



## **Fully Remodeled Mercedes-Benz S-Class**

- **Born as the “Best Automobile in the World,” the new S-Class sets new standards for luxury cars**
- **The “Intelligent Drive,” “ENERGIZING Comfort,” and “Efficient Technologies” concepts ensure a unique combination of safety, comfort, and efficiency**
- **S 400 HYBRID with an efficient hybrid powertrain available as an entry-level model**

Mercedes-Benz Japan Co., Ltd. (President: Kintaro Ueno; Head office: Minato-ku, Tokyo) launches the new model series of the Mercedes-Benz S-Class in Japan. The flagship sedan has now been fully restyled for the first time in eight years. Beginning on October 1, 2013, MBJ will accept orders for the new S-Class through the nationwide network of authorized Mercedes-Benz dealerships. Sales and delivery will start in early November.

Every generation of the Mercedes flagship model has always served as a benchmark of automotive engineering.

Continuing this tradition, the new S-Class has been developed with the aspiration to create the “best automobile in the world.” To this end, it now features three cutting-edge concepts: “Intelligent Drive,” “ENERGIZING Comfort,” and “Efficient Technologies.” The new S-Class has thus been transformed into a completely new prestigious car, setting a new benchmark in all disciplines of automotive engineering such as safety, comfort, efficiency, and environmental compatibility.

The new S-Class features a sophisticated elegant styling design that combines a dignified front end with coupé-like proportions in the newest Mercedes design idiom with a particular emphasis on progressiveness and dynamism.

The interior of the new S-Class offers an overwhelmingly elegant and exclusive ambience appropriate for the newest Mercedes flagship. The new design concept features a sense of unity in the areas extending in a sweeping curve from the dashboard to the doors and to the seats. This is combined with a generous use of the finest leather and wood in many areas down to the smallest detail.

“Intelligent Drive“ is the collective name Mercedes-Benz uses for future-oriented technologies that make the new S-Class a “thinking partner,” a car that offers a unique combination of safety and comfort. The Radar Safety System, a world-first from Mercedes-

Benz, is fitted with not only millimeter-wave radar sensors, but also a Stereo Multi-Purpose Camera (SMPC) to further enhance driving assistance functions that prevent collisions, thereby delivering even higher levels of safety and comfort: DISTRONIC PLUS proximity control now has an additional feature named Steering Assist, which helps the driver keep the S-Class in its lane and also follow the vehicle in front. PRE-SAFE<sup>®</sup> Brake is now fitted with Cross-Traffic Assist, an innovative system that detects pedestrians and vehicles crossing in front. Page 2

The greatest highlight of “Intelligent Drive” for the new S-Class is the new MAGIC BODY CONTROL system (optional in the S 550 long and standard in the S 63 AMG long). Redefining the concept of comfort, this new-generation suspension system uses the SMPC to sense the state of the road surface ahead and then adjusts the suspension in advance to accommodate the situation in order to deliver the ultimate in motoring comfort.

The “ENERGIZING Comfort” concept incorporated in the new S-Class offers all occupants the ultimate in driving comfort, which goes beyond its traditional notion. The “Chauffeur Package” is available for customers who place particular emphasis on comfort in the rear compartment. It includes an Executive rear-seat with a foot rest and a backrest angle adjustable by up to 43.5 degrees, as well as a massage function on the hot-stone principle. In addition, a range of advanced comfort features enhances comfort for all occupants: For example, the ambient lighting, available in seven colors, provides a continuous light band in the interior during the hours of darkness. The AIR-BALANCE package includes not only efficient filtration, but also ionization and perfuming. (These comfort features are available as optional extras in some models.)

The new S-Class has been developed to create a clear leader in its segment. The scope of development included relatively new requirements for full-sized luxury sedans, such as efficiency and environmental compatibility. Not only the state-of-the-art hybrid system, but also the powertrains for the models with combustion engines achieve substantial improvement in fuel efficiency while delivering higher driving performance than their predecessors. At the same time, a range of “Efficient Technologies” helps improve overall efficiency substantially: The aluminum hybrid bodyshell weighs about 100kg less than its counterpart in the previous model series, while the innovative body design has achieved the best aerodynamics in this segment.

