

Launch of the Facelifted Mercedes-Benz E-Class Coupé/Cabriolet

- **Passionated design and innovative technology**
- **Much more advanced version of the Radar Safety package as a standard feature**
- **Modern technologies for pleasant open-top motoring**
- **Newly 2.0-liter four-cylinder inline BlueDIRECT turbo-engine**
- **The E 250 Cabriolet to be available**

Mercedes-Benz Japan Co., Ltd. (President: Kintaro Ueno; Head office: Minato-ku, Tokyo) launches new facelifts of the Mercedes-Benz E-Class Coupé and Cabriolet, the two-door coupé and four-seater convertible in the medium range. Not only do the new variants feature a design revamp and new innovative technologies for ensuring sporty yet comfortable driving, a new additional model variant is also available in the updated model lineup. Beginning today, the new E-Class Coupé/Cabriolet is available through the nationwide network of authorized Mercedes-Benz dealerships.

Like the E-Class Sedan/Stationwagon, which achieved a quantum leap through more than 2,000 changes in May 2013, the facelifted E-Class Coupé/Cabriolet features a host of Mercedes innovations for enhancing safety, comfort, and environmental compatibility. At the same time, it offers an attractive styling combining elegant coupé/cabriolet body proportions with modern clear-cut lines as well as exclusive interior design and sporty dynamics.

Features of the Mercedes-Benz E-Class Coupé/Cabriolet

Design

The new updated version of the E-Class Coupé/Cabriolet features elements of the new-generation Mercedes design idiom. Its exterior has been revamped into a design combining elegance with sportiness.

The front end is characterized by a single-louver radiator grille, a front bumper with the newest wing design, and large air intake openings. The new full-LED High

Performance headlamps give the front design a more clearly defined and dynamic look. On the side, the pillarless and fully retractable side windows at front and rear — a traditional feature of Mercedes coupés — form smooth and seamless rooflines and an attractively sleek proportion. The rear end also employs LED High Performance technology, which combines with the sporty chrome trim and twin chromed tailpipes to create a powerful design. Page 2

With its elegant proportions, the new Coupé/Cabriolet achieves outstanding aerodynamics*, helping reduce perceivable wind noise levels and ensuring high driving comfort. * Cd=0.25 for the Coupé, a provisional in-house figure.

The interior of the E-Class Coupé/Cabriolet creates a more refined and sporty ambience with fine leather and many silver shadow elements such as power seat controls and air outlets as well as sports seats with integrated head restraints.

Powertrain

New 2.0-liter 4-cylinder inline BlueDIRECT engine with turbocharging

Powering both the E 250 Coupé and Cabriolet, the newly developed 2.0-liter four-cylinder inline engine with turbocharging and BlueDIRECT technology sees the world's first use of the stratified lean burn process in combination with turbocharging and exhaust gas recirculation. Combining state-of-the-art combustion technology with the ECO start/stop function, both models deliver higher performance and fuel efficiency compared with their predecessors. The powerplant develops a peak output of 155 kW/211 hp (+5 kW/+7 hp) and a maximum torque of 350 Nm (+40 Nm). JC08 fuel economy has been improved by approximately 17% to 15.5 km/L. Both the E 250 Coupé and Cabriolet 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 2009 exhaust emission regulations. In addition, they exceed the limit prescribed in the 2015 fuel economy regulations by 20%. They therefore qualify for the new national Eco-car Tax Reductions (exempt from vehicle acquisition tax and weight tax) and the Automobile Green Tax system (50% reduction in the automobile tax for the following year).

“Intelligent drive”: modern driver assistance systems combining safety and comfort

Both the Coupé and Cabriolet models are fitted with many of the new-generation assistance systems from the future S-Class. In addition to the further developed

version of the Radar Safety package (RSP), the new E-Class offers various driver assistance systems. They combine a host of comfort and safety features, all of which Mercedes-Benz refers to as “intelligent drive.”

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More advanced version of the Radar Safety package

With the introduction of a Stereo Multi-Purpose Camera (SMPC) and a multi-mode millimeter-wave radar sensor at rear, the Radar Safety package (RSP), which previously had short-range and medium/long-range millimeter-wave radar sensors, now has new functions.

