



The 2010 C-Class

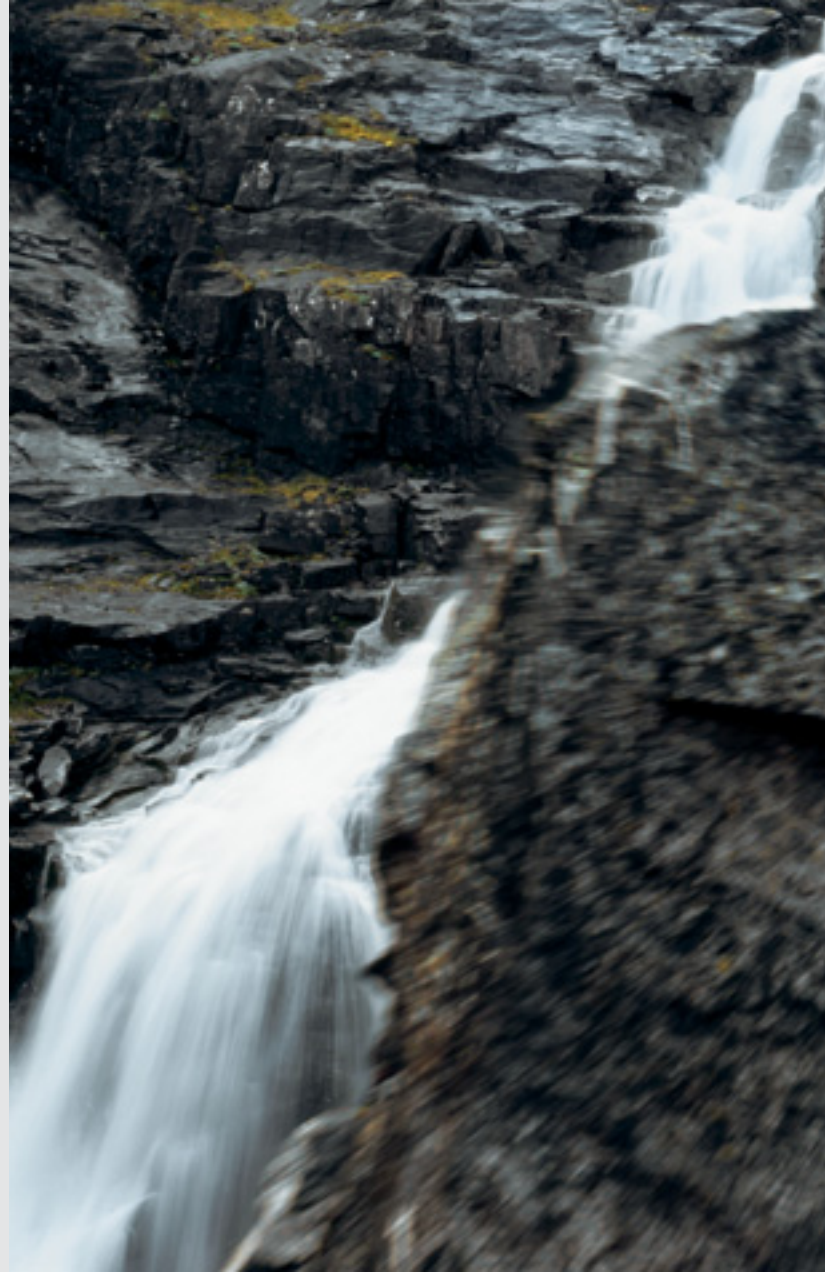
Mercedes-Benz

## Even the road will feel your heart accelerating.

The same passion for the road that has been getting Mercedes-Benz drivers excited for over 120 years was the inspiration for our latest interpretation of driving pleasure.

From the luxurious interior to the latest innovations in driving technology, there are very few cars that can even think to compete with the C-Class. Its ability to adjust every facet of its complex character, and its capacity to meet every need of the driver puts the C-Class in a league all on its own.

Be it the unmatched appearance, the incomparable comfort, or the unrivalled driving experience, one thing is for certain; while both the substance and style of the Mercedes-Benz C-Class seem to be nearly beyond comparison, this spectacular vehicle is undoubtedly beyond reproach.













The C-Class

|                                 |    |
|---------------------------------|----|
| <b>DESIGN</b>                   |    |
| Exterior                        | 4  |
| Interior                        | 6  |
| Seating comfort                 | 8  |
| Entertainment and Communication | 10 |
| <hr/>                           |    |
| <b>4MATIC™</b>                  | 12 |
| <hr/>                           |    |
| <b>AGILITY</b>                  |    |
| Engines                         | 14 |
| Transmissions                   | 16 |
| Handling                        | 18 |
| <hr/>                           |    |
| <b>SAFETY</b>                   | 20 |
| <hr/>                           |    |
| <b>PERFORMANCE</b>              |    |
| AMG                             | 26 |
| <hr/>                           |    |
| <b>COLOURS AND MATERIALS</b>    |    |
| Paint, combination options      | 28 |
| Upholstery and trim             | 30 |
| <hr/>                           |    |
| <b>EQUIPMENT</b>                |    |
| Wheels and Packages             | 32 |
| Equipment listing               | 34 |
| <hr/>                           |    |
| <b>ACCESSORIES</b>              | 36 |
| <hr/>                           |    |
| <b>TECHNICAL FEATURES</b>       |    |
| Technical data                  | 37 |
| <hr/>                           |    |
| <b>MERCEDES-BENZ OWNERSHIP</b>  | 38 |
| <hr/>                           |    |
| <b>MERCEDES-BENZ WEBSITE</b>    | 39 |
| <hr/>                           |    |
| <b>TEST DRIVE</b>               | 40 |
| <hr/>                           |    |





## Being noticed never came so easily.

The C-Class is an authoritative presence that demands attention. Taut lines lend an air of effortless superiority. The aggressive AMG Styling Package<sup>1</sup> with front, side and rear body panelling, also includes front and rear aprons, side skirts, and the self-assurance that comes along with being both powerful and elegant. The distinctive rear section and wide radiator grille establish the C-Class' dominance on the road whether you are viewing it from the front or behind, and no matter which of the 6 dynamic wheel options you choose, you'll only add to the authoritative presence and eye-catching allure of this already stunning vehicle. And, with a range of additional options to choose from, including a variety of premium metallic paint colours, the look of your C-Class is tailored to your preference down to the finest detail.

Sculpted for performance and style, the exterior of the C-Class lives up to its unrivalled standard, shaped over the years by legacy of the three-pointed star on its front. Bold and yet graceful, form and function collide in perfect harmony to present an automobile that makes a powerful and confident statement to all who lay eyes on it.

<sup>1</sup>Standard on the C300 and C350 models. Unique AMG body styling standard on the C63 AMG. Only available as part of the Sport Package on the C250 models.

## A five star hotel you park in the garage.

Every detail of the interior has been painstakingly designed and your every need enthusiastically met. Surround yourself with a choice of hand-finished wood or metal trim, in high gloss Burl Walnut<sup>1</sup>, elegant Black Bird's Eye Maple<sup>2</sup> or AMG Carbon fibre<sup>3</sup>. The ergonomic seats have been slightly raised, giving your shoulders and elbows more room, and any passengers along for the ride will appreciate the extra room to stretch their legs.

A driving environment that allows you to concentrate on the task at hand is not just a luxury; it's a major safety feature. The dashboard is horizontally structured and positioned higher than the previous design. In your immediate field of vision is the 3-dial instrument cluster providing information about key operating functions. Between the dials, the LCD screen

lets you know what radio station or CD track is playing and audio controls lie conveniently under your fingertips on the leather-wrapped multifunction steering wheel. A distinctive 3-spoke sport steering<sup>4</sup> wheel, upgraded brake callipers<sup>4</sup> and aluminium studded pedals<sup>4</sup> give the C-Class an even more contemporary look.

