



PRESS RELEASE: LUXURY CAR TAILOR HOF LAUNCHES THE STRONGEST G-CLASS OF THE WORLD

Abu Dhabi, 5th of December 2024. German luxury car tailor HOF launches the most powerful G-Class ever built: the “HOF Sir Class”. With an impressive 1,063 horsepower, this super-SUV will be officially revealed ahead of the Abu Dhabi Grand Prix. The debut of the „HOF Sir Class“ also marks the launch of the HOF brand, which has evolved from legacy car customizer HOFELE.

The “HOF Sir Class”: Redefining the G-Class Experience

The “HOF Sir Class” will be the most powerful and fastest G-Class ever produced, an extraordinary fusion of engineering and luxury. As the first G-Class capable of surpassing 300 km/h, the “HOF Sir Class” is setting new standards for performance and is defining a new superlative based on the Mercedes-Benz G-Model.

Crafted with meticulous attention to detail, the “HOF Sir Class” is a true collector’s piece, embodying both unparalleled performance and timeless elegance.



Performance

The “HOF Sir Class” represents the pinnacle of G-Class development and is the result of an intensive development process spanning over two years, with an investment volume in the seven-figure range. In close collaboration with leading engineers and designers, a vehicle has been created that has the potential to be born as a collector’s car. The “HOF Sir Class” produces the comparable power output as a Mercedes-AMG Petronas Formula 1 car and also a Mercedes AMG ONE (1063 HP). With its immense power reserves the car develops approx. 1,300 Nm of torque.

“Our engineers needed to constantly push the limits to reach our 300 km/h+ mission. This is not only about tuning an engine – the entire set up of the car including suspension and brakes needed to be heavily modified and improved”, says Ferdinand Peter, initiator of HOF. “It is therefore the first ever G-Class with more than 1000 HP, the first one with ceramic brakes and the first one with a top speed of more than 300 km/h.”

To achieve the enormous output HOF updates the engine with for example stronger pistons and rods, updated turbochargers, a reinforced transmission, newly designed airbox and a special software update.

Inspiration

The “HOF Sir Class” draws its inspiration from a pinnacle moment in motorsport history, encapsulating the essence of Formula 1’s legacy within the bold form of a G-Class. Its creation was timed to perfection, aligning with the final season of one of the greatest drivers of all time, Sir Lewis Hamilton. As the 2024 Abu Dhabi Grand Prix marks the end of his extraordinary journey with Mercedes, this car stands as a tribute to a career that has surpassed all expectations, cementing his place as the greatest Formula 1 driver in history. Guided by his life motto, Still I Rise, the “HOF Sir Class” embodies the ethos of striving for greatness and inspiring others to achieve the same.



The “HOF Sir Class” pays tribute to a legacy of legends, drawing inspiration from Mercedes’ iconic racing heritage. It honors the groundbreaking achievements of Mercedes-Benz in Formula 1 and its street-legal masterpieces like the Mercedes-AMG One – continuing the tradition of pushing boundaries and redefining possibilities.

“The Sir Class’ design incorporates cutting-edge motorsports innovation like carbon fiber components inspired by Formula 1 technology, ceramic-coated tailpipes, and an exclusive F1-style paint finish.” explains Etienne Salomé, who is leading the design department for HOF. Inside, the hand-crafted nappa leather and meticulous attention to detail reflect the car’s commitment to both artistry and performance.

Every detail in its design and engineering celebrates Sir Lewis Hamilton’s unparalleled impact on motorsport and his lasting influence on those who dare to dream beyond limits.

Debut in Abu Dhabi

The “HOF Sir Class” made its official debut on December 4, 2024, at an exclusive event held at Yas Links, located near the iconic Yas Marina F1 track in Abu Dhabi. This unveiling took place against the dynamic cultural backdrop of the city’s renowned Formula 1 festivities.

The event was graced by the presence of His Highness Sheikh Khalifa bin Sultan bin Hamdan Al Nahyan as guest of honor. Amna Al Qubaisi, the UAE’s first female racing driver, made history as she drove the new Sir Class onto the stage. The exclusive gathering included 50 carefully selected VIPs, media representatives, influencers, and prominent members of the UAE car community, creating an intimate and impactful atmosphere.



Following its premiere, the “HOF Sir Class” will be showcased on the Yas Marina track from December 5th to 8th, as part of the Grand Prix activities. This unique display will offer luxury and racing enthusiasts visiting the season’s final race an up-close experience of this groundbreaking model.

HOF: A New Vision for the Future

The Sir Class marks the dawn of a new era for HOF being its first model to celebrate the brand’s relaunch. Born from Hofele, a German-based car tailor with over 100 years of history and more than 40 years of expertise in crafting bespoke Mercedes-Benz transformations, HOF represents a bold evolution. It goes beyond car tailoring; each vehicle tells a unique and deeply personal story.

