



PRESS RELEASE

HOF UNVEILS THE NEW SIR CLASS AT THE GERCollector TRACKDAY 2025

Nürburgring, 2nd of May 2025 — German luxury car tailor HOF reveals the evolution of an icon: the new HOF Sir Class 2025, unveiled during the GERCollector Trackday at the legendary Nürburgring Grand Prix circuit. This new collector's masterpiece builds upon the legacy of its record-breaking predecessor and redefines the G-Class once more – blending motorsport DNA with luxury design in a limited collector's edition.

The debut of the New Sir Class took place in front of an exclusive audience of collectors, connoisseurs and creators at one of Europe's most prestigious private driving events. With this unveiling, HOF once again redefines the G-Class – blending motorsport DNA with luxury design in a limited collector's edition.

THE NEW SIR CLASS: A LEGEND REBORN

Following the extraordinary reception of the first Sir Class H1063 in Abu Dhabi 2024, the 2025 model continues its homage to motorsport greatness. Based on the Mercedes-AMG G63 model year 2025 (W465) and engineered with meticulous precision, this new iteration brings the spirit of the track to the road with renewed sophistication and power.

From its custom "Sir Class Fading" paint finish to its signature 24" Collection Wheels and carbon bodywork, the Sir Class specific details have been refined to create an unparalleled collector experience. Its handcrafted elements celebrate the essence of individuality while its design tells a story of speed and excellence.

INSPIRATION: TRIBUTE TO A LEGEND

The HOF Sir Class draws its inspiration from a pinnacle moment in motorsport history. Its predecessor, the Sir Class H1063, was unveiled in December 2024 during the Abu Dhabi Grand Prix – coinciding with the final Formula 1 race of Sir Lewis Hamilton’s extraordinary career with Mercedes. That collector’s model marked the end of an era and the beginning of HOF’s new vision.

Five months later, the 2025 Sir Class continues this homage. It captures the fearless spirit, determination, and elegance of a modern-day knight of the track. Guided by Hamilton’s life motto, Still I Rise, the Sir Class embodies the pursuit of greatness and the inspiration to transcend boundaries.

Its design draws from Mercedes-AMG’s iconic F1 heritage, incorporating motorsport innovation such as an exclusive F1-style paint finish, and carbon components handcrafted by HOF’s artisans.

PERFORMANCE: BUILT TO LEAD

Under the hood, the New Sir Class is powered by a 4.0-liter V8 biturbo engine with a top-speed exceeding 260 km/h top speed. While its predecessor pushed past 1,000 HP, the 2025 Sir Class focuses on road-ready precision and balance – designed for daily use, yet engineered with race-track spirit.

Paired with a performance level beyond 800 HP and a sport-tuned exhaust system, the New Sir Class offers a visceral driving experience – where every acceleration becomes a statement.

DESIGN & DETAILS: EXTERIOR HIGHLIGHTS

The 2025 Sir Class makes its presence known with:

- Custom fading paintwork blending deep black into Sterling Silver – inspired by the iconic racing liveries. Five additional paint options on customer demand.
- HOF Carbon Hood, handcrafted for strength, aesthetics and performance
- 24” HOF Collection Wheels, enhancing aerodynamic and visual dynamics
- Iconic tailpipe trims, adding tactile power to the vehicle's rear design

Signature accents in Sir Class Green, newly integrated HOF Sir Class badging, and a sculpted silhouette set the tone for this new chapter in design-driven automotive artistry.

INTERIOR: WHERE LUXURY MEETS LEGACY

Inside, the 2025 Sir Class continues the narrative of motorsport elegance:

- Sir Class Green stitching throughout hand-stitched Alcántara and Nappa leather surfaces
- High-performance sports seats, ergonomically perfected for spirited driving
- Gun Metal interior package, featuring open-pore matte carbon accents
- Bespoke seat patterns & matching safety belts in a Sir Class Green shade – a tribute to racing excellence

Each interior element reflects a dedication to detail and craftsmanship.

THE GERCOLLECTOR MOMENT: A FITTING STAGE

The GERCollector Trackday is a highlight on the collector calendar – an invite-only experience designed for automotive purists and passionate drivers. Over 150 collector cars joined the event at the Nürburgring on May 1st, 2025 – a curated gathering of performance and motorsport enthusiasts.

Against this backdrop, the New Sir Class took center stage, not as a race car, but as a rolling sculpture of motorsport history. Surrounded by collectors, creators, and motorsport legends, HOF launched its collectors cars in a unique environment within the culture of high-end automotive craftsmanship.

ABOUT HOF

HOF is an exclusive German car tailor specializing in the individualization of Mercedes-Benz vehicles in both performance and design. Evolved from Hofele and based in Sindelfingen, Germany, HOF embodies over 40 years of bespoke luxury car craftsmanship.

Led by visionary Ferdinand Peter and powered by a team of industry pioneers – including former Mercedes-AMG, Aston Martin and Bugatti leaders – HOF crafts limited collector pieces that seamlessly blend engineering, art, and culture. Each HOF model is part of a narrative-driven collection, drawing inspiration from motorsport, fashion, music, and beyond.

From one-of-one masterpieces to exclusive collections of ten, every HOF creation represents the pinnacle of curated, handcrafted performance.

For inquiries, interview opportunities, or more information about the HOF Sir Class, please contact:

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