



2013

E-CLASS

COUPE AND CABRIOLET



Mercedes-Benz

*PASSION IS WHAT YOU SEE
WHEN BEAUTY IS WHAT YOU FEEL.*



E 350 Cabriolet shown above with Mars Red paint, Ash/Dark Grey leather, and optional PARKTRONIC and Premium 2 Package.
E 550 Coupe shown at right with Black paint, and optional PARKTRONIC, and Driver Assistance and Premium 2 Packages.



It's possible to rise to notoriety on looks alone. Conversely, success can be achieved solely on character – a virtue otherwise known as inner beauty. And then there are the 2013 E-Class Coupes and Cabriolets. Your first gaze upon their muscular lines, or into their finely crafted four-seat cabins, sparks an irresistible sense of attraction. But as you grow more intimately engaged, it becomes clear that what cannot be seen is even more captivating. Your first drive reveals that the performance legacy behind the Star in their grille continues unabated. The sweeping roofline of the Coupes, unencumbered by a center pillar, seems to widen every horizon. In mere seconds, the soft-top Cabriolets transform tautly drawn, neatly tailored fabric into an unbridled sense of freedom. And from behind the wheel of either, every moment reasserts the promise – unwritten yet clearly declared – inherent in being an E-Class. Which means they bring you driving innovations you might never have seen. And driving passion like you've never felt.

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PRESENCE SOMETIMES COMES FROM WHAT'S ABSENT.

The pillarless hardtop design of an E-Class Coupe is more than a style statement. It's a feat of structural engineering to create the only coupe in its class with four retractable side windows that are uninterrupted by visible framework. On top of that, all four of its shapely seats offer a breathtaking view of the sun and stars, courtesy of a power-operated all-glass Panorama roof. In true Mercedes-Benz fashion, the visual lightness is backed by vigorous strength—enough to be named an IIHS Top Safety Pick¹ in 2012. And with a drag coefficient as low as 0.27, the wind might not even notice its athletic physique, its LED lighting or its newly standard 18" wheels. But for anyone with an eye for design and a love of the road, the E-Class Coupe is not to be missed.



E350 Coupe. A 302-hp Direct Injection V-6 and paddle-shifted 7-speed automatic transmission can deliver 60 mph in 6.1 seconds² and 29 mpg on the highway.³ Available 4MATIC™ all-wheel drive⁴ adds to its confident performance in any season. An innovative AGILITY CONTROL suspension and staggered 18" wheels⁵ deliver crisp handling with a silky ride. The optional Appearance Package adds AMG wheels, perforated front brakes with Silver-painted calipers, and a lowered sport suspension.

E550 Coupe. A mighty 402-hp twin-turbo V-8 and 7-speed automatic with paddle shifters rush the E550 to 60 mph in an incredible 4.9 seconds.² Yet even with a 27-mpg highway estimate,³ its 18" AMG twin 5-spoke wheels⁵ and driver-selectable Dynamic Handling suspension reveal that its performance qualifications are quite credible.



E550 Coupe shown above and at left with optional Diamond White metallic paint, PARKTRONIC, and Driver Assistance and Premium 2 Packages. Please see endnotes at back of brochure.

FREEDOM IS THE BENEFIT OF LEAVING NOTHING TO CHANCE.

A convertible has always reflected a sense of unconstrained pleasure. But a Mercedes-Benz convertible has always conveyed something even more special. When you drive an E-Class Cabriolet, you'll feel freedoms you won't experience in ordinary cars. You'll find yourself enjoying the breeze, not beaten by it—courtesy of wind-taming innovations that virtually eliminate drafts in the open cabin, even for your rear-seat passengers. You won't get caught dressed out of season—thanks to front seats with standard heating, and options that can offer cooling ventilation on muggy days, or even a virtual scarf on cool evenings. Rough roads and tight corners pose no threat to your composure—not with the E-Class Cabriolet's rigid body, 18" wheels and nimble AGILITY CONTROL suspension. When summer sun turns to winter's wrath, there's no need to worry that you're unprepared. The triple-layer power soft top emerges from beneath its sculpted cover in just 20 seconds, ensconcing you in a haven of quiet comfort. And with its impeccable tailoring, generous glass area and seamless style, should you be concerned that an E 350 or E 550 Cabriolet will be any less dashing with its top raised? Not a chance.



E550 Cabriolet shown above with optional Steel Grey metallic paint, Red/Black leather, and Premium 2 Package. E350 Cabriolet shown at right with optional Lunar Blue metallic paint, Ash/Dark Grey leather, and optional PARKTRONIC, and Driver Assistance and Premium 2 Packages. Please see endnotes at back of brochure.

