

2011 C-Class



Mercedes-Benz

Introducing the 2011 C-Class.

For more information, please visit MBUSA.com/C-Class



C300 Sport Sedan shown on covers with optional Iridium Silver metallic paint, 18" AMG alloy wheels and Premium 1 Package.

C300 Luxury Sedan shown above with optional Iridium Silver metallic paint and Premium 1 Package. C350 Sport Sedan shown above right with optional Obsidian Black metallic paint.

A performance pedigree. A luxury legacy.
Engineering starts with a soul.



What drives us to engineer a sedan not just to pass countless trials of endurance, safety, comfort and performance, but to stand the test of time? It begins with the same passion and ingenuity that invented the first car, won the first auto race, and built an unmatched 125-year legacy of driving innovation. Our heritage is not just where we've been, though—it's who we are. And it's what inspires Mercedes-Benz to keep making new history, and to set the pace for an industry. Swift, sporty and sophisticated, every 2011 C-Class Sport Sedan and Luxury Sedan embodies the enthusiasm, confidence and quality leadership that have made the Three-Pointed Star a source of inspiration for all cars—and drivers—for generations. And it's living proof that the right car for changing times is one that anticipates the needs of tomorrow. From its very soul, the C-Class is crafted not just to express the driving passion of its engineers, but to bring yours to life as well.

Tuned on the racetrack. With a soundtrack to match.

The C 300 and C 350 Sport Sedans. From the bold Star in its slatted grille to the growl of its exhaust, a C-Class Sport Sedan plays up its finely tuned performance everywhere you look, listen or drive. A lowered, sport-tuned suspension takes a confident stance on staggered-width 17" wheels. New LED Daytime Running Lamps call your eyes to the deep front air dam. The wind sweeps along sculpted side sills to the wraparound rear valance, where dual polished chrome tips play the powerful musical score of a sound-optimized exhaust. A harmony of mellow tones fills the cockpit, with smooth aluminum trim in the C 300, or rich Black Birdseye Maple wood in the C 350. And in either model, sport-contoured front seats, rubber-studded aluminum pedals and a 3-spoke sport steering wheel let you be the maestro of it all.



Contrasting. New dark-tinted headlamp inlays and bright white LED Daytime Running Lamps add to the aggressive visage of the Sport Sedans. The optional Lighting Package adds the night-piercing brilliance of Bi-Xenon headlamps featuring chrome surrounds and Active Curve Illumination, along with headlamp washers and LED rear turn signals.



Compelling. With a 228-hp V-6 and either a short-throw 6-speed manual gearbox or optional driver-adaptive 7-speed automatic, the C300 Sport Sedan accelerates to 60 mph in 7.1 seconds.¹ The C300 also offers the option of 4MATIC™ all-wheel drive. The C350 is driven by a 268-hp V-6 and the 7-speed automatic, and can run 0–60 in just 6.1 seconds.



Commanding. Staggered-width wheels are wider at the rear axle, to balance surefooted acceleration with crisp steering feedback. The standard 17" alloy wheels, with distinctive 5-spoke designs for the C 300 (shown) and C 350, each offer an enticing view of the perforated front brake discs. 18" AMG twin 5-spoke wheels are optional.²



C 300 Sport Sedan shown with Arctic White paint and optional Lighting and Premium 1 Packages. Please see endnotes at back of brochure.



C 300 Luxury Sedan shown with optional Sand Beige metallic paint and Premium 1 Package. Please see endnotes at back of brochure.

Tradition with a twist. Refinement with a well-honed edge.

The C300 Luxury Sedan. When your heritage includes some of the most celebrated luxury cars in history, traditions tend to run deep. But a Mercedes-Benz doesn't rest on its legacy, it drives it forward with constant innovation. Like its ancestors, the C300 Luxury Sedan wraps its rich refinement in a body imbued with bank-vault solidity and athletic grace. But it takes to the road with the fresh passion of a smooth V-6 and 7-speed automatic transmission, and the refreshing poise of an ingenious comfort-tuned AGILITY CONTROL suspension and 17" alloy wheels. Run your hands along the polished wood trim of its cabin or the gleaming Star atop its grille, and you'll touch the character of the C300 Luxury Sedan: refinement on every surface, and smoothness in every curve. That's exactly what you'll feel when you drive it, too.