At the touch of a button, the dual-zone THERMATIC automatic climate control adjusts and maintains two separate temperature zones keeping both you and your front passenger both in perfect comfort, even when sunshine is pouring through the sliding glass sunroof<sup>5</sup>. Now even the longest trips will be over too quickly.

<sup>1</sup>Standard on the C250, C300 and C350 models. Available as a no-charge option on the C63 AMG. <sup>2</sup>Standard on the C63 AMG. No-charge option on the C300 and C350 models. Only available as part of the Sport Package on the C250 models. Not available with Almond Beige upholstery. <sup>3</sup>Only available on the C63 AMG as a stand-alone option. <sup>4</sup>Standard on the C300, C350 and C63 AMG models. Available as part of the Sport Package on the C250 models.

<sup>5</sup>Only available as part of the Premium Package on the C250 models. Standard on the C300, C350 and C63 AMG models.





## Standing is vastly overrated.

Open the door to your new C-Class and the lush interior will pull you down into its ARTICO leather<sup>1</sup> upholstered seats. At the push of a button the power-adjustable heated front seats<sup>2</sup> remember your personal settings and that of two other drivers<sup>3</sup>, should you be sharing your motorized oasis.

When developing front seats for the C-Class we had fastidious tastes in mind. Whether draped in ARTICO or the hand-fitted full leather upgrade<sup>3</sup> (AMG Nappa leather is standard on the C63 AMG), the 10-way power-adjustable front seats<sup>4</sup> with 4-way power adjustable lumbar support conform to your every curve. Your personalized comfort levels can also be remembered by means of the Memory Package<sup>4</sup>. Exact seat configuration, head restraint height, steering wheel and mirror positions are all recalled at the touch of a button. And when you can see your breath outside, the heated front seats<sup>2</sup> will keep you toasty inside.

Hitting the slopes or the back 9? If you need more than the 354 litres of existing cargo space in the trunk, the split-folding rear seats<sup>5</sup> offer added versatility for longer items such as skis and golf clubs.

<sup>1</sup>Man-made leather. <sup>2</sup>Available as part of the Premium Package or as a stand alone option on the C250 models. Standard on the C300, C350 and C63 AMG models. <sup>3</sup>Available as part of the Premium Package on the C300 models. Standard on the C350 and C63 AMG models. Not available on the C250 models. <sup>4</sup>Not available on the C250 and C63 AMG models. <sup>5</sup>Standard on the C300, C350 and C63 AMG models. Only available as part of the Premium Package on the C250 models.







## From silence to symphonic in mere seconds.

A virtually silent interior is the first step in creating the perfect sound system. Positioned for optimal acoustics within the C-Class, the speed-responsive loudspeakers will automatically match the enthusiasm of the engine, turning the music up as the pedal goes down. Those who appreciate truly exquisite sound will savour the harman/kardon® LOGIC7® surround sound system<sup>1</sup>. An in-dash CD changer and 9-channel DSP (digital sound processing) amplifier maximize 12 loudspeakers and 450 watts of audio fidelity in true 5.1 channel sound. The 4.5" colour display lets you know exactly what play list is spinning on your MP3 player or what's tuned in on your SIRIUS Satellite Radio<sup>2</sup> featuring 120 channels, including 100% commercial-free music from every genre, plus sports, news, talk and comedy – all with crystal-clear, coast-to-coast coverage.

Control over such a technologically advanced piece of machinery has never been made simpler. The COMAND APS control and display system<sup>3</sup> combines navigation, audio and telephone into one intuitive, user-friendly design. Easier still, all key functions can now be called up by means of the LINGUATRONIC voice recognition function<sup>3</sup>. And, as an added audio function, you can store hundreds of MP3s on the COMAND APS hard drive. Opt for the Media Interface<sup>4</sup> and you'll receive 3 different connection cables – one for your iPod®, a USB input for memory sticks and the auxiliary audio input.

Expecting an important call? Standard Bluetooth integration lets you keep both hands on the wheel and won't let you miss a word of the conversation.



<sup>1</sup>Only available as part of the Premium Package on the C300 and C63 AMG models. Standard on the C350 models. Not available on the C250 models <sup>2</sup>© 2009 SIRIUS Satellite Radio Inc. "SIRIUS," the SIRIUS dog logo and related marks are trademarks of SIRIUS Satellite Radio Inc. Complimentary 6 months of service included. Monthly subscription required for service thereafter. Optional on the C250 models and C300 models. Standard on the C350 and C63 AMG models.

<sup>3</sup>Only available as part of an option package on all models. <sup>4</sup>Only available as part of the Premium Package on the C63 AMG. Available as a stand-alone option on the C250 and C300 models in conjunction with the COMAND Navigation Package and on the C350 models in conjunction with the Premium Package.











## Cool confidence regardless of the weather.

Sheets of rain, blankets of snow or heat waves rising from the asphalt: conquer it all by opting for the most advanced all-wheel drive system in the field. Proven in the flagship S-Class sedan, our 4th-generation 4MATIC™ permanent all-wheel drive system is a perfect fit for the C-Class.

This award-winning all-wheel drive technology incorporates our 4-wheel Electronic Traction System (4ETS) which monitors each wheel for the first sign of slippage<sup>1</sup>. The system is always engaged and can individually brake slipping wheels to maintain the balance of power or reduce excess torque. 4MATIC™ splits the distribution of the engine power between the front wheels (45%) and the rear wheels (55%) in order to enhance both safety and performance.

Envied among other all-wheel drive systems, 4MATIC™ has a more simple and lightweight design that lends itself to better mechanical performance and improved fuel efficiency. 4MATIC™ also works seamlessly with our Electronic Stability Program (ESP®) and acceleration skid control (ASR) system to enhance your all-wheel drive advantage and offer a greater level of proactive safety.



<sup>1</sup>No system, regardless of how advanced, can overcome the laws of physics or correct careless driving. Please always wear your seat belt. Best performance in snow is obtained with winter tires.

## Energy meets synergy, power meets confidence.

Exceptionally smooth and refined, the C-Class' three DOHC V-6 engines have a passion for performance. The lightweight alloy construction reduces weight, improving vehicle stability and fuel efficiency. These power plants also boast continuously variable timing of the intake and exhaust valves with an advanced system that optimizes the engine's breathing at every rpm range. This means a broad, flat torque curve as well as lower emissions. It's always a smooth ride thanks to a unique balancer shaft that ensures quieter engine operation and reduces overall vibrations.

### **C250 2.5-LITRE V-6**

201 hp and 181 lb-ft of torque make for outstanding responsiveness. Variable valve timing bestows it with an incredibly broad power band for swift acceleration and passing performance.

### **C300 3.0-LITRE V-6**

228 hp and 221 lb-ft of torque assures you rapid response whether taking off from a stop or merging onto a crowded highway.

### **C350 3.5-LITRE V-6**

268 hp and 258 lb-ft of torque add up to outstanding agility and performance, making for an incomparable driving experience.

### **C63 AMG 6.2-LITRE V-8**

451 hp and 443 lb-ft of torque means our most powerful C-Class offers tremendous performance for any driving situation.