E 350 Cabriolet. A refreshingly responsive 302-hp Direct Injection V-6 is invigorated by a 7-speed automatic transmission with sporty paddle shifters. The spirited handling of its road-sensing AGILITY CONTROL suspension is enhanced by the standard 18" wheels.⁵ And while it can sprint to 60 mph in just 6.3 seconds,² it can also return up to 28 highway mpg.³ The optional Appearance Package elevates its poise and panache with a set of 18" AMG wheels, upgraded front brakes with Silver-painted calipers, and sport suspension tuning.

E 550 Cabriolet. A torrent of torque flows from the 402-hp Direct Injection twin-turbo V-8. A paddle-shifted 7-speed automatic and Dynamic Handling suspension to create one of the most energetic Mercedes-Benz cabriolets yet: 0-60 mph in 5.0 seconds.² And at 25 highway mpg,³ it's one of the most efficient as well. Virtually all of the performance trimmings are fitted as standard—including the 18" AMG twin 5-spoke alloy wheels,⁵ perforated front brake discs and Silver calipers that are optional on its V-6 stablemate.





A MORE OPEN POINT OF VIEW CAN PUT EVERYTHING IN PERSPECTIVE.

The many rewards of the E-Class Coupes and Cabriolets derive from a natural talent for bringing opposing forces into harmonious balance. Their openly sporty cabins are a case in point. Airy and bright, they inspire an easygoing sense of contentment, even as they envelop their occupants in a virtual cocoon of safety advancements. The four individually contoured seats help create a feeling of personal space for each passenger—and yet the standard glass Panorama roof of the Coupes and power soft top of the Cabriolets let everyone share the sky. Hand-fitted leather and hand-polished wood reflect a heritage of craftsmanship that's generations deep. At the same time, state-of-the-art multimedia systems deliver tomorrow's technology today—from wireless music streaming, to the many ways the new Mercedes-Benz mbrace2™ system integrates the convenience of the Internet into your car.⁶ The coupes and cabriolets of the Three-Pointed Star have a long history of bringing innovation, style and luxury not just into harmony but into focus. Perhaps that explains why the world looks so much more appealing from inside an E-Class.

The E-Class Coupe cabin. Sporty luxury for four is the defining character of the E 350 and E 550 Coupes. The standard heated front seats are contoured for cruising comfort and cornering support. And the pair of individual rear seats continue the dual theme, with racing-inspired integrated head restraints and an elegant, wood-trimmed console between them. Above them all, the Panorama roof includes a power front section that tilts up for ventilation or slides open for a class-exclusive open-air experience.

The E-Class Cabriolet cabin. The soft top of the E 350 and E 550 Cabriolets is nearly an inch thick, for quiet comfort year-round. Touch a button and it vanishes into the trunk, leaving 8.8 cu ft of luggage space. The exclusive AIRCAP system virtually eliminates drafts, with a wind deflector that rises above the windshield and a see-through power screen between the rear head restraints. And optional AIRSCARF lets you keep the top down in cooler weather, by providing warmed air from vents within each front head restraint.

E 350 Coupe shown with Almond Beige leather, Burl Walnut wood trim, and optional Premium 2 Package. Please see endnotes at back of brochure.



UNIMPEDED

In their quest for greater performance, Mercedes-Benz engineers let almost nothing get in the way. Advanced Direct Injection V-6 and twin-turbo V-8 engines operate with such precision that they can fire their spark plugs up to four times in a single millisecond—to create a torrent of power and torque with only a trickle of emissions. A refined 7-speed automatic transmission continually adjusts to your driving style—instantly responding to a flick of its paddle shifters, yet cruising more efficiently when you're taking it easy. Innovative AGILITY CONTROL reads the road every time a wheel moves up or down, and selects the suspension settings that optimize taut control with a refined ride in no time flat. Adaptive brakes take note if you quickly lift your foot off the gas, and set up their pads for more immediate response—before you even hit the brake pedal. And 4MATIC™ all-wheel drive, now available on the E 350 Coupe, takes on any season, or any corner. In every move, with each maneuver, and across every mile, the performance elements of the E-Class Coupes and Cabriolets are a seamless system of rapid response. So you can zig through turns, zag through traffic, and zip out of town—all with zero delay.

More from less. Innovative technology generates more torque from less fuel, with fewer emissions. Both the 302-hp V-6 of the E 350 models and the 402-hp twin-turbo E 550 V-8 feature high-pressure Direct Injection, a lightweight diecast-alloy block, widely variable valve timing, and “only-on-demand” ancillary components such as the alternator. They all team up to make a more powerful impression on the pavement, with a gentler imprint on the planet.

Closer yet wider. The smooth 7-speed automatic offers a wider range of gears with smaller steps in between, for quick response with relaxed efficiency. Paddle shifters provide fingertip manual control.

