

The HOFELE family has a history in automotive design and engineering and a connection to the Mercedes-Benz brand for over 100 years when the current generation Michael & Martin HOFELE's grandfather was an apprentice with Mr. Carl Benz at Benz & Co.



(HOFELE based on the Maybach)

In January 2018 HOFELE-Design GmbH became an authorised contractual partner of Daimler AG for the conversion of Mercedes-Benz passenger cars. So far this year we have seen some of HOFELE's products based on Mercedes-Benz SUV's like the GLS and the G-Wagon. Now HOFELE turn their attention to Mercedes-Benz saloon models. HOFELE has just released photos of their exclusive program for the Mercedes-Benz S-Class and the MAYBACH.



(HOFELE based on the S-Class)

HOFELE's design philosophy is based on "Elegant, Sophisticated with a touch of Sportiness". Rather than following the trend of some of the other companies modifying Mercedes-Benz vehicles which push the boundaries with large amounts of carbon and aerodynamic add-on's HOFELE's designs focus is on discrete individualism. The owner of a HOFELE wants the Mercedes-Benz brand experience with a little bit of extra exclusivity.



We have seen the HOFELE based on a standard Mercedes-Benz GLS400 that looks like a "Special Edition" GLS 63 AMG with its high quality Maybach style leather interior and many other exclusive HOFELE features, the total HOFELE package is made up of a number of styling elements and enhancements that are included with a very high level of attention to detail that they really do add to the feeling and look of an ultra-premium brand.



(HOFELE based on the GLS)

The HOFELE S-Class & Maybach shown here for the first time demonstrate that HOFELE is committed to building the brand to enhance the whole range of passenger cars available from Mercedes-Benz. We are also informed that HOFELE are now working on the C & E-Class models and we hope to see

details of these soon. HOFELE is now actively building an internationally respected brand with a dealer network to cover Europe, The Middle East and China.



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