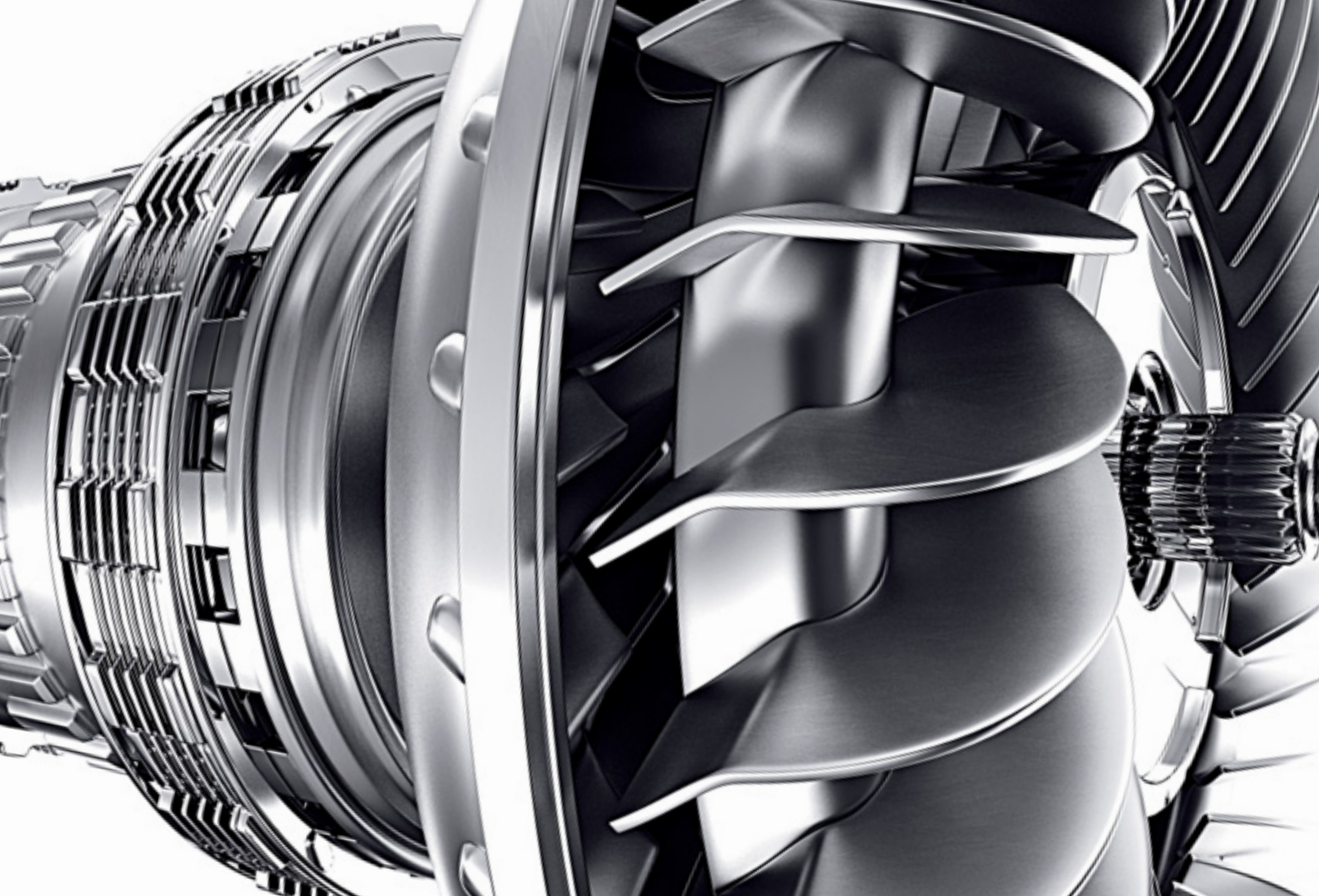
## Ahead of the game because we've stepped it up a gear.

The C250 and C300 sedans are fitted with a 6-speed manual transmission and the AGILITY CONTROL gearshift, which offers more responsive gear shifting thanks to direct transmission via shift rod.

Fitted standard on the C350, C63 AMG and 4MATIC™ models is 7G-TRONIC, the world's first 7-speed automatic transmission<sup>1</sup>. This engineering masterpiece ensures barely perceptible shifts through the entire gear range. Along with intelligent transmission programming that learns and adapts itself to your personal driving style, 7G-TRONIC can skip several gears for responsive stopping power or when downshifting for quick bursts of speed. It also boasts a second reverse gear with a higher transmission ratio to make pulling away on ice and snow easier and safer.



<sup>1</sup>Available as a stand alone option on the C250 and C300.



## If the going gets rough you won't even notice.

The C-Class has always been known as an outstandingly comfortable ride. Still, we challenged our engineers to outdo themselves. And they pulled it off. The C-Class sets the standard for comfortable suspension and low interior noise levels.

The C-Class features a selective damping system. The standard-fit AGILITY CONTROL package automatically adjusts the dampers at each wheel to a harder or softer setting according to the given situation. It translates into a noticeably smoother ride than conventional dampers, particularly on poor road surfaces.

As a driver, staying relaxed at the wheel also means interior noise levels should be low. We kept this in mind when re-designing the C-Class. To eliminate wind noise more effectively, we have optimized the shape of countless bodywork details and improved the sound insulation.

For those in pursuit of an even more responsive feel on the road, the C63 AMG sports suspension offers exemplary handling dynamics. With enhanced performance, a newly developed wider track and lateral dynamics, thanks to stiffer springs at the front axle and a new spring rate at the front and rear axles, even a drive around the corner can be exhilarating.







The Dynamic Handling Package<sup>1</sup> gives the C-Class an even greater degree of agility and handling dynamics, enabling you to switch between Comfort and Sport drive modes at the mere touch of a button. This package also gives you a significant enhancement in ride comfort, thanks to continuously variable damping.





## Keeping you safe by keeping you focused.

While we are proud of our 120 year heritage, Mercedes-Benz has always focused on the future. Our vision of accident-free driving is being realized through a series of linked technologies that come into play in the critical moments before, during and after an accident.

This integral safety concept from Mercedes-Benz begins by recognizing that the majority of accidents start long before the actual collision, from lapses in concentration, poor visibility or an unexpected hazard.

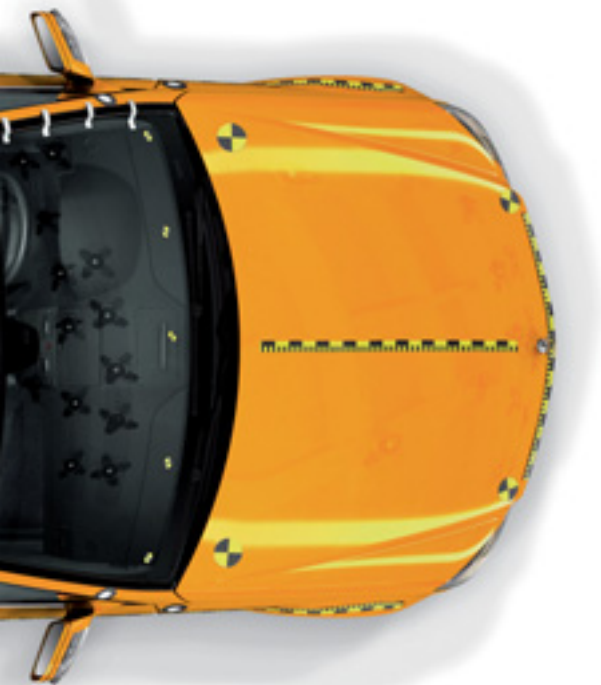
The C-Class is fitted with safety systems that promote relaxed driving to help you bring critical situations under control. The ergonomic seat design keeps you superbly comfortable while the multifunction steering wheel with audio control buttons allows you to keep both hands on the wheel at all times. With Bi-Xenon headlamps<sup>1</sup> you'll get an even clearer view of what's ahead with cornering lights to illuminate potential obstacles while turning.

When driving, you can also count on over 60 electronic support systems. Some are designed to alert you in the event of a problem – such as the Brake Pad Wear Indicator – while others are there to provide active assistance, such as the Electronic Stability Program (ESP®) and Brake Assist (BAS). The ESP® sensors can detect hazardous driving situations, such as pronounced oversteer or understeer, dramatic steering movements, emergency and panic braking and can assist the driver accordingly<sup>2</sup>. Complementing the ESP® and anti-lock brakes, Brake Assist recognizes emergency braking by the speed at which you apply the brake pedal. When emergency braking is detected, BAS instantly applies full brake pressure. This compensates for a driver's tendency to apply less brake pressure than necessary in panic situations.

