



Mercedes-Benz Classic

Press Information

7 December 2021

Farewell to a legend: “The Last Blast” short film follows the unparalleled drive of the famous Mercedes-Benz 300 SLR “722” in a London tribute to Sir Stirling Moss

- **Legendary Mille Miglia-winning Mercedes-Benz 300 SLR “722” drives through the heart of central London along famous sites**
- **Part of a farewell tour before the car returns to the Mercedes-Benz Museum**
- **The film is to be published worldwide on all Mercedes-Benz social media channels**

Stuttgart. “Who do you think you are? Stirling Moss?” This, so the story goes, is what a policeman asked the legendary British racing driver following a particularly ‘daring’ overtaking manoeuvre on the streets of London. “Yes sir, I am” was the honest reply.

There’s a nod to this legendary tale – and a number of other aspects of Moss’s life and career – in “The Last Blast”, a new short film by Mercedes-Benz Classic. A police motorcycle outrider admonishes the over-enthusiastic driver of the very Mercedes-Benz 300 SLR made famous by Moss’s win in the 1955 Mille Miglia race. As the camera zooms in on the front wing of the bike, we see a sticker bearing the famous question.

With this, part of a police-escorted drive across central London, ‘The Last Blast’ celebrates the life of Moss, who died on 12 April 2020 at the age of 90. Filming took place at the end of September 2021 in London – where he lived for more than 60 years – yet somewhere the famous Mercedes-Benz racing car, with its legendary Mille Miglia starting number of 722, has never been driven before.

But while the Silver Arrow is the visible star of the show, there’s an invisible one, too: the late racing driver himself. In this very car, together with navigator Denis Jenkinson, he achieved a famous victory for Mercedes-Benz in the 1955 road race from Brescia to Rome and back. And it is in Moss’s honour that the company had the straight-eight engine howl for one last blast on a drive across central London before the car is retired, returning to its permanent home in the Mercedes-Benz Museum in Stuttgart.

Mercedes-Benz Museum GmbH | Headquarters and Registry Court: Stuttgart, HRB No. 23165 |
Board of Management: Christian Boucke (Chairman), Bettina Haussmann, Andreas Theel

* Further information on the official fuel consumption and the official, specific CO₂ emissions of new passenger cars can be found in the publication entitled “Leitfaden über den Kraftstoffverbrauch, die CO₂-Emissionen und den Stromverbrauch neuer Personenkraftwagen” [“Guidelines on the fuel consumption, CO₂ emissions and electric power consumption of new passenger cars”], available free of charge from all sales outlets and from Deutsche Automobil Treuhand GmbH at www.dat.de

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The result is a moving three-and-a-half minutes of film. The starting point of the drive, very early one Sunday morning, is The Temple. It then takes in the Houses of Parliament, Trafalgar Square, the Royal Automobile Club and the The Ritz hotel. On the way, “722” passes what was Sir Stirling’s very own 300 SL “Gullwing” – the car in which he travelled from London to the Mille Miglia in 1955. Its drive through the city ends in front of Moss’s own home in a Mayfair mews. There, his son, Elliot Moss, stands in front of the door and looks at the watch on his wrist, which his father wore for many years. It’s exactly 7:22 am, the original start time of Moss and Jenkinson’s Mille Miglia entry and the reason for the car’s racing number. The 300 SLR rolls to a halt one final time, and its engine is switched off.

This is Mercedes-Benz Classic’s tribute and thanks to Sir Stirling Moss who dedicated decades of service to the brand. And also to his family, for the unwavering support they showed him, and for their personal involvement in this very special film project.

Factsheet for “The Last Blast”

- Feature-film cinematography and production
 - Drive with the Mercedes-Benz 300 SLR (W 196 S) through London
 - Designed to honour Sir Stirling Moss and ‘his’ 300 SLR number 722 from the 1955 Mille Miglia road race
 - Multiple references to the life and work of the British racing driver
 - Also a farewell tour for this original 300 SLR racing sports car before it returns to the Mercedes-Benz Museum: it has also made guest appearances at the Goodwood Festival of Speed, the British Grand Prix and the Goodwood Revival in 2021

- Elaborate film work
 - Filmed on a Sunday morning with around 50 cast and crew
 - Eight police motorcycle outriders on duty
 - Renowned production advisers INP Media Limited and Samuelson Wylie Associates with considerable Hollywood action movie experience
 - Helicopter shots by the team best known for their aerial work for the James Bond franchise, as well as for flying under Tower Bridge for the 2012 Olympics Opening Ceremony film
 - Preparation of the 300 SLR by Mercedes-Benz Classic
 - Special permits for trucks entering London

- Media mix and period of playout
 - planned channels: TV and the established worldwide Mercedes-Benz social media channels

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Captions

21C0674_001

Mercedes-Benz 300 SLR "722" (W 196 S). Filming with the racing sports car for the short film "The Last Blast", end of September 2021. With the unique drive through London, Mercedes-Benz Classic honored the life of Sir Stirling Moss, who died on 12 April 2020 at the age of 90. The racing driver and his co-driver Denis Jenkinson won the 1955 Mille Miglia with this car.

21C0674_002

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21C0674_003

Mercedes-Benz 300 SLR "722" (W 196 S). Filming with the racing sports car for the short film "The Last Blast", end of September 2021. With this film, Mercedes-Benz Classic honored the life of Sir Stirling Moss, who died on 12 April 2020 at the age of 90. The unique drive through London ended in Mayfair at the Moss' family home. At the door: Elliot Moss, Stirling's son. The racing driver and his co-driver Denis Jenkinson won the 1955 Mille Miglia with this car. Driving scene.

21C0674_004

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21C0674_010

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21C0674_013

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21C0674_014

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21C0674_015

„The Last Blast“. With the short film and a unique drive through London of the racing sports car 300 SLR (W 196 S) through London, Mercedes-Benz Classic honored the life of Sir Stirling Moss, who died on 12 April 2020 at the age of 90. The racing driver and his co-driver Denis Jenkinson won the 1955 Mille Miglia with this car.

21C0674_016

„The Last Blast“ – a look behind the scenes during filming. With the short film and a unique drive through London of the racing sports car 300 SLR (W 196 S) through London, Mercedes-Benz Classic honored the life of Sir Stirling Moss, who died on 12 April 2020 at the age of 90. The racing driver and his co-driver Denis Jenkinson won the 1955 Mille Miglia with this car.