



PRESS RELEASE:
LUXURY CAR TAILOR HOF RELEASES ITS
FIRST COLLECTION WITH WORLD'S-FIRST
BESPOKE ELECTRIC G AND A VINTAGE
STYLED G-CLASS

Dubai, 13th of December 2024. German luxury car tailor HOF launches two new G-Class models as part of its first Collection. The “HOF Rebel” is the world’s first customized electric G-class while the “HOF 1955” presents an unique vintage design inspired by historic Mercedes-Benz racing cars. Both Collection No.1 cars are designed by renowned automotive designer Etienne Salomé and will be limited to 10 units each.

Just days after the Global launch of the new HOF brand at the Abu Dhabi Grand Prix – marked by the international reveal of the “HOF Sir Class” with over 1,063 hp – German car tailor HOF unveils to the world the next chapter by presenting two models of its first launch collection. Both models showcase HOF’s commitment to storytelling through design, individuality, and impeccable craftsmanship



The HOF Rebel:

The world's first customized electric G-CLASS

With its bold camouflage design inspired by extreme sports lifestyle and urban culture, the “HOF Rebel” is daring to be different. Available in two striking variants – one featuring a red camouflage design and another showcasing a white-gray camouflage design – the “HOF Rebel” offers a choice for those who seek individuality in electrified luxury. Its unapologetic aesthetic reflects a rebellious spirit that says: electrified luxury doesn't have to conform. By doing so, the “HOF Rebel” makes a bold statement: In a world where electric vehicles are often understated, this G-Class flips the narrative and goes to the extreme.

The camouflage look of the “HOF Rebel” is also portrayed in the car's interior: Camouflage accents are paired with the HOF Gun Metal Interior Package, balancing fearless design with high-performance comfort.

Product Details HOF Rebel

MODEL:	HOF REBEL
BASED ON:	Mercedes-Benz G 580
DISPLACEMENT:	Battery 116 kWh
POWER:	587 hp / 432 kW
TORQUE:	1.164 nM
V MAX:	180 km/h

EXTERIOR & TECHNICAL HIGHLIGHTS

- Etienne Salomé Exterior Design
- HOF Camouflage paint finish
- HOF Evolution Wide Body Full Carbon Kit with Carbon Inlays
- HOF 24" Collection H65 Forged Wheel (optional: with Carbon Cover)
- HOF signature front Grille in Carbon



- HOF Electric Running Boards
- HOF Carbon Front Bonnet (matching car colour)
- HOF Carbon Rear Spoiler (matching car colour)
- Mercedes-AMG G63 Braking System

INTERIOR HIGHLIGHTS

- Etienne Salomé Interior Design
- HOFELE Gun metal Interior Package
- HOFELE Carbon Inlay Steering Wheel
- HOFELE High End Camouflage Seat Patterns
- HOFELE Starlight Ceiling
- HOFELE Door Entry Sill
- 90° doors rear side

The HOF 1955:

A vintage design referencing to the golden era of motorsports

The “HOF 1955” is a tribute to the legendary and iconic 1955 Mercedes-Benz 300 SLR that dominated the Mille Miglia race. Honoring its pioneering spirit and racing excellence, the “HOF 1955” blends history with cutting-edge modern technology. With first cars delivered in 2025 to customers, the “HOF 1955” is also celebrating the 60th anniversary of the SLR’s Mille Miglia win.

With a power output of 722 horsepower, the “HOF 1955” ensures that its racing tribute is not only visual but also delivers the performance aesthetics befitting its legacy. This powerhouse performance underscores the car’s homage to the golden age of motorsport, where speed and innovation defined greatness.

The silver paint and signature red racing numbers are a direct homage to the iconic SLR. A sport exhaust system, numerous carbon parts including



hood, grill and and underride protection, 24" forged wheels and many other other modifications optimize both the aesthetic and performance of this tribute to this epic racing era.

Inside, the tartan upholstery brings vintage racing charm into the "HOF 1955", while the HOF High-Performance Sports Seats with carbon finishes offer the perfect fusion of classic style and modern performance. A special detail is also the vintage style wood steering wheel and optional wood inlays that reference the original SLR.