Enjoyable. The finely crafted cabin of the C300 Luxury Sedan treats you to generous space and gracious details. From hand-polished Burl Walnut wood trim to automatic headlamps and a hands-free Bluetooth® interface,³ tradition and technology collaborate to make every drive rewarding.



Engaging. The eager, efficient performance of a 228-hp V-6 and driver-adaptive 7-speed automatic transmission deliver invigorating response for passing and merging. The 4-wheel independent multilink suspension is calibrated to balance refined ride comfort with precise handling control.



Elegant. The brilliant Star standing proudly above its wide chrome grille reflects a deep devotion to quality. Subtle chrome accents, 17" split 5-spoke alloy wheels and refined sculpting of its bodywork underscore a design that grips the road and slips through the wind with quiet efficiency.

Speed-reads the road. Translates it with feeling.

Fluent in feedback, articulate in agility. Rewarding performance starts with the communication between car and driver. The C-Class engages you in a stimulating conversation. Torque-rich V-6 engines and slick-shifting transmissions carry out your commands with enthusiasm and efficiency. Available 4MATIC™ all-wheel drive⁴ helps you negotiate winter and wet roads with confidence, while its compact, lightweight design offers balanced handling in any season. To help keep its 17" wheels and tires in touch with every curve, the 4-wheel multilink suspension features AGILITY CONTROL, an innovation that reads the road surface and instantly adapts the damping of each wheel for clear, direct response while filtering out harshness. The best part of driving a C-Class is not just what you'll feel. It's how it makes you feel.



Strength. The 24-valve DOHC V-6 engines of the C-Class deliver vigorous torque from idle to redline, thanks in part to continuously variable valve timing and a dual-length intake with tumble flaps. Precise control of fuel, air and even heat help reduce emissions and fuel consumption.



Balance. Optional on C300 models, 4MATIC all-wheel drive integrates our 4-wheel Electronic Traction System. 4-ETS continually redistributes the engine's torque to the wheels with the best grip—even if that's only one wheel. A 45:55 front/rear torque split offers sporty handling on dry roads.



Poise. Large 4-wheel disc brakes—featuring perforated front rotors with rigid aluminum calipers on the Sport Sedans—deliver confident stopping power. The precise geometry of the 4-wheel multilink suspension helps to counteract dive under braking and body roll in corners.



C300 4MATIC Sport Sedan shown with Arctic White paint, and optional 18" AMG alloy wheels and Lighting Package. Please see endnotes at back of brochure.

Decades of preparation. Milliseconds of proof.

An ongoing legacy of safety innovation. Perhaps no chapter in the history of the automobile is more deeply associated with Mercedes-Benz than the continuing chronicle of safety leadership—starting with the invention of the first crumple zone 60 years ago. The C-Class is not just equipped with a list of safety features. It's engineered as an orchestrated system that's designed to make the most of the precious milliseconds it takes to avoid, or survive, a collision. From the quick reflexes of its sensors to the enduring strength of its body, the protection a C-Class offers could rewrite the story of your own life.

Top-rated safety. The Insurance Institute for Highway Safety has named the C-Class a “Top Safety Pick” for two years running.⁵ Its rigid body is among the reasons, with ultra-high and high-strength steel comprising approximately 70% of the C-Class body structure. Its development regimen included more than 5,500 computer-simulated collisions incorporating nearly two million elements—as well as an extensive series of actual crash testing. Advanced crumple zones help to divert impact energy over, under and around the strategically reinforced passenger compartment.