All for one. Optional on the E 350 Coupe, 4MATIC all-wheel drive makes the best use of all four wheels based on the grip at each wheel.⁴ Lightweight and nimble, it inspires handling confidence year-round.





Front to back. Staggered-width 18" wheels and tires⁵ are wider at the rear of the car than up front, for surefooted acceleration with crisper steering feel. E 350 models wear a standard 5-spoke design. Racing-bred AMG twin 5-spoke wheels are standard on the E550 models, and part of the Appearance Package for the E 350 Coupe and Cabriolet.

Sharp and smooth. The AGILITY CONTROL suspension on the E 350 models instantly adapts the shock absorbers to balance handling and comfort. Sport tuning is included with the Appearance Package. On E550 models, a Dynamic Handling suspension lets you alter its rates, plus the throttle response and shift points, all at the touch of a button.

E550 Cabriolet shown with optional Iridium Silver metallic paint, Black leather, and optional PARKTRONIC, and Driver Assistance and Premium 2 Packages. Please see endnotes at back of brochure.



WHEN IT COMES TO ENJOYING THE FUTURE, THERE'S NO TIME LIKE THE PRESENT.

Look at the list of the safety features in most any car today, and you'll be looking into the history of Mercedes-Benz. Our engineers have been driving the future of automotive safety for more than 60 years. In the 1950s, they invented the first crumple zone—just one of over 80,000 patents recorded in the history of Mercedes-Benz. In the 1970s, they earned a patent for the air bag. In the 1980s, they presented the first convertible with an automatic pop-up roll bar. And even over decades of increasingly stringent side-impact and roof-strength standards, only Mercedes-Benz has never stopped producing pillarless coupes. Throughout all of this, they also pioneered a portfolio of safety breakthroughs that went on to become the standards of the entire industry—like the Antilock Braking System (ABS), Electronic Stability Program (ESP®) and emergency-sensing Brake Assist. When you examine the 2013 E-Class, you'll discover much more than these well-known safety milestones. You'll see first-of-their-kind advancements that do more than predict tomorrow's cars, they help to protect your own tomorrow—starting now. Its PRE-SAFE® system can detect and help prepare for a collision before it happens. ATTENTION ASSIST can sense a drowsy driver. As you drive on a rainy highway, the brakes intelligently act to disperse water buildup. And should any of the nine air bags be activated, the standard mbrace® system can automatically place a call for help.⁶ Far more than a list of features, every E-Class is an orchestrated safety system—engineered to make the most of the precious milliseconds it takes to avoid, or survive, a collision. By looking into the future, whether by decades or seconds, Mercedes-Benz is also looking out for your future.



REVEAL

Brilliant lighting. Bright white LED Daytime Running Lamps and LED taillamps help make your presence more apparent to other drivers. With the Premium 2 Package, Bi-Xenon headlamps create light that's more like natural daylight than halogen lamps. They also feature Active Curve Illumination and Adaptive Highbeam Assist. These two advanced systems continuously vary the angle and beam pattern of the headlamps, to maximize the illumination of corners and straightaways, without causing glare for other drivers. The package also includes headlamp washers.

ATTENTION ASSIST. By continually monitoring a variety of driving behaviors, this Mercedes-Benz innovation can audibly and visually alert the driver if it detects signs of drowsiness on long trips. More than 70 variables are measured in the first minutes of each drive, to establish a pattern and determine the warning thresholds accordingly.⁷

Active Blind Spot and Lane Keeping Assists. These optional systems can alert you to some unseen vehicles in the adjacent lane,⁸ and can warn you of unintended drifting across visible lane markings.⁷ Both systems are also available with advanced active technology that can help guide the car back into its own lane if the driver disregards the alerts.

Rear view camera. When you shift to Reverse, this option shows a live view of the area behind your E-Class on the large in-dash screen.⁹

PREPARE

Body structure. Strategic reinforcements and the extensive use of ultra-high-strength steel provide bodies of exceptional strength, even without a fixed roof on the Cabriolets or full center roof pillars on either model.

PRE-SAFE. A Mercedes-Benz first, PRE-SAFE can help detect instability during certain vehicle maneuvers that suggest that a collision or rollover is imminent. It can then tighten the front seat belts, adjust the front passenger seat and close the windows—all in an effort to better prepare the occupants and restraint systems in the moments before a collision.¹⁰

Accident avoidance. Two safety systems pioneered by Mercedes-Benz, help you avoid potential collisions. The Electronic Stability Program (ESP) responds to help keep the vehicle on course during extreme maneuvers.⁴ Brake Assist can maximize braking pressure if it detects an emergency braking situation, potentially shortening your overall stopping distance.¹¹