<sup>1</sup>Standard on the C300, C350 and C63 AMG models. Not available on the C250 models. <sup>2</sup>No system, regardless of how advanced, can overcome the laws of physics or correct careless driving. Please always wear your seat belt. Best performance in snow is obtained with winter tires.







## We've thought of everything so you don't have to.

Numerous occupant protection systems can significantly reduce the risk of injury in the event of an accident. In case of a rear-end collision, sensors cause the standard-fit NECK-PRO head restraints in the front seats to deploy in a matter of milliseconds to reduce the distance between the seat occupant's head and the head restraint to reduce the risk of whiplash.

The C-Class is further equipped with belt tensioners on the front and outer rear seats and numerous air bags. These include two-stage driver and front passenger air bags<sup>1</sup>, side air bags, a new driver's knee air bag and window curtain air bags whose protection zone covers virtually the entire area of the side windows. The side air bags and window curtain air bags are triggered by pressure sensors: if the door deforms in a side-on collision, the increase in air pressure between the outer door panels and the interior of the door is registered by the pressure sensors, notifying the control unit to deploy the airbags.

We've packed as many safety features as we could into the C-Class in hopes that they'll never be needed.

<sup>1</sup>WARNING: The forces of a deploying air bag can cause serious or fatal injuries to a child under age 13. Children under 13 should be seated in the back seat if possible. See Operator's Manual for additional warnings and information on air bags, seat belts and child seats.

## Even when it's down it's not out.

To prevent further damage following an accident and to assist with rescuing the occupants, the C-Class takes various measures depending on the type and severity of the accident. The engine turns off automatically and the fuel supply is cut. Hazard lights warn other drivers and emergency interior lights are automatically activated. Side windows are partially lowered and if necessary, doors are automatically unlocked. Cutting points on the windshield and rear window help emergency responders identify the sections of the A and C pillars that can be cut if it is necessary to tear off the roof.

Should an air bag or Emergency Tensioning Device be activated, the vehicle can engage the optional TeleAid System<sup>1</sup>, putting your vehicle in touch with the TeleAid Emergency Response Center, where trained specialists can assess the situation and alert emergency services quickly and efficiently.

Mercedes-Benz understands that when it comes to safety, time is of the essence.

<sup>1</sup>Subscription is required for service to be active. TeleAid operates only where cellular and Global Positioning System coverage is available. Optional on all models.





## An outstanding gene pool delivers the sportiest C-Class ever.

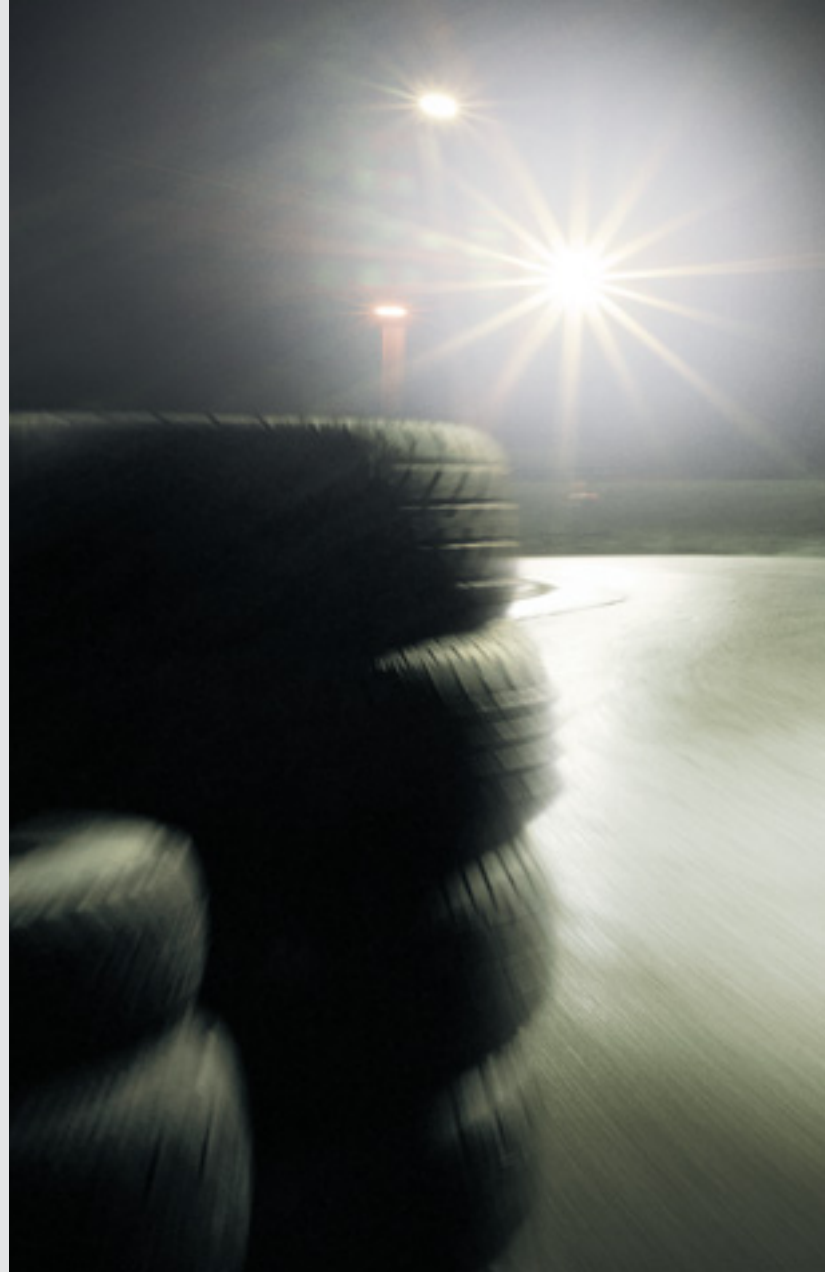
What do you get when you marry a 40-year auto racing heritage to a V-8 engine designed with thoroughbred motor sports technology? Consummate performance, as evidenced by the C63 AMG. A vehicle that moves to the pole position in its segment in terms of both sheer driving enjoyment and expressive design.

With its wide, road hugging stance and ultra-dynamic exterior featuring a distinctive front end with powerfully contoured flared apron and wings, the C63 will be impressive at first glance. A closer look reveals even more dramatic design flourishes, including bonnet with striking powerdomes, rear apron with black diffuser insert and high-gloss chrome-plated twin tailpipes.

But its real beauty lies within. The prominent powerdomes conceal a powerful AMG 6.2-litre V-8 engine that has 451 hp and maximum torque of 443 lb-ft, allowing you to accelerate from 0 to 100 km/h in just 4.5 seconds.

More practical in everyday use than any of its rivals, the C63 AMG adds up to a unique proposition. A dynamic interior with sports seats and a performance steering wheel, complemented by an engine and exterior details, are a compelling testament to power, performance and an uncompromising will to win.

Whatever the C63 AMG promises at first glance, it more than lives up to expectations once on the road.





**AMG**



Style points will be awarded.

