

Press Information

July 24, 2013

Launch of the New Mercedes-Benz CLA-Class

- · New four-door coupé featuring a striking sporty and dynamic design
- Newly developed 4MATIC four-wheel-drive system
- The world's most powerful series production four-cylinder turbo engine powers the CLA 45 AMG 4MATIC

Mercedes-Benz Japan Co., Ltd. (President: Kintaro Ueno; Head office: Minato-ku, Tokyo) launches the new Mercedes-Benz CLA-Class, a four-door model combining flowing coupé lines with strikingly dynamic styling. Beginning today, the new medium four-door coupé is available through the nationwide network of authorized Mercedes-Benz dealerships. The "CLA 250 4MATIC" and "CLA 45 AMG 4MATIC" will be delivered to customers starting in the autumn of 2013.

Featuring even more dynamic and individual styling, the new Mercedes-Benz CLA-Class is a four-door coupé based on the "Concept Style Coupé," which caused a sensation following its presentation in 2012. The four-door coupé represents the new vehicle category created by Mercedes-Benz in 2004, offering a unique combination of coupé styling with sedan comfort and practicality. The new concept has found favor with drivers keenly aware of new trends and oriented toward quality lifestyles, exerting great influence on car designs of other automotive brands.

The greatest highlight of the CLA-Class exterior is its elegant and dynamic design, combining the flowing lines of the coupé body with distinctive styling. The front end follows the newest Mercedes design idiom, with a three-dimensional diamond grille and engine hood powerdomes giving an aggressive impression. The flowing rooflines and three character lines emphasize the elegant and dynamic character of the CLA when viewed from the side. The rooflines flow down gently into the rear end, where the characteristic and innovative design of the rear combination lamps places further emphasis on the character of the four-door coupé.

These innovative design elements not only create a unique exterior featuring new coupé styling, but also achieve the world's best aerodynamics (Cd=0.23*), helping ensure outstanding fuel efficiency and exceptionally low noise levels in the interior. * Provisional in-house figure.

Carefully finished using selected materials, the interior of the new CLA has a sporty cockpit $P_{age 2}$ with features inspiring dynamic drivers, including sports seats with integrated head restraints as well as round-shaped air vents and the tubular instrument panel familiar from the SLS AMG.

The "CLA 180" is powered by the newest 1.6-liter four-cylinder inline engine with direct injection and turbocharging, while the "CLA 250" has the 2.0-liter four-cylinder inline engine with direct injection and turbocharging. Combining the BlueDIRECT technology package (including cutting-edge direct injection), 7G-DCT seven-speed dual clutch transmission, and the ECO start/stop function, both models deliver seamless driving performance with ample power reserves. At the same time, they boast high fuel efficiency numbers, to which their outstanding aerodynamics also contribute. Under the new national Eco-car Tax Reduction program (vehicle weight tax and acquisition tax), the 1.6-liter version will be fully exempted from both taxes, while the two-liter variant will qualify for 75% reductions.

The CLA 250 4MATIC features a newly developed 4MATIC four-wheel-drive system with variable torque distribution. Newly designed for vehicles based on the front-wheel-drive configuration, the system employs an electrohydraulically actuated multi-disc clutch for continuously variable torque split as required. This enables the 4MATIC model to always deliver optimum traction on various road surfaces and for different driving styles, thereby ensuring excellent handling characteristics and driving stability.

The "CLA 45 AMG 4MATIC" high-performance model is powered by the newly developed AMG 2.0-liter four-cylinder inline turbo engine with direct injection. Its mind-blowing performance figures (a peak output of 265 kW/360 hp and a maximum torque of 450 Nm) make it the world's most powerful engine of its kind. The powerplant is combined with the newly developed performance-oriented AMG 4MATIC system with continuously variable torque split ensures superb driving dynamics.

