



Mercedes-Benz

## Fully NEW Mercedes-Benz B-Class

## Press Information

April 25, 2012

- **Dynamic exterior design and class-leading aerodynamics**
- **Newly developed direct injection engine and 7-speed dual clutch transmission**
- **World' first in its class: CPA radar-based collision warning system**
- **New purchase proposal for comfort and relief during 5-year ownership,**
- **Popular accessories offered in packages, higher value than priced**
- **Life is more fun and enriched with B-Class concept: "Play!"**

Mercedes-Benz Japan Co., Ltd. (President: Nicholas Speeks; Head office: Minato-ku, Tokyo) launches the new series of the Mercedes-Benz B-Class, the compact multipurpose vehicle offering a package of dynamic styling, spacious interior, and excellent practicality. The new B-Class has been fully restyled for the first time in six years. Beginning today the new B-Class is available through the nationwide network of authorized Mercedes-Benz dealerships.

The exterior of the new B-Class makes an even sportier impression thanks to a larger radiator grille and dynamic character lines on the sides. The 65-mm lower body height and muscular wheel arch flares underline the wide and low-slung body styling. The overall aerodynamic design and aerodynamically optimized details bring down the drag coefficient to  $C_d = 0.26$ , placing the new B-Class at the forefront of its market segment. (Outgoing model  $C_d = 0.30$ .)

The interior offers a stylish ambience with large sculptural trim parts on the dashboard and high-quality materials. The round-shaped air vents familiar from the SLS AMG and seats featuring more pronounced side bolsters add a sporty touch. Ambient lighting, DIRECT SELECT with shift paddles, and the parking assist rear-view camera are available as standard features, contributing to a substantial improvement in comfort.

The newly developed 1.6-liter four-cylinder inline engine with direct injection and turbocharging features the BlueDIRECT technology package applying the state-of-the-art direct injection and the ECO start/stop function. Despite delivering a rated output of 90 kW (+5 kW) and a maximum torque of 200 Nm (+45 Nm), it achieves JC08 fuel economy of 16.0 km/L or a 19%\* improvement compared with the outgoing model. The newly developed 7-speed dual clutch transmission (7G-DCT) with wet multi-disc clutches eliminates interruptions in tractive power during gear changes, ensuring outstanding smoothness and comfort. \* 10-15 mode calculation new B-Class

The new B-Class has received “★★★★ Low-Emission Vehicle” certification by the Ministry of Land, Infrastructure, Transport and Tourism for reducing exhaust emissions by 75% from the 2005 exhaust emission regulations. In addition, it achieves the 2015 fuel efficiency standard by 10%. The new B-Class therefore qualifies for the national Eco-car Tax Reductions (75% reductions in vehicle acquisition tax and weight tax), the Automobile Green Tax system (50% reduction in the automobile tax for the following year), and the Eco-car Subsidy.

The new bodysell features not only structural design that efficiently absorbs impact forces, but also a generous use of high-strength and ultra-high-strength sheet steel. As a result, the new B-Class has been awarded the highest rating of five stars in the Euro NCAP rating system, one of the world's most stringent safety test programs. In addition, the new multilink rear suspension, selective damping system, and electric power steering are instrumental to the substantially enhanced dynamic performance in comparison with its predecessor, which does not come at the cost of any compromises on comfort.

As a world first in the compact segment, the B-Class is standard-fit with a radar-based collision warning system named Collision Prevention Assist (CPA). In case of imminent danger of collision with an obstacle or the vehicle in front, this system gives the driver a visual and acoustic warning. If the driver's braking after this warning does not suffice, Adaptive Brake Assist automatically applies the braking pressure required to avoid the imminent collision. The standard safety equipment also includes the Attention Assist and Torque Vectoring Brake system. Attention Assist detects the driver's fatigue and drowsiness, and gives a warning. In situations like negotiating bends at high speed, the Torque Vectoring Brake precisely adjusts the body position without affecting handling dynamics.

Model name	Engine	Steering	Suggested nationwide retail price (including consumption tax)
<b>B 180 BlueEFFICIENCY</b>	1.6-liter, with direct injection and turbocharging	RHD	<b>¥2,990,000</b> (¥2,847,619)
<b>B 180 BlueEFFICIENCY Sports</b>	1.6-liter, with direct injection and turbocharging	RHD	<b>¥3,480,000</b> (¥3,314,286)

Note: The prices indicated above do 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 new B-Class comes with Mercedes Care, the warranty system providing 24-hour Page 3 touring support as well as free repair and maintenance for three years with unlimited mileage. “My Mercedes Support” and “My Mercedes Maintenance” are also available to extend these benefits. “My Mercedes Support” is a warranty program extending the general warranty and 24-hour touring support up to two years for a fee. “My Mercedes Maintenance” covers legally required inspections plus manufacturer-specified inspections (up to twice) from the 36th month (of new car registration), as well as replacements and replenishing of periodically replaced parts and expendables from the 37th month, until the 59th month\* for fees.

