



Mercedes-Benz

Special edition in commemoration of the new S-Class

Press Information

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The New Mercedes-Benz S 550 long Edition 1

- **Interior: workmanship and special full-leather upholstery with interior trim**
- **Special “Chauffeur package” and “Rear Safety package” for improved comfort and safety in the rear**
- **Sporty and aggressive exterior featuring the AMG Sports package**

Mercedes-Benz Japan Co., Ltd. (MBJ; President: Kintaro Ueno; Head office: Minato-ku, Tokyo) launches a new special limited edition in commemoration of the market launch of the S-Class, the flagship sedan from the Stuttgart brand, now fully restyled for the first time in eight years. The new “S 550 long Edition 1,” which underlines the unique charms of the S-Class even further, is limited to only 280 units nationwide. Beginning on October 1, 2013, MBJ will accept orders for the new S-Class, including the new special limited edition, through the nationwide network of authorized Mercedes-Benz dealerships. Sales and delivery will start in early November.

Featuring sophisticated functions using innovative technologies, the new Mercedes-Benz S-Class now points the way toward a vibrant automotive future. The new special edition is based on the S 550 long powered by the 4.7-liter V8 BlueDIRECT biturbo engine. The full-leather upholstery dedicated to this particular special edition is made of the finest nappa leather sporting elegant diamond-shaped stitching on seat surfaces and door panels. The *designo* sunburst brown myrtle wood employed for the interior trim and steering wheel features the same coating technique as used in violin making to visually emphasize the wood grain, creating a high-end interior space with excellent workmanship.

The rear compartment is fitted with the Chauffeur package to offer the highest comfort possible for rear occupants. It includes an Executive seat (on the front passenger side) with a backrest angle adjustable by up to 43.5 degrees, which is also combined with a calf support, a heel rest, and the “chauffeur position.” Also available is the Rear Safety package: The SRS beltbag inflates the belt to nearly three times its normal width to lower the risk of injury to rear passengers during a frontal impact. The rear active seat belt buckle is raised by five centimeters with an illuminated insertion slot to allow better access. In addition, it automatically retracts the buckle to reduce any belt slack so that the occupant is secured more firmly.

The dynamic and aggressive exterior of the S 550 long Edition 1, painted in either diamond white or anthracite blue, features the AMG Sports package, which combines the AMG styling package (front spoiler and side/rear skirts) with 19-inch AMG light alloy wheels in five-twin-spoke design.



Model name	S 550 long Edition 1		Page 3
Steering	LHD		
Number of units available	280		
Body color	Diamond white (¥96,000 including consumption tax)	Anthracite blue	
Interior color	Full nappa leather upholstery in deep sea blue/silk beige		
Interior trim	designo sunburst brown myrtle wood		
Special features	<div>➤ Full-leather upholstery with DINAMICA roof lining</div> <div>➤ Chauffeur package<ul style="list-style-type: none">- Chauffeur position switch- EASY ADJUST luxury head restraint on the front passenger seat, electrically foldable- Executive seat with a heel rest, on the front passenger side in the rear- Steering wheel heating- Seat heating PLUS at front and rear- Door armrest heating at front and rear- Center armrest heating at front and rear- Driving dynamic seats at front- Multicontour seatbacks with massage function, at front and rear- Rear Seat Entertainment System with integrated control</div> <div>➤ AMG Sports package<ul style="list-style-type: none">- AMG styling package (front spoiler and side/rear skirts)- AMG 19-inch light alloy wheels in five-twin-spoke design- Brake calipers with a “Mercedes-Benz” logo and perforated/ventilated brake disks, at front and rear- Accelerator/brake pedals made of stainless steel</div> <div>➤ Rear Safety package<ul style="list-style-type: none">- Active seat belt buckles- SRS beltbags</div> <div>➤ Leather-covered steering wheel made of designo sunburst brown myrtle wood</div> <div>➤ designo floor mats</div> <div>➤ Edition 1 badges on the exterior and interior</div>		
Planned nationwide retail price* (): basic vehicle price without consumption tax	¥ 17,500,000 (¥ 16,666,667)		

*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.