At the forefront of HOF’s transformation is Ferdinand Peter, a visionary who deeply understands the luxury market and the desires of its discerning customers. Under his leadership, HOF embarks on a bold journey to redefine bespoke automotive excellence. Ferdinand started his career as a car mechanic and is now one of the leading supercar and hypercar dealers of the world. At Ferdinand’s side is Horst Bardehle as a managing director, leveraging extensive experience in rejuvenating companies, guiding HOF into its next chapter with his operational expertise.

Supporting HOF’s vision is a team of exceptional experts with decades of unparalleled experience. Philip Schiemer, former CEO of Mercedes-AMG, brings his expertise in performance-driven automotive craftsmanship. Patrick Marinoff, ex Head of Sales for Mercedes-AMG and President Aston Martin Europe/Middle East & Africa, adds invaluable insights into global sales strategies and an acute understanding of high-performance luxury markets. Etienne Salomé, a celebrated designer with an acclaimed career at Bugatti, ensures each car embodies a curated and avant-garde design language, making every vehicle a piece of art. Pascal Staud, a renowned



marketing expert with a deep-rooted understanding of the automotive and luxury sectors, shaping HOF's global narrative with precision and passion.

The "HOF Sir Class" merges Hofele's decades-long legacy in luxury car customization with a forward-thinking approach to modern luxury. By crafting vehicles that blend impeccable performance with unparalleled attention to detail, HOF is redefining the boundaries of bespoke automotive excellence. The "HOF Sir Class" stands as the ultimate expression of this philosophy, heralding a new chapter in the world of automotive design.

At the heart of HOF's unique offering is the "Manufaktur experience", covering all categories of customization, including exterior design modifications, a deep passion for color and trim, and performance specifications. Every detail is carefully curated, with an extensive range of premium materials and handcrafted parts. HOF is located in Sindelfingen, Germany next to Mercedes-Benz. This proximity together with the long-standing network of German suppliers ensures a level of quality and exclusivity that appeals to collectors and automotive enthusiasts worldwide.

Adding an innovative touch to HOF's bespoke philosophy is the "Meet-the-Designer" experience. Clients will have the rare opportunity to collaborate directly with selected designers in curated sessions to create one-off, tailor-made cars that truly embody their unique vision. This designer-led approach, driven by Salomé's exceptional talent, elevates HOF's offering, setting it apart as a pioneer in the luxury automotive market.

"The "HOF Sir Class" is a first demonstration at how we interpret these influences and is specifically designed for collectors and enthusiasts of high-performance vehicles that know a V8 car with over 1,000 horsepower and without hybridization may never exist in this form again. Therefore this car is not just a tribute to the past but also an investment in the future. Even 20 years from now, a collector will still value this vehicle."



Product Details HOF Sir Class

MODEL:	HOF Sir Class
BASED ON:	Mercedes-AMG G 63
DISPLACEMENT:	3982 cm ³
POWER:	1.063 HP / 782 KW
TORQUE:	~ 1.300 NM
V MAX:	300 km/h

EXTERIOR & TECHNICAL HIGHLIGHTS

- HOF 1063 special fading paint finish
- HOF Exclusive Body Kit in Carbon Design
- HOF 23" Collection H1063 Forged Wheel with Carbon Cover
- HOF Carbon Hood
- HOF sports brake system with carbon-ceramic
- Forged aluminum pistons
- Ceramic Brakes
- Coilover suspension system
- HOF Carbon Sideliners
- HOF 1063 Engine Compartment Cover
- HOF Electric Running Boards
- HOF Tailpipe Trims in Exclusive Ceramic Design
- HOF Carbon Indicator Cover
- Upgraded turbocharger with modified compressor geometry
- Upgrade fuel pump
- Aluminum airbox with conical sports air filters



INTERIOR HIGHLIGHTS

- FI-Inspired Design Steering Wheel
- HOF High-Performance Sports Seats
- HOF High End Alcántara/Nappa Leather Package
- HOF Starry Sky Ceiling
- Etienne Salomé Interior Signature
- HOF High End 1063 Seat Patterns
- HOF High End 1063 Safety Belts
- HOF Gun Metal Interior Package
- HOF Door Entry Sills Interior in Carbon

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.

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.



HOF

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 “HOF Sir Class” or HOF, please contact:

David Sylla

Mobile: +41 78 897 17 39

E-Mail: ds@hof-manufaktur.com



HOF

- Post-Grand Prix (December 8th, 2024): Media assets showcasing the Sir Class on display at Yas Marina track during the Formula 1 Grand Prix activities will be sent out.