



## **Mercedes-Benz C-Class Sedan Named “Import Car of the Year Japan 2014-2015”**

- **Since its first generation of 1995, a total of five generations of the C-Class Sedan have now won the renowned Japanese award**
- **The jury highly regards the compact Mercedes as “a masterpiece that underscores the manufacturer’s all-out commitment to provide customers with the best possible car”**

Mercedes-Benz Japan Co., Ltd. (President: Kintaro Ueno; Head office: Minato-ku, Tokyo) announced today that the Executive Committee on the Car of the Year Japan named the new Mercedes-Benz C-Class Sedan “Import Car of the Year Japan 2014-2015.” Developed under the “agility and intelligence” motto and fully restyled for the first time in seven years, the new compact sedan from the German automaker 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.

The jury’s comments: “Endowed with cutting-edge Mercedes technologies on a cross-segment basis, [the C-Class] is a masterpiece that underscores the manufacturer’s all-out commitment to provide customers with the best possible car. While featuring the highest standards of accident prevention technology, driving assistants, and compliance with the latest environmental requirements, the sedan delivers a unique combination of driving dynamics with comfort.” <sup>\*1</sup>

Since the 1982 launch as the 190 Class, the Mercedes-Benz C-Class has always set a benchmark for all aspects of cars in its segment, 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. The award-winning sedan achieved a number of milestones here, including the highest annual sales in its segment <sup>\*2</sup> for two years running in 2011 and 2012.

Starting with its initial generation (W202), which was launched in 1995, the year the Import Car of the Year Japan was established here, the new C-Class is now the fourth model series in a row and the last of the five generations (including a facelift of W204) of the compact Mercedes sedan to win the renowned award. The outgoing model series

(W204) in particular was the first car to have the honor twice in this country (with the Page 2 2007 full model change and 2011 facelift).

\*1. Excerpts from the official website of the Car of the Year Japan

\*2. The D segment for imported cars according to the classification of the European Commission



The Mercedes-Benz C-Class Sedan

Previous Import Car of the Year Japan Winners from the Mercedes-Benz C-Class

15th 1995

Mercedes-Benz C 200 (W202)



21st 2000-2001

Mercedes-Benz C-Class (W203)



28th 2007-2008

Mercedes-Benz C-Class Sedan (W204)



32th 2011-2012

Mercedes-Benz C-Class Sedan & Stationwagon (W/S204 Facelift)

