

# A CLASS ASIDE-

## Merc 450 SLC 1980

**Model :** 1980 Mercedes Benz 450 SLC

**Type :** 2 Door coupe.

**Engine :** 4.5 L V8

**Power:** 220 hp @ 5000 rpm

**Torque :** 377 Nm @ 3000 rpm

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A part from Pierce Brosnan, Cate Blanchett and Jennifer Lopez, there are a few more 'beings' on earth that never show the sign of aging. If you get us wrong, then it is time to get yourself introduced to this youthful 1980 Mercedes Benz 450 SLC.

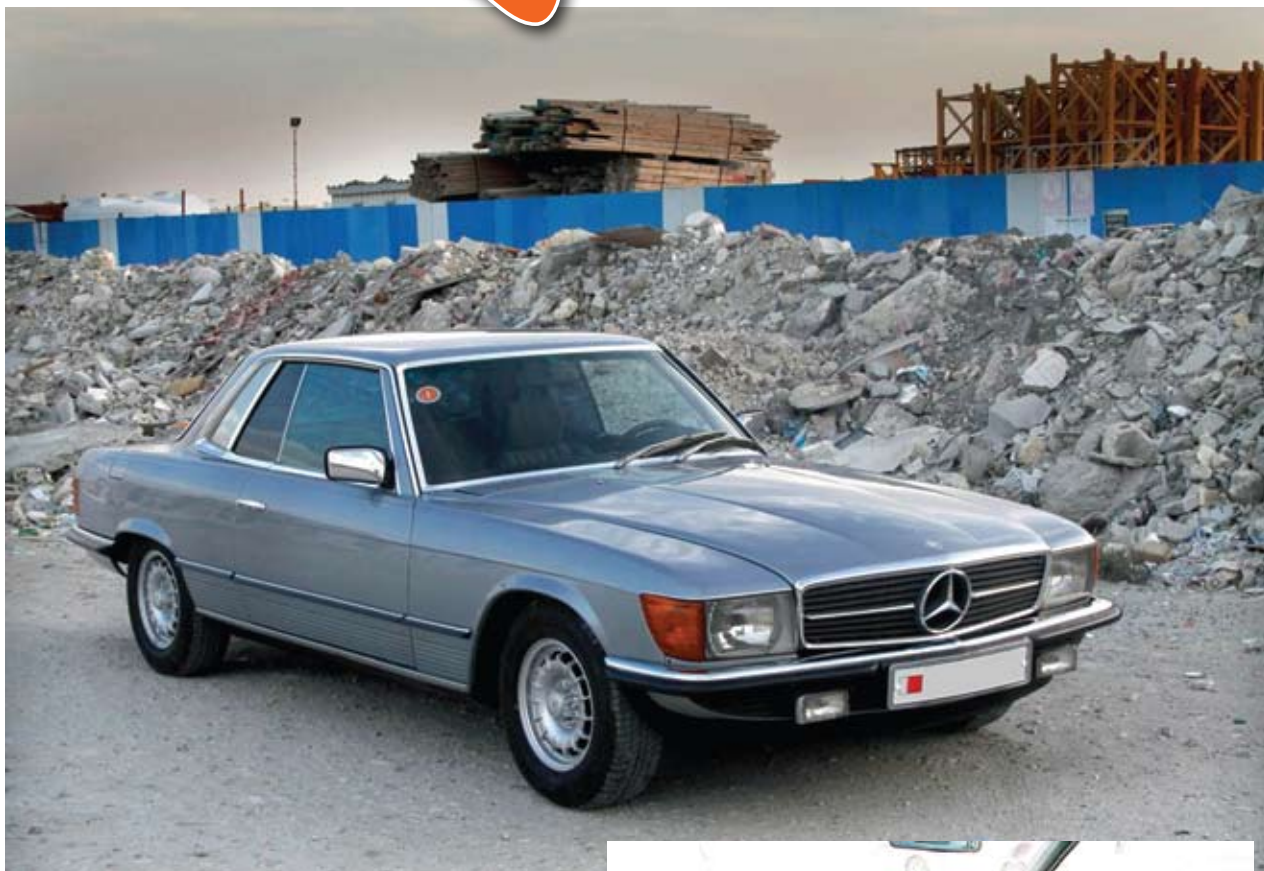
The SL and SLC together were considered to the second longest series ever

produced by the Mercedes after the G-Class. The series was manufactured from 1971 to 1989; SLC was internally known as C107.

