



Mercedes-Benz Classic

Press Information

22 October 2019

Presented for the first time in book format: The Mercedes-Benz treasure chambers

The “Holy Halls”: This is the home of the spectacular Mercedes-Benz vehicle collection. The book entitled “Holy Halls. The Secret Car Collection of Mercedes-Benz” offers breathtaking views and insights: with well-researched texts and brilliant photos, it is not only an exciting ramble through the brand’s treasure troves, in addition, 50 selected vehicles tell their own very special stories.

Stuttgart. The Mercedes-Benz Classic collection comprises more than 1000 vehicles. No less than 160 of them can be admired at the museum in Untertürkheim. Many others are regularly showcased to the public at exhibitions and events around the globe. By far the largest part of the collection, however, is not freely accessible to the public: it is housed carefully in twelve inconspicuous commercial buildings in and around Stuttgart – the “Holy Halls”.

However, the company did make an exception for a special occasion: the renowned specialist journalist and author of several books, Christof Vieweg, who also had the original idea to write the first book about Mercedes-Benz’s exclusive vehicle collection, had the opportunity to inspect the cars extensively and captured his impressions in informative texts. The photos in the “Holy Halls” were taken by photographer Igor Panitz, who is known above all for his automotive and architectural photos. The result is this mesmerising stroll through the unique treasure troves of Mercedes-Benz.

Additional studio shots of 50 selected vehicles from the collection were taken under the direction of Harry Ruckaberle in the Sindelfingen photo studio that belongs to Akka Concept GmbH. In this process, the Circulight lighting technology invented and patented by studio founder Ruckaberle was applied to good effect.

Starry nights for readers

Fans of the brand are guaranteed to find their stars shining brightly as they peruse this book. Series models up to 1945 are compiled in the introductory chapter, from the Benz Patent Motor Car, for example, the innovative Mercedes Simplex 40 PS and the striking Benz Spider through to luxury vehicles such as the 770 “Grosser Mercedes” or the sporty but elegant variants of the Mercedes-Benz 500 K / 540 K.

The pace increases as the focus shifts to racing and record-breaking cars. The Benz “Prince Heinrich” racing touring car, Silver Arrows from the 1930s and 1950s, the Sauber-Mercedes C 9 and the “EVO II” as well as Formula One racing cars right up to the Mercedes AMG Petronas F1 W09 EQ Power+: these and many other stars from 125 years of Mercedes-Benz motorsports are illustrated in great detail.

Mercedes-Benz Museum GmbH | Headquarters and Registry Court: Stuttgart, HRB No. 23165 |
Board of Management: Christian Boucke (Chairperson), Monja Büdke, Patrizia Radegast

* Further information on the official fuel consumption and the official, specific CO₂ emissions for new passenger cars can be found in the publication entitled “Leitfaden über den Kraftstoffverbrauch, die CO₂-Emissionen und den Stromverbrauch neuer Personenkraftwagen” [“Guidelines on the fuel consumption, CO₂ emissions and electricity consumption of new passenger cars”], available free of charge from all showrooms and from Deutsche Automobil Treuhand GmbH at www.dat.de.

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Legendary post-war models such as the majestic Mercedes-Benz 600 Pullman Landaulet or the Mercedes-Benz 300 "Popemobile" are covered before the penultimate section deals with some shooting stars, i.e. prototypes and rarities. At this point, the book aims its spotlight at particularly rare or unique models – such as the 1935 Mercedes-Benz 150 Sports Roadster, the 300 SL "Hobel", the 300 SLR "Uhlenhaut Coupé", the SLX project, various versions of the C 111 and the S 500 Intelligent Drive.

The sparkling concluding chapter shows the exhibits of the collection out in the real world: at international classic rallies and car exhibitions. One thing is certain, on these occasions the public have the opportunity to get practically within arm's length of these fascinating cars from the "Holy Halls".

Information about the book

German edition: "Heilige Hallen – Die geheime Fahrzeugsammlung von Mercedes-Benz", by Christof Vieweg, with photos by Igor Panitz and Harry Ruckaberle. Delius Klasing Verlag, Bielefeld, 244 pages, 207 photos and illustrations, size 26.9 x 28.9 cm, hardback, ISBN 978-3-667-11666-6, 59.00 euro (Germany), 60.70 euro (Austria).

English edition: "Holy Halls. The Secret Car Collection of Mercedes-Benz", by Christof Vieweg, with photos by Igor Panitz and Harry Ruckaberle. Delius Klasing Verlag, Bielefeld, 244 pages, 207 photos and illustrations, size 26.9 x 28.9 cm, hardback, ISBN 978-3-667-11667-3, 59.00 euro (Germany), 60.70 euro (Austria).

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Current film and photo material: <https://mercedes-benz-archive.com/marsMuseum>

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Captions

19C0841_001

Title page of the German edition of the book "Heilige Hallen. Die geheime Fahrzeugsammlung von Mercedes-Benz". By Christof Vieweg, with photos by Igor Panitz and Harry Ruckaberle. Delius Klasing Verlag, Bielefeld, 244 pages, 207 photos and illustrations, size 26.9 x 28.9 cm, hardback, ISBN 978-3-667-11666-6, 59.00 euro (Germany), 60.70 euro (Austria).

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19C0841_003

Treasures not for sale: Mercedes-Benz C 111 experimental vehicles and record-breaking cars as well as Formula One racing cars and DTM touring cars from the 1990s. Photo by Igor Panitz from the book entitled "Holy Halls. The Secret Car Collection of Mercedes-Benz". By Christof Vieweg, with photos by Igor Panitz and Harry Ruckaberle. Delius Klasing Verlag, Bielefeld, 244 pages, 207 photos and illustrations, size 26.9 x 28.9 cm, hardback, ISBN 978-3-667-11666-6, 59.00 euro (Germany), 60.70 euro (Austria).

19C0841_004

Silver Arrows treasure chamber: Mercedes-Benz racing cars from the 1930s to the present day. Photo by Igor Panitz from the book entitled "Holy Halls. The Secret Car Collection of Mercedes-Benz". By Christof Vieweg, with photos by Igor Panitz and Harry Ruckaberle. Delius Klasing Verlag, Bielefeld, 244 pages, 207 photos and illustrations, size 26.9 x 28.9 cm, hardback, ISBN 978-3-667-11666-6, 59.00 euro (Germany), 60.70 euro (Austria).

19C0841_005

A parade of luxury and performance: Representative vehicles – Mercedes-Benz 300 (front right) and Mercedes-Benz 600 (centre), together with sports cars and saloons from the 1920s to the present day. Photo by Igor Panitz from the book entitled "Holy Halls. The Secret Car Collection of Mercedes-Benz". By Christof Vieweg, with photos by Igor Panitz and Harry Ruckaberle. Delius Klasing Verlag, Bielefeld, 244 pages, 207 photos and illustrations, size 26.9 x 28.9 cm, hardback, ISBN 978-3-667-11666-6, 59.00 euro (Germany), 60.70 euro (Austria).

19C0841_006

Sporting blood in its veins: Mercedes-Benz 300 SL racing sports car (W 194) in front of DTM touring cars and other competition cars of the star-studded brand. Photo by Igor Panitz from the book entitled "Holy Halls. The Secret Car Collection of Mercedes-Benz". By Christof Vieweg, with photos by Igor Panitz and Harry Ruckaberle. Delius Klasing Verlag, Bielefeld, 244 pages, 207 photos and illustrations, size 26.9 x 28.9 cm, hardback, ISBN 978-3-667-11666-6, 59.00 euro (Germany), 60.70 euro (Austria).