

GET READY FOR

#The AMG Experience

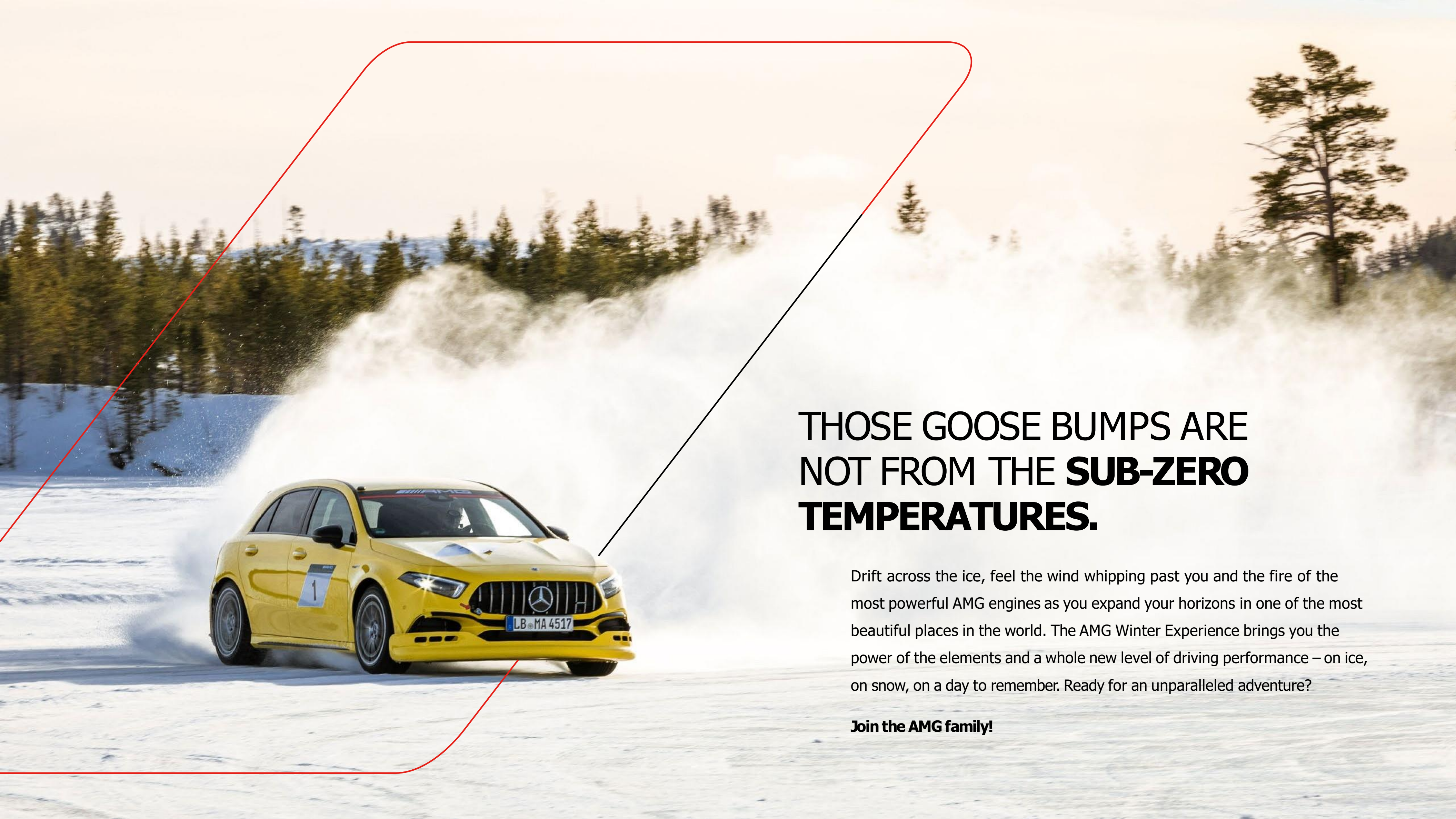
BOLD AS ICE
THE AMG WINTER EXPERIENCE

AMG
EXPERIENCE



