



Fully Restyled Mercedes-Benz C-Class

- **The concept is “agility and intelligence”**
- **Agility ensured by cutting-edge technologies including the aluminum hybrid bodyshell**
- **Intelligence developed according to the idea that driver comfort contributes to improving safety**
- **“Partial autonomous driving” realized by millimeter-wave radar sensor technology and a Stereo Multi-Purpose Camera**

Mercedes-Benz Japan Co., Ltd. (President: Kintaro Ueno; Head office: Minato-ku, Tokyo) launches the new Mercedes-Benz C-Class, fully restyled for the first time in seven years. Beginning today, the all-new sporty sedan is available through the nationwide network of authorized Mercedes-Benz dealerships. (The “C 250 Sports” will be delivered to customers in the autumn of 2014.)

Since the 1982 launch as the 190 Class, the C-Class has always set a benchmark for all aspects of the segment cars, including driving dynamics, comfort, and safety. Its total worldwide sales now surpass 10 million. In Japan as well, it has found favor with many customers: Milestones achieved in this country include the highest annual sales in its segment^{*1} for two years running in 2011 and 2012.

*1. The D segment for imported cars according to the classification of the European Commission

Developed under the “agility and intelligence” motto, the new C-Class has achieved a quantum leap in evolution by introducing cutting-edge Mercedes technologies in all phases of its making, from the selection of materials to design, and to the production process.

Agility

The new C-Class uses an aluminum hybrid bodyshell which is innovative, lightweight, and highly rigid. It not only increases the aluminum content to almost 50%, an unusually high level for a production vehicle, but also combines various materials such as high-strength steel sheets according to the “right material in the right place” principle. These measures reduce the weight of the new body-in-white by 70 kg compared with the predecessor. The lightweight highly rigid bodyshell enables a lower center of gravity, which in turn gives rise to the vehicle’s noticeably sporty and agile handling, and optimizes NVH comfort (noise, vibration, harshness), while at the same time cutting fuel consumption by up to 30%^{*2} without any loss of driving performance.

*2. Comparison in JC 08 mode fuel efficiency between the old and new models of the C 180 AVANTGARDE

With the production process of the aluminum hybrid bodyshell, Mercedes-Benz is the first automaker worldwide to use the ImpAcT (Impulse Accelerated Tacking) joining method for the series production of a car. ImpAcT bonds aluminum and steel components by driving a

rivet through them at high speed. Aluminum is employed in most of the exterior panels, for example in the doors, engine hood, and roof, for consistent weight savings. Page 2

Mercedes-Benz is setting the pace in the field of aerodynamics and delivers cars with the best Cd values in almost all vehicle classes. The new C-Class also follows this tradition: meticulous aerodynamic optimization in details of the body ensures a drag coefficient of Cd = 0.24, setting the benchmark in this segment. The reduced air drag translates into lower levels of fuel consumption and wind noise.

A newly designed four-link front axle plays a major part in the agility of the new C-Class. The advantage of the four-link concept is that it can ensure ideal suspension movements by isolating the strut spring from the link mechanism. Improved camber change allows higher cornering forces, providing for an agile driving style. The C-Class' traditional multi-link independent rear suspension is now fitted with five links, ensuring supreme straight-line stability.

AGILITY CONTROL suspension^{*3}:

This suspension is fitted with the selective damping system, which automatically adapts oil flow through shock absorbers to regulate damping force. It ensures high ride comfort in everyday situations, while delivering maximum damping force during dynamic driving.

^{*3}. Standard in the C 180, C 180 AVANTGARDE, and C 200 AVANTGARDE.

Sports suspension^{*4}:

Based on the AGILITY CONTROL suspension, the sports suspension features stiffer spring/damper settings to allow for dynamic driving. In addition, this suspension is combined with a more direct steering ratio.

^{*4}. Standard in the C 180 AVANTGARDE AMG Line

AIRMATIC suspension^{*5}:

As an alternative, Mercedes-Benz for the first time offers an air suspension in the C-Class and in this segment. The electronic control of the air spring and continuously variable damping ensures outstanding road roar and tire vibration characteristics even with the vehicle loaded. Since neither the air suspension struts at the front axle nor the free-standing air springs at the rear are responsible for wheel location and absorbing cornering forces, AIRMATIC ensures extremely smooth movements. It therefore offers outstandingly comfortable driving characteristics which have otherwise been the reserve of the luxury segment.

^{*5}. Standard in the C 250 Sports and included in an optional package available for the C 200 AVANTGARDE.

The driver of the new premium compact sedan chooses the desired driving experience with the "AGILITY SELECT" switch in the lower control panel of the center console. The choice of driving mode – "Comfort", "ECO", "Sport" and "Sport+" – affects various parameters such as the characteristics of throttle response, the shift points of the transmission, steering characteristics, and suspension characteristics (in model variants fitted with the AIRMATIC Agility package). The additional "Individual" mode allows the driver to configure the vehicle to suit personal preferences.

Depending on the model variant, the new C-Class is powered by a 1.6- or a 2.0-liter four-cylinder inline BlueDIRECT turbo engine. The two-liter powerplant sees the world's first practical use of the stratified lean burn process in combination with turbocharging and exhaust gas recirculation (EGR), thereby ensuring ample reserves in driving performance and outstanding environmental compatibility. Both engines boast high efficiency, cutting fuel consumption by up to 30% or more^{*6}. In addition, all versions of the C 180 and C 200 qualify for 100% Eco-car Tax Exemptions^{*7}.

*6. Comparison in JC 08 mode fuel efficiency between the old and new models of the C 180 AVANTGARDE.