Adaptive braking. The 4-wheel disc brakes incorporate technology to help make driving more reassuring and relaxing in a variety of situations. If the driver lifts off the accelerator quickly, Predictive Brake Priming sets the pads closer to the discs for quicker response when the driver steps on the brakes. In the rain, Automatic Brake Drying periodically applies the brakes just enough to sweep away water buildup on the discs. During uphill starts, Hill-Start Assist helps prevent unwanted rollback. And a HOLD feature can help make driving in stop-and-go traffic a little easier.¹¹

REACT

DISTRONIC PLUS. This optional radar-based cruise control system, yet another Mercedes-Benz innovation, adapts your set speed in response to the flow of traffic ahead—automatically slowing until your path is clear again. If the vehicle ahead slows to a stop, DISTRONIC PLUS can also brake to a full halt, then resume automatically when traffic starts going.¹²

PRE-SAFE Brake. Even if you're not using cruise control, DISTRONIC PLUS can help detect an impending collision with a vehicle ahead. Its PRE-SAFE Brake system can alert the driver and automatically apply up to 100% braking force, to help reduce the severity of an impact.¹¹

Nine air bags. A driver's knee air bag augments the dual-stage front air bags. Pelvic air bags complement front-seat side-impact air bags. Side curtain air bags are provided at all four seating positions in Coupe models, and for the front seats in the Cabriolets.¹³ Rear side-impact air bags are optional on all models. Every seat belt includes an Emergency Tensioning Device (ETD) and belt-force limiter. And in a rear impact, the standard NECK-PRO active front head restraints help to reduce whiplash.

Pop-up roll bars. Concealed within the rear-seat head restraints of the Cabriolet models are a pair of high-strength steel roll bars. Should a rollover be detected, they can deploy in under one-third of a second.¹⁴



STRETCH YOUR IMAGINATION WITHOUT BREAKING YOUR CONCENTRATION.

The E-Class cockpit might bring you technology you never imagined possible in a car, but it makes it feel like a natural extension of your thinking. Its highly advanced multimedia and convenience systems are not just comprehensive, they're easy to comprehend. Crystal-clear displays and logical controls please your eye, reward your touch, entertain your ears, and respond to your voice. A central controller in the console puts a world of technology at your fingertips—from audio, navigation and vehicle settings, to new in-car Internet features available with the Mercedes-Benz mbrace2™ system.⁶ The 7" in-dash screen¹⁵ and 3D instruments deliver information in high definition. Standard Bluetooth® offers hands-free calling and wireless music streaming. And innovative options can add joy to any journey—starting the engine with just a touch, helping you dodge traffic along the way, and even sizing up parking spaces as you arrive.

Multifunction. Without taking your hands from the Premium leather-wrapped steering wheel, its convenient multifunction controls let you adjust the audio system, use the Bluetooth interface,¹⁶ and thumb through the useful, colorful screens and menus displayed within the speedometer.

Multimedia. Your listening pleasure might know no limit in the E-Class. Standard audio gear includes an in-dash DVD/CD player, HD Radio™ stations and Bluetooth audio streaming, as well as an SD card reader, AUX input and USB port. The Premium 1 Package adds SiriusXM Radio with 6 months of service,¹⁷ iPod® integration,¹⁸ and a 10GB Music Register for storing your own digital music. The package further includes a harman/kardon LOGIC7® system that outputs 610 watts of Dolby® Digital 5.1 surround sound through 12 specifically engineered speakers.

Multidimensional. The Premium 1 Package also brings you an advanced navigation system¹⁹ with a fast 80GB hard drive, 3D maps with building profiles and lane guidance. Its Enhanced Voice Control can learn your own way of speaking. You'll also enjoy SiriusXM Traffic with dynamic re-routing, SiriusXM Weather, plus Zagat® Survey ratings for restaurants, hotels and golf courses. And to help make backing up easier, a rear view camera is also included in the package.⁹

Multitalented. Optional PARKTRONIC can alert you to nearby obstacles as you negotiate tight spaces. Its Advanced Parking Guidance feature can size up parallel-parking spots as you drive by them, and let you know which one's a good fit. And optional KEYLESS-GO lets you unlock your E-Class, start its engine and drive off, all without ever taking the key from your pocket or purse.

E 550 Coupe shown with Ash/Dark Grey leather, Burl Walnut wood trim, and optional Appearance, Driver Assistance and Premium 2 Packages. Please see endnotes at back of brochure.





NEW YORK METRO AREA (Yonkers/New ...)