**WHEN WAS THE
LAST TIME YOU
DID SOMETHING
FOR THE FIRST
TIME?**

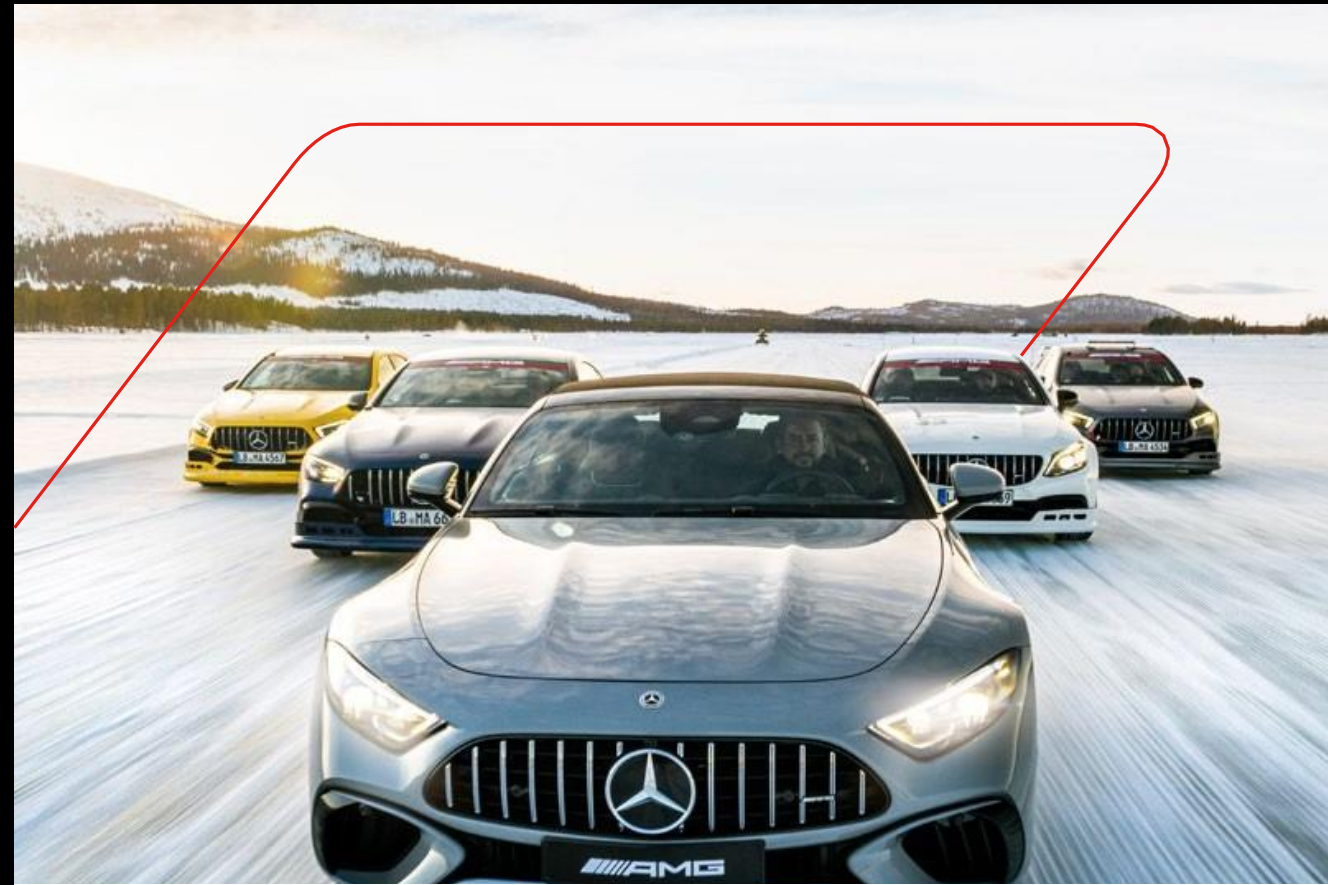
TRY SOMETHING NEW. AT THE OTHER END OF THE WORLD.