*7. The C 180, C 180 AVANTGARDE, and C 200 AVANTGARDE 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 2005 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 (fully exempt from vehicle acquisition tax and weight tax) and the Automobile Green Tax system (50% reduction in the automobile tax for the following year). Tax benefit eligibilities of the C 250 Sports have yet to be determined since it is only expected to achieve its type approval in autumn 2014.

Intelligence

It is the declared aim of Mercedes-Benz to make the highest standard of safety available to everyone. To this end, the new C-Class incorporates many of the state-of-the-art technologies that celebrated their world premiere in the new S-Class launched last year.

Driver assistance systems such as the "Radar Safety package" represent a unique combination of safety and comfort technologies. Mercedes-Benz collectively calls them "Intelligent Drive."

The basis for Intelligent Drive is a complex sensor system that provides the vehicle with a 360-degree view. The Stereo Multi-Purpose Camera (SMPC) behind the windshield monitors the overall situation ahead for a range of up to 500 meters and has two camera eyes that provide it with a three-dimensional view of the area up to around 50 meters in front of the vehicle. The sensor system comprises a total of six radar sensors: 25 GHz short-range radar sensors in the front bumper and at the side of the rear bumper, a 77 GHz long-/mid-range radar sensor behind the radiator grille, and a 25 GHz multi-mode radar sensor in the center of the rear bumper.

The data from the camera and radar sensors is compiled in a control unit in order to provide relevant data for driver assistance systems. Intelligent algorithms analyze this information in order to detect and determine the positions of vehicles driving ahead, behind, oncoming, or crossing, as well as pedestrians. The aim is all-round protection not just for occupants of the vehicle itself, but for other road users, too.

Key features of Intelligent Drive at a glance:

DISTRONIC PLUS with Steering Assist:

Employs 77 GHz and 25 GHz radar sensors to recognize the vehicle in front and keep a safe distance from it. The new C-Class has an additional function that uses the SMPC to monitor the curve of the lane markings and the vehicle in front to help the driver steer the sedan while keeping a safe distance.

Brake Assist (BAS) PLUS with Cross-Traffic Assist:

Page 4

Uses the 77 GHz and 25 GHz radar sensors and SMPC to monitor a large road area to detect not only the vehicle in front, but also traffic and pedestrians crossing in front, and merging traffic, and gives the driver visual and audible warnings of the need for emergency braking. If the driver does not press the brake pedal hard enough, BAS PLUS will boost brake pressure for effective emergency braking.

PRE-SAFE[®] Brake with pedestrian detection:

If the driver fails to react to the warnings from BAS PLUS, PRE-SAFE[®] Brake activates partial braking to warn the driver to help avoid a 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, PRE-SAFE[®] Brake activates maximum braking power. 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 radar sensor in the rear bumper to monitor the traffic behind. Based on the distance to the vehicle behind and its relative speed, the system detects the risk of an impact from behind, and flashes the hazard lamps to alert the driver of the vehicle behind. In addition, it warns the driver of the C-Class of the risk of impact and activates occupant protection measures such as belt tensioners. If the following vehicle fails to slow down enough, it 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.

Active Lane Keeping Assist:

Uses the SMPC to monitor the lane markings. If it decides that one of the front wheels has crossed into the adjacent lane, it warns the driver by slightly vibrating the steering wheel intermittently. The system also intervenes with one-sided, course-correcting braking action induced by ESP[®] to bring the C-Class back into its lane. Active Lane Keeping Assist now makes it possible to avoid collisions with oncoming traffic, which can often have far-reaching consequences.

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 drivers. Possible back glare caused by increased use of high beams and highly reflective road signs are also detected and prevented by dimming the headlamps accordingly.

The new C-Class features a refined design and an exclusive presence that appeal to the senses and make the sedan look like an upgrade to a higher class of vehicle. The aesthetic design underpinned by functionality and high comfort delivered by exquisite materials reflect the Mercedes philosophy that driver fitness contributes to improving safety. Select, top-class materials with pleasant touch and feel are finished with fine craftsmanship and new design idiom.

The COMAND infotainment system features the newest generation of multimedia technology to provide maximum support for the driver. With high-resolution graphics and animations, it allows the user to perform multiple functions simply and intuitively.

The newly available AIR-BALANCE package supplements the air-conditioner with air purification as well as perfume atomization with relaxing fragrances. Offering a choice of four fragrances, the perfuming system can be switched on and off manually, with manual adjustment of the intensity. Air purifying functions include ionization for removing viruses and enhanced filtration.

Creating a luxurious atmosphere in the hours of darkness with discreet light from the center console, doors, and footwells, the ambient lighting offers a choice of three colors (orange, blue, and white) and brightness adjustment. Besides its aesthetic effect, it also helps improve safety by reducing the risk of the driver being dazzled by the headlamps of oncoming traffic.

These features comfort the senses of the driver, ensuring stress-free motoring. This also helps improve driving safety by creating an environment that allows drivers to concentrate on their most important task.

The product lineup and nationwide retail prices of the new Mercedes-Benz C-Class models are:

Model name	Engine	Steering	Suggested nationwide retail price (): basic vehicle price without consumption tax
C 180	1.6-liter 4-cyl. inline, with direct injection and turbocharging	RHD	¥4,190,000 (¥3,879,630)
C 180 AVANTGARDE	1.6-liter 4-cyl. inline, with direct injection and turbocharging	RHD	¥4,670,000 (¥4,324,074)
C 200 AVANTGARDE	2.0-liter 4-cyl. inline, with direct injection and turbocharging	RHD	¥5,240,000 (¥4,851,852)
C 250 Sports	2.0-liter 4-cyl. inline, with direct injection and turbocharging	RHD	¥6,440,000 (¥5,962,963)

Note: The suggested nationwide retail 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 C-Class 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, 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.

The “All-in-One Plan” offers finance programs with monthly installments from just ¥17,000 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.



Mercedes-Benz The new C-Class