

Airbus and Mercedes-Benz Design team takes ACH145 helicopter collaboration into new era

#ACH145 #airbuscorporatehelicopters #mercedesbenzstyle #mbdesign
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Cologne, 18 November 2021 – Airbus Corporate Helicopters and Mercedes-Benz have signed a renewal of the highly successful design collaboration which introduced the concept of partnerships between the automotive and aerospace industries in 2010.

Since launch 26 unique examples of the ACH145 Mercedes-Benz Style Edition have been sold and the companies revealed at the European Rotors show in Cologne that a facelift of the helicopter is already underway to further reflect contemporary design values.

The twin-engined ACH145 normally seats between four and eight passengers in a compact size particularly suited to the yacht market and recently benefited from a new five-blade rotor providing enhanced comfort in the cabin and 150kg of additional useful load.

Mercedes-Benz applies its unique expertise to take the customer experience to a new level of luxury based on the successful design philosophy Sensual Purity. Since its introduction in 2009 the Mercedes-Benz design team has created all products underneath the three-pointed star brand following this philosophy. This award winning strategy enables Mercedes-Benz to create luxury goods for all elements: on the sea, in the air and naturally on the roads worldwide.

Frederic Lemos, Head of Airbus Corporate Helicopters, said: “The ACH145 Mercedes-Benz Style Edition has proven a great success every year since launch. Our customers particularly value the exploration potential of this model combined with the incredibly sophisticated interior that perfectly matches the lifestyle of our clients. In a way it provides the Mercedes-Benz G Class off-road capabilities in Mercedes-Maybach-like comfort.”

Gorden Wagener, Chief Design Officer Mercedes-Benz said: “We look back on a successful cooperation that has already lasted a decade and now we are looking forward to entering the next evolutionary stage. Our design language of the "Sensual Purity", which guides us in the design of all our products, has been brought into line with the challenges that the design of a helicopter interior entails. It embodies our understanding of luxury now also in the air. This design cooperation is very close to our heart, because creating the typical desire of Mercedes within an aircraft is a great challenge and inspiration.”

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Wagener added: “Applying Mercedes-Benz design-DNA onto the ACH145 has been an enjoyable and very satisfactory experience. The new facelift will offer an enhanced experience for all customers incorporating the design codes of our multifaceted brand. I’m very much looking forward to eventually revealing the evolution we have been working on.”

Airbus Corporate Helicopters is the global market leader in the private and business aviation (PBA) sector with more than 1,900 aircraft fielded in 130 countries and a market share in excess of 50%. The ACH145 in particular has been the best seller in the twin-engine market for five years in a row.

The photo shows an ACH145 Mercedes Benz Style Edition



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