Advanced restraints. Nine standard air bags in the C-Class offer 11-way protection. Innovative pelvic air bags complement the front-seat side-impact air bags, and a driver's knee air bag augments dual-stage front air bags.⁶ Side curtain air bags are provided at all four outboard seating positions, along with seat-belt Emergency Tensioning Devices (ETDs) and belt-force limiters. In a rear impact, NECK-PRO active front head restraints help to prevent whiplash.

Post-collision response. In the event that an air bag or seat-belt ETD deploys, the optional Mercedes-Benz mbrace™ system includes Automatic Collision Notification, which initiates a call to our 24-hour emergency response center—even if you can't.⁷ In addition, the car can automatically shut off its engine and fuel supply, turn on some cabin lights and the hazard flashers, partially open the windows to help ventilate the cabin, and unlock its doors to assist rescuers.

Brighter lighting. The optional Lighting Package features Bi-Xenon headlamps with Active Curve Illumination, which can improve the lighting of curving roadways by up to 90% over conventional fixed lamps. Headlamp washers, bright white LED Daytime Running Lamps (standard on Sport Sedans) and LED rear turn signals are also included.

Emergency-sensing. Two safety systems that were originally introduced to the automotive world by Mercedes-Benz help you avoid potential collisions. ESP,[®] our Electronic Stability Program, monitors the vehicle's response to driving inputs such as steering and braking, and responds to help keep it on course during evasive maneuvers.⁴ And Brake Assist can apply full braking pressure if it detects an emergency braking situation by the speed at which the driver depresses the brake pedal—potentially shortening your overall stopping distance.⁸

Adaptive brakes. Advanced braking innovations make the capable 4-wheel disc brakes of the C-Class even more effective. When driving with the windshield wipers on, Automatic Brake Drying periodically applies the brakes just enough to remove water build-up from the discs. And should you rapidly lift your foot from the accelerator, Predictive Brake Priming sets the pads closer to each disc, for quicker response when you step on the brake pedal.⁸





© 350 Sport Sedan shown with Mars Red paint, and optional 18" AMG alloy wheels, Panorama sunroof and Lighting Package. Please see endnotes at back of brochure.



C350 Sport Sedan shown with Black interior, and optional heated front seats, and Multimedia and Premium 1 Packages. Please see endnotes at back of brochure.



Everything within reach. And easy to grasp.

Innovative, functional and instantly familiar. The C-Class doesn't just make cutting-edge entertainment and information technology available, it makes it accessible. Even the most advanced systems operate with intuitive ease, and driving controls fall readily to hand. A 4-way adjustable steering column and 8-way power front seats help you fine-tune your command post. Finely detailed instrumentation reads at a glance through the multifunction steering wheel. The console-mounted central controller and in-dash color display place a variety of audio and navigation options—including real-time traffic reports—within your natural reach. The pleasure of a C-Class comes from feeling in control. That's something you'll grasp right away.

Multifunction steering wheel. Conveniently placed buttons let you adjust the audio system, use the standard Bluetooth® wireless interface,³ and scroll through the various screens of the multifunction display inside the speedometer face. All without taking your hands off the supple Premium leather trim of the steering wheel.

Surrounded in sound. An 8-speaker audio system with a 5" color display and auxiliary input jack is standard on every C-Class. Audio options include SIRIUS® Satellite Radio,⁹ as well as a 12-speaker harman/kardon LOGIC7® system outputting 450 watts of digital surround sound. The optional Multimedia Package further expands your listening choices with iPod® integration,¹⁰ a 6GB Music Register for storing your MP3 files, plus a 6-CD changer and memory card reader in the dash. The Multimedia Package also adds audio-DVD playback and Dolby® Digital 5.1 sound to the harman/kardon system.

Navigation with voice control. The optional Multimedia Package also incorporates the COMAND navigation system.¹¹ It features a high-resolution 7" color display, a fast 40GB hard drive, Zagat® Survey ratings for restaurants, hotels and golf courses, and SIRIUS Traffic™ updates.⁹ An alternate navigation accessory uses the standard 5" display and includes lifetime traffic assistance, iPod integration and wireless audio streaming from your compatible music player.