THOSE GOOSE BUMPS ARE NOT FROM THE **SUB-ZERO** **TEMPERATURES.**

Drift across the ice, feel the wind whipping past you and the fire of the most powerful AMG engines as you expand your horizons in one of the most beautiful places in the world. The AMG Winter Experience brings you the power of the elements and a whole new level of driving performance – on ice, on snow, on a day to remember. Ready for an unparalleled adventure?

Join the AMG family!



WINTER:
HOTLY RECOMMENDED BY
PERFORMANCE-CAR FANS.



“WITH ME, YOU HAVE 20 YEARS
OF EXPERIENCE BY YOUR
SIDE. AND A **WHOLE FAMILY**
BEHIND YOU.”

BERND MAYLÄNDER

FIA FORMULA 1 SAFETY-CAR DRIVER





66° 3' N, 17° 54' O

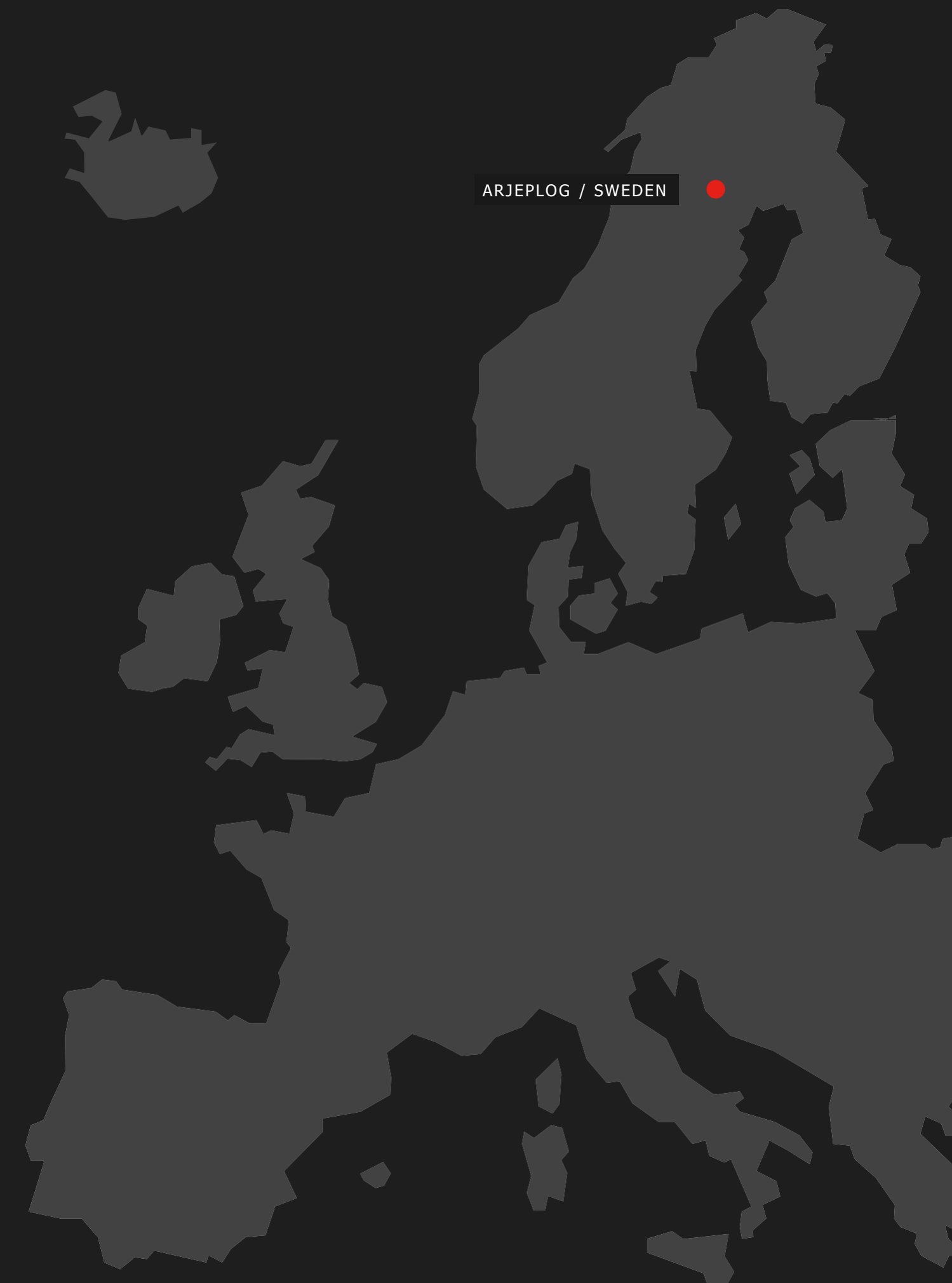
ARJEPLOG SWEDEN

Melt into the technology at -40°C :

Experience the ultimate in driving on perfectly prepared courses in Swedish Lapland, and hone your driving skills in stunning natural surroundings.



