

CLASSIC DRIVER

Modern Classics: Maybach 57 and 62

Lead

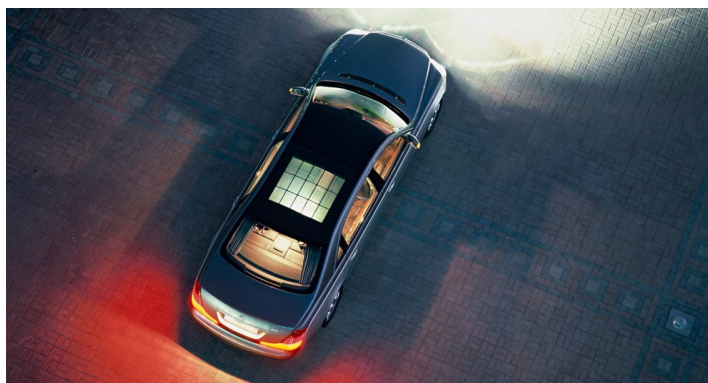
If the Mercedes-Benz S-Class is as a classic of the Nineties, we'd argue that the Maybach is a classic of the Noughties. The luxury saloon based on the platform of the W140 is, in our eyes, the only worthy successor.

Once upon a time...



...a luxury saloon named Maybach – a name rich in tradition – was launched for the New Millennium. It aimed to conquer the market exclusive to Rolls-Royce and Bentley. Instead, however, it disappeared from the scene almost as rapidly as it had appeared, which came as a bit of a surprise, as it had been launched as the new flagship of the powerful Daimler brand. The almost 550,000-euro [Maybach 62](#) was Mercedes' answer to BMW's [Rolls-Royce Phantom](#) and its promotional campaign created a stir. There was, for example, that unforgettable image of a Maybach travelling to New York in a glass container on board the QE2, then transported by helicopter to Wall Street.

The Maybach as a modern classic



It's no secret that the next 10 years of Maybach history were less glamorous. Neither the campaign nor the traditional name helped the all-bells-and-whistles-equipped, chauffeur-driven limousine to reach its sales targets. The self-drive Maybach 57 S and the sporty 62 S both failed to improve the brand's image, as did special versions such as the [Maybach Landaulet](#) and Zeppelin. Nevertheless, more than 3,000 have been sold since Maybach launched in 2002 and, today, some of these cars can be found on the [used car market](#) at (relatively) low prices. The fact that the Maybach was based on the elderly W140 of the Nineties was, perhaps, its fatal flaw at the time – but today you could say that the opulent Maybach is perhaps the only worthy successor to the great 'tank'.

Photos: Daimler

Gallery

