



Fully Restyled Mercedes-Benz A-Class

- **A quantum leap as a new-generation sports compact car**
- **Aggressive design and dynamics**
- **AMG involvement from the initial stage in the development of the A 250 SPORT**
- **Safety and comfort as basic Mercedes-Benz values**
- **New way to purchase: “All-in-One Plan”**

Mercedes-Benz Japan Co., Ltd. (President: Kintaro Ueno; Head office: Minato-ku, Tokyo) launches the new Mercedes-Benz A-Class, fully restyled for the first time in seven years and even more advanced on all counts. Beginning today, the new-generation sports compact car is available through the nationwide network of authorized Mercedes-Benz dealerships.

The greatest highlight of the new A-Class exterior design is its aggressive and sporty styling, whose proportions have been revamped for a wide and low-slung body stance. The larger radiator grille is reminiscent of a fierce and sensual wild beast. The two dynamic character lines on the side create an innovative appearance. With a powerful and sporty impression, the rear has been transformed into a sporty and stylish design just appropriate for the new-generation sports compact model.

With the refined high-quality interior, the new Mercedes-Benz A-Class is setting a new benchmark in new-generation sports compact cars. It is the only series in the compact class that offers sports seats with integrated head restraints in all models. Large sculptural trim parts on the dashboard, as well as round-shaped air vents familiar from the SLS AMG, help provide an aggressive and sporty ambience.

Aggressiveness is also a winning feature of the new sports compact car’s driving dynamics. The body proportions, revamped for a wide and low-slung body, ensure a lower center of gravity, and hence an even more refined driving feel. From the beginning, AMG engineers were involved in the development of the “A 250 SPORT” high-performance model. It is not only powered by a newly developed 210-hp 2.0-liter four-cylinder inline engine with direct injection and turbocharging, but also

fitted with a front axle specially developed by Mercedes-AMG, and a specially Page 2
tuned suspension system. The diamond grille from the basic concept car, as well
as the red lines ornamenting various areas such as the front spoiler, headlamps,
and rear skirt, emphasize the special character of the high-performance A-Class.
The interior of the SPORT model creates a special cockpit ambience with red
accents on the steering wheel, seats, seat belts, and air outlets.

The “A 180 BlueEFFICIENCY” and “A 180 BlueEFFICIENCY Sports” are powered by the state-
of-the-art 1.6-liter four-cylinder inline engine with direct injection and turbocharging, which
features the BlueDIRECT technology package including the modern direct-injection system
and the ECO start/stop function. Despite delivering a rated output of 122 hp (+6 hp) and a
maximum torque of 200 Nm (+45 Nm), it achieves JC08 fuel efficiency of 15.9 km/L, or an
approximately 34%* improvement compared with the corresponding model of the outgoing
A-Class.* Calculated using the 10-15 mode equivalent figures

The embodiment of aggressiveness appropriate for the new-generation sports compact car, the
new A-Class also continues the basic Mercedes-Benz values of safety and comfort. For example,
standard equipment on all A-Class models is the CPA radar-based collision warning system,
which the B-Class was the first compact model to feature in 2012. In addition, all models of the
new sports compact car now offer an optional Safety Package of modern assistance systems for
even greater safety: DISTRONIC PLUS maintains a safe distance from the vehicle in front and, if
the latter comes to a halt, brakes the A-Class to 0 km/h (congestion follow-up function). As a
first in the compact class, Blind Spot Assist uses radar sensors to monitor the door mirrors’
blind spots to give risk warnings. To reduce the driver’s stress during parking maneuvers, the
parking assist rear-view camera is now a standard feature on all models. Also available is
Active Parking Assist, which automatically controls the steering wheel during parallel parking
maneuvers.

The new A 180 BlueEFFICIENCY and A 180 BlueEFFICIENCY Sports have received
“☆☆☆☆ Low-Emission Vehicle” certification by the Ministry of Land,
Infrastructure, Transport and Tourism for reducing exhaust emissions by 75% from
the levels required by the 2005 exhaust emission regulations. In addition, they
exceed the standard prescribed in the 2015 fuel economy regulations by 10%.
These two models of the A-Class therefore qualify for the national Eco-car Tax
Reductions (75% reductions in vehicle acquisition tax and weight tax) and the
Automobile Green Tax program (50% reduction in the automobile tax for the

following year). The A 250 SPORT is expected to achieve the final type approval Page 3 and start delivery next spring or thereafter*.