KEYLESS-GO. This convenient option lets you unlock your C-Class, start its engine and drive off without taking the key from your pocket.

Rear view camera. To help make backing up easier, an optional rear view camera is available in conjunction with the Multimedia Package. A live color image is automatically shown on the 7" in-dash display whenever you shift your C-Class into Reverse.¹²

A driver's delight. A passenger's paradise.

Thoughtful in every dimension, inspiring in every detail. A C-Class is a performance car that performs wonders for your sense of well-being. Dual-zone climate control filters dust and pollen as tiny as 0.0002" from the cabin air. Shapely, supportive seats are hand-fitted in finely tailored upholstery. Premium leather trims the steering wheel and shift knob. Rewarding luxuries abound, with numerous options to elevate their pleasures even further: To the standard power front seats you can add heating and a driver-seat memory. Enjoy the standard power glass sunroof, or opt for an expansive Panorama roof. Bask in the 8-speaker sound system, or immerse yourself in surround sound. However you outfit your C-Class, its generous cabin offers an experience where even the finest detail is thought out on a grand scale.



Adaptable. Front seats feature 8-way power adjustment plus 2-way lumbar support. The steering column tilts and telescopes. The optional Premium 1 Package (standard on the C350) adds 60/40-split folding rear seatbacks, along with a 3-position memory system and 4-way power lumbar support for the driver seat, plus a power steering column.



Appeasing. Standard dual-zone automatic climate control allows the driver and front passenger to enjoy individualized comfort in any season. The system filters particulates such as dust and pollen from the cabin, while a sensor monitors the angle and intensity of sunlight for more even control of temperature. Heated front seats are a soothing option.



Abundant. Take in the big sky or a blanket of stars with the optional Panorama sunroof. A sweeping expanse of heat-absorbing tinted glass affords majestic views to every passenger. The front section tilts up for ventilation or slides open. A sliding shade helps filter the sun's rays. A power rear-window sunshade is part of the Premium 1 Package.



C300 Sport Sedan shown with Grey/Black interior and optional automatic transmission.



The C 63 AMG.

Handcrafted horsepower. Hands-on thrills.

One man, one engine. Beyond all the racing trophies earned in the storied legacy of AMG—the high-performance division of Mercedes-Benz—one small plaque tells an even greater story. Affixed atop each AMG engine, it bears the signature of the single master technician who assembled it from race-proven components with his own hands. The superlatively engineered automobile which houses this engine will go forth into the world to achieve imposing results in virtually every dimension of performance. But no matter what numbers it generates—whether it's horsepower and pound-feet, mph and rpm, or seconds and g's—every measure of a C 63 AMG starts with “one.”

AMG-developed 6.3-liter V-8. The handcrafted V-8 heart of the C 63 AMG generates prodigious—and best-in-class—output: 451 hp @ 6,500 rpm, and 443 lb-ft of torque @ 5,000 rpm. Accompanied by an exhaust note of symphonic proportions, 60 mph arrives ahead of its class, too: just 4.3 seconds.¹

SPEEDSHIFT PLUS. The paddle-shifted 7-speed automatic transmission offers the three driving modes of SPEEDSHIFT PLUS. Each setting alters the shifting and throttle response at the driver's command. Sport mode delivers 30% faster shift speeds than the standard Comfort mode, while a true Manual mode quickens shifts by up to 50%. Automatic rev-matching during downshifts provides jolt-free shifts, enhanced engine braking into curves, along with an inspiring auditory experience.

AMG-enhanced chassis. The re-engineered multilink sport suspension features AMG-specific springs and shock absorbers, plus an exclusive front axle that adds 1.4" in track width and employs substantially recalibrated geometry for more tenacious cornering grip. Massive perforated brake discs are grasped by 6-piston front and 4-piston rear calipers. Lightweight, highly rigid 18" AMG 5-spoke wheels wear staggered-width tires.²

Race-bred refinement. Exclusive AMG instrumentation and steering-wheel controls offer one-button configuration of the car's performance systems. Selection menus include: Warmup (oil and coolant temperature), Setup (driving modes for the transmission and 3-stage ESP[®]), and a RACETIMER for clocking track laps. And yet the exquisitely composed and tailored C 63 AMG is a high-performance car you can enjoy every day.