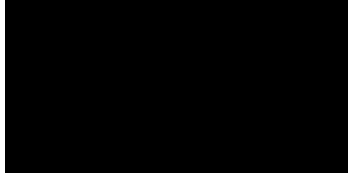


Colour is the most personal choice of all. So which one expresses you best? And which interior do you choose to live in? After all, the perfect finishing details are what make an automotive masterpiece. And here's a reassuring thought: both solid and metallic paint finishes benefit from an extra scratch-resistant clear coat. This makes your colour less susceptible not only to scratches, but also to sunlight, temperature variations, dust and soot.

|   | ARTICO LEATHER |               |             | LEATHER |               |             | AMG NAPPA LEATHER |              |             |
|---|----------------|---------------|-------------|---------|---------------|-------------|-------------------|--------------|-------------|
|   | Black          | Almond Beige¹ | Alpaca Grey | Black   | Almond Beige¹ | Alpaca Grey | Black             | Sahara Beige | Alpaca Grey |
| SOLID PAINT   |                |               |             |         |               |             |                   |              |             |
| Black   | ●              | ●             | ●           | ●       | ●             | ●           | ●                 | ●            | ●           |
| Fire Opal   | ●              | ○             | ○           | ●       | ○             | ○           | ●                 | ○            | ○           |
| Calcite White   | ●              | ○             | ●           | ●       | ○             | ●           | ●                 | ○            | ●           |
| METALLIC PAINT  |                |               |             |         |               |             |                   |              |             |
| Obsidian Black  | ●              | ●             | ●           | ●       | ●             | ●           | ●                 | ●            | ●           |
| Tanzanite Blue  | ●              | ○             | ●           | ●       | ○             | ●           | ●                 | ○            | ●           |
| Tenorite Grey   | ●              | ○             | ●           | ●       | ○             | ●           | ●                 | ○            | ●           |
| Iridium Silver  | ●              | ○             | ●           | ●       | ○             | ●           | ●                 | ○            | ●           |
| Palladium Silver                                      | ●              | ○             | ●           | ●       | ○             | ●           | ●                 | ○            | ●           |
| ● Recommended combination      ○ Possible combination |                |               |             |         |               |             |                   |              |             |

¹Not available on the C350. Not available in conjunction with the Sport Package on the C300.

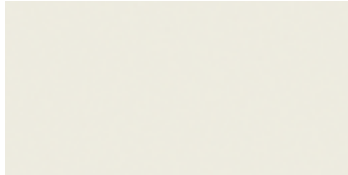
**SOLID PAINT**



040 Black



590 Fire Opal



650 Calcite White

**METALLIC PAINT (OPTIONAL)**



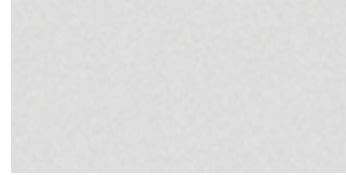
197 Obsidian Black



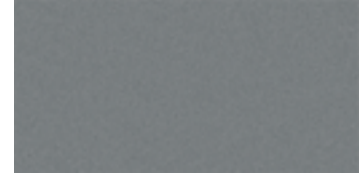
359 Tanzanite Blue



755 Tenorite Grey



775 Iridium Silver



792 Palladium Silver

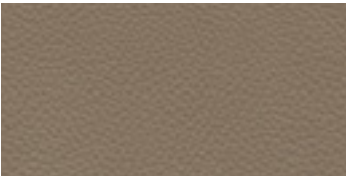




**ARTICO LEATHER**



101 Black

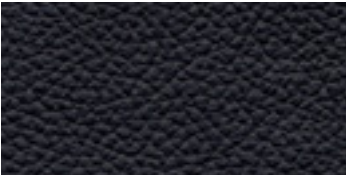


115 Almond Beige

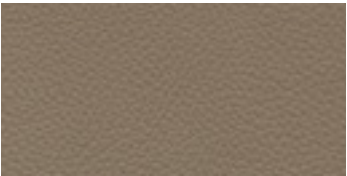


118 Alpaca Grey

**LEATHER**



201 Black

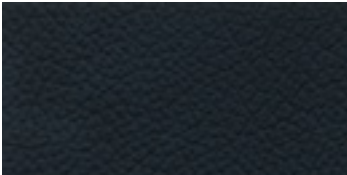


215 Almond Beige



218 Alpaca Grey

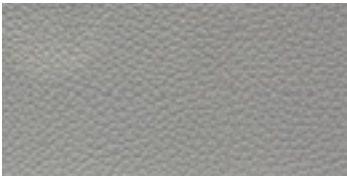
**AMG NAPPA LEATHER**



201 Black



205 Sahara Beige



218 Alpaca Grey

**TRIM**



731 Burl Walnut (high-gloss)



732 Black Bird's Eye Maple



H73 AMG Carbon Fibre

A wheel for every look and feel.



All available wheel options are individually styled for each line in the Mercedes-Benz family and are uniquely designed for maximum performance and safety. Nothing about these wheels will leave you wanting, right down to the attention they demand on the road – even when they’re not spinning.



16" 7-spoke.  
Standard on C250 models.



17" 5-spoke.  
Standard on C300 models.



17" multi-spoke.  
Available on C250 models.



AMG 17" AMG 6-twin-spoke.  
Available on C300 models.



AMG 18" 5-twin-spoke.  
Standard on C350 models.



AMG 18" 5-spoke.  
Standard on C63 AMG models.

| EQUIPMENT PACKAGES   | C250 | C250 4MATIC™ | C300 | C300 4MATIC™ | C350 | C350 4MATIC™ | C63 AMG |
|--|------|--------------|------|--------------|------|--------------|---------|
| <b>C250 AND C250 4MATIC™ PREMIUM PACKAGE:</b><br>Heated front seats.<br>Power-tilt/sliding glass sunroof.<br>Split folding rear seats  | ○    | ○            | -    | -            | -    | -            | -       |
| <b>C300 AND C300 4MATIC™ PREMIUM PACKAGE:</b><br>harman/kardon® LOGIC7™ surround sound system.<br>10-way power adjustable front seats with 3-position memory. Power steering column with 3-position memory. Electronic compass. Integrated garage door opener. PARKTRONIC.                                 | -    | -            | ○    | ○            | -    | -            | -       |
| <b>C350 AND C350 4MATIC™ PREMIUM PACKAGE:</b><br>COMAND APS with hard-disc drive navigation. DVD changer. PCMCIA interface for MP3 playback from memory cards. 4GB MP3 storage. Panoramic sunroof. KEYLESS-GO. LINGUATRONIC voice control. PARKTRONIC.   | -    | -            | -    | -            | ○    | ○            | -       |
| <b>C63 AMG PREMIUM PACKAGE:</b><br>COMAND APS with hard-disc drive navigation. DVD changer. PCMCIA interface for MP3 playback from memory cards. 4GB MP3 storage. KEYLESS-GO. PARKTRONIC. harman/kardon® LOGIC7™ Surround Sound System. LINGUATRONIC voice control. Rear Window Sunshade. Media Interface. | -    | -            | -    | -            | -    | -            | ○       |
| <b>C250 AND C250 4MATIC™ SPORT PACKAGE:</b><br>17" multi-spoke alloy wheels. All-season performance tires. Sport suspension. AMG front and rear aprons and side skirts. Upgraded brake calipers. 3-spoke sport steering wheel. Aluminium studded pedals. Black Bird's Eye Maple wood trim.                 | ○    | ○            | -    | -            | -    | -            | -       |

|  | C250 | C250 4MATIC™ | C300 | C300 4MATIC™ | C350 | C350 4MATIC™ | C63 AMG |
|--|------|--------------|------|--------------|------|--------------|---------|
| <b>C300 SPORT PACKAGE:</b><br>AMG 17" 6-twin-spoke wheels.<br>All-season performance tires.<br>Direct Steering. Steering Wheel Shift Paddles.<br>Dynamic Handling Package.   | -    | -            | ○    | -            | -    | -            | -       |
| <b>COMAND NAVIGATION PACKAGE:</b><br>COMAND APS with hard-drive based navigation. DVD changer. PCMCIA interface for MP3 playback from memory cards. 4GB MP3 storage. LINGUATRONIC voice control.   | ○    | ○            | ○    | ○            | -    | -            | -       |
| <b>AMG PERFORMANCE PACKAGE PLUS:</b><br>Electronic Speed Limiter Deletion. Performance Package including AMG-tuned performance suspension, AMG performance braking system, AMG sport steering wheel and titanium grey engine cover. AMG trunk lid spoiler in carbon fibre. Red brake calipers. | -    | -            | -    | -            | -    | -            | ○       |