6 February –
24 March 2023

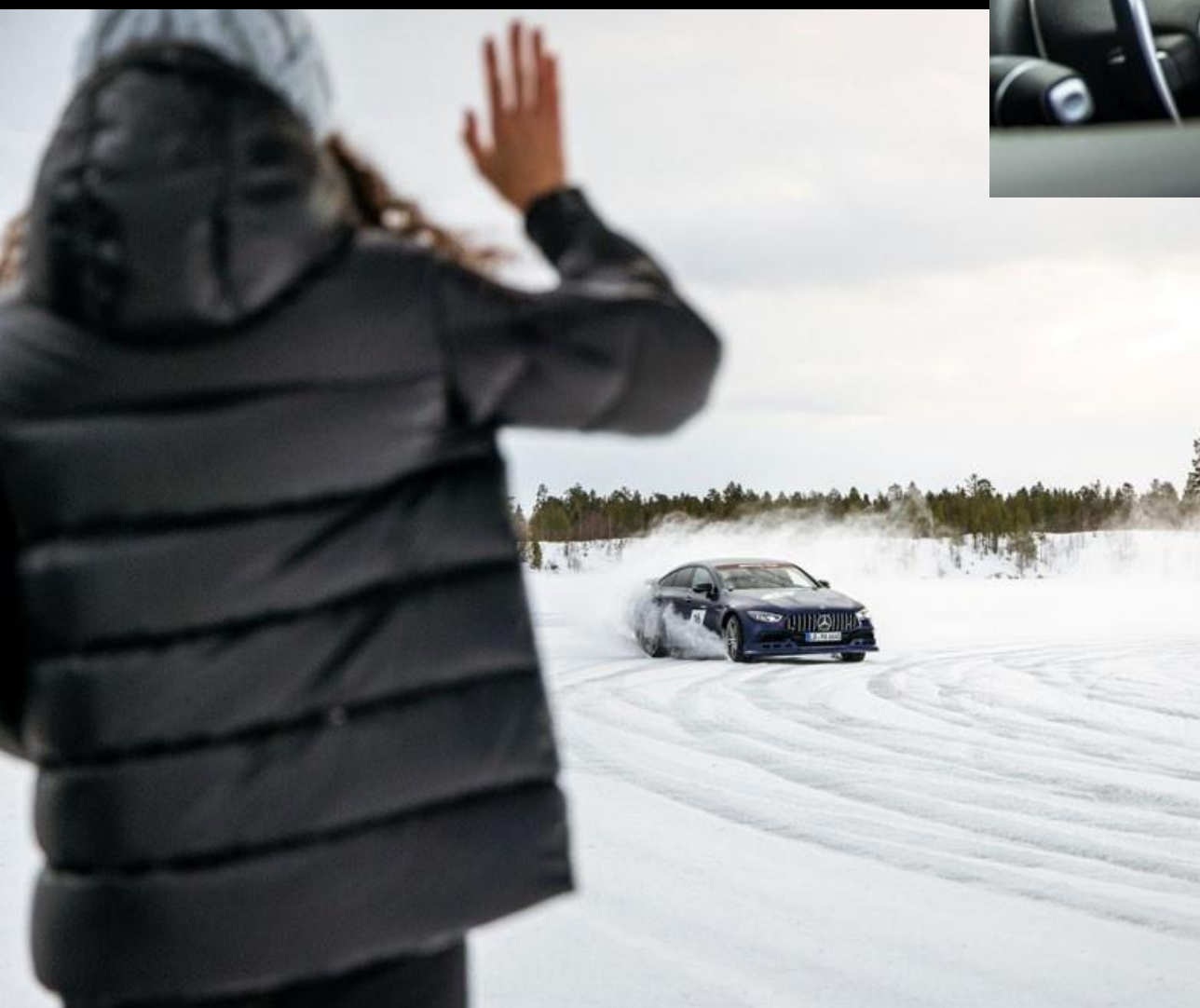




WELCOME TO
SWEDEN



VÄLKOMMEN
TILL SVERIGE



Everyone heads to Sweden for the Northern Lights. But you'll be the only one driving beneath them. Amidst powder snow and ice crystals, you have the unique opportunity to drift across a frozen lake and set off on wilderness adventures. Unforgettable driving and the breathtaking natural beauty of snow-covered fjords in Swedish Lapland take the spellbinding AMG experience to a whole new level.



GALTISJAURE LAKE

MANY PEOPLE HAVE CROSSED A FROZEN
LAKE. BUT NOT IN AN AMG. HOW WILD
WILL YOUR PERFORMANCE BE IN THE
MIDST OF THE ARCTIC WILDERNESS?
GET IN AND FOUND OUT.





FREEZE MOMENTS
YOU WANT TO
LAST FOREVER.



THE AMG LODGE






1,000 SMILES
AWAY FROM HOME.



The peak of luxury.
At the AMG Lodge, you're among your own kind, in an atmosphere that's one of a kind: The mountain vistas and breathtaking views over the city and the lakes of Arjeplog make this destination an exclusive feel-good haven.





THE DIRECT LINE TO SUCCESS. ALSO WITH CURVES.
WHEN YOU'VE DRIFTED ONCE ACROSS AN ICY SURFACE,
