



## **Launch of the New Mercedes-Benz GLA-Class**

- **The 4MATIC four-wheel-drive system helps deliver all-round driving performance**
- **Dynamic and stylish design**
- **Modern features to ensure safety, a core value of Mercedes**

Mercedes-Benz Japan Co., Ltd. (President: Kintaro Ueno; Head office: Minato-ku, Tokyo) launches the new Mercedes-Benz GLA-Class. Beginning today, the compact SUV derived from the long tradition of the Stuttgart car brand is available through the nationwide network of authorized Mercedes-Benz dealerships. (All variants of the “GLA 180,” as well as the “GLA 250 4MATIC Off-Road” and the “GLA 45 AMG 4MATIC” will be delivered to customers starting in the autumn of 2014.)

The GLA is the fifth member of the Mercedes-Benz SUV family (joining the G-Class, M-Class, GL-Class, and GLK). The 4MATIC four-wheel-drive system with variable torque distribution and other off-road technologies that have been perfected over more than 35 years of SUV development by the Stuttgart brand are funneled into the compact body of the GLA for all-round driving performance. Based on the “Concept GLA” premiered in 2013, the new GLA-Class features a dynamic and stylish design. In addition, the new compact SUV is fitted with state-of-the-art systems that deliver high standards of safety, a core value of Mercedes-Benz.

The 4MATIC\* four-wheel-drive system with variable torque distribution can always deliver optimum traction on all road surfaces, thereby ensuring excellent handling characteristics and driving stability. Usually the GLA uses almost 100% front-wheel drive, but depending on the situation, it efficiently distributes torque to the rear wheels. On off-road terrain and snowy surfaces, it achieves an optimum torque split in a fraction of a second to ensure excellent handling characteristics and driving stability. Even on the road, the compact SUV transmits a considerable portion of torque to the rear in bends to deliver agile handling and high stability. 4MATIC has additional features that enhance its SUV performance even further: Downhill Speed Regulation (DSR) automatically controls acceleration and braking on steep downhill gradients to regulate vehicle speed so the driver can concentrate on steering. The practical and playful “off-road screen” enables the driver to understand current vehicle conditions at a glance. It shows the current steering angle, climbing angle, roll angle, and a compass in the COMAND display. The “off-road comfort suspension,” which secures

generous ride height and provides softer spring settings to improve both off-road capability Page 2 and comfort, is available in the “GLA 180 Off-Road” and “GLA 250 4MATIC Off-Road” versions.

\*Standard in the GLA 250 4MATIC, the GLA 250 4MATIC Sports, and the GLA 250 4MATIC Off-Road.

The GLA exterior features a youthful and sculptural design that combines Mercedes SUV genes with modernity. In the front end, the powerdomes on the engine hood give a sporty and powerful impression. In the side view, the “dropping line” emerges at the headlamp and extends to the rear wheel arch. The line of the beltline trim strip rises from the lower part of the rear door to the C-pillar. Both lines merge in the rear to lend the car flowing dynamism. The beautiful window lines are reminiscent of a coupé, while the dark gray cladding surrounding the car and the underride guard emphasize the SUV exterior. In addition, the exterior design achieves one of the world’s best aerodynamics figures ( $C_d=0.29^*$ ). Its aesthetics serves to improve fuel efficiency, reduce wind noise, and increase high-speed stability. \*Provisional in-house figure

The interior of the new GLA has features that inspire dynamic drivers, including sports seats with integrated head restraints, available for all occupants\*, as well as a tubular instrument panel, and round-shaped air vents familiar to the SLS AMG.

\*Not available in the rear center location.

The new GLA is fitted with state-of-the-art safety and driver assistance systems that deliver high standards of safety, a core value of Mercedes-Benz. Standard assistance systems available in all models of the GLA include CPA PLUS\*<sup>1</sup>, which automatically activates emergency braking to avoid rear-end collisions and/or reduce the severity of impact. Attention Assist, another standard feature, analyzes the driver’s driving profile using over 70 parameters, detects fatigue and drowsiness, and gives a warning. In addition, the Radar Safety Package of modern assistance systems is also available\*<sup>2</sup> for even greater safety and comfort: DISTRONIC PLUS keeps a safe distance to the vehicle in front and if the latter stops, brakes the GLA 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. To reduce the driver’s stress during parking maneuvers, the parking assist rear-view camera is now a standard feature on all models. Also available\*<sup>3</sup> is Active Parking Assist, which actively controls the steering wheel during parallel and end-on parking maneuvers.

\*1. CPA PLUS (emergency braking) is active above a vehicle speed of approximately 7 km/h. Stationary obstacles are accommodated only in the speed range between approximately 7 and 30 km/h.

\*2 Standard in the GLA 45 AMG 4MATIC and optional in other models. DISTRONIC PLUS is active at vehicle speeds of 0 to 200 km/h. Blind Spot Assist is active from approximately 30 to 250 km/h.

\*3. Standard in all models other than the GLA 180, in which the assistance system is included in an optional package.

The engine range offers a 1.6-liter four-cylinder inline BlueDIRECT turbo for the GLA 180 Page 3 and a 2.0-liter four-cylinder inline BlueDIRECT turbo for the GLA 250 4MATIC. Both powerplants are equipped with the ECO start/stop function and combined with the 7G-DCT seven-speed dual-clutch transmission for high environmental performance and outstanding response. Under the new national Eco-car Tax Reduction program (vehicle acquisition tax), the two-liter variant will qualify for a 60% reduction.

The “GLA 45 AMG 4MATIC” high-performance model is powered by an 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 performance-oriented AMG 4MATIC system to reliably transmit engine power to the road surface.

\*As of February 2014 according to an in-house survey



GLA 250 4MATIC Off-Road

Model name	Engine	Steering	Suggested nationwide retail price ( ): basic vehicle price without consumption tax
<b>GLA 180</b>	1.6-liter 4-cyl. inline, with direct injection and turbocharging	RHD	<b>¥3,440,000</b> ( ¥ 3,185,186)
<b>GLA 180 Sports</b>	1.6-liter 4-cyl. inline, with direct injection and turbocharging	RHD	<b>¥3,990,000</b> ( ¥ 3,694,445)
<b>GLA 180 Off-Road</b>	1.6-liter 4-cyl. inline, with direct injection and turbocharging	RHD	<b>¥3,990,000</b> ( ¥ 3,694,445)
<b>GLA 250 4MATIC</b>	2.0-liter 4-cyl. inline, with direct injection and turbocharging	RHD	<b>¥4,590,000</b> ( ¥ 4,250,000)
<b>GLA 250 4MATIC Sports</b>	2.0-liter 4-cyl. inline, with direct injection and turbocharging	RHD	<b>¥4,990,000</b> ( ¥ 4,620,371)
<b>GLA 250 4MATIC Off-Road</b>	2.0-liter 4-cyl. inline, with direct injection and turbocharging	RHD	<b>¥4,990,000</b> ( ¥ 4,620,371)
<b>GLA 45 AMG 4MATIC</b>	2.0-liter 4-cyl. inline, with direct injection and turbocharging	RHD	<b>¥7,302,000</b> ( ¥ 6,761,112)

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 GLA 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 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 Page 5 by combining the above “Maintenance PLUS” program with the 2.90% Welcome Plan (five-year 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.