To provide basic Mercedes-Benz values of safety and comfort, the new CLA-Class is fitted with state-of-the-art safety and driver assistance systems. The CPA radar-based collision warning system^{*1}, which reduces the risk of rear-end collisions, and Attention Assist are standard features in all models of the CLA-Class. The latter analyzes the driver's driving profile using over 70 parameters, detects his or her fatigue and drowsiness during long journeys, and gives a warning. In addition, all models of the new medium four-door coupé offer an optional^{*2} Safety Package of modern assistance systems for even greater safety and comfort: CPA PLUS automatically activates emergency braking when the driver fails to react to a CPA warning and the system decides that a collision is now unavoidable.

DISTRONIC PLUS keeps a safe distance to the vehicle in front and if the latter stops, $P_{age 3}$ brakes the CLA-Class to 0 km/h (congestion follow-up function). Blind Spot Assist uses radar sensors to monitor the exterior mirrors' blind spots to warn the driver of possible danger. *¹ CPA is active above a vehicle speed of 7 km/h. Stationary obstacles are accommodated only in the speed range under 70 km/h. *² Standard in the CLA 45 AMG 4MATIC.



Model name	Engine	Steering	Suggested nationwide retail price (): basic vehicle price without consumption tax
CLA 180	1.6-liter, with direct injection and turbocharging	RHD	¥3,350,000 (¥3,190,477)
CLA 250	2.0-liter, with direct injection and turbocharging	RHD	¥4,590,000 (¥4,371,429)
CLA 250 4MATIC	2.0-liter, with direct injection and turbocharging	RHD	¥4,840,000 (¥4,609,524)
CLA 45 AMG 4MATIC	2.0-liter, with direct injection and turbocharging	RHD	¥7,100,000 (¥6,761,905)

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 CLA-Class enjoy the benefits of Mercedes Care, the comprehensive free warranty system which provides 24-hour touring support as well as general warranty and maintenance for three years from the time of new-car purchase with unlimited mileage. Two additional programs are also available: Under "Warranty PLUS," the period of general warranty and 24-hour touring support available under the Mercedes Care program can be extended by up to two years for a fee. After "Mercedes Care" is expired, customers can avail themselves of "Maintenance PLUS*," which provides the first legally required vehicle inspection, an inspection in the fourth year, and periodical replacements of service parts and consumable items during maintenance sessions in the fourth and fifth years, all for a reasonable fee. This program expires on the day before the 59th month since new car registration or 75,000 kilometers, whichever comes first. * Not available for AMG models.

The "All-in-One Plan" offers finance programs with monthly installments from just ¥13,000 by combining the above "Maintenance PLUS" program with the 2.90% Welcome Plan (fiveyear 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 change without prior notice.

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Highlights of the new Mercedes-Benz CLA-Class

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Exterior

Combining the newest powerful Mercedes design idiom, which features interplay between concave and convex surfaces, with the flowing coupé body lines, the CLA boasts a unique exterior design that exudes both elegance and dynamism.

Front design

The front underlines the dynamic and powerful character of the CLA. The diamond grille featuring a sporty single-louver design and the front bumper with large openings underline coupé sportiness, as do the powerdomes on the engine hood. Also available are bi-xenon headlamps* featuring generous use of LED technology. The light modules and LEDs have been arranged in such a way as to create the characteristic "flare effect" for the upper LED positioning lights and LED indicators, giving the front end an energetic and sporty impression and ensuring outstanding visibility for better safety.

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

Side design

The streamlined coupé lines with frameless doors combine with three prominent character lines to emphasize the elegant and dynamic character of the CLA when viewed from the side. The front structural edge over the fenders flows towards the rear end in a characteristic dropping line. Another powerful line spans the shoulder muscle above the rear axle, while the third feature line extends in a sweeping curve from the front wheel towards the rear.