THAT'S ALL YOU'LL EVER WANT TO DO. OUR TEAM
OF INSTRUCTORS WILL HELP YOU PUSH YOURSELF AND
ACHIEVE YOUR NEXT PERFORMANCE GOAL.

ENTER THE WINTER.

FORMAT DETAILS



A 45 S 4MATIC+



C 63 S Coupé



EQE 53 4MATIC+



G-Class 63



SL 63 4MATIC+



GT 63 S 4MATIC+

ARJEPLOG SWEDEN

ADVANCED

WEEK –
06/02/23 to
10/02/23

DURATION 5 days

PRICE (INR) 5,85,000*

PRO

WEEK –
06/03/23 to
10/03/23

DURATION 5 days

PRICE (INR) 8,30,000*

PRO

PLUS –
20/03/23 to
24/03/23

DURATION 5 days

PRICE 9,90,000*
(INR)

*Please note that the costs do not include Flight Tickets, Visa and Travel Insurance.



INCLUDED SERVICES

These services are automatically included in the base price of your booking:

- You will get to drive different current Mercedes-AMG models in double occupancy.
- You will enjoy 4 overnight stays in the exclusive 4-star AMG Lodge*.
- All theoretical lectures and practical exercises will be held in German and English.
- You will receive excellent catering during the entire event.
- We will organise your shuttles during the event.
- You will get to enjoy a ride in the AMG Ice Taxi.
- The event will be accompanied by a professional photographer.

