Research and Development India, we are proud to have played a key role in shaping this India-inspired Collector's Edition of the AMG G 63. With this edition, we aimed to go beyond performance and create a vehicle that resonates with India's unique identity.

Collaborating with Mercedes-Benz India, this is a strong testament of our capabilities in developing market-specific configurations that reflect customer-centricity and regional relevance.

We remain committed to introducing more market-relevant solutions with both design and technology inputs."

Manu Saale, Managing Director and CEO, Mercedes-Benz Research and Development India (MBRDI)

- AMG G 63 'Collector's Edition' is configured by Mercedes-Benz India along with MBRDI, underlining the prowess for customization
- AMG G 63 'Collector's Edition' is limited to 30 units, only for existing Mercedes-Benz Top-End Luxury Vehicles customers
- The 'Collector's Edition' marks the first time the AMG G 63 features the customer's name engraved on the grab handle, making it hyper-personalized



- For the first time an India-specific MANUFAKTUR exterior ‘made to measure’ paint in two shades for an AMG G 63: Mid Green Magno and Red Magno
- Spare wheel cover inserts with a special “*One of Thirty*” logo plaque
- Unique exterior protective strip with embedded insignia, accentuating the vehicle’s bespoke nature
- MANUFAKTUR two-tone nappa leather upholstery in Catalana Biege/ Black
- Open-pore natural walnut wood trim element for a luxurious tactile experience
- 22” Tech Gold cross-forged AMG wheels delivering visual boldness and performance
- Deliveries of these 30 cars to begin from Q4 2025 onwards
- 430 kW (585 hp), 850 Nm torque, 0-100 kmph in 4.4 secs, 240km/h top speed
- The AMG G 63 ‘Collector’s Edition’ is priced at Rs. 4.3 crores (all-India ex-showroom)

Pune & Bengaluru: India’s most desirable luxury carmaker Mercedes-Benz today announced the launch of a new benchmark in bespoke automotive craftsmanship—the **Mercedes-AMG G 63 ‘Collector’s Edition’**. Designed exclusively for the Indian market, highly customized and limited to only 30 units, this rare edition offers AMG G 63 collectors a chance to own this automotive icon, in a truly personalized avatar.

Jointly configured in collaboration with Mercedes-Benz Research and Development India (MBRDI), the AMG G 63 ‘Collector’s Edition’ reflects the brand’s focus on bringing highly personalized and exclusive Top-End Luxury products for the discerning Indian customers. This special edition combines the legacy of the mighty AMG G 63 and its driving performance with thoughtful, edition-specific customizations that cater to the refined tastes of Indian luxury car buyers, fulfilling their wish of personalizing their desired AMG G 63.

The exterior design is elevated with two bespoke India specific colours—a vibrant MANUFAKTUR Mid Green Magno and a MANUFAKTUR Red Magno. These unique hues celebrate India’s cultural richness while maintaining the G-Class’s iconic silhouette.

Edition-specific personalization features include a customized grab handle personalized with the customer’s name. This is the first time an AMG G 63 edition features a personalized ‘made to order’ grab handle with the customer’s name. The ‘Collector’s Edition’ features a spare wheel cover with an Edition-specific logo plaque insert marked with “*One of Thirty*”. In addition, the ‘Collector’s Edition’ features a distinctive exterior protective strip with embedded insignia and ‘Collector’s Edition’ branding.

Inside, the ‘Collector’s Edition’ is adorned with MANUFAKTUR two-tone nappa leather in *Catalana Biege / Black*, matched with an open-pore walnut wood trim to elevate the luxury quotient. The 22” Tech Gold cross-forged wheels add a dynamic contrast, delivering both road presence and performance prowess.

With deliveries scheduled for Q4 2025, the Mercedes-AMG G 63 Collector’s Edition brings together the spirit of off-road dominance, the soul of AMG’s driving performance, and the exclusivity of bespoke design to customers’ taste. This edition sets a new precedent in personalized luxury motoring in India. Mercedes-Benz India will offer MANUFAKTUR range of vehicles for Indian customers and with MBRDI, the scope for such market-specific customization opens up newer possibilities.



Technical specifications of the AMG G 63 'Collector's Edition'

Max. Output	585 hp
Rated max. Torque	850 Nm
Drive System Layout	4MATIC All-Wheel Drive
Acceleration 0-100 km/h	4.4 secs
Maximum Speed	240 kmph
Total displacement	3982 cc
Cylinder arrangement	V8

ANNEXURE

Highlights of the new Mercedes-AMG G 63

Powerful Performance: The AMG G 63 is powered by the proven Handcrafted AMG 4.0L V8 biturbo engine that delivers 430 kW and 850 Nm torque + 15 kW additional boost. The hand-built engine is electrified with a 48-volt on-board electrical system and an integrated starter generator (ISG), providing support at lower engine speeds with an additional 15 kW. From a standstill, the AMG G 63 accelerates to 100 kmph in just 4.4 seconds, on the way to an electronically limited 240 kmph top speed. Launch Control is now available for the new AMG G 63 for the first time.