06/06/2011 10:56AM	+3 Hours	+6 Hours	+12 Hours
☀️ 84°F Sunny	☀️ 84°F Sunny	☀️ 84°F Sunny	☁️ 80°F Showers
↓ 84°F	↓ 84°F	↓ 84°F	↓ 80°F
↓ 80°F	↓ 80°F	↓ 80°F	↓ 80°F
☁️ 5%	☁️ 10%	☁️ 25%	☁️ 50%

Map 5-Day Info Position

RADIO DISC CLR

NAVI TEL

SPORT

AUTO MAX ZONE OFF

72°F 72°F

The center console features a navigation system with a large circular knob and buttons for "RADIO", "DISC", "CLR", "NAVI", "TEL", "SPORT", and "OFF". Below the navigation system are climate control buttons and a gear shifter.



E350 Cabriolet shown with Natural Beige/Black leather, Black Ash wood trim, and optional Driver Assistance and Premium 2 Packages. Please see endnotes at back of brochure.

IT ALL ADDS UP.

FOUR SPORT SEATS. COUNTLESS LUXURIES. ONE RICH LEGACY.

It's a long-standing tradition among the coupes and cabriolets of Mercedes-Benz: an exquisitely detailed cabin designed expressly to please its four occupants. And while their performance is invigorating, their cabins evoke a relaxed ambience, so the driver and passengers can all enjoy a sensation of composed confidence. Each of the four sport seats is deeply bolstered yet finely tailored, to embrace its occupant in richly grained, double-stitched leather. As either door is closed, each front seat belt automatically extends to facilitate its fastening. Warm Burl Walnut or dramatic Black Ash wood trim is polished by hand and highlighted with fine chrome accents. Digital dual-zone climate control quietly attends to your comfort with activated charcoal filtration and sensors for sunlight and smog. Whether cruising top-down in the Cabriolet, or breezing along in the Coupe with all four windows lowered, an E-Class flows with a rare air of refinement. Yet even with their windows raised and the roof snugged tight, they openly inspire your passion for performance. And add an exciting new chapter to their rich motoring legacy.

Embracing. Racing-inspired sport front seats feature prominent side bolsters and integrated head restraints. Each seat offers 14-way power adjustment, including a 4-way lumbar support, plus a 3-position memory. The driver's memory also recalls the power steering-column and side-mirror settings. Each seat shifts forward as you fold its seatback, for easier rear-seat access.

Enticing. The soothing comfort of heated front seats is now standard. Optional Active Ventilated front seats can also help keep you cool and dry by gently flowing air through perforations in the upholstery. Multicontour front seats, included in the Appearance Package, let you fine-tune their lumbar support, side bolsters and thigh support.

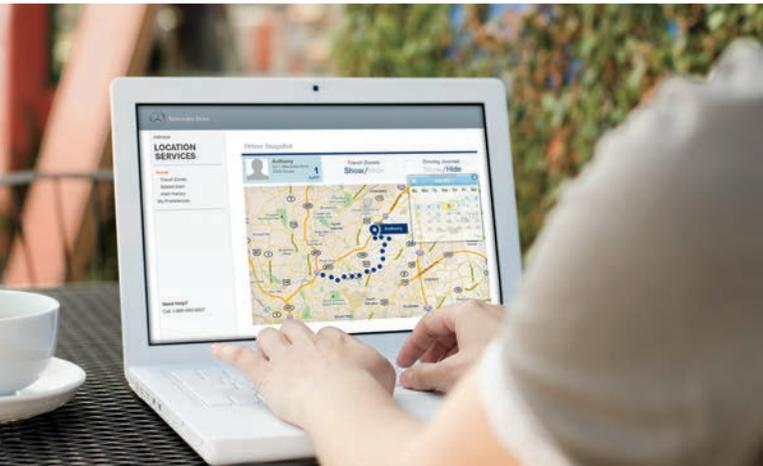
Entrancing. Intimate yet spacious, the individual rear seats are divided by a wood-trimmed center console. Cabriolets have a center-armrest pass-through and head restraints incorporating pop-up roll bars.¹⁴ Coupe rear seats feature integrated head restraints and split-folding seatbacks.

Enthralling. Soft, full-grain leather—or optional extra-smooth Premium leather—is hand-fitted to all four seats. The optional Wood Trim Package extends the already abundant hand-finished wood cabin accents to the steering wheel and shift knob. Or for the E 550, let the Appearance Package put some of its racing heritage directly in your hands, with a flat-bottom sport steering wheel featuring perforated leather side grips.²⁰



YOUR WORLD, YOUR WAY.

*IT'S MORE THAN YOUR CAR.
IT'S YOUR LIFE, ON THE GO.*



Where will you go next? Whether you're meeting friends, picking up the kids, or just out and about, Mercedes-Benz mbrace® can make any trip easier, more productive and more enjoyable.⁶ The new mbrace2™ connects you and your car with the devices you already rely upon to get around—your smartphone and computer. It also brings the Internet and useful new apps to your car, so you can use familiar services like Google Maps™ and Yelp to start navigating with just a few clicks. Friends can send their location to your car with just a text message. You can lock your car's doors, flash its lights, or find it in a parking lot—all from your smartphone. When your teenager takes the wheel, mbrace2 can deliver peace of mind via your computer. It can bring the assistance of live experts right to your car—from last-minute theater tickets to help in an emergency. And it can all be updated remotely, over the air. So wherever the world goes, mbrace will keep making it yours.



