



Launch of the new CLA 250 Edition 1

- **Streamlined exterior sporting black accents**
- **Very special interior featuring black & yellow accents**

Mercedes-Benz Japan Co., Ltd. (President: Kintaro Ueno; Head office: Minato-ku, Tokyo) launches a new special limited edition in commemoration of the market launch of the CLA-Class, the new four-door coupé combining a streamlined coupé body with dynamic styling. Fitted with special exterior and interior features, the “CLA 250 Edition 1” underlines the unique charms of the CLA-Class even further. Beginning today, a total of 300 orders can be placed for the new special edition of the CLA through the nationwide network of authorized Mercedes-Benz dealerships.

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

Based on the CLA 250, which is powered by the newest 2.0-liter four-cylinder inline engine with direct injection and turbocharging, the new CLA 250 Edition 1 adds an aggressive and sporty touch to the elegant coupé styling of the CLA. The special edition features a louver-design radiator grille in high-gloss black and black accents on the exterior mirrors and window line trim. AMG 18-inch light alloy multi-spoke wheels in high-gloss black emphasize the dynamic character of the special edition.

The interior of the CLA 250 Edition 1 features Neon Art Black, a special design that accentuate the sports seats with integrated head restraints that have yellow and gray stripes. The dashboard and armrests also sport striking yellow stitching, creating a stylish and special contrast with the refined interior space that is dominated by a black tone.

In addition, the special equipment of the CLA 250 Edition 1 includes the Safety Package of modern driving assistance systems for even greater safety and comfort: CPA PLUS

automatically activates emergency braking to avoid or reduce the severity of rear-end collisions. Lane Keeping Assist warns the driver of inadvertent lane departures. DISTRONIC PLUS keeps a safe distance to the vehicle in front, and if it stops, brakes the CLA to 0 km/h (congestion follow-up function). Blind Spot Assist uses radar sensors to monitor the exterior mirrors' blind spots to detect risks. Page 2

Despite having these attractive features, the new CLA 250 Edition 1 is priced at 5.10 million yen, just 0.51 million yen higher than the basic model.

Owners of the new CLA 250 Edition 1 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, the 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.



Model name	CLA 250 Edition 1	
Steering	RHD	
Number of units available	200	100
Body color	Polar silver	Cosmos black
Interior color	Neon Art Black special design (Leather DINAMICA)	
Interior trim	Brushed aluminum	
Special features	<p><u>Exterior</u></p> <ul style="list-style-type: none"> ➤ AMG 18-inch light alloy multi-spoke wheels in high-gloss black ➤ Louver-design radiator grille in high-gloss black, with chrome trim ➤ Exterior mirrors in black ➤ Window line trim in black <p><u>Interior</u></p> <ul style="list-style-type: none"> ➤ Edition 1-specific seat design (Leather DINAMICA, Neon Art Black) ➤ Seat heating at front ➤ Leather ARTICO dashboard with yellow stitching ➤ Yellow stitching on door armrests and center armrest ➤ Edition 1-specific floor mats with "Edition 1" logo ➤ Convenience opening/closing <p><u>Safety and comfort</u></p> <ul style="list-style-type: none"> ➤ Safety package <ul style="list-style-type: none"> - Blind Spot Assist - DISTRONIC PLUS - Lane Keeping Assist - CPA PLUS (emergency braking) - PRE-SAFE® 	
Suggested nationwide retail price* (): basic vehicle price without consumption tax	¥ 5,100,000 (¥ 4,857,143)	

Note: 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.