Learn more at MBUSA.com/AMG





C 63 AMG Sport Sedan shown with optional Palladium Silver metallic paint and Lighting Package. Please see endnotes at back of brochure.

A personal expression. And a lasting impression.

No automaker has more experience in creating a great experience. With a history of firsts that started with the invention of the car in 1886, every Mercedes-Benz embodies a unique biography of automotive achievement. And yet the most compelling memoir will be the one you create for yourself. To help you craft the character of your C-Class to fit your own, an array of thoughtfully innovative options and accessories is available. For added convenience, several C-Class option packages combine the most sought-after features at significant savings over their individual value. And the Mercedes-Benz European Delivery Program offers you the opportunity to take your first drive in your new car in its natural German habitat, then ship it home. Wherever you choose to go with your new C-Class, this is the start of a memorable journey.



Options and packages. Make your C-Class your own with the equipment that suits you best. A 3-position driver-seat memory is one of many luxuries in the Premium 1 Package, while individual options include soothing heated front seats, iPod integration kit, or the convenience of KEYLESS-GO.

Turn the page for more options and packages.

Accessories. Elevate your vehicle's functional appeal and appearance with Genuine Mercedes-Benz Accessories that are exclusively engineered for your C-Class. From integrated navigation to chrome door handle inserts and all-season floor mats, they fit your lifestyle as well as they fit your car.

Visit MBUSA.com/C-Class

European Delivery. Pick up your new Mercedes-Benz in Germany through the original manufacturer-sponsored tourist delivery program. You'll enjoy significant savings¹³ and other benefits, as well as the unforgettable experience of a European vacation with your own C-Class.

Visit MBUSA.com/EDP



mbrace
Your World, From Your Car

Connecting your life.

Stay in touch with mbrace. Your vehicle is more than a source of enjoyment, it's a vital part of everyday living. With the optional Mercedes-Benz mbrace™ system, you can access a world of security, destination planning and convenience services from your vehicle, computer or smartphone. Two available service packages can help you plan a trip, remember where you parked, or even handle an unexpected emergency.⁷ With advanced, reliable technology and 24-hour support from helpful experts, mbrace keeps you, your car and your world connected.



From your vehicle. Three buttons inside your Mercedes-Benz can connect you to emergency services, our 24-hour Customer Assistance Center, or our Roadside Assistance service.¹⁴ Numerous mbrace services are also integrated with your vehicle's optional COMAND navigation system.



From your smartphone. The mbrace Mobile Application for your iPhone® or BlackBerry® lets you locate your vehicle from up to a mile away, remote-lock or unlock its doors, and contact Roadside Assistance, Customer Service or even Mercedes-Benz Financial with a touch.¹⁵



From your computer. Beyond the support you'll find at mbrace.MBUSA.com, the Search & Send™ feature lets you look up destinations on Google™ Maps using any web browser. You can then send the address directly to your vehicle's navigation system with just a few clicks.

Mercedes-Benz mbrace is the evolution of our existing groundbreaking in-vehicle services, offering national support along with expanded and enhanced features. To learn more about mbrace, see your dealer, call 866-990-9007 or visit MBUSA.com/mbrace. Please see endnotes at back of brochure.