From your car. With new Cloud-based apps, mbrace2 brings the Internet into your Mercedes-Benz. Using the available COMAND navigation, you can find friends from their Facebook check-ins, search for restaurants on Yelp, or use Google Maps, Local Search and Street View. Instead of entering an address, you can start navigating with just a few clicks. And three buttons in your car can connect you to emergency services, our 24-hour Customer Assistance Center, our Roadside Assistance, or our mbrace PLUS Concierge.²¹



From your smartphone. The mbrace Mobile Application for iPhone® and Android™ phones lets you send addresses directly to your navigation system, locate your car, lock or unlock its doors, flash its lights, or monitor it when you valet-park. With just a touch, you can find a dealer, and contact Roadside Assistance, Concierge services or Mercedes-Benz Financial Services. And Drive2Friend™ lets someone send their location directly to your navigation system, simply by responding to a text message that you send them.²²



From your computer. You can send addresses—or even exact routes—to your car's navigation system in a number of ways: From the Send2Benz™ website. From Google Maps, via Search & Send™ and Route2Benz. And with a browser toolbar widget that lets you highlight any address on your screen and send it with just two clicks. For added peace of mind when your kids use the car, mbrace can alert you if they drive faster, farther or later than you prefer. Your car can even send a monthly Vehicle Health Report on its service needs, right to your email inbox. And you'll find a world of support at the mbrace website, accessible through MBUSA.com/mbrace.

mbrace2

mbrace Package

6-month trial included

Advanced features you'll enjoy every day.
Support you can count on when you need it most.

SAFETY AND SECURITY

From Roadside Assistance to antitheft measures to emergency aid, mbrace looks after you, your passengers and your Mercedes-Benz.

- ▶ Call for assistance after an accident or in any emergency situation. If an air bag is activated, your Mercedes-Benz can place an SOS call automatically, even if you can't
- ▶ Directly connect with Mercedes-Benz Roadside Assistance for a jump-start, to change a flat tire or other car trouble
- ▶ Get notified if your car's alarm is set off, and let your car's built-in GPS help authorities with stolen vehicle recovery
- ▶ If you ever find yourself unable to drive, let an mbrace specialist help arrange alternate transportation home

REMOTE CONNECTIONS TO YOUR VEHICLE

Interact with your vehicle's features, and send addresses to its available navigation system, from your iPhone, Android or computer.

- ▶ Send destinations and even exact routes to your COMAND navigation system from your computer or smartphone
- ▶ Locate your vehicle from the Mobile App on your phone when you can't remember where you parked
- ▶ Remote-lock and unlock your car's doors
- m2** ▶ Sound your car's horn and flash its lights to help spot it in a crowded lot, or to call attention to a hazardous situation
- m2** ▶ Receive a monthly email health report from your car, so you can check under the hood without opening the garage (available starting late 2012)

mbrace PLUS

3-month trial included

Personal assistance to make your life easier.
Helpful ways to look after your loved ones.

PERSONAL CONCIERGE

Enjoy virtually unlimited assistance from an actual person with the knowledge and resources to help with almost any request.

- ▶ Let an expert Concierge help you stay more productive on the road, or from the Mobile App on your smartphone
- ▶ Get expert recommendations and reservations for dining out, tickets to events, and answers to most any question

FAMILY DRIVER MONITORING **m2**

Let mbrace add to your peace of mind when the secondary drivers in your household use the family Mercedes-Benz.

- ▶ Set speed limits and receive reports if they're exceeded
- ▶ Set up virtual boundaries and be alerted if they're crossed
- ▶ Receive an alert if the car is started after curfew (available starting late 2012)
- ▶ See where your vehicle's been driven on an online map

ADVANCED TRAVEL ASSISTANCE

Keep your eyes on the road with agent-assisted route guidance based on where you are, or plan a trip to somewhere far away.

- ▶ Receive spoken assistance in your car with weather and traffic conditions, point of interest information, and turn-by-turn driving directions to your destination
- ▶ Let your Concierge book and change airline, hotel and rental car reservations from your car or the Mobile App

Mercedes-Benz Apps

3-month trial included

The convenience of the Internet in your car.
Connections to your friends and favorites.

IN-VEHICLE INTERNET **m2**

Access in-car Internet-based connections to the interests you enjoy, the information you need, and the world you call your own. (Vehicle must be equipped with Premium 1 or Premium 2 Package.)