Rear design

Continuing seamlessly from the roof, the rear end has a genuine coupé design with its sweeping rear window and trunk lid. The arrow-shaped rear combination lamps are framed by the muscular lines of the shoulders which extend into the rear end, the horizontal orientation of the lights emphasizing the rear's low-slung breadth. In addition, the standard square-shaped twin chromed tailpipes combine with sculptured rear bumper extending from the rear wheel arches to add a sporty accent to the rear end.

Interior

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The exterior's progressive, sporty appearance is continued inside the vehicle. Generous use of carefully selected materials helps create a high-quality ambience.

Available for all occupants, the sports seats with integrated head restraints provide excellent fit and lateral support. During long journeys their highly breathable and moistureabsorbing characteristics reduce the occupants' stress and fatigue to ensure higher comfort and safety. Many silver shadow elements, such as the leather-covered steering wheel, round-shaped air vents, and tubular instrument panel familiar from the SLS AMG, add a sporty touch to the interior space.

LED ambient lighting is integrated in the lower sections of the head restraints, door armrests, and door openers at front and rear. Its gentle light helps create a sophisticated and pleasant atmosphere in the interior. The CLA 180 and CLA 250 feature illuminated door sill panels with a simmering "Mercedes-Benz" logo all around, adding a further accent to the interior and making it easy for occupants to climb in and out of the four-door coupé. An "AMG" logo replaces the "Mercedes-Benz" logo in these door sill panels in the CLA 45 AMG.

The 2:1 split folding rear seats, a standard feature in all models, ensure high space variability.

Powertrain

Newest 1.6- and 2.0-liter 4-cylinder inline engines with direct injection and turbocharging

The CLA 180 is powered by the 1.6-liter four-cylinder inline engine with direct injection and turbocharging, which boasts ample dynamic reserves thanks to a rated output of 122 hp and a maximum torque of 200 Nm. Likewise, the 2.0-liter four-cylinder inline engine with direct injection and turbocharging in the CLA 250 and CLA 250 4MATIC delivers a rated output of 211 hp (+89 hp compared with the basic model) and a maximum torque of 350 Nm (+150 Nm). Both powerplants feature a combination of the BlueDIRECT technology package (including third-generation direct injection) and the ECO start/stop function as well as the world's best aerodynamics for series production cars (Cd=0.23*) to achieve high fuel efficiency. Under the new national Eco-car Tax Reduction program (vehicle weight tax and acquisition tax), the 1.6-liter version will be fully exempted from both taxes, while the two-liter variant will qualify for 75% reductions. * Provisional in-house figure.

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 the 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 drivers to use the selector levers on the steering column to change shift positions (P, R, N, and D), making for seamless gearshift operations without taking their hands off the steering wheel. At a length of 367 mm and a weight of 86 kg, the 7G-DCT is extremely compact and light, helping not only cut vehicle weight, but also reduce the turn radius. The transmission has two oil pumps (mechanical and electrical). When the ECO start/stop function stops the engine, the electrical pump supplies hydraulic pressure to the transmission to make it ready for an engine restart. * The CLA 45 AMG 4MATIC employs AMG E-SELECT lever instead.

Newly developed 4MATIC four-wheel-drive system

The CLA 250 4MATIC features a newly developed 4MATIC permanent four-wheel-drive system with variable torque split. Newly designed for vehicles based on the front-wheel-drive configuration, the system employs an electrohydraulically actuated multi-disc clutch for continuously variable torque split between 100:0 and 50:50. In this way, it ensures driving safety while maximizing traction. Unlike general four-wheel-drive systems that need additional transverse drive units to change the direction of drive power by 90 degrees, the 4MATIC system for the CLA uses a power takeoff unit (PTU) integrated in 7G-DCT to transmit power to the rear axle, ensuring maximum driving dynamics on all kinds of road surfaces.

Torque split is also adjusted depending on the 7G-DCT shift program currently selected: "E" (eco), "S" (sport), or "M" (manual) mode. In E mode, distribution to the rear axle is reduced to ensure eco-friendly driving characteristics with lower engine speeds. In S and M modes, torque transmission to the rear axle is increased to make for greater traction and dynamic driving performance.