● Standard    ○ Optional    - Not Available



| INDIVIDUAL EQUIPMENT (SELECTION)  | C250 | C250 4MATIC™ | C300 | C300 4MATIC™ | C350 | C350 4MATIC™ | C63 AMG |
|---|------|--------------|------|--------------|------|--------------|---------|
| TRANSMISSION  |      |              |      |              |      |              |         |
| 6-speed manual transmission with AGILITY CONTROL gearshift                            | ●    | –            | ●    | –            | –    | –            | –       |
| 7G-TRONIC 7-speed automatic transmission  | ○    | ●            | ○    | ●            | ●    | ●            | –       |
| 7G-TRONIC 7-speed automatic transmission with AMG SPEEDSHIFT enhancements             | –    | –            | –    | –            | –    | –            | ●       |
| TRACTION/STABILITY  |      |              |      |              |      |              |         |
| 4MATIC™ permanent all-wheel drive with 4ETS   | –    | ●            | –    | ●            | –    | ●            | –       |
| Electronic Stability Program (ESP®) including ABS and acceleration skid control (ASR) | ●    | ●            | ●    | ●            | ●    | ●            | ●       |
| Brake Assist (BAS)  | ●    | ●            | ●    | ●            | ●    | ●            | ●       |
| ADAPTIVE BRAKE with hill start assist   | ●    | ●            | ●    | ●            | ●    | ●            | ●       |
| AGILITY CONTROL steering, suspension and selective damping                            | ●    | ●            | ●    | ●            | ●    | ●            | ●       |
| Dynamic Handling Package  | –    | –            | ○¹   | –            | ●    | –            | –       |
| Sport suspension  | ○¹   | ○¹           | ●    | ●            | ●    | ●            | –       |
| AMG sport suspension  | –    | –            | –    | –            | –    | –            | ●       |
| AMG-tuned performance suspension  | –    | –            | –    | –            | –    | –            | ○¹      |
| Limited-Slip Rear Differential  | –    | –            | –    | –            | –    | –            | ○       |
| AUDIO/VISUAL/COMMUNICATION  |      |              |      |              |      |              |         |
| MP3-compatible single-disc CD player with AM/FM/weather-band radio                    | ●    | ●            | –    | –            | –    | –            | –       |
| MP3-compatible in-dash CD changer with AM/FM/weather-band radio                       | ○¹   | ○¹           | ●    | ●            | ●    | ●            | ●       |
| Bluetooth integration   | ●    | ●            | ●    | ●            | ●    | ●            | ●       |
| Electronic Compass  | –    | –            | ○¹   | ○¹           | ●    | ●            | ●       |
| Auxiliary input in glove box  | ●    | ●            | ●    | ●            | ●    | ●            | ●       |
| SIRIUS Satellite Radio²   | ○    | ○            | ○    | ○            | ●    | ●            | ●       |
| harman/kardon® LOGIC7® surround sound system  | –    | –            | ○¹   | ○¹           | ●    | ●            | ○¹      |

| INDIVIDUAL EQUIPMENT (SELECTION)   | C250 | C250 4MATIC™ | C300 | C300 4MATIC™ | C350 | C350 4MATIC™ | C63 AMG |
|--|------|--------------|------|--------------|------|--------------|---------|
| COMAND APS with navigation and PCMCIA interface for MP3 playback from memory cards | ○¹   | ○¹           | ○¹   | ○¹           | ○¹   | ○¹           | ○¹      |
| LINGUATRONIC voice control   | ○¹   | ○¹           | ○¹   | ○¹           | ○¹   | ○¹           | ○¹      |
| Media Interface  | ○³   | ○³           | ○³   | ○³           | ○³   | ○³           | ○¹      |
| EXTERIOR   |      |              |      |              |      |              |         |
| 16" 7-spoke alloy wheels with all-season tires                                     | ●    | ●            | –    | –            | –    | –            | –       |
| 17" multi-spoke alloy wheels with all-season performance tires                     | ○¹   | ○¹           | –    | –            | –    | –            | –       |
| 17" 5-spoke alloy wheels with all-season performance tires                         | –    | –            | ●    | ●            | –    | –            | –       |
| AMG 17" 6-twin spoke alloy wheels with all-season performance tires                | –    | –            | ○¹   | ○⁴           | –    | –            | –       |
| AMG 18" 5-twin spoke alloy wheels with all-season tires                            | –    | –            | –    | –            | ●    | ●            | –       |
| AMG 18" 5-spoke alloy wheels with performance tires                                | –    | –            | –    | –            | –    | –            | ●       |
| AMG Styling Package (front apron, side skirts, and rear apron)                     | ○¹   | ○¹           | ●    | ●            | ●    | ●            | ●       |
| Upgraded brake calipers with vented front rotors                                   | ○¹   | ○¹           | ●    | ●            | ●    | ●            | –       |
| Projection-beam headlamps and integrated fog lamps                                 | ●    | ●            | –    | –            | –    | –            | –       |
| Bi-Xenon headlamps with washers and cornering lights                               | –    | –            | ●    | ●            | ●    | ●            | ●       |
| Heated windshield washer system with two-stage rain-sensing windshield wipers      | ●    | ●            | ●    | ●            | ●    | ●            | ●       |
| Electronically adjustable heated exterior mirrors with turn signal indicators      | ●    | ●            | ●    | ●            | ●    | ●            | ●       |
| Power-folding exterior mirrors   | –    | –            | ●    | ●            | ●    | ●            | ●       |
| Tinted glass   | ●    | ●            | ●    | ●            | ●    | ●            | ●       |
| Remote trunk release   | ●    | ●            | ●    | ●            | ●    | ●            | ●       |

| INDIVIDUAL EQUIPMENT (SELECTION)                              | C250           | C250 4MATIC™   | C300           | C300 4MATIC™   | C350           | C350 4MATIC™   | C63 AMG        |
|---|----------------|----------------|----------------|----------------|----------------|----------------|----------------|
| <b>INTERIOR</b>   |                |                |                |                |                |                |                |
| 8-way power-adjustable front seats                            | ●              | ●              | ●              | ●              | –              | –              | –              |
| 10-way power-adjustable front seats with 3-position memory    | –              | –              | ○ <sup>1</sup> | ○ <sup>1</sup> | ●              | ●              | ●              |
| Front seats with 4-way power adjustable lumbar support        | –              | –              | ○ <sup>1</sup> | ○ <sup>1</sup> | ●              | ●              | ●              |
| Heated front seats  | ○ <sup>5</sup> | ○ <sup>5</sup> | ●              | ●              | ●              | ●              | ●              |
| Split-folding rear seats                                      | ○ <sup>1</sup> | ○ <sup>1</sup> | ●              | ●              | ●              | ●              | ●              |
| ARTICO leather upholstery <sup>6</sup>                        | ●              | ●              | ●              | ●              | ●              | ●              | –              |
| Leather upholstery  | –              | –              | ○              | ○              | ○              | ○              | –              |
| AMG Nappa Leather upholstery                                  | –              | –              | –              | –              | –              | –              | ●              |
| Burl Walnut wood trim (high-gloss)                            | ●              | ●              | ●              | ●              | ●              | ●              | NC             |
| Black Bird's Eye Maple wood trim                              | ○ <sup>1</sup> | ○ <sup>1</sup> | NC             | NC             | NC             | NC             | –              |
| AMG carbon fibre Trim   | –              | –              | –              | –              | –              | –              | ○ <sup>7</sup> |
| Steering Wheel Shift Paddles                                  | –              | –              | ○ <sup>8</sup> | –              | ●              | –              | ●              |
| Leather-wrapped multifunction steering wheel                  | ●              | ●              | ●              | ●              | ●              | ●              | ●              |
| 3-spoke sport steering wheel                                  | ○ <sup>1</sup> | ○ <sup>1</sup> | ●              | ●              | ●              | ●              | ●              |
| Aluminium studded pedals                                      | ○ <sup>1</sup> | ○ <sup>1</sup> | ●              | ●              | ●              | ●              | ●              |
| Power-tilt/sliding glass sunroof                              | ○ <sup>1</sup> | ○ <sup>1</sup> | ●              | ●              | ●              | ●              | ●              |
| Panoramic sunroof   | –              | –              | –              | –              | ○ <sup>1</sup> | ○ <sup>1</sup> | –              |
| Rear window sunshade  | –              | –              | –              | –              | –              | –              | ○ <sup>1</sup> |
| THERMATIC dual-zone automatic climate control                 | ●              | ●              | ●              | ●              | ●              | ●              | ●              |
| Steering column with tilt/telescoping adjustment              | ●              | ●              | ●              | ●              | –              | –              | –              |
| Power-tilt/telescoping steering column with 3-position memory | –              | –              | ○ <sup>1</sup> | ○ <sup>1</sup> | ●              | ●              | ●              |
| Power windows with one-touch express up and down              | ●              | ●              | ●              | ●              | ●              | ●              | ●              |
| Velour floor mats   | ●              | ●              | ●              | ●              | ●              | ●              | –              |