Build your own C-Class at MBUSA.com/C-Class

| | C 300 Luxury | C 300 Sport | C 350 Sport |
|--|-----------------|----------------|----------------|
|--|-----------------|----------------|----------------|

OPTION PACKAGES

Premium 1 Package:

- Power steering column, plus memory system and 4-way power lumbar support for driver seat
- 60/40-split folding rear seatbacks
- SIRIUS® Satellite Radio⁹
- Auto-dimming driver-side and inside rear view mirrors (with compass display)
- Rain-sensing windshield wipers
- Garage door opener
- Power rear window sunshade

Lighting Package:

- Bi-Xenon headlamps with chrome inlays and Active Curve Illumination
- Headlamp washing system
- LED Daytime Running Lamps (standard on Sport models)
- LED rear turn signals

Multimedia Package (requires Premium 1 Package or SIRIUS Satellite Radio):

- COMAND system with hard-drive-based navigation,¹⁰ 6GB Music Register for storing of MP3 files, and 7" power-retractable color display
- iPod®/MP3 media interface¹⁰ and Gracenote® media database
- SIRIUS Traffic™ service⁹
- Enhanced Voice Control for audio, telephone and navigation
- In-dash 6-DVD/CD changer and PCMCIA memory card slot

INDIVIDUAL OPTIONS

| | | | |
|---|---|---|---|
| Panorama sunroof | ○ | ○ | ○ |
| Metallic paint | ○ | ○ | ○ |
| 7-speed automatic transmission | ● | ○ | ● |
| 4MATIC™ all-wheel drive | ○ | ○ | — |
| KEYLESS-GO | ○ | ○ | ○ |
| 18" AMG twin 5-spoke alloy wheels ² | — | ○ | ○ |
| NAV+4 navigation system ¹¹ with lifetime traffic assistance, iPod/MP3 interface, ¹⁰ USB MP3/AUX input, and wireless audio streaming (not available with Multimedia Package or iPod integration kit) | ○ | ○ | ○ |
| harman/kardon LOGIC7® surround-sound system (includes Dolby® Digital 5.1 when ordered in combination with Multimedia Package) | ○ | ○ | ○ |
| SIRIUS Satellite Radio (also included in with Premium 1 Package) | ○ | ○ | ● |
| iPod integration kit (in glovebox, not available with Multimedia Package) ¹⁰ | ○ | ○ | ○ |
| Heated front seats | ○ | ○ | ○ |
| Burl Walnut wood interior trim | ● | ○ | ○ |
| Leather upholstery | ○ | ○ | ○ |
| Rear view camera ¹² (requires Multimedia Package) | ○ | ○ | ○ |
| Rear side-impact air bags ⁹ | ○ | ○ | ○ |
| Mercedes-Benz mbrace™ | ○ | ○ | ○ |

● Standard ○ Optional — Not Available

| | C 300 Luxury Sedan | C 300 Sport Sedan | C 350 Sport Sedan |
|--|-----------------------|----------------------|----------------------|
|--|-----------------------|----------------------|----------------------|

SPECIFICATIONS

| | | | |
|---------------------|--|--|--|
| Engine | 3.0-liter V-6, 228 hp @ 6,000 rpm, 221 lb-ft net torque @ 2,700–5,000 rpm | 3.0-liter V-6, 228 hp @ 6,000 rpm, 221 lb-ft net torque @ 2,700–5,000 rpm | 3.5-liter V-6, 268 hp @ 6,000 rpm, 258 lb-ft net torque @ 2,400–5,000 rpm |
| Transmission | 7-speed automatic | 6-speed manual or optional 7-speed automatic | 7-speed automatic |
| Wheels | 17" split 5-spoke | 17" staggered-width 5-spoke | 17" staggered-width 5-spoke |
| Suspension | Comfort-tuned with AGILITY CONTROL | Lowered, sport-tuned with AGILITY CONTROL | Lowered, sport-tuned with AGILITY CONTROL |
| Drivetrain | Rear-wheel drive or 4MATIC all-wheel drive | | Rear-wheel drive |

| | C 300 Luxury Sedan | C 300 Sport Sedan | C 350 Sport Sedan |
|--|--------------------|-------------------|-------------------|
|--|--------------------|-------------------|-------------------|