\* Expires the day before the 59th month’s date of new car registration, or 75,000 kilometers mileage, whichever comes first.

By combining the above “My Mercedes Maintenance” program with the 2.90% Welcome Plan (five-year balloon financing)\*, customers can enjoy driving their Mercedes with comfort and relief during the five- year ownership while making fixed monthly payments.

\* Available only from Mercedes-Benz Finance Co., Ltd. Prices and finance plan interest rates are subject to change without prior notice.

Popular accessories are offered in attractive packages such as “COMAND System Navigation ETC Package”. In addition to the standard COMAND system, HDD navigation system, a digital terrestrial broadcasting TV tuner, and an ETC are equipped with more affordable price than individually installed.

In addition, the new B-Class appears in iPhone apps "digimo" which you can build a customized 3D mini car. Through this new location-based social game, you can find and collect premium design skins from various places on your iPhone and build a customized 3D digital mini car you can share on facebook and twitter.

MBJ supports the Mercedes lifestyle truly to the new B-Class “Play!” concept “More fun and enriched everyday life” by offering new purchase ideas and attractive popular accessory packages.



B 180 BlueEFFICIENCY Sports

### Exterior

#### Front design

Many elements of the latest Mercedes design idiom, such as the arrow-shaped engine hood, a larger radiator grille, and LED positioning and driving lights, give the new B-Class an impressive front end. (In the B 180 BlueEFFICIENCY, the above LED lights are included in the value package). The radiator grille, which sports a three-louver and a two-louver design in the B 180 BlueEFFICIENCY and the B 180 BlueEFFICIENCY Sports, respectively, make for a dynamic and sporty face.

#### Side design

Outstanding aerodynamics is particularly evident in the side line: the engine hood flows seamlessly into the A-pillar and the roof line descends sleekly to the striking roof spoiler. The muscular wheel arch flare and sporty side skirt further underline the 65-mm lower body height. The line that runs from the rear of the headlamp to the rear end and the dynamic character line that emerges behind the front wheel and sharply rises to the rear above the rear wheel create a refreshing interplay of lines and surfaces, a major characteristic of the new B-Class.

#### Rear design

The rear end is as bold and powerful as the front and side designs. The distinctive rear combination lamps and sensual rear bumper emphasize the wide and low-slung appearance of the B-Class. The large roof spoiler with an integrated aerial and the oval-shaped chromed tailpipe add a touch of sportiness.

#### Aerodynamics

An outstanding drag coefficient of  $C_d = 0.26$  places the new B-Class at the forefront of its market segment. Apart from the aerodynamic exterior design, numerous optimization measures on points of detail such as the underbody design and sealing for the radiator grille and headlamps are also crucial contributory factors to this excellent aerodynamic performance. In particular, turbulence generated at the front wheel arches has been reduced substantially with the aid of innovative serrated wheel spoilers.

The interior of the new B-Class has been created by precision workmanship applied to high-quality materials. Large sculptural trim parts on the dashboard as well as round-shaped air vents familiar from the SLS AMG help provide a stylish and sporty ambience in the cockpit.

The stand-alone COMAND display on the top of the dashboard features a seven-inch TFT liquid-crystal screen. The clear high-resolution monitor allows the driver to view the images from the reversing camera more easily, ensuring greater safety.

The sporty front seats with more pronounced side bolsters provide excellent fit and lateral support, reducing the occupants' stress and fatigue during long journeys and thereby improving comfort and safety even further. Seat pad thickness has been reduced while maintaining strength, creating a space-saving effect that makes it possible to achieve class-leading headroom (1,010 mm at front) despite the smaller vehicle height. The 2:1 split folding rear seats ensure high space variability, with varying loading capacity from 486 to 1,545 liters. The EASY-VARIO-PLUS system, available as optional, includes the fore/aft adjustment of the rear seats by up to 140 mm and the adjustment of the rear seat backrest angle, permitting loading capacity to be increased as necessary.