Model name	Engine	Steering	Suggested nationwide retail price (): basic vehicle price without consumption tax
A 180 BlueEFFICIENCY	1.6-liter, with direct injection and turbocharging	RHD	¥2,840,000 (¥2,704,762)
A 180 BlueEFFICIENCY Sports	1.6-liter, with direct injection and turbocharging	RHD	¥3,350,000 (¥3,190,477)
A 250 SPORT	2.0-liter, with direct injection and turbocharging	RHD	¥4,200,000 (¥4,000,000)

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.

Owners of the new A-Class enjoy the benefits of Mercedes Care, the warranty system which provides 24-hour touring support as well as free repair and maintenance for three years with unlimited mileage. “My Mercedes Support” is also available. Under this new-car warranty program, the period of general warranty and 24-hour touring support, normally available free under the “Mercedes Care,” can be extended by up to two years for a fee. After “Mercedes Care” is expired, customers can avail themselves of “My Mercedes Maintenance,” which provides legally required inspections from the 36th month (of new car registration) plus manufacturer-specified inspections (up to twice) as well as replacements and replenishing from the 37th month, until the 59th month* for fees. * This program expires on the day before the 59th month since new car registration or 75,000 kilometers, whichever comes first.

The “All-in-One Plan” offers finance programs with monthly installments from just ¥10,000 by combining the above “My Mercedes Maintenance” program with the 2.90% Welcome Plan (five-year balloon financing)*. This new loan scheme, which integrates maintenance costs including the first legally required vehicle inspection, allows customers to enjoy their life with Mercedes cars with no worries for five years.

* Available only from Mercedes-Benz Finance Co., Ltd. Prices and finance plan interest rates are subject to Page 4 change without prior notice.



A 180 BlueEFFICIENCY, A 180 BlueEFFICIENCY Sports, A 250 SPORT

Highlights of the new Mercedes-Benz A-Class

Exterior

Front design

Developed by the SLS AMG designer Mark Featherstone, the exterior design of the new A-Class underlines the aggressive and sporty character of the new-generation sports compact car. As he puts it, the front end of the new A-Class is “reminiscent of a fierce and sensual wild beast such as a lion or a cheetah.” Bi-xenon headlamps* featuring generous use of LEDs are painted in a dark shade inside, creating a dynamic impression. The light modules and LEDs behind the headlamp cover glass have been arranged in such a way as to create the characteristic “flare effect” for the upper LED positioning lights and LED indicators. This signature effect gives the car a completely new energetic look and so helps define a new, youthful face for the new A-Class.

* In the A 180 BlueEFFICIENCY, the bi-xenon headlamps are included in the value package.

Side design

Despite a 405-mm increase in body length compared with the outgoing model series*, the 160-mm lower height allows for aggressive and sporty styling, whose proportions have been revamped to achieve a wide and low-slung body stance. One of the two character lines runs from the rear of the headlamp to the rear end, while the other dynamic line emerges behind the front wheel and sharply rises to the rear above the rear wheel, creating an aggressive and refreshing interplay of lines and surfaces, a major characteristic of the new A-Class. Many details, such as the side spoilers flanking the rear window, the front and rear wheel arch spoilers, and the door mirrors, have been optimized to achieve the best aerodynamics (Cd=0.27) for a compact car. *

Compared with the basic model

The rear gives a powerful and sporty impression, having been transformed into a sporty and stylish design just appropriate for the new-generation sports compact model.

Rear design

A bold and powerful design characterizes the rear end of the new A-Class. The large roof spoiler, which integrates an aerial, and the sculptural and

voluminous rear bumper, emphasize the wide and low-slung body attitude. A Page 6 black diffuser is located in the lower section of the bumper, while the oval-shaped twin chromed tailpipes add a touch of sportiness. The rear combination lamps, which use LEDs for all lighting functions (tail lights, brake lights, turn indicators, reversing lights, and rear fog lights),* are designed in a double "C" shape to underline the distinctive individuality of the new sports compact model. * In the A 180 BlueEFFICIENCY, the full LED rear combination lamps are included in the value package.

Interior

Mercedes-Benz is setting a new benchmark in new-generation compact sports cars with the refined high-quality interior in the new A-Class, which is filled with aggressive and sporty elements.

