



Mercedes-Benz
Press Information
15 December 2020



For the tenth time “Top Original Model Brand” and seven further prizes in the “Model Vehicle of the Year” competition

- Mercedes-Benz 600 Landaulet from CMC is the “Super Model of the Year 2020”
- No fewer than seven awards for miniatures of Mercedes-Benz vehicles
- Readers of “Modell Fahrzeug” (Model Vehicles) magazine have voted Mercedes-Benz the “Top Model Brand 2020”

Stuttgart. Huge fascination on a small scale: This is the extremely diverse world of model vehicles ranging across numerous scales and themes. Replicas of Mercedes-Benz cars are always right at the forefront. This is underlined by this year’s competition for the “Model Vehicle of the Year”, in which readers of the special interest magazine “Modell Fahrzeug” (Model Vehicles), published in German by Delius Klasing, choose their favourites – seven miniatures of the brand bearing the star have been selected. In addition, the title of “Top Original Model Brand 2020” has been awarded to Mercedes-Benz for the tenth time in 30 years. This title is awarded each year to a car manufacturer that “takes a particular interest in the topic of model cars”, according to the competition organisers.

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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The 2020 award-winning miniatures range from tiny – corresponding to the H0 model train scale – to really large models. The respective originals come from very different eras and segments. The award ceremony took place in early December 2020 in an online format only.

The Super Model of the Year 2020: When the Mercedes-Benz 600 (W 100) was unveiled at the International Motor Show (IAA) in Frankfurt am Main in September 1963, the highly representative vehicle caused a sensation. It was the first Mercedes-Benz passenger car with a V8 engine, offered driving performance at sports car level and had numerous hydraulically controlled comfort features. The equipment level was unique at the time in every respect. Customers were able to choose from a range of sumptuous materials and colours for leather covers, fabrics, wood and interior trims to personalise their car. The Pullman version of the W 100 with a wheelbase of 3,900 millimetres was clearly designed to be a chauffeur-driven vehicle as a limousine or landaulet. CMC has now reproduced just such a Mercedes-Benz 600 Pullman landaulet in the equally impressive 1/18 scale. This model, which costs more than 900 euros, has been awarded both the “Super Model of the Year 2020” and the “Collectors’ 1/18 Classics” prizes.