- ▶ Search restaurant and business reviews with Yelp, and navigate directly to them with just a few clicks
- ▶ Stay connected to friends with Facebook, and navigate directly to places where they've checked in
- ▶ Find and view local points of interest through Google™ Local Search, Street View and Panoramio
- ▶ Keep up-to-date on the latest news from around the world
- ▶ Follow your favorite stocks through Morningstar (available starting late 2012)
- ▶ Enjoy an ever-expanding variety of new apps

m2 New feature with mbrace2

For more information and a complete list of mbrace services, visit MBUSA.com/mbrace

Please see endnotes at back of brochure.

MAKE IT YOURS

Genuine Mercedes-Benz Accessories help you make your coupe or cabriolet the perfect expression of your personal style. A wide selection of accessories lets you enhance your vehicle's appearance, expand its versatility, or offer it some extra protection in everyday use. From alloy wheels to cargo innovations to state-of-the-art multimedia systems, they're all exclusively engineered to fit your car as well as they fit your life. It's a great way to make your E-Class unmistakably yours while keeping it genuinely Mercedes-Benz.

See the entire accessory selection at MBUSA.com/E

All-season floor mats. Precisely contoured to fit the footwells of your E-Class, each rubber mat's honeycomb texture helps to keep water, mud and melting snow away from your carpets. They're easy to remove and clean, and are available as a set of four in Beige, Black or Grey.

Illuminated door sills. Elegant brushed stainless-steel sill plates are available in a set of two. The illuminated sills welcome you with a soft white luminescent Mercedes-Benz logo when you open the door.

Rear spoiler. Aerodynamically contoured to accentuate the bold lines of the E-Class, the rear spoiler is designed for secure attachment without drilling and a perfect fit with the sculpted lines of the trunklid.

Two-tone 5-spoke alloy wheels. Add to the poise and performance of your E-Class Coupe or Cabriolet without compromising its engineering precision. With a lustrous Black finish set off by polished highlights, these lightweight 5-spoke wheels⁹ are one of several styles offered.



BUILD YOUR OWN.

MBUSA.com/E

OPTION PACKAGES

	E 350	E 550
Premium 1 Package	<input type="radio"/>	<input type="radio"/>
<ul style="list-style-type: none"> • Hard-drive-based navigation¹⁹ with 10GB Music Register for storing MP3 files • harman/kardon LOGIC7[®] surround-sound system with Dolby Digital 5.1 • HD Radio[™] receiver and Gracenote[®] media database • iPod[®]/MP3 Media Interface¹⁸ • SiriusXM Radio, Traffic and Weather¹⁷ (with 6 months of service) • Enhanced Voice Control for audio, telephone and navigation • Power rear window sunshade (Coupes) • AIRSCARF neck-level heating system (Cabriolets) • Rear view camera⁹ 		
Premium 2 Package (also includes all items in Premium 1 Package)	<input type="radio"/>	<input type="radio"/>
<ul style="list-style-type: none"> • Bi-Xenon headlamps with Active Curve Illumination, Adaptive Highbeam Assist, LED front turn indicators, and corner-illuminating front lamps • Headlamp washing system (standard on E 550), heated washer fluid reservoir • KEYLESS-GO • Active Ventilated front seats 		
Wood Trim Package	<input type="radio"/>	<input type="radio"/>
<ul style="list-style-type: none"> • Wood/leather shift knob and steering wheel²⁰ 		
Lane Tracking Package	<input type="radio"/>	<input type="radio"/>
<ul style="list-style-type: none"> • Blind Spot Assist⁸ • Lane Keeping Assist⁷ 		
Driver Assistance Package	<input type="radio"/>	<input type="radio"/>
<ul style="list-style-type: none"> • DISTRONIC PLUS with PRE-SAFE[®] Brake¹² • Active Blind Spot Assist⁸ • Active Lane Keeping Assist⁷ 		
Appearance Package	<input type="radio"/>	<input type="radio"/>
<ul style="list-style-type: none"> • 18" AMG twin 5-spoke wheels⁵ (standard on E 550 models) • Perforated front brake discs with painted calipers (standard on E 550 models) • Sport-tuned AGILITY CONTROL suspension (E 350 models) • 3-spoke sport steering wheel²⁰ (E 550 models) • Multicontour front seats • Rubber-studded aluminum pedals 		

INDIVIDUAL OPTIONS

	E 350	E 550
4MATIC [™] all-wheel drive (Coupe only)	<input type="radio"/>	—
PARKTRONIC with Advanced Parking Guidance	<input type="radio"/>	<input type="radio"/>
KEYLESS-GO	<input type="radio"/>	<input type="radio"/>
Rear side-impact air bags ¹³	<input type="radio"/>	<input type="radio"/>
Metallic paint	<input type="radio"/>	<input type="radio"/>
Premium leather upgrade (in Almond/Mocha, Ash/Dark Grey or Black)	<input type="radio"/>	<input type="radio"/>