DIMENSIONS

| | | | |
|-----------------------|--------------------------------|---|--------------------------------|
| Wheelbase | 108.7 in | 108.7 in | 108.7 in |
| Overall length | 182.3 in | 182.3 in | 182.3 in |
| Overall height | 56.9 in | 56.3 in | 56.3 in |
| Overall width | 79.5 in (with mirrors) | 79.5 in (with mirrors) | 79.5 in (with mirrors) |
| Curb weight | 3,560 lbs | 3,527 lbs (manual) 3,560 lbs (automatic) | 3,616 lbs |
| Headroom | Front/rear: 37.1 in/36.9 in | Front/rear: 37.1 in/36.9 in | Front/rear: 37.1 in/36.9 in |
| Legroom | 41.7 in/33.4 in | 41.7 in/33.4 in | 41.7 in/33.4 in |
| Shoulder room | 54.7 in/55.1 in | 54.7 in/55.1 in | 54.7 in/55.1 in |
| Cargo capacity | 12.4 cu ft | 12.4 cu ft | 12.4 cu ft |

ENDNOTES

- 1 Stated rates of acceleration are based upon manufacturer's track results and may vary depending on model, environmental and road surface conditions, driving style, elevation and vehicle load. Comparative claims based on 2010 competitor information. 2011 information not available at time of publication.
- 2 Lower aspect ratio tires and accompanying wheels provide substantially increased treadwear, increased tire noise and reduced ride comfort. Serious wheel and tire damage may occur if the vehicle is operated on rough or damaged road surfaces or upon encountering road debris or obstacles. These tires are not designed for use on snow and ice. Winter tires mounted on appropriately sized and approved wheels are recommended for driving in those conditions.
- 3 Bluetooth® interface does not provide phone charging or external antenna. Voice interactivity feature is dependent on selected handset. Visit MBUSA-Mobile.com for details. Phone sold separately. See dealer for a list of approved compatible phones.
- 4 4MATIC is optional on C300 models, not available on C350. No system, regardless of how advanced, can overcome the laws of physics or correct careless driving. Please always wear your seat belt. Performance is limited by available traction, which snow, ice and other conditions can affect. Always drive carefully, consistent with conditions. Best performance in snow is obtained with winter tires.
- 5 For more information on the Insurance Institute for Highway Safety and the 2010 Top Safety Pick awards, visit www.iihs.org.

Color and Trim

PAINTWORK, METALLIC



Obsidian Black



Steel Grey



Palladium Silver



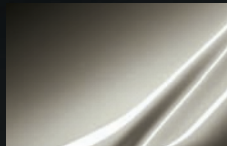
Iridium Silver



Capri Blue



Quartz Blue



Sand Beige (Luxury Sedan)



Pearl Beige

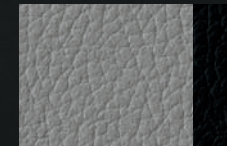
UPHOLSTERY¹⁶



Black



Almond/Mocha¹⁷



Grey/Black

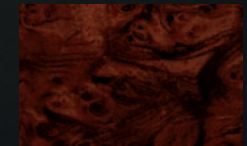
INTERIOR TRIM



Aluminum¹⁸



Black Birdseye Maple wood¹⁸



Burl Walnut wood¹⁸

PAINTWORK, NON-METALLIC



Black



Mars Red (Sport Sedans)



Arctic White

6 WARNING: THE FORCES OF A DEPLOYING AIR BAG CAN CAUSE SERIOUS OR FATAL INJURIES TO A CHILD UNDER AGE 13, THE SAFEST SEATING POSITION FOR YOUR CHILD IS IN THE REAR SEAT, BELTED INTO AN APPROPRIATE, PROPERLY INSTALLED CHILD SEAT, OR CORRECTLY WEARING A SEAT BELT IF TOO LARGE FOR A CHILD SEAT. SEE OPERATOR'S MANUAL FOR ADDITIONAL WARNINGS AND INFORMATION ON AIR BAGS, SEAT BELTS AND CHILD SEATS.