As a standard feature in all models, front/rear sports seats with more pronounced side bolsters and integrated head restraints provide excellent fit and lateral support, reducing the occupants' stress and fatigue during long journeys. The lower area of the head restraints is fitted with ambient lighting and silver shadow inserts, creating a sporty and exclusive ambience during the hours of darkness. Exquisite and exclusive details that have been available only in more luxurious models are now introduced in the new A-Class. These include the round-shaped air vents inspired by jet engines and familiar from the SLS AMG, large sculptural trim parts on the dashboard, and illuminated side sills with a softly shining "Mercedes-Benz" logo. The 2:1 split folding rear seats, a standard feature in all models, ensure high space variability, with loading capacity varying from 341 to 1,157 liters.

Powertrain

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

The "A 180 BlueEFFICIENCY" and "A 180 BlueEFFICIENCY Sports" are powered by the 1.6-liter 4-cylinder inline engine with direct injection and turbocharging, which boasts ample dynamic reserves thanks to a rated output of 122 hp (+6 hp) and a maximum torque of 200 Nm (+45 Nm). The powerplant is not only more powerful and torquey, but also features a combination of the BlueDIRECT technology package (including third-generation direct injection) and the ECO start/stop function to achieve environmentally friendly JC08 fuel

economy of 15.9 km/L, or an approximately 34%* increase compared with the outgoing Page 7 model. * Calculated using the 10-15 mode equivalent figures

Newly developed 7-speed dual-clutch transmission (7G-DCT)

The innovative 7G-DCT seven-speed dual-clutch transmission eliminates interruptions in tractive power during gear changes, ensuring outstanding smoothness and comfort. It is also extremely variable with regard to the adaptation of engine speed thanks to seven gears, always selecting the best gear position for the current driving situation. On all models, DIRECT SELECT with shift paddles allows the driver to use the selector lever on the steering column to change shift positions (P, R, N, and D), making for seamless gearshift operations without taking one's hand off the steering wheel. At a length of 367 mm and a weight of 86 kg, the 7G-DCT is extremely compact and lighter, helping not only cut vehicle weight, but also reduce the turn radius to 5.1 m. When the ECO start/stop function stops the engine, an electrical auxiliary pump supplies hydraulic pressure to the transmission to make it ready for an engine restart.

Suspension/chassis

In addition to achieving a much lower center of gravity, the new A-Class features a new multilink rear suspension to deliver aggressive and sporty dynamics. Pioneered and continually developed by Mercedes-Benz, this suspension maintains appropriate rear-wheel positions relative to the road surface, ensuring outstanding directional stability. Wheel carriers and spring links consist of aluminum, in order to reduce the unsprung mass.

The A 180 BlueEFFICIENCY Sports is fitted with not only a sports-tuned suspension that lowers the vehicle height by 15 mm compared with the A 180 BlueEFFICIENCY, but also direct steering, which is a more advanced version of parameter steering, to achieve a more sophisticated fusion of agility and comfort.

Safety and comfort

The new A-Class is standard-fit with a radar-based collision warning system named CPA (Collision Prevention Assist). CPA activates the warning light as it detects an inadequate distance from a vehicle ahead when the A-Class is driving at speeds of over

30 km/h. It warns the driver both visually and acoustically when the sports compact Page 8 car is likely to collide with the vehicle in front or an obstacle* within 2.6 seconds. If the driver's braking command after these warnings does not suffice, Adaptive Brake Assist automatically applies the braking pressure required to avoid an imminent collision. If the A-Class is fitted with the optional Safety Package, PRE-SAFE® is activated to prepare for the imminent impact when braking deceleration surpasses a threshold. * Stationary obstacles are accommodated only in the speed range under 70 km/h.

Attention Assist is a further standard preventive safety system available on all models of the A-Class. To prevent accidents caused when drivers fall asleep, the system analyzes drivers' driving profiles using over 70 parameters, detects their fatigue and drowsiness, and gives a warning.

In addition, all models of the sports compact car now offer an optional Safety Package of modern assistance systems for even greater safety: DISTRONIC PLUS detects the vehicle in front, keeps a safe distance from it, and if the latter stops, brakes the A-Class to 0 km/h (congestion follow-up function). Blind Spot Assist, a first in the compact class, uses radar sensors to monitor the door mirrors' blind spots to give risk warnings. As the driver abruptly turns the steering wheel or steps on the brake pedal to avoid danger, the PRE-SAFE® anticipatory protection system makes the occupants ready for a possible accident to maximize the effects of safety features.