The model lineup of the new S-Class comprises five models: The “S 400 HYBRID” is the first entry-level model in this segment to feature hybrid drive. Its new-generation hybrid powertrain includes a 3.5-liter V6 direct injection engine. The “S 400 HYBRID Exclusive has even more luxurious exterior/interior design and comfort features. With its long wheelbase

the “S 550 long” provides a spacious and refined interior space and a broad range of Page 3 comfort features. The “S 63 AMG long” high-performance model is now driven by an even more powerful engine and standard-fit with the MAGIC BODY CONTROL suspension system. Featuring the performance-oriented AMG 4MATIC all-wheel drive system, the “S 63 AMG 4MATIC long” delivers a unique combination of mind-blowing engine power with driving stability.

The new S-Class represents a major transformation on all counts such as safety, comfort, and environmental compatibility. The prices of all models remain unchanged from or much the same as those of their predecessors. By way of example, the new S 400 HYBRID with its substantially upgraded equipment and new-generation hybrid system is priced at 10.90 million yen, almost the same as for the previous entry-level 3.5-liter V6 model S 350 (10.85 million yen).

The planned nationwide retail prices (including consumption tax) of the new S-Class are:

Model name	Steering	Engine	Planned nationwide retail price ( ): basic vehicle price without consumption tax
S 400 HYBRID	RHD	3.5-liter V6 direct injection +electric motor	<b>¥ 10,900,000</b> ( ¥ 10,380,953)
S 400 HYBRID Exclusive	RHD	3.5-liter V6 direct injection +electric motor	<b>¥ 12,700,000</b> ( ¥ 12,095,239)
S 550 long	LHD/RHD	4.7-liter V8 direct injection biturbo	<b>¥ 15,450,000</b> ( ¥ 14,714,286)
S 63 AMG long	RHD	5.5-liter V8 direct injection biturbo	<b>¥ 23,400,000</b> ( ¥ 22,285,715)
S 63 AMG 4MATIC long	LHD	5.5-liter V8 direct injection biturbo	<b>¥ 23,400,000</b> ( ¥ 22,285,715)

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.

## Highlights of the New S-Class

Page 4

### **“Intelligent Drive”: a unique combination of innovative safety and comfort technologies**

The new S-Class can integrate information from both the millimeter-wave radar sensors and Stereo Multi-Purpose Camera (SMPC) and, just like the human brain, make prompt and optimum decisions. Not only the new-generation suspension system MAGIC BODY CONTROL, which redefines the concept of automotive comfort, but also the further developed version of the Radar Safety package, combine a host of driving assistance features to achieve a unique amalgam of safety and comfort. Mercedes-Benz refers to all such driver assistance systems as “Intelligent Drive.”

#### A world-first: MAGIC BODY CONTROL

MAGIC BODY CONTROL, the world-first active suspension system of its kind, uses the SMPC behind the windshield to scan bumps on the road ahead, and instantaneously prepares the suspension to deal with the new situation. By doing so it can minimize the impact transmitted to the body and maintain the S-Class body at a level position. In addition, it suppresses body rolling and pitching during launches, acceleration, braking, and cornering to ensure high ride comfort and stability. (Optional in the S 550 long and standard in the S 63 AMG long)

#### 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 S-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 S-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 Page 5 vehicle's brakes in the event of a rear-end collision to prevent secondary accidents.

#### Advanced Night View Assist PLUS

Night View Assist PLUS can alert the driver to the potential danger posed by pedestrians or animals in unlit areas in front of the vehicle by highlighting the source of danger in red on the display in the instrument panel. A spotlight function is furthermore able to flash any pedestrians detected ahead to warn both the driver and the pedestrians. (Optional in the S 550 long and standard in the AMG variants)

#### 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 S-Class. In addition, the 360° camera system projects a bird's-eye view of the area surrounding the vehicle to help the driver with parking maneuvers.

### **ENERGIZING Comfort: making all occupants feel good**

#### Chauffeur package

The Executive rear seat available on the front passenger side with a backrest angle adjustable by up to 43.5 degrees, can be combined with a calf support and a heel rest, to achieve the highest comfort possible. The chauffeur position switch allows rear occupants to move the front passenger seat further forward and fold down its head restraint. The SRS cushionbag is available under the seat cushion upholstery as standard. When the seat is reclined, it prevents the occupant from sliding beneath the seat belt (so-called submarining) in an accident. (Optional in the S 550 long)