Product Details HOF 1955

MODEL:	HOF 1955
BASED ON:	Mercedes-Benz G 63 AMG
DISPLACEMENT:	3982 cm ³
POWER:	722 hp / 531 kW
TORQUE:	~ 950 nM
V MAX:	240 km/h (limited)

EXTERIOR & TECHNICAL HIGHLIGHTS

- Collection 1955 Tribute Paint Finish
- HOF Evolution Wide Body Full
- Carbon Kit with Carbon Inlays
- HOF 24" Collection H65 Forged Wheel
- (Aero design Carbon Cover optional)
- HOF Signature Front Grille in Carbon
- HOF Carbon Underride Protection
- HOF Carbon Hood
- HOF Carbon Roof Spoiler (matching car colour)
- HOF Electric Running Boards
- HOF Power Increase System 722ph



- HOF Power Upgrade System
- HOF Flap Sport Exhaust System

INTERIOR HIGHLIGHTS

- Etienne Salomé Interior Design
- HOF High-performance sports seats
- HOF Vintage Tartan Pattern
- HOF Steering Wheel with Vintage style wood inlay (optional)
- HOF Interior Carbon Package
- HOF Door Entry Sills Interior

Design by Etienne Salomé

Responsible for the design of HOF's Collection No. 1 is Etienne Salomé, a highly regarded automobile designer with over a decade of experience as a leading designer for Bugatti. Known for his ability to merge artistry with functionality, Salomé brings a thoughtful and nuanced approach to every project. His designs are driven by a deep appreciation for trends in the luxury world, whether they emerge from fashion, cultural shifts, or the timeless appeal of historical moments.

Each HOF capsule collection draws inspiration from a variety of sources, blending contemporary luxury with historical significance. For example, the "HOF Rebel" takes its cues from extreme sports and winter-season streetwear, while the "HOF 1955" pays homage to the legendary 1955 Mercedes-Benz 300 SLR, which celebrates its 70th anniversary next year. These influences are carefully translated into every design.

For the Collection No. 1, Salomé worked closely with the HOF team to ensure that every detail – down to the color palettes, materials, and textures – embodies the spirit of the collection.



“Designing for HOF is about more than the pure design. It’s about creating a connection between the car and the personality of its owner,” says Etienne Salomé. “Every detail is an opportunity to tell a story, to connect the car to its time and its driver. It’s a deeply personal process, and I’m honored to be part of shaping this new chapter for HOF.”

Capsule collection with strong limitation

Both the “HOF Rebel” and the “HOF 1955” are part of HOF’s debut Collection No.1, each limited to an exclusive 10 units. With these models, HOF speaks directly to car collectors and enthusiasts, offering vehicles that combine craftsmanship, individuality, and cultural storytelling.

The global debut of these cars took place on December 13th in Dubai, recognized as one of the world’s largest and most influential markets for the G-Class. This premiere highlights HOF’s vision to merge its legacy with the modern luxury automotive scene.

The Collection No.1 will conclude in early 2025 with the reveal of its fourth and final model, developed in collaboration with a renowned figure from the music industry.

About HOF

HOF is an exclusive German car tailor specializing in the individualization of Mercedes-Benz cars in performance and design. With over 40 years of expertise in luxury car customization and a century of craftsmanship heritage, HOF offers an end-to-end “Manufaktur experience,” delivering bespoke solutions of the highest quality standards. Based in Sindelfingen, Germany, every HOF creation is meticulously handcrafted in collaboration with world-class partners and suppliers, ensuring exceptional German engineering and design.



At the helm of HOF is Ferdinand Peter, a visionary leader with a profound understanding of the luxury automotive market and the unique desires of its clientele. Supporting his vision is Managing Director Horst Bardehle who brings decades of experience in operational excellence, steering HOF into a bold new era of automotive luxury.

The transformation of HOF into a design-led, bespoke luxury car brand is driven by an exceptional team of industry experts: Philip Schiemer, former CEO of Mercedes-AMG, Patrick Marinoff, Ex-Head of Sales for Mercedes-AMG and President Aston Martin Europe/Middle East & Africa, Etienne Salomé, celebrated Bugatti designer, and Pascal Staud, renown marketing expert and co-founder of STAUD STUDIOS and Monks.

HOF's philosophy is deeply rooted in the belief that every individual deserves a reflection of their personality in the cars they drive and the luxury goods they own. Guided by this principle, HOF adopts a collection-driven approach, drawing inspiration from cultural moments and societal trends. Each year, HOF unveils up to three exclusive collections, each consisting of two to four cars, with every model limited to just ten meticulously crafted pieces. These collections seamlessly blend the timeless luxury of Mercedes-Benz with individuality, artistry, and storytelling, drawing from diverse influences such as art, music, fashion, and pop culture.

Every HOF vehicle is a testament to uncompromising craftsmanship, innovation, and an unwavering commitment to luxury. With its dedicated team of industry pioneers and a relentless drive to redefine automotive excellence, HOF is not just a car tailor—it's a curator of dreams and a storyteller of individuality.



For media inquiries, interview opportunities, or further information about the Rebel, 1955 or HOF, please contact:

David Sylla

Mobile: +41 78 897 17 39

E-Mail: david.sylla@hofele.com