Suspension/chassis

The chassis of the CLA features a McPherson strut front axle and an independent four-link rear suspension, featuring three control arms and one trailing arm per wheel. This means that longitudinal and lateral dynamics are virtually independent of one another. A CLA-specific feature is the flexible decoupling of the rear axle carrier, which benefits ride comfort. Wheel carriers and spring links consist of aluminum, in order to reduce the

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unsprung masses. For chassis and suspension setup, sports suspension for sporty yet Page 8 comfortable handling is a standard feature, which is combined with the Direct Steering system with variable gear ratio depending on the steering angle, allowing the driver to control the car as desired.

World's best aerodynamics

Many exterior parts, such as the A-pillars and streamlined exterior mirror housings, are designed to reduce air drag, helping achieve the world's best aerodynamics (Cd=0.23*). Outstanding aerodynamics not only improve fuel efficiency, but also reduce interior noise levels by reducing wind noise. In addition, airflows along the body surfaces are optimized to reduce dust collection on the windows and mirrors, ensuring optimum visibility and safety in all situations. * Provisional in-house figure.

Safety and comfort

All models of the new CLA-Class are standard-fit with a radar-based collision warning system named CPA*. CPA activates the warning light as it detects an inadequate distance from a vehicle ahead when the CLA-Class is driving at speeds of over approximately 7 km/h. It warns the driver both visually and acoustically when the CLA 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 the imminent collision. * CPA is active above a vehicle speed of 7 km/h. Stationary obstacles are accommodated only in the speed range under 70 km/h.

Attention Assist is a further standard preventive safety system in all models of the CLA coupé. To prevent accidents caused when the driver falls asleep, the system analyzes the driver's driving profile using over 70 parameters, detects his or her fatigue and drowsiness during long journeys, and gives a warning.

The optional Safety Package includes a range of safety and comfort features. * Standard in the CLA 45 AMG 4MATIC.

CPA PLUS automatically activates emergency braking with approximately 60% of the maximum braking pressure when the driver fails to react to a CPA warning and the system decides that a collision is now unavoidable. DISTRONIC PLUS detects the vehicle in front, keeps a safe distance to it, and if the latter stops, brakes the CLA-Class to 0 km/h (congestion follow-up function). Blind Spot Assist uses radar sensors to monitor the door

mirrors' blind spots to warn the driver of possible danger. Lane Keeping Assist uses a P_{age} 9 camera to detect an unintended lane departure above 60 km/h and warns the driver by slightly vibrating the steering wheel. As the driver abruptly turns the steering wheel or steps on the brake pedal to avoid danger, PRE-SAFE[®] makes the occupants ready for a possible accident to maximize the effects of safety features. * CPA PLUS is active at vehicle speeds of approximately 7 to 200 km/h. Stationary obstacles are accommodated only in the speed range between approximately 7 and 30 km/h.

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 CLA-Class to help the driver back it into a parking space. Also available is Active Parking Assist*. This innovative system employs the PARKTRONIC sensors to automatically identify a parking space required for parallel and perpendicular parking. As the parking maneuvers are started, it automatically steers the vehicle to allow the driver to put the CLA-Class in the space safety by simply using the gearshift lever and gas/brake pedals. Steering assist is also available when going out of a parallel parking space, allowing poor parallel parkers to drive the CLA-Class at ease. * In the CLA 180, Active Parking Assist is included in the value package.