DISTRONIC PLUS, which is capable of braking the E-Class to 0 km/h if the vehicle in front stops (congestion follow-up function), has additional Steering Assist. Here, the Stereo Multi-Purpose Camera monitors the curve of the lane markings and the vehicle in front to help the driver steer the E-Class while keeping a safe distance. Brake Assist (BAS) PLUS now features innovative Cross-Traffic Assist, which can detect crossing traffic and pedestrians in front and gives the driver visual and audible warnings. If the driver fails to react, however, the warning braking and automatic emergency braking of PRE-SAFE[®] Brake are activated in stages. Another welcome extra is the rear-end COLLISION PREVENTION ASSIST (CPA), which uses the multi-mode millimeter-wave radar sensor in the rear bumper to detect the risk of an impact from behind and flash the rear combination lamps as a warning. In addition, this system firmly applies the stationary vehicle's brakes in the event of a rear-end collision to prevent secondary accidents.

Other driver assistance systems

Adaptive Highbeam Assist Plus detects vehicles in front or oncoming vehicles during the hours of darkness and, in each case, automatically and continuously adjusts the high-beam headlamps to provide the optimum headlamp range without dazzling other drivers. Active Parking Assist, which features automatic steering and brake actuation, automatically identifies an ideal parking space and helps the driver with maneuvering in and out of not only parallel, but also perpendicular parking spaces. These two systems are available as standard features in all models of the new E-Class Coupé/Cabriolet.

In addition, the 360° camera system is available as an optional extra in all models. It projects a bird's-eye view of the area surrounding the vehicle to help the driver with parking maneuvers.

Open-top motoring

E 250/ E 350 Cabriolet features a specially developed noise-insulating acoustic soft-top to reduce interior noise levels substantially, even when driving at high speeds.

AIRCAP* ensures high comfort when driving top down. It now has a new speed-sensitive function: the wind deflector in the front windshield is automatically raised above 40 km/h. It is automatically retracted below 15 km/h. An additional draft stop located between the rear seats reduces wind flow from behind. * In the E 250 Cabriolet, AIRCAP is included in the Comfort package.

In addition, AIRSCARF* blows warm air at the neck level of the front occupants, extending the cabriolet season by ensuring it is comfortable to drive with the top down, even when it is cold outside. * In the E 250 Cabriolet, AIRSCARF is included in the Comfort package.

New additional model

E 250 Cabriolet

The E 250 Cabriolet entry-level model is the very first Mercedes Cabriolet to feature a RHD configuration. The extended lineup of luxury four-seater open-top models will allow Mercedes-Benz Japan to provide even more customers with the pleasure of open-top motoring as well as an experience of the high safety and comfort standards ensured by innovative Mercedes technologies.

Owners of the updated E-Class (Coupé/Cabriolet) enjoy the benefits of the new upgraded after-sale service program. Mercedes Care, the comprehensive warranty system that provides 24-hour touring support as well as free repairs and free maintenance for three years from the time of purchase with unlimited mileage, is now supplemented with the "sixth-month new-car inspection" benefit. In addition, programs that extend the Mercedes Care period for reasonable fees now offer a broader scope of application: Under the traditional "Warranty PLUS program," the period of general warranty and 24-hour touring support available under the Mercedes Care program can be extended by up to two years. After "Mercedes Care" is expired, customers can also 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. * This program expires on the day before the 59th month since new car registration or 75,000 kilometers, whichever comes first.

The nationwide retail prices (including consumption tax) of the E-Class Coupé/Cabriolet are:

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Model name	Steering	Engine	Suggested nationwide retail price (): basic vehicle price without consumption tax
E 250 Coupé	RHD	2.0-liter 4-cylinder inline direct injection turbo	¥6,690,000 (¥6,371,429)
E 350 Coupé	LHD/RHD	3.5-liter V6 direct injection	¥8,750,000 (¥8,333,334)
E 550 Coupé	LHD	4.7-liter V8 direct injection biturbo	¥11,450,000 (¥10,904,762)
E 250 Cabriolet	RHD	2.0-liter 4-cylinder inline direct injection turbo	¥6,990,000 (¥6,657,143)
E 350 Cabriolet	LHD	3.5-liter V6 direct injection	¥9,230,000 (¥8,790,477)

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.



E 250 Cabriolet/ E 250 Coupé

Winning features of the E-Class Coupé/Cabriolet

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Exterior

Standard in all models are the LED High Performance headlamps, each of which employs LED technology for all lighting functions — main beam, positioning light, winker, and cornering light. All these functions are integrated behind a single lens. Flowing light elements within the headlamps represent a new interpretation of the “four-eyed” look that is so readily associated with the E-Class.

The exterior of the E-Class Coupé/Cabriolet underlines the sheer agility and dynamism of the two-door car. The front end features not only a characteristic arrow-shaped engine hood and a single-louver radiator grille, but also large air intake openings.

The traditional styling of a two-door Mercedes car boasts clear-cut bodylines. The unique side view, which is formed by the pillarless and fully retractable side windows at front and rear, helps increase the sense of space in the rear compartment. Cabriolet forms the elegant proportion with soft top.

The AMG sports package, which includes a front bumper/spoiler in AMG design with large air intake openings and 18-inch AMG light alloy wheels in five twin-spoke design, gives the two-door car an overwhelming presence.

Interior

The interior of the E-Class Coupé/Cabriolet creates an elegant and sporty ambience by combining refined silver shadow inserts in many components — such as the power seat controls, air outlets, interior trim, and steering wheel — with coupé/cabriolet-specific seats. The four separate seats are fitted with integrated head restraints for outstanding support during journeys, underlining the sporty character of the E-Class Coupé/Cabriolet.

The interior color palette now includes four new shades, offering customers a choice of a large number of exterior/interior combinations to best suit their tastes.

Powertrain

Newly developed 2.0-liter 4-cylinder inline BlueDIRECT engine with turbocharging

Powering both the E 250 Coupé and Cabriolet, the newly developed 2.0-liter four-cylinder inline engine with turbocharging and BlueDIRECT technology sees the world's first use of the stratified lean burn process in combination with turbocharging and exhaust gas recirculation. By monitoring engine load, the powerplant automatically switches between three combustion modes - stratified, homogeneous (stoichiometric), and homogeneous stratified combustion (a combination of stratified and homogeneous modes) — to select the best mode at any time. Combining state-of-the-art combustion technology with the ECO start/stop function, both models deliver higher performance and fuel efficiency compared with their predecessors. It develops a peak output of 155 kW/211 hp (+5 kW/+7 hp) and a maximum torque of 350 Nm (+40 Nm). JC08 fuel economy has been improved by approximately 17%. Both the E 250 Coupé and Cabriolet 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 2009 exhaust emission regulations. In addition, they exceed the limit prescribed in the 2015 fuel economy regulations by 20%. They therefore qualify for the new national Eco-car Tax Reductions (exempt from vehicle acquisition tax and weight tax) and the Automobile Green Tax system (50% reduction in the automobile tax for the following year).

Safety and comfort

“Intelligent drive”: modern driver assistance systems combining safety and comfort

Both the Coupé and Cabriolet models are fitted with many of the new-generation assistance systems from the future S-Class. In addition to the further developed version of the Radar Safety package (RSP), the updated E-Class offers various driver assistance systems. In a unique fashion, they combine a host of comfort and safety features, all of which Mercedes-Benz refers to as “intelligent drive.”

More advanced version of the Radar Safety package

The Radar Safety package of safety assistance systems now includes new functions that substantially enhance safety and comfort.

This great progress has been made possible by the Stereo Multi-Purpose Camera which, set behind the front windscreen at an angle of 45 degrees, produces a three-dimensional view of the area up to around 50 meters in front of the vehicle. Intelligent algorithms perform an evaluation of this visual information in order to detect and carry out a classification, in terms of both distance from the E-Class and their movement, of vehicles that are driving ahead, oncoming, or crossing, as well as pedestrians. In addition, the multi-

mode radar sensor installed in the rear bumper reduces the risk of impact from behind.

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- **DISTRONIC PLUS with Steering Assist** employs 77 GHz (long-range) and 25 GHz (short-range) radar sensors to recognize the vehicle in front and keep a safe distance from it. When necessary, the system automatically controls the braking system and throttle to slow down the vehicle in stages and, if the vehicle in front stops, brakes the E-Class to 0 km/h. Now the radar sensors also work with the new Stereo Multi-Purpose Camera to monitor the curve of the lane markings and the vehicle in front to assist the driver's steering operation and make it easier to follow the vehicle in front.
- **Brake Assist (BAS) PLUS with Cross-Traffic Assist** uses the short- and long-range radar sensors and SMPC to detect not only the vehicle in front, but also traffic and pedestrians crossing in front, merging traffic, and objects lying on the road, and gives the driver visual and audible warnings. If the driver presses the brake pedal, BAS PLUS will step in by automatically boosting brake pressure to ensure sufficient braking power can be applied to avoid the risk of collision. The Cross-Traffic Assist system is active at speeds up to 72 km/h.
- If the driver fails to react to the warnings from BAS PLUS with Cross-Traffic Assist, **PRE-SAFE® Brake, now with pedestrian detection**, activates partial braking to warn the driver to help avoid collision. PRE-SAFE® functions are activated at the same time and prepare the occupants for the imminent impact in the best possible body positions. If the driver fails to react, however, even after automatic partial braking, the PRE-SAFE® Brake activates maximum braking power. This automatic function provides enough braking power to avoid a collision at speeds up to 50 km/h. The new additional pedestrian detection system enhances preventive safety significantly.
- **Rear-end COLLISION PREVENTION ASSIST (CPA) with braking for preventing secondary accidents** uses the multi-mode millimeter-wave radar sensor in the rear bumper to monitor the traffic behind. From the distance to the vehicle behind and its relative speed, the system detects the risk of an impact, and flashes the rear combination lamps to alert the

driver of the vehicle behind. If the following vehicle fails to slow down enough, CAP automatically increases the brake pressure in order to keep the vehicle firmly braked during a possible rear-end collision. This serves to protect other road users by restricting uncontrolled vehicle movements after the initial impact that could lead to secondary collisions. Page 9

- **Active Blind Spot Assist** uses short-range radar sensors in the outer sides of the rear bumper to monitor the door mirrors' blind spots diagonally behind the E-Class to detect risks and activates a red indicator in the door mirror. If the driver activates the winker while the red indicator is activated, the system gives an acoustic warning and flashes the red indicator. If it detects the risk of a lateral collision, it applies braking force to the wheels on the opposite side of the vehicle to counteract the collision course.
- **Active Lane Keeping Assist** uses the SMPC to monitor the lane markings. If it decides that one of the front wheels is crossing over to the adjacent lane, it warns the driver by slightly vibrating the steering wheel intermittently. If the driver fails to react, it activates automatic correction braking to bring the E-Class back to its own lane.

Other driver assistance systems

- **Adaptive Highbeam Assist Plus** uses the SMPC to monitor vehicles in front or oncoming vehicles during the hours of darkness and, in each case, automatically and continuously adjust the headlamps to provide the optimum headlamp range without dazzling other traffic.
- **Active Parking Assist** is an extended function based on the ultrasonic sensors of PARKTRONIC. This system identifies a parking space required for parallel and end-on parking. As the parking maneuvers are started, it automatically controls the steering and braking system to allow the driver to put the E-Class in the space safely by simply using the gas pedal and gearshift lever. Steering and braking assistance is also available when leaving the parking space.
- **The 360° camera system*** synthesizes the visual information from the four high-resolution wide-angle cameras on the radiator grille, door mirrors, and rear end to project a bird's-eye view of the entire surroundings of the vehicle to the COMAND display. It can monitor up

to three meters in front and behind the vehicle. In full-screen mode, the front and rear cameras cover a 180° wide angle. In addition, the COMAND display operates in eight modes combining camera images in two areas. * Available in all models as an optional extra Page 10

Open-top motoring

Newly developed acoustic soft-top

The soft-top for the Cabriolet features three outer layers each made of a new material that improves noise insulation and weatherability. These are combined with an inner layer made of 20-millimeter-thick urethane foam material for heat insulation and sound absorption to achieve a remarkable improvement in top-up noise levels.

AIRCAP

AIRCAP reduces wind swirl within the vehicle interior to increase interior comfort when driving top-down. At speeds exceeding 40 km/h, the wind deflector in the front windshield frame is deployed to raise the airflow. Another draft stop between the rear seat head restraints reduces airflow from behind. A new convenient function: the front wind deflector automatically retracts again below 15 km/h. * In the E 250 Cabriolet, AIRCAP is included in the Comfort package.

AIRSCARF

The ultrasmall ceramic heaters integrated in the front seatbacks warm up air and blow it at the neck level from openings in the head restraints. The new additional head restraint height/angle adjustments offer the all-season comfort and refreshment of open-top motoring.

* In the E 250 Cabriolet, AIRSCARF is included in the Comfort package.