| INDIVIDUAL EQUIPMENT (SELECTION)                                | C250 | C250 4MATIC™ | C300           | C300 4MATIC™   | C350           | C350 4MATIC™   | C63 AMG        |
|---|------|--------------|----------------|----------------|----------------|----------------|----------------|
| AMG Velour floor mats   | –    | –            | –              | –              | –              | –              | ●              |
| Auto-dimming mirrors (rearview and driver's side)               | –    | –            | ●              | ●              | ●              | ●              | ●              |
| <b>CONVENIENCE</b>  |      |              |                |                |                |                |                |
| Automatic headlamp activation                                   | ●    | ●            | ●              | ●              | ●              | ●              | ●              |
| Cruise control  | ●    | ●            | ●              | ●              | ●              | ●              | ●              |
| Valet trunk locking   | ●    | ●            | ●              | ●              | ●              | ●              | ●              |
| Integrated garage door opener                                   | –    | –            | ○ <sup>1</sup> | ○ <sup>1</sup> | ●              | ●              | ●              |
| SmartKey with panic button                                      | ●    | ●            | ●              | ●              | ●              | ●              | ●              |
| KEYLESS-GO  | –    | –            | ○ <sup>9</sup> | ○              | ○ <sup>1</sup> | ○ <sup>1</sup> | ○ <sup>1</sup> |
| <b>SAFETY</b>   |      |              |                |                |                |                |                |
| Dual-front, side and window curtain air bags                    | ●    | ●            | ●              | ●              | ●              | ●              | ●              |
| Driver's knee air bag   | ●    | ●            | ●              | ●              | ●              | ●              | ●              |
| Crash-responsive NECK-PRO front head restraints                 | ●    | ●            | ●              | ●              | ●              | ●              | ●              |
| Belt tensioners with belt-force limiters                        | ●    | ●            | ●              | ●              | ●              | ●              | ●              |
| Anti-theft alarm system   | ●    | ●            | ●              | ●              | ●              | ●              | ●              |
| First aid kit   | ●    | ●            | ●              | ●              | ●              | ●              | ●              |
| Brake Pad Wear Indicator  | ●    | ●            | ●              | ●              | ●              | ●              | ●              |
| Tire Pressure Loss Warning System                               | ●    | ●            | ●              | ●              | ●              | ●              | ●              |
| TeleAid Emergency Calling System <sup>10</sup>                  | ○    | ○            | ○              | ○              | ○              | ○              | ○              |
| Rear view camera <sup>11</sup>                                  | –    | –            | ○              | ○              | ○              | ○              | ○              |
| ● Standard   ○ Optional   – Not Available   NC No-charge option |      |              |                |                |                |                |                |

<sup>1</sup>Only available as part of an option package. <sup>2</sup>© 2009 SIRIUS Satellite Radio Inc. "SIRIUS," the SIRIUS dog logo and related marks are trademarks of SIRIUS Satellite Radio Inc. Complimentary 6 months of service included. Monthly subscription required for service thereafter. <sup>3</sup>Available as a stand alone option on the C250 and C300 models in conjunction with the COMAND Navigation Package and on the C350 models in conjunction with the Premium Package. <sup>4</sup>Available as a stand alone option. <sup>5</sup>Available as part of an option package or as a stand alone option. <sup>6</sup>Man-made leather. <sup>7</sup>Only available in conjunction with the AMG Performance Package. <sup>8</sup>Available as part of an option package. Must be ordered in conjunction with the 7G-TRONIC automatic transmission. <sup>9</sup>Only available in conjunction with 7G-TRONIC automatic transmission <sup>10</sup>Subscription is required for service to be active. TeleAid operates only where cellular and Global Positioning System coverage is available. <sup>11</sup>Only available in conjunction with the COMAND Navigation Package.

## The final touch for a great first impression.



From practical to just plain stylish, there's a wide selection of genuine Mercedes-Benz accessories to choose from. We've got plenty of storage systems for all your extra gear or further refine your new C-Class with incenio designer wheels or a powerful looking roof spoiler. For details on our full range of accessories ask your local Mercedes-Benz dealer.

### **"Puhala" 18" 5-twin spoke incenio alloy wheels**

It's hard to go unnoticed in your new C-Class. Make it even harder.

Finished in sterling silver, "Puhala" incenio wheels were designed exclusively for the C-Class.



### **Ski and Snowboard Rack**

Increase your cargo carrying capacity with the addition of a lockable ski and snowboard rack. It attaches quickly and easily to the C-Class roof rack system and holds up to four pairs of skis or two snowboards.



### **QUICKPARK**

We've even made parking easier with the QUICKPARK system. It uses ultrasonic sensors and acoustic warning signals to keep you from bumps when trying to fit into a tight spot.



### **Universal Media Interface (UMI)**

Upgrade the standard Audio 20 system into an innovative and fully integrated navigation and entertainment centre. It features 3D navigation, Bluetooth audio streaming, and glovebox connections for iPod, iPhone, USB, MP3 and AUX.





