



The Sky Is No Longer the Limit with the New Mercedes-AMG GT

Description



High-performance cars push the limits of what's possible. They ask questions about where the limit even is. While the often-repeated cliché states that the sky is the limit, Mercedes-AMG bucks traditional wisdom with an impressive new spot, **using science-fiction and fantasy tropes to show off their new GT model.**

Mercedes-AMG is a subsidiary of Mercedes-Benz, formed in 1967 as an independent company to focus on high-performance and high-end vehicles. They merged with Mercedes in 2005, now representing some of the most classy and highly-desired cars in the business. The new GT Coupe is their latest model, with a sleek design, 585 horsepower, 0 to 100 km/h in just 3.2 seconds and a whopping top speed of 315 km/h.

As part of their impressive push, they have assembled a strong roster of A-list talent for their latest advert, including racing drivers Lewis Hamilton and Toto Wolff, as well as Black Eyed Peas frontman Will.i.am. Handled by Antoni agency, produced by tempomedia and directed by Salomon Lightelm in the Nevada desert, this advert is part of AMG's larger #roartovegas campaign sees our celebrities amazed by the appearance of the AMG-GT as it circles a hyperdome racecourse high up in the sky. **Mixing playfulness with impressive visuals, it's a testament to Mercedes-AMG's strong and unique creative vision.**

Tracks and Fields was heavily involved in music research, negotiations and licensing for this spot. To help stress this theme of unlimited performance on a circular race track, we licensed English pop group Dead or Alive's classic 80s track "You Spin Me Round (Like a Record)". We believe that it perfectly complements the theme of the spot, imbuing the advert with a strong sense of fun and possibility. **Please feel free to check it out below!**

Brand: [Mercedes-AMG](#) | **Director:** Salomon Lightelm | **Editor:** David Gesslbauer | **Agency:** [antoni](#) | **Art Director:** Gustavo Sato | **Copywriter:** Jonathan Engel | **Executive Creative Director:** Christopher Hoene | **Film Production Company:** [tempomedia](#)

Music Supervision, Research & Licensing: Tracks and Fields in collaboration with Jesper Gadeberg

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