#### World's first massage function on the hot-stone principle

The massage system on the hot-stone principle, a world first based on 14 air cushions in the backrest and integrated warming function, offers a choice of six massage programs. It

helps improve long-distance comfort by relaxing the occupant and enhancing his or her wellbeing. (Front: standard in the S 400 HYBRID Exclusive and AMG models and optional in the S 550 long. Rear: optional in the S 550 long and AMG models) Page 6

#### AIR-BALANCE package

The climate control system has been supplemented with improved filtration, ionization, and perfume atomization with relaxing fragrance. Offering a choice of four fragrances, the perfuming system can be switched on and off manually, with manual adjustment of the intensity. The fragrance dissipates rapidly. The perfume molecules are not deposited on upholstery or clothing. (Optional in the S 400 HYBRID and standard in the other models)

#### Rear Seat Safety package

The newly developed SRS beltbags and rear active seatbelt buckles further enhance the safety of rear occupants.

In the event of a frontal collision, the SRS beltbag, available in both of the outer rear seats, inflates the belt strap to nearly three times its normal width to reduce the load on the occupant's shoulders and chest and thereby lower the risk of injury.

The rear active seat belt buckle, also available in both of the outer rear seats, is raised by five centimeters with an illuminated insertion slot to allow better access. When the seat belt tongue is secured in the buckle, the system automatically retracts the buckle to reduce any belt slack in the area of the pelvis and thorax so that passengers are secured more firmly. (Optional in all models other than the S 400 HYBRID)

#### Burmester® surround sound system

Developed together with the German high-end audio specialist Burmester, the high-quality audio system in the new S-Class boasts 13 high-performance loudspeakers and nine-channel amplifier with a total output of 590 watts. The Surround function or sound optimization for the front and rear seats ensures an unparalleled listening experience in the best possible sound field. (Standard in all models other than the S 400 HYBRID)

#### First-Class package

Separate seats with a rear center console in between and foldable tables underline the exclusive ambience. The armrest incorporates a cooling box at the rear end for your beverages. (Optional in the S 550 long and AMG models)

## **Meticulous pursuit of efficiency using a state-of-the-art powertrain and a new bodyshell** Page 7

### New 3.5-liter V6 BlueDIRECT engine in the S 400 HYBRID

The second and the newest generation of Mercedes hybrid system makes the S 400 HYBRID the very first entry-level hybrid model in the segment for full-sized luxury sedans. By combining the new 3.5-liter V6 BlueDIRECT engine with 225 kW/306 hp and 370 Nm with a compact and lightweight electric motor with high performance credentials (20 kW/27 hp and 250 Nm) and a compact and lightweight lithium-ion battery, the new hybrid powertrain is one of the most environmentally compatible in its class. In addition to the traditional functions of recuperation during braking and a boost by the electric motor, it can drive on the electric motor alone at speeds up to 35 km/h in situations such as start-offs and features the sailing function that allows the S 400 HYBRID to coast at high speeds. The S 400 HYBRID therefore achieves approximately 20% higher fuel efficiency than its predecessor. (Note: With a European NEDC fuel efficiency of 15.9 km/liter, the S 400 HYBRID is to be certified under the Eco-car Tax Reduction program.)

### 4.7-liter V8 BlueDIRECT biturbo engine

In addition to a high compression ratio, the new-generation 4.7-liter V8 BlueDIRECT biturbo engine in the S 550 long features numerous state-of-the-art technologies such as modern piezo injectors for precisely controlled fuel injection, achieving a unique combination of driving dynamics with fuel efficiency. The new powerplant has been further developed to deliver 335 kW/455 hp (+15 kW/20 hp) and 700 Nm, while at the same time reducing fuel consumption by eight percent. (Note: This percentage is based on the European NEDC fuel consumption and is only provided for reference. The S 550 long is therefore to be certified under the Eco-car Tax Reduction program.)

### Aluminum hybrid bodyshell

The third-generation aluminum hybrid bodyshell, of which aluminum makes up more than 50%, not only weighs approximately 100 kilograms less, but also boasts the highest torsional rigidity in this class or more than 50% higher compared with the previous bodyshell. This outstanding rigidity results in excellent handling with extremely low levels of noise and vibration.

## Aerodynamics

Page 8

Mercedes engineers have painstakingly optimized aerodynamics not only for exterior panels, but also for the underbody paneling and joint seals. This has resulted in the best aerodynamic figure in this segment ( $C_d=0.24$ ), which helps reduce fuel consumption and improve stability at high speed. At the same time, acoustic comfort has been improved by reducing engine and road noise.