|   | C250                                    | C250 4MATIC™                            | C300                                    | C300 4MATIC™                            | C350                                    | C350 4MATIC™                            | C63 AMG                                 |
|---|---|---|---|---|---|---|---|
| Engine type   | DOHC 24-valve 90° V-6                   | DOHC 24-valve 90° V-6                   | DOHC 24-valve 90° V-6                   | DOHC 24-valve 90° V-6                   | DOHC 24-valve 90° V-6                   | DOHC 24-valve 90° V-6                   | 32V DOHC V-8                            |
| Total displacement  | 2,496-cc                                | 2,496-cc                                | 2,996-cc                                | 2,996-cc                                | 3,498-cc                                | 3,498-cc                                | 6,208-cc                                |
| Net power   | 201 hp @ 6,100 rpm                      | 201 hp @ 6,100 rpm                      | 228 hp @ 6,000 rpm                      | 228 hp @ 6,000 rpm                      | 268 hp @ 6,000 rpm                      | 268 hp @ 6,000 rpm                      | 451 hp @ 6,800 rpm                      |
| Net torque  | 181 lb-ft @ 2,900–5,500 rpm             | 181 lb-ft @ 2,900–5,500 rpm             | 221 lb-ft @ 2,500–5,000 rpm             | 221 lb-ft @ 2,500–5,000 rpm             | 258 lb-ft @ 2,400–5,000 rpm             | 258 lb-ft @ 2,400–5,000 rpm             | 443 lb-ft @ 5,000 rpm                   |
| Acceleration <sup>1</sup> , 0-100 km/h, manual/automatic transmission | 8.4 seconds                             | 8.4 seconds                             | 7.3 seconds                             | 7.3 seconds                             | N/A/6.4 seconds                         | N/A/6.3 seconds                         | N/A/4.5 seconds                         |
| Approximate top speed <sup>2</sup>                                    | 210 km/h                                | 210 km/h                                | 210 km/h                                | 210 km/h                                | 210 km/h                                | 210 km/h                                | 250 km/h                                |
| Tires, front<br>rear  | 205/55 R 16<br>205/55 R 16              | 205/55 R 16<br>205/55 R 16              | 225/45 R 17<br>245/40 R 17              | 225/45 R 17<br>245/40 R 17              | 225/40 R 18<br>255/35 R 18              | 225/40 R 18<br>255/35 R 18              | 235/40 R 18<br>255/35 R 18              |
| Fuel economy <sup>3</sup> , city/highway estimate                     | 11.8–7.4 L/100 km                       | 11.9–7.9 L/100 km                       | 11.7–7.7 L/100 km                       | 12.0–8.0 L/100 km                       | 12.2–7.9 L/100 km                       | 12.5–8.2 L/100 km                       | 18.0–10.6 L/100 km                      |
| Fuel tank capacity  | 66.0 litres<br>(with 8.0-litre reserve) | 66.0 litres<br>(with 8.0-litre reserve) | 66.0 litres<br>(with 8.0-litre reserve) | 66.0 litres<br>(with 8.0-litre reserve) | 66.0 litres<br>(with 8.0-litre reserve) | 66.0 litres<br>(with 8.0-litre reserve) | 66.0 litres<br>(with 8.0-litre reserve) |
| Fuel requirement  | Premium unleaded gasoline               | Premium unleaded gasoline               | Premium unleaded gasoline               | Premium unleaded gasoline               | Premium unleaded gasoline               | Premium unleaded gasoline               | Premium unleaded gasoline               |
| Dimensions <sup>4</sup>   |   |   |   |   |   |   |   |
| Wheelbase   | 108.7 in/2,760 mm                       | 108.7 in/2,760 mm                       | 108.7 in/2,760 mm                       | 108.7 in/2,760 mm                       | 108.7 in/2,760 mm                       | 108.7 in/2,760 mm                       | 108.8 in/2,765 mm                       |
| Overall length  | 180.4 in/4,581 mm                       | 180.4 in/4,581 mm                       | 180.4 in/4,625 mm                       | 180.4 in/4,625 mm                       | 180.4 in/4,625 mm                       | 180.4 in/4,625 mm                       | 186.1 in/4,726 mm                       |
| Overall height  | 56.9 in/1,444 mm                        | 56.9 in/1,444 mm                        | 56.9 in/1,444 mm                        | 56.9 in/1,444 mm                        | 57.0 in/1,448 mm                        | 57.0 in/1,449 mm                        | 56.6 in/1,438 mm                        |
| Overall width incl. mirrors   | 79.5 in/2,020 mm                        | 79.5 in/2,020 mm                        | 79.5 in/2,020 mm                        | 79.5 in/2,020 mm                        | 79.5 in/2,020 mm                        | 79.5 in/2,020 mm                        | 79.5 in/2,020 mm                        |
| Curb weight   | 3,505 lb/1,590 kg                       | 3,725 lb/1,690 kg                       | 3,527 lb/1,600 kg                       | 3,736 lb/1,695 kg                       | 3,615 lb/1,640 kg                       | 3,770 lb/1,710 kg                       | 3,916 lb/1,780 kg                       |
| Trunk capacity  | 12.5 cu ft/354 litres                   | 12.5 cu ft/354 litres                   | 12.5 cu ft/354 litres                   | 12.5 cu ft/354 litres                   | 12.5 cu ft/354 litres                   | 12.5 cu ft/354 litres                   | 12.5 cu ft/354 litres                   |

<sup>1</sup>Stated rates of acceleration are based on the manufacturer's track results and may vary depending upon model, environmental and road surface conditions, driving style, elevation and vehicle load. <sup>2</sup>Electronically limited. <sup>3</sup>These estimates are based on Transport Canada testing methods. The actual fuel consumption of this vehicle may vary. Refer to the *Fuel Consumption Guide*. <sup>4</sup>Dimensions shown are for models with standard equipment.

## A passion for things done right.

It's what you expect from Mercedes-Benz. A passion for craftsmanship and attention to detail is what sets Mercedes-Benz apart from all other manufacturers. This passion drives us to set new standards in design, performance, comfort and safety. To continually build on the legendary traditions of Mercedes-Benz. And to provide you with an ownership experience unlike any other, including the valuable benefits described below.

### **24-hour Roadside Assistance**

During the basic warranty coverage of 48 months and the time duration of the optional Extended Limited Warranty, Mercedes-Benz Roadside Assistance will be at your service. We'll bring you some gas, replace a flat tire with your spare, or jumpstart your car. In the event of a mechanical breakdown, if attempts by our Roadside Assistance technician have not made your vehicle safely operable, towing service will be provided to the nearest Mercedes-Benz dealership. Assistance is available 24 hours a day, every day, to anyone driving a Mercedes-Benz anywhere in Canada or the continental U.S.<sup>1</sup>

### **Wear and tear period**

The following parts listed are covered for wear and tear during the first 24 months or 40,000 km whichever comes first. Brake pads, brake discs, brake pad wear sensors and light bulbs.

### **Mercedes-Benz warranties**

The Mercedes-Benz New Vehicle Limited Warranty covers defects in materials or workmanship for 48 months or 80,000 km, whichever occurs first. To widen your window of confidence, you can opt for a Mercedes-Benz Extended Limited Warranty as well.<sup>2</sup>

### **Customer service**

Owning a Mercedes-Benz means that when you have a question, we're here to help. Customer Service is open from 9 a.m. to 5 p.m. EST, Monday through Friday, and is staffed with knowledgeable Mercedes-Benz people who can talk you through the finer points of working your car's audio system — or even assist you in locating the nearest Mercedes-Benz dealership. Just call 1-800-387-0100. It's that simple.

### **Trip interruption reimbursement**

If a breakdown covered by your New Vehicle Limited Warranty or optional Extended Limited Warranty occurs more than 80 km from your home, leaves your Mercedes-Benz vehicle inoperable or unsafe to drive, and requires overnight repairs, we've got you covered. You will be reimbursed up to \$500 for hotel accommodations and up to \$600 for alternate travel expenses per incident while your car is being repaired at an authorized Mercedes-Benz dealership.

<sup>1</sup>Vehicle must be accessible from main roads. Roadside Assistance may involve charges for parts, service and towing. Depending on the circumstances, these services may be provided by an outside service provider, courtesy of Mercedes-Benz Roadside Assistance. For full details of the Roadside Assistance Program, please see your dealer. <sup>2</sup>Please see your dealer for warranty details as well as for terms, conditions and pricing for extended warranty options.

There's virtually so much more.

Visit [mercedes-benz.ca](http://mercedes-benz.ca) and open an online window to Mercedes-Benz Canada. Revel in the incredible photography of our vehicles and get a visceral impression of what it would be like to see yourself behind the wheel. Get information about any of our vehicles, including financing and leasing options, upcoming models, and how to configure your own ideal Mercedes online. Our website also offers details about the Mercedes-Benz Extended Limited Warranty, vehicle ownership, and much more on the fascinating story behind one of the world's most recognizable brands.



## To be continued. With a test drive.

Nowhere is a Mercedes-Benz so convincing as on the road. It is only there that you can fully experience the effortlessly superior handling that makes this car so special. You can feel how the powerful engine drives the vehicle onwards and how the precise steering movements have a direct effect on your own mood. The special atmosphere that arises during a drive in a Mercedes-Benz cannot be put down on paper. That's why we would like to invite you to reserve an appointment for a test drive at your local Mercedes-Benz dealer. Or visit [www.mercedes-benz.ca](http://www.mercedes-benz.ca). We look forward to seeing you.







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