● Standard ○ Optional — Not Available

SPECIFICATIONS

	E 350 Coupe and Cabriolet	E 550 Coupe and Cabriolet
Engine	3.5-liter Direct Injection V-6 302 hp @ 6,500 rpm 273 lb-ft net torque @ 3,500–5,250 rpm	4.6-liter twin-turbo Direct Injection V-8 402 hp @ 5,000 rpm 443 lb-ft net torque @ 1,600–4,750 rpm
Transmission	7-speed automatic with steering wheel-mounted paddle shifters	7-speed automatic with steering wheel-mounted paddle shifters
Wheels	Staggered-width 18" 5-spoke ⁵	Staggered-width 18" AMG twin 5-spoke ⁵
Suspension	4-wheel multilink with AGILITY CONTROL	Sport-tuned 4-wheel multilink with Dynamic Handling suspension
Drivetrain	Rear-wheel drive (4MATIC all-wheel drive optional on Coupe)	Rear-wheel drive
DIMENSIONS		
Wheelbase	108.7"	108.7"
Overall length	185.0"	185.0"
Overall height	54.8"	55.0" (top up)
Overall width	79.3" (w/mirrors)	79.3" (w/mirrors)
Curb weight	3,619 lbs (E 350) 3,773 lbs (E 550)	3,883 lbs (E 350) 4,048 lbs (E 550)
Headroom	36.8" front / 35.5" rear	38.3" front / 36.2" rear
Legroom	42.0" front / 32.6" rear	42.0" front / 30.1" rear
Shoulder room	54.1" front / 48.9" rear	54.1" front / 47.8" rear
Cargo capacity	13.3 cu ft	11.5 cu ft (top up) 8.8 cu ft (top down)

EUROPEAN DELIVERY PROGRAM

Pick up your new Mercedes-Benz in Germany through the original manufacturer-sponsored tourist delivery program. You'll enjoy significant savings²³ and other benefits, as well as the unforgettable experience of a European vacation in your E-Class. Visit MBUSA.com/edp for more information.

WHEEL CHOICES



18" 5-spoke (E 350)



18" AMG twin 5-spoke (E 550, E 350 Appearance Package)

Please see endnotes at back of brochure.

COLOR AND TRIM.

LEATHER UPHOLSTERY



Almond Beige/Mocha Brown (with Burl Walnut wood)



Ash/Dark Grey (with Burl Walnut wood)



Black (with Burl Walnut wood)



Natural Beige/Black (with Black Ash wood)



Red/Black (with Black Ash wood)

CABRIOLET SOFT TOPS



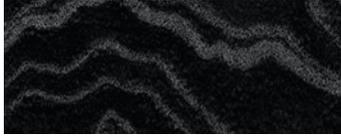
Red Beige Blue Black



*INDIVIDUALLY CHOSEN.
EXQUISITELY CRAFTED.*

designo is an exclusive program of paintwork, leather and interior trim choices offering an extraordinary degree of handcrafted quality and personalization. Please ask your dealer about the *designo* paint and interior options for the E-Class.

HIGH-GLOSS WOOD INTERIOR TRIM



Black Ash



Burl Walnut

NON-METALLIC PAINTWORK



Black



Mars Red



Polar White

METALLIC PAINTWORK



Diamond Silver



Diamond White²⁴



Iridium Silver



Lunar Blue



Obsidian Black



Olivine Grey



Palladium Silver



Steel Grey

ENDNOTES

- For more information on the Insurance Institute for Highway Safety and the Top Safety Pick awards, visit www.iihs.org.
- Stated rates of acceleration are based upon manufacturer's track results and may vary depending on model, environmental and road surface conditions, driving style, elevation and vehicle load.
- Preliminary 2013 EPA estimated fuel economy. See dealer for final figures. Compare the estimated mpg to the estimated mpg of other vehicles. You may get different mileage depending on how fast you drive, weather conditions and trip length. Your actual highway mileage will probably be less than the highway estimate.
- No system, regardless of how advanced, can overcome the laws of physics or correct careless driving. Please always wear your seat belt. Performance is limited by available traction, which snow, ice and other conditions can affect. Always drive carefully, consistent with conditions. Best performance in snow is obtained with winter tires.
- Lower aspect ratio tires and accompanying wheels provide substantially increased treadwear, increased tire noise and reduced ride comfort. Serious wheel and tire damage may occur if the vehicle is operated on rough or damaged road surfaces or upon encountering road debris or obstacles. These tires are not designed for use on snow and