7 All Mercedes-Benz mbrace™ services operate only where cellular and Global Positioning Satellite signals are available, which are provided by third parties and not within the control of Mercedes-Benz USA, LLC. An mbrace Package trial period is offered on new, Certified Pre-Owned and pre-owned sales and leases at an authorized Mercedes-Benz dealer. Subscriber Agreement is required for service to be active. Some services are only available on select vehicles. Your PIN is required in order to use certain services. See your dealer or MBUSA.com/mbrace for details, including a list of compatible smartphones.

8 Braking effectiveness also depends on proper brake maintenance, and tire and road conditions.

9 SIRIUS® hardware and subscription required. With the purchase of a new, SIRIUS-enabled vehicle, you'll receive a complimentary 6-month subscription to SIRIUS, courtesy of Mercedes-Benz. Subscription governed by SIRIUS Terms & Conditions available at sirius.com. SIRIUS U.S. Satellite Service available only to those at least 18 years of age in the 48 contiguous United States, DC and Puerto Rico (with coverage limitations). Service available in Canada; see www.siriSCANADA.ca.

10 All iPod® devices are sold separately. Feature not compatible with iPod Shuffle. See dealer for details.

11 While the navigation system provides directional assistance, the driver must remain focused on safe driving behavior, including paying attention to traffic and street signs. The driver should utilize the system's audio cues while driving and should only consult the map or visual displays once the vehicle has been stopped in a safe place. Maps do not cover all areas or all routes within an area.

12 Rear view camera does not audibly notify driver of nearby objects and is not a substitute for actively checking around the vehicle for any obstacles or people. Images displayed may be limited to camera field of view, weather, lighting conditions and the presence of dirt, ice or snow on the camera.

13 European Delivery Program discount of 7% available on select models, other models offered at MSRP. Please see your dealer for details.

14 Roadside Assistance repairs may involve charges for parts, service and towing. Vehicle must be accessible from main roads. Depending on the circumstance, these services may be provided by an outside provider, courtesy of Mercedes-Benz Roadside Assistance. Restricted roadways, acts of nature and vehicle accessibility may limit our ability to provide services to you. For full details, eligibility requirements, and limitations/exclusions of Sign and Drive services, as well as the Roadside Assistance Program, please see your dealer.

15 mbrace is compatible with select Apple iPhone® models running OS 2.2.1 or later, BlackBerry® Curve™ 8300 Series models with GPS, and Blackberry 8820 and 8830 models running OS 4.5 or later. Please visit MBUSA.com/mbrace for more information.

16 MB-Tex upholstery is standard. Leather upholstery is optional at extra cost.

17 On Sport Sedans, Almond/Mocha interior requires optional Burl Walnut wood trim, includes 4-spoke steering wheel, and deletes rubber-studded aluminum pedals, sport front seats, and silver Sport instrument cluster surround.

18 Aluminum trim is standard on C300 Sport Sedan. Black Birdseye Maple wood is standard on C350 Sport Sedan. Burl Walnut wood is standard on C300 Luxury Sedan, optional at extra cost on C300 Sport Sedan, and optional at no charge on C350 Sport Sedan.

19 Durability is based on longevity, as determined by MBUSA sales records 1952-2008 and R.L. Polk & Co. Vehicles In Operation as of 2008.



For a small blue planet

For 125 years – longer than any other automaker – we’ve been sharing this planet with you. Respecting it, and protecting it, have long been a part of our vision and ambition. We introduced the world’s first CFC-free car, not just in its air conditioning but in its entire manufacturing process. We’ve been using water-borne paints for years, and source the wood for our interior trim from responsibly sustained forests. We’ve been pioneering advanced powertrains for generations, from today’s hybrid models and 50-state clean diesels to the fuel cell vehicles of tomorrow. Mercedes-Benz is also legendary for producing automobiles of extraordinary durability, with 88% of the vehicles sold in the last 20 years – and a remarkable 75% of the vehicles we’ve ever sold in the U.S. – still on the road.¹⁹ After all, it takes virtually the same amount of energy to build vehicles that last as ones that won’t. Even our brochures conserve resources and are produced with eco-conscious printing. Everything we engineer is born from the motivation and ingenuity to make things better. Passion with compassion – that is what drives us.



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