Unlike some of the classics, this SLC was in good working condition when bought by the collector. The 450SL arrived here in 1973, along with U.S.-spec bumpers that joined the twin sealed-beam headlamps in marring the good looks of the European version of the car. Like the previous SL, it

had a standard removable hardtop that could, with the aid of another person or an optional garage-mounted winch, be removed and stowed in a special rack. A canvas top was stowed under a hard tonneau cover and could be erected fairly easily, locking and unlocking with the same tool used to secure the hardtop.

This 2 door hardtop coupe comes with



normal rear seats. It is popularly known as an 'SL coupe', but in reality it was an S-class coupe, replacing the former saloon-based 280/300 SE coupe in Mercedes lineup. The SLC was replaced in 1981 with a much larger model called the 380 SEC based on the new S class. The SLC is powered by a 4.5 Litre V8 engine which generates 220hp at 5000 rpm. It has a torque of 377 Nm at 3000 rpm.

The car is definitely powerful and although people don't prefer speeding while driving classics, this particular car is an exception. One can drive it at considerable speeds; this car doesn't show signs of aging. One doesn't have to shy away from "abusing" this car, because it simply rocks!



## Hyundai Motor's campaign 'A Message to Space'

Hyundai Motor's pioneering 'A Message to Space' campaign has won two bronze awards at the international Clio Awards in the Film Technique and Out of Home categories. This latest success completes a triple awards crown for the innovative film following other recent acknowledgement achieved at the Cannes Lions and New York Festivals awards.

Soon to reach 70 million views on YouTube, the 'Message to Space' video has been the centre of attention on social media around the world since its launch in April. The creative campaign tells the story of how Hyundai Motor sent a message from a

Video scoops bronze awards in Film Technique and Out of Home categories  
Video of daughter's note to astronaut father seen by over 69 million viewers online

13-year-old girl to her astronaut father.

In the video, 11 Genesis cars write a huge message, covering about 5.55 km<sup>2</sup>, on the Delamar Dry Lake, Nevada – an image the girl's father was able to capture from the International Space Station. In a unique extension to the concept, Hyundai Motor invited viewers to create their own virtual message to share with loved ones, an opportunity taken up by more than 85,000 people around the world.

The Genesis, Hyundai Motor's premium sedan, which is featured



in the film is surprisingly well suited to the terrain of the dry lake in Nevada thanks to its HTRAC all-wheel drive system – available at the push of a button. Customers who drive Genesis appreciate the model's superior

grip in all weather conditions, plus its fun-to-drive performance when the HTRAC system is activated.

On top of its internet popularity, the video was aired more than 800 times on US

national TV channels such as ABC, Fox TV, and NBC, as well as being covered by numerous high-profile print and online media including TIME, People and Forbes. The Clio Awards recognition follows four bronze honours at the Cannes Lions and New York Festival events – including the Third Prize Award in the 'Film: Use of Medium' category at the 2015 New York Festivals World's Best Advertising awards.

Commenting on the latest accolade, which was recognised by Guinness World Records as creating the largest tyre track image ever Jin (James) Kim, Vice President and Head of Hyundai

Motor Company operations in Africa and the Middle East said: "The Message to Space campaign effectively communicated our company's 'New Thinking' through a number of impactful marketing platforms making its launch a tremendous success."

The Clio Awards have been rewarding excellence in advertising, design and communication since the first ceremony in 1960. Categories are judged internationally, adding to Hyundai Motor's worldwide acclaim for its 'A Message to Space' video, reaching viewers across the globe, and connecting with those further afield, too – like the astronaut in the story.