** the respective country category.*



LEVEL



LOCATION

Arjeplog, Sweden



DURATION

5 days



EXPERIENCE

Improve your driving technique, get to know the Nordschleife re-prepared on ice and experience the full performance of the latest Mercedes-AMG vehicles.



CARS

Mercedes-AMG A 45 S, Mercedes-AMG C 63 S Coupé, Mercedes-AMG GT 63 S, Mercedes-AMG EQE 53 (vehicle selection subject to change)

AGENDA

DAY 1:

Individual arrival at the Arvidsjaur airport

Shuttle to the AMG Lake

Accreditation and safety briefing

Driving exercises

Shuttle to the AMG Lodge & check-in

Drivers' Dinner with the instructors and all participants

DAY 2:

Breakfast at the AMG Lodge

Shuttle to the AMG Lake

Safety briefing

Driving exercises

Lunch at the cottage

Driving exercises

Shuttle to the AMG Lodge

Drivers' Dinner with the instructors and all participants

DAY 3:

Breakfast at the AMG Lodge

Shuttle to the AMG Lake

Driving exercises

Lunch at the cottage

Driving exercises

Shuttle to the AMG Lodge

Drivers' Dinner with the instructors and all participants

DAY 4:

Breakfast at the AMG Lodge

Shuttle to the AMG Lake

Driving exercises

Lunch at the cottage

Driving exercises

Shuttle to the AMG Lodge

Drivers' Dinner with the instructors and all participants

DAY 5:

Breakfast at the AMG Lodge

Shuttle to the Arvidsjaur airport



AMG WINTER EXPERIENCE **ADVANCED WEEK**

REQUIREMENTS

For participation you need a German Class B driving licence, a European driving licence, or an international driving licence.

You must be at least 18 years old to take part in the AMG ADVANCED WEEK.

Due to ongoing developments, the current measures for the containment of the Covid-19 virus apply at the time of the event. The safety and health of our participants and staff has the highest priority.

HOTEL

AMG Lodge ****

Idyllically situated on Galtispouda Mountain, 15 minutes from Arjeplog, AMG Lodge offers breathtaking views of the town and Arjeplog's many lakes.



AMG WINTER EXPERIENCE **PRO WEEK**

INCLUDED SERVICES

These services are automatically included in the base price of your booking:

- You will drive in various Mercedes-AMG models in single occupancy.
- You will spend four nights in the exclusive 4-star AMG Lodge*.
- All theoretical lectures and practical exercises are held in German and English.
- You will receive excellent catering during the entire event.
- You will receive transfers during the event.
- You can enjoy a ride in the AMG Ice Taxi.
- The event will be accompanied by a professional photographer.

**the respective country category.*



LEVEL



LOCATION

Arjeplog, Sweden



DURATION

5 days



EXPERIENCE

Train in solo driving in current Mercedes-AMG models and raise your driving performance on snow and ice to a new level.



CARS

Mercedes-AMG A 45 S, Mercedes-AMG C 63 S Coupé, Mercedes-AMG GT 63 S, Mercedes-AMG EQE 53 (vehicle selection subject to change)

AGENDA

DAY 1:

Individual arrival at the Arvidsjaur airport
Shuttle to the training area
Accreditation and safety briefing
Driving exercises
Shuttle to AMG Lodge & check-in
Drivers' Dinner with the instructors and all participants

DAY 2:

Breakfast at the AMG Lodge
Shuttle to the training area
Safety briefing
Driving exercises
Lunch at the cottage
Driving exercises
Shuttle to the AMG Lodge
Drivers' Dinner with the instructors and all participants

DAY 3:

Breakfast at the AMG Lodge
Shuttle to the training area
Driving exercises
Lunch at the cottage
Driving exercises
Shuttle to the AMG Lodge
Drivers' dinner with the instructors and all participants

DAY 4:

Breakfast at AMG Lodge
Shuttle to the training area
Driving exercises
Lunch at the cottage
Driving exercises
Shuttle to the AMG Lodge
Drivers' dinner with the instructors and all participants

DAY 5:

Breakfast at the AMG Lodge
Shuttle to the Arvidsjaur airport



AMG WINTER EXPERIENCE **PRO WEEK**

REQUIREMENTS

For participation you need a German Class B driving licence, a European driving licence, or an international driving licence.