Distinctive Design: The AMG G 63 features the classic G-Class silhouette, characterized by a new AMG-specific bumper with three vertical louvers, stainless-steel inserts, and the AMG crest on the hood and in the exterior mirror projections for the first time. The vehicle is available with 22-inch alloy wheels in tech gold finish.

Edition Exclusives: The AMG G 63 Collector's Edition features personalized grab handle with each patron's name etched on it. The characteristic spare wheel on the AMG G 63 will feature a unique plaque which emphasizes its limited status of One in Thirty units. The outer body protective strip carries unique Edition branding and insignia.

Advanced Technology: Equipped with the latest MBUX NTG7 infotainment system, the AMG G 63 offers 12.3-inch driver and multimedia displays with touch control, smartphone integration via Wireless Android Auto® or Apple CarPlay™, and USB-C ports for mobile devices. The MBUX Augmented Reality for Navigation superimposes graphical navigation information onto live images, enhancing driver assistance in complex traffic situations.

Unmatched Driving Dynamics: The AMG G 63 is equipped with an AMG Performance 4MATIC all-wheel drive system, providing exceptional traction and agility. The AMG ACTIVE RIDE CONTROL suspension with active, hydraulic roll stabilization and adaptive adjustable damping ensures agile handling and enhanced comfort.

New Offroad Cockpit: The redesigned off-road control unit provides an overview of essential information for off-road driving in both the driver and central multimedia displays, including vehicle positioning, compass, altitude, steering angle, tire pressure, and temperature, as well as the status of the differential locks. The "Transparent Hood" function can be selected via the off-road menu.



Exclusive and Dynamic Interiors: The interior features nappa leather upholstery, open-pore natural walnut wood accents, and a customizable ambient lighting system, including ambient lighting for the air vents. The Burmester® 3D Surround Sound System with 18 speakers and 760W output, complete with an illuminated satellite loudspeaker in the headliner, enhances the luxurious atmosphere.

Advanced Safety Features: The AMG G 63 includes a suite of advanced safety technologies, including active brake assist, lane-keeping assist, and 360-degree camera systems, ensuring peace of mind on every journey.

Exceptional Noise Comfort: Designed with comprehensive noise and vibration control, the AMG G 63 features enhanced insulation and acoustic glass for a serene cabin environment.

About Mercedes-Benz India

Mercedes-Benz India pioneered the luxury car market in India, completing 30 years of Indian operations in 2024. Mercedes-Benz's world-class production facility set up in 2009, is spread over 100 acres in Chakan near Pune. Mercedes-Benz India is part of Mercedes-Benz's Global Production Network and plays an important role in the CKD production network. The production facility carries an investment of more than INR 3000 crores and has the largest installed production capacity for any luxury carmaker in India.

Mercedes-Benz India has the largest luxury network spread amongst any luxury carmaker, with over 100 luxury touchpoints spread across 50+ cities. Through the exclusive AMG Performance Centres, Mercedes-Benz boasts of a strong AMG retail network presence in the country. Mercedes-Benz India has a robust product portfolio comprising the locally produced A-Class, C-Class, E-Class Long Wheelbase, S-Class, and Mercedes Maybach S 580 limousine, along with the electric vehicles- EQS 580 sedan, and EQS SUV 580. Mercedes-Benz is now the only luxury brand to locally manufacture 2 BEVs in India.

The 'Made in India' SUV range starts with the GLA, GLC, GLE, and GLS range of luxury SUVs. The Completely Built imported cars portfolio (CBU) includes the G 400d, GLS Maybach and the exciting AMG range comprising the AMG A 45 S to the AMG GT 63 S E-Performance. Mercedes-Benz also pioneered the luxury BEV segment in India and comprises a strong portfolio including the 'Made in India' EQS 580 sedan, EQS 580 SUV and 450 SUV, along with EQA 250+, EQB SUVs, EQE 500 4MATIC SUV, Mercedes-Maybach EQS 680 SUV and G580 with EQ Technology.

Mercedes-Benz India introduced the innovative customer-centric 'direct to customer' business model in India, as one of the first markets to roll-out this business model, redefining customer experience.

Mercedes-Benz retailed a record 19,565 new Mercedes-Benz cars (Jan-Dec 2023: 17,408 units, +12.4%) in 2024, clocking its 'Best Year Ever' in 30 years history in India, leading the luxury car market for the tenth consecutive year. For 2025, Mercedes-Benz's motto is 'DESIRE to Exceed'.

The roadmap of the company comprises focusing on unmatched customer experiences, new product innovation, an enhanced luxury network reach for customer service, community development initiatives along with BEV charging for customer convenience.

About Mercedes-Benz Research and Development India

Mercedes-Benz Research and Development India (MBRDI) is the largest research and development centre for Mercedes-Benz Group AG outside of Germany. Established in 1996, MBRDI plays a prominent role in the development of technologies like connected, autonomous, and electric in the world of mobility. With offices in Bengaluru and Pune, MBRDI currently employs over 8,500 professionals engaged in digital product development, interior component design, IT engineering and services.