



Mercedes-Benz

Launch of a new special edition in the Mercedes-Benz SL-Class

Press Information

March 18, 2012

The New SL 550 BlueEFFICIENCY Edition 1

- **Special color “Magnetite Black” and AMG styling feature sporty exterior**
- **Special interior with *designo* classic red trim made of the finest nappa leather**
- **Exclusive wheels and panoramic vario-roof with MAGIC SKY CONTROL**

Mercedes-Benz Japan Co., Ltd. (President: Nicholas Speeks; Head office: Minato-ku, Tokyo) launches a new special edition to celebrate the market introduction of the new Mercedes-Benz SL, the flagship roadster from the Stuttgart brand, fully restyled for the first time in eleven years. The new “SL 550 BlueEFFICIENCY Edition 1” features a special body color and interior appointments to further emphasize the exclusive nature of the new Mercedes roadster. Beginning today, a total of 70 orders for the new special edition of the SL can be placed at the nationwide authorized Mercedes-Benz dealer network. The new “SL 550 BlueEFFICIENCY Edition 1” will be delivered to customers starting June.

The special edition is powered by the high performance and highly efficient new-generation 4.7-liter V8 engine with direct injection and bi-turbocharging based on the new SL 550 BlueEFFICIENCY. The Edition 1, with the special bodycolor Magnetite Black and combining the AMG Sports package underlines the sporty and dynamic character of the new SL roadster.

Designo classic red full-leather upholstery applying the finest nappa leather and contrast stitching, and the steering wheel portray a striking contrast between red and black. Together with the wave aluminum interior trim, a passionate and exclusive ambience is created in the interior of the special SL roadster.

Special equipment for this limited version are AMG 19-inch light alloy wheels in five-spoke design painted in titanium gray as well as the panoramic vario-roof with MAGIC SKY CONTROL, which switches to light or dark at the push of a button.

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| Model name | SL 550 BlueEFFICIENCY Edition 1 |
| Steering | LHD |
| Number of units available | 70 |
| Body color | Magnetite black |
| Interior color | <i>designo</i> classic red full-leather upholstery (applying finest nappa leather and contrast stitching) |
| Interior trim | Interior trim in wave aluminum |
| Special features | <u>Exterior</u> <ul style="list-style-type: none"> ➤ AMG Sports package <ul style="list-style-type: none"> • Brake calipers with the Mercedes-Benz logo and perforated/ventilated brake discs at front and rear • AMG styling package (front spoiler and rear skirt) ➤ AMG 19-inch light alloy wheels in five-spoke design, painted in titanium gray ➤ Panoramic vario-roof with MAGIC SKY CONTROL ➤ “Edition 1” badges <u>Interior</u> <ul style="list-style-type: none"> ➤ Two-tone steering wheel featuring <i>designo</i> classic red ➤ Instrument panel in checkered flag design ➤ Special “Edition 1” floor mats |
| Suggested nationwide retail price (including consumption tax)* | ¥17,300,000 (¥16,476,191) |

* The price indicated above does not include accessories, taxes (other than consumption tax), insurance premiums, and registration expenses. The customer must separately pay a recycling fee required by the Automobile Recycling Law.

* The sale of this special edition may be discontinued without advance notice.



Image: European variant.