You must be at least 18 years old to take part in the AMG PRO WEEK.

You must have already completed the AMG Winter Experience Training ADVANCED or a comparable winter training.

Due to ongoing developments, the current measures for the containment of the Covid-19 virus apply at the time of the event. The safety and health of our participants and staff has the highest priority.

HOTEL

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Idyllically situated on Galtispouda Mountain, 15 minutes from Arjeplog, AMG Lodge offers breathtaking views of the town and Arjeplog's many lakes.



AMG WINTER EXPERIENCE **PRO PLUS WEEK**



INCLUDED SERVICES

These services are automatically included in the base price of your booking:

- You will drive in various Mercedes-AMG models in single occupancy.
- You will spend four nights in the exclusive 4-star AMG Lodge*.
- All theoretical lectures and practical exercises are held in German and English.
- You will receive excellent catering during the entire event.
- You will receive transfers during the event.
- You can enjoy a ride in the AMG Ice Taxi.
- The event will be accompanied by a professional photographer.

**the respective country category.*



LEVEL



LOCATION

Arjeplog, Sweden



DURATION

5 days



EXPERIENCE

Optimise your driving performance on snow and ice and experience the thrill and fun of drifting in the latest Mercedes-AMG models.



CARS

Mercedes-AMG A 45 S, Mercedes-AMG C 63 S Coupé, Mercedes-AMG GT 63 S, Mercedes-AMG EQE 53 (vehicle selection subject to change)

AGENDA

DAY 1:

Individual arrival at the Arvidsjaur airport

Shuttle to the training area

Accreditation and safety briefing

Driving exercises

Shuttle to the AMG Lodge & check-in

Drivers' Dinner with the instructors and all participants

DAY 2:

Breakfast at the AMG Lodge

Shuttle to the training area

Safety briefing

Driving exercises

Lunch at the cottage

Driving exercises

Shuttle to the AMG Lodge

Drivers' Dinner with the instructors and all participants

DAY 3:

Breakfast at the AMG Lodge

Shuttle to the training area

Driving exercises

Lunch at the cottage

Driving exercises

Shuttle to the AMG Lodge

Drivers' Dinner with the instructors and all participants

DAY 4:

Breakfast at the AMG Lodge

Shuttle to the training area

Driving exercises

Lunch at the cottage

Driving exercises

Shuttle to the AMG Lodge

Drivers' Dinner with the instructors and all participants

DAY 5:

Breakfast at the AMG Lodge

Shuttle to the Arvidsjaur airport

Programme schedule subject to change



AMG WINTER EXPERIENCE **PRO PLUS WEEK**



REQUIREMENTS

For participation you need a German Class B driving licence, a European driving licence, or an international driving licence.

You must be at least 18 years old to take part in the AMG PRO PLUS WEEK.

You must have already completed the AMG Winter Experience Training ADVANCED or a comparable winter training.

Due to ongoing developments, the current measures for the containment of the Covid-19 virus apply at the time of the event. The safety and health of our participants and staff has the highest priority.

HOTEL

AMG Lodge ****

Idyllically situated on Galtispouda Mountain, 15 minutes from Arjeplog, AMG Lodge offers breathtaking views of the town and Arjeplog's many lakes.



SWITCH OFF YOUR SCREEN AND LIVE YOUR DREAM.

Break away from the daily grind and turn your screen time into time for yourself and your dreams. The AMG Winter Experience takes you to extraordinary places in a magical winter landscape and on a unique and luxurious journey through the wilderness.

GET READY FOR
#The AMG Experience