To reduce the driver's stress during parking maneuvers, the parking assist rear-view camera, a standard feature on all models, displays a clear image of the area behind the A-Class to help the driver back it up into a parking space. Also available is Active Parking Assist*, an innovative system that employs the PARKTRONIC sensors to automatically identify a parking space required for parallel parking. As the parking maneuvers are started, it automatically steers the vehicle into the space safely while requiring the driver only to operate the gearshift lever and gas/brake pedals. Steering assist is also available when leaving the parking space, allowing unskilled parallel parkers to drive the A-Class at ease.* Active Parking Assist is included in the value package of the A 180 BlueEFFICIENCY. It is a standard feature on the A 180 BlueEFFICIENCY Sports and A 250 SPORT.

The bodyshell boasts extremely high strength and safety standards. In addition to the 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 66%. On the other hand, the new A-Class also focuses on pedestrian protection. The "soft nose" combines an aluminum engine hood with a plastic front bumper to effectively absorb the impact exerted on pedestrians

during an accident. The Active Bonnet* is another innovative feature here. As the sensor in the front bumper detects an impact with a pedestrian, this system activates the pyrotechnic engine hood lifter to raise the rear of the engine hood by approximately 65 mm in order to increase the deformation space between the hood and engine. What's more, the aluminum engine hood not only reduces the front end weight to ensure outstanding turn-in ability, but also helps lower the center of gravity to improve driving dynamics. * Active at vehicle speeds between 25 and 55 km/h. Page 9

A total of seven SRS airbags represents one of the most extensive systems of its kind for a compact car. In addition to the SRS airbags for the driver and front passenger and SRS window bags, the air cushion system of the new A-Class now includes an SRS kneebag for the driver and SRS sidebags (pelvis/thorax bags) for the driver and front passenger. The kneebag protects the knees of the driver and minimizes his or her forward displacement during frontal impact, while the sidebags reduce the stress applied to the torso and pelvic area during a side impact.

“A 250 SPORT” high-performance model

With the special “A 250 SPORT” high-performance model, AMG engineers were involved from the initial phase of Mercedes car development for the very first time. “SPORT” is a lettering reserved for sporty and dynamic Mercedes models.

Exterior

A highlight of the exterior design is the diamond grille, familiar from the concept car, dotted with diamond-like hexagon patterns in a radial fashion. Red lines ornamenting various exterior areas such as the front spoiler, rear skirt, and headlamps, emphasize the aggressive and sporty character of the high-performance A-Class. The exclusive AMG 18-inch light alloy wheels in five-spoke design, which look intense thanks to the high-gloss black color with a high-sheen finish, combine with red brake calipers to underline the dynamic credentials of the A 250 SPORT.

Interior

The interior of the SPORT model creates a special impressive cockpit ambience with red accents on many areas such as the steering wheel/seat stitching, seat belts, and air outlets, striking a sharp contrast with the black carbon design trim parts.

The new-generation 2.0-liter four-cylinder in-line engine with direct injection and turbocharging delivers a rated output of 210 hp (+88 hp compared with the basic model) and a maximum torque of 350 Nm (+150 Nm), providing mind-blowing dynamics represented by 0-100 km/h acceleration time of just 6.6 seconds (-3.5 seconds compared with the basic model). At the same time, the unique combination of modern technologies (BlueDIRECT technology package with state-of-the-art direct injection, as well as 7G-DCT and ECO start/stop function) ensures high environmental performance. Note: All figures are from provisional in-house data.

Chassis

Special tuning on transmission, ESP® and electric power steering offers special sporty driving feeling.

AMG sports suspension

The front axle and suspension specially developed by AMG engineers reduce roll angles and understeer tendency under great lateral acceleration, conferring outstanding drivability even when negotiating bends at high speed.

Adaptive Highbeam Assist and Intelligent Light System

During the hours of darkness, Adaptive Highbeam Assist uses a multifunction camera to monitor the road ahead, and automatically and continuously switches between the high and low beams of the headlamps to achieve the greatest possible visibility at all times without dazzling drivers of oncoming cars and of the vehicle in front. In addition to the Active Light System and cornering light, the standard Intelligent Light System includes a number of useful lighting functions: The country mode illuminates the edge of the oncoming lane more brightly. The highway mode is activated when speed exceeds 90 km/h and increases the low-beam range and therefore the driver's vision in two stages. Enhanced fog lamps improve the illumination of the road edge in rain and fog.