CLA 45 AMG 4MATIC high-performance model

Most powerful series production four-cylinder turbo engine in the world

With a high charge pressure of up to 1.8 bar, the newly developed AMG 2.0-liter turbo engine with direct injection is the world's most powerful series production four-cylinder turbo engine, delivering a peak output of 265 kW/360 hp and a maximum torque of 450 Nm. The power density of 133 kW/181 hp is also absolutely unrivaled. In this field, the new AMG high-performance turbo engine even outstrips the most powerful super sports cars. Thanks to these performance figures, the AMG CLA offers overwhelming driving dynamics: it accelerates from zero to 100 km/h in just 4.6 seconds. In addition to its outstanding power, this engine, which is fitted with a new crankcase, and forged pistons and crankshaft, features spray-guided direct gasoline injection with piezo injectors and multi-spark ignition to reduce fuel consumption. The use of a twin-scroll turbocharger improves turbocharger response and rotational efficiency to deliver generous torque right over the entire rev range. The engine is also fitted with a high-performance cooling system similar to the system available in the SLS AMG super sports car, thereby contributing towards optimum engine performance. * All figures are from provisional in-house data.

Engine production follows AMG's traditional "one man, one engine" philosophy: A single Page 10 engine fitter has complete responsibility for assembling an AMG high-performance engine manually.

AMG 4MATIC reliably transmits the sheer engine power to the road surface

The CLA 45 AMG 4MATIC features a newly developed AMG 4MATIC four-wheel-drive system that combines performance with dynamism. An electrohydraulically controlled multi-disc clutch is integrated with the rear axle differential for favorable weight distribution. Torque split is fully variable: in normal driving, the CLA 45 AMG 4MATIC uses front-wheel drive in the interests of optimum efficiency. When the system detects the spinning of the front axle, the system distributes up to 50% of the torque available to the rear axle, depending on the vehicle speed, acceleration, steering angle, wheel speed difference, gear position, and throttle opening to reduce wheel spinning during acceleration and cornering. This helps ensure optimum traction in all driving situations.

The AMG-specific 3-stage ESP[®] system has a "SPORT Handling" mode and a new Curve Dynamic Assist function. During dynamic cornering, imperceptible braking intervention on the inside wheel results in defined cornering of the vehicle and ensures that the vehicle remains under control at all times.

The new CLA 45 AMG 4MATIC has further special features that help ensure mind-blowing driving performance. The AMG SPEEDSHIFT dual-clutch transmission features three driving programs, a double-declutching function, and RACE START for optimum acceleration. The AMG sports suspension features special springs, shock absorbers, and stabilizers. The AMG high-performance braking system combines a great stopping ability with excellent fade resistance.

Exterior

Based on the elegant and dynamic body design of the CLA, the exterior of the CLA 45 AMG 4MATIC features AMG-specific design elements that underline the sporty and aggressive character of the car.

In the front, the AMG-specific radiator grille and air intake openings with flics on both sides emphasize the powerful and aggressive impression. The front bumper and side/rear skirts are embellished with inserts in titanium gray, while the front fenders are embellished with "TURBO AMG" lettering. The dual twin chromed tailpipes of the AMG performance exhaust system round off the dynamic rear-end design. AMG 18-inch five-twin-spoke light alloy wheels emphasize the sporty character of the AMG CLA-Class.

<u>Interior</u>

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The interior of the CLA 45 AMG 4MATIC represents a unique ambience that combines dynamism with quality. Red accents underline the sporty impression of the interior, which is made of carefully selected materials. These include the genuine leather sports seats with red contrasting topstitching, genuine leather-covered AMG sports steering wheel, Leather ARTICO dashboard, and *designo* red seat belts. With the AMG E-SELECT lever and AMG instrument panel, the cockpit creates an ambience unique to a car from the performance brand.

Optional extras underline the distinctive individuality of the AMG CLA-Class even further

The optional AMG Advanced package is available only for the CLA 45 AMG 4MATIC. This package includes the AMG performance suspension with stiffer springs and shock absorbers, AMG performance seats that ensure excellent lateral support in corners, and AMG performance steering wheel covered with genuine leather and Alcantara[®], to underline the individuality of the CLA 45 AMG 4MATIC even further. Also available is the AMG Carbon-fiber package, which includes front spoiler lip, side skirts, rear diffuser, exterior mirrors, and interior trim parts made of carbon-fiber material.