**Powertrain**Newly developed 1.6-liter 4-cylinder inline engine with direct injection and turbocharging

The newly developed 1.6-liter four-cylinder inline engine delivers generous driving dynamics with a rated output of 90 kW (+5 kW) and a maximum torque of 200 Nm (+45 Nm). Despite the increase in both output and torque, the BlueDIRECT technology package, including the state-of-the-art direct injection system, makes it possible to achieve JC08 fuel economy of 16.0 km/L or a 19%\* increase compared with the outgoing model. ( )Compared to outgoing model. \* 10-15 mode calculation

The lightweight and compact engine block, entirely made of aluminum, weighs only 137 kg. With regard to the combustion process, the new engine is closely related to the BlueDIRECT V-engines. The newly developed third-generation piezo-electric injectors and spray-guided combustion system with a peak pressure of 200 bar enable up to five injections per power stroke for the best possible mixture formation, while multi-spark ignition helps to ensure reliable combustion of the mixture.

### New 7-speed dual-clutch transmission (7G-DCT)

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The new seven-speed dual-clutch transmission (7G-DCT) with wet multi-disc clutches is compact with a length of 367 mm weighing only 86 kg. It is also extremely variable with regard to the adaptation of the engine speed thanks to seven gears, always selecting the best gear position for the current driving situation. In addition, it features an auxiliary electric oil pump for ECO start/stop capability, shifts gear without any interruptions in tractive power, and combines the comfort of an automatic with the efficiency of a manual transmission.

### **Suspension/chassis**

The newly designed multilink rear suspension has three control arms and one trailing arm per wheel to maintain appropriate rear wheel positions relative to the road surface, ensuring outstanding handling stability. Wheel carriers and spring links consist of aluminum, in order to reduce the unsprung mass. The selective damping system, which automatically adapts oil flow through shock absorbers for even greater agility, emphasizes the car's sporty character.

### Electric power steering

An electric servo-motor is now installed directly on the steering gear as a dual pinion EPS (electric power steering) system. The electromechanical steering system makes an important contribution to the vehicle's overall efficiency, as the steering assist function only requires energy when steering actually takes place. The Direct-Steer system, available as a standard feature in the new B 180 BlueEFFICIENCY Sports, varies the gear ratio depending on the steering angle to substantially improve handling and agility.

### Button-operated parking brake

Another new feature in the new B-Class is the electronically controlled parking brake that is activated using a button. The button position under the light switch creates additional space in the center console, as the handbrake lever is no longer required. When the button is pressed at speeds of over 4 km/h, the parking brake acts as an emergency brake, slowing down the vehicle to a halt while activating the brake lights.

### Body concept prepared for alternative drives

The floor of the new B-Class has a modular structure based on the "Energy Space" concept, which is designed to accommodate future versions with alternative drive systems such as

electric and fuel cell technologies. It is possible to install a battery or a hydrogen tank by Page 7 modifying the main floor panel in the rear of the bodyshell.

### **Advanced safety technologies**

As a world first in the compact segment, the B-Class is standard-fit with a radar-based collision warning system named Collision Prevention Assist (CPA).. CPA activates the warning light as it detects an inadequate distance from a vehicle ahead when the B-Class is driving at speeds of over 30 km/h. It warns the driver both visually and acoustically when the new B-Class is likely to collide with the vehicle in front or an obstacle\* within 2.6 seconds. If the driver's braking after these warnings does not suffice, Adaptive Brake Assist automatically applies the braking pressure required to avoid the imminent collision. If the B-Class is fitted with the optional safety package, PRE-SAFE® is activated to prepare for the imminent impact when braking deceleration surpasses a threshold.

\* This works with stationary obstacles only in the speed range under approximately 70 km/h.

Attention Assist is a further standard preventive safety system in all models of the B-Class. To prevent accidents caused when the driver falls asleep, the system analyzes the driver's driving profile, detects his or her fatigue and drowsiness during long journeys, and gives a warning. The Torque Vectoring Brake greatly improves vehicle stability in bends. If ESP® recognizes an understeer tendency, the system activates the brake on the inner rear wheel to generate an optimal level of torque around the vertical axis of the vehicle body.

The bodyshell also boasts the highest safety standards. In addition to a structural design that efficiently absorbs impact forces, it features the generous use of high-strength and ultra-high-strength sheet steel. The proportion of these materials in the entire body stands at approximately 67%. The new B-Class also focuses on pedestrian protection. The "soft nose" combines a flexible engine hood made of aluminum with a plastic bumper to reduce the severity of injury caused to a pedestrian. In addition, the deformation space between the engine hood and engine has been increased even further.

In addition to the SRS airbags for the driver and front passenger and SRS window bags, the air cushion system of the new B-Class now includes an SRS kneebag for the driver and SRS sidebags (pelvis/thorax bags). The kneebag minimizes the forward displacement of the driver during impact, while the sidebags reduce the stress applied to the driver's and front passenger's torsos and pelvic areas during a side impact. A total of seven SRS airbags contributes to better occupant protection in different accident scenarios.