## LED technology

The new S-Class is the first vehicle in the world whose interior and exterior do without a single light bulb. Almost 500 LEDs are employed to reduce power consumption by approximately 25%, which also helps reduce fuel consumption.

## Exterior

The exterior of the new S-Class combines the sedan's traditional elegance, exuding a sense of refined dignity with the new-generation Mercedes design idiom oriented toward modernity and dynamism. The large radiator grille and full-LED headlamps further emphasize the distinctive elegance and style of the S-Class. The dynamic side view combines a flowing roofline reminiscent of a coupé with a sharply dropping line. The rear end gently slopes down with the new LED rear combination lamps and tail lamps, showing the sheer presence and innovative character of the Mercedes flagship in perfect harmony.

## Interior

The sensual and elegant interior of the new Mercedes flagship sedan features seats made of the finest materials, three patterns of stitching, and wood trim applied to broader surfaces. These help ensure that the highest value and comfort are perceived by the senses. The innovative COMAND telematic system employs a new 12.3-inch screen and a screen split function to make it even more convenient. At night, ambient lighting embellishes the interior in seven colors to ensure that all occupants can relax.

## **The fastest high-performance saloon in the luxury segment**

Page 9

The S 63 AMG 4MATIC long, now available in the AMG S-Class range for the first time, features a new performance-oriented four-wheel-drive system specific to AMG models. While maintaining a stable position, it can accelerate from zero to 100 km/h in just 4.0 seconds\*, making it the fastest luxury sedan. \*Figure for the European version

### Newest 5.5-liter V8 engine with direct injection and biturbocharging

The 5.5-liter V8 direct injection biturbo engine (M 157) from Mercedes-AMG has been further developed to deliver 430 kW/585 hp (+30 kW/44 hp from the predecessor, +10 kW/14 hp from the model with the Performance package) and 900 Nm (+100 Nm from the predecessor, same as for the model with the Performance package). Despite the substantial increase in performance, it is content with less fuel than its predecessor. \*All figures for the European version

### AMG Lightweight Performance strategy

Following the AMG Lightweight Performance strategy, a lightweight lithium-ion battery, AMG forged light alloy wheels, a composite brake system, and a carbon-fiber trunk floor have been introduced, saving approximately 100 kg body weight compared with the preceding model.

### New performance-oriented AMG 4MATIC all-wheel drive

With a rear-focused torque split of 33 to 67 and relatively low locking torque (50Nm), the AMG 4MATIC system for the S 63 AMG 4MATIC long delivers superb dynamics, as well as mind-blowing traction that maximizes the transmission of engine power to the road surface. During dynamic cornering, Curve Dynamic Assist conducts imperceptible braking intervention on the inside wheel to keep the sedan on course.

### Suspension

The S 63 AMG long is fitted with an AMG sports suspension based on MAGIC BODY CONTROL. The S 63 AMG 4MATIC long features the “AMG RIDE CONTROL sports suspension,” a specially developed electronic air suspension system that maintains outstanding comfort even during dynamic driving.

The newly developed AMG sports exhaust system works differently depending on the currently selected transmission mode: In “C” mode, it closes the flaps in the exhaust system to produce pleasant sounds that are ideal for long journeys and/or for relaxing in the rear compartment. In “S” and “M” modes, the exhaust flaps are opened during acceleration and automatic double-declutching for downshifting to emit an exciting and dynamic note.

#### Exterior

The front spoiler named “A-wing,” a hallmark of AMG vehicles, features large air intake openings, flics painted in high-gloss black, and a silver chrome splitter, radiating an overwhelming presence unique to an AMG car. Side sill panels with inserts in silver chrome combine the brand’s hallmark “Dropping Line” to exude a sense of dynamism. The design is drawn to an impressively aggressive conclusion by the specially designed black diffuser insert and the dual twin chromed tailpipes.

#### Interior

In the interior of the AMG S-Class, the new AMG performance seats ensure excellent lateral support in corners. The full-leather upholstery made of the finest nappa leather sports elegant diamond-shaped stitching on seat surfaces and door panels, revealing the meticulous craftsmanship with which the high-end interior was finished. The newly designed IWC analog clock positioned at the center of the center console, the new AMG sports steering wheel with aluminum shift paddles, and the new AMG-specific instrument panel based on a TFT color display make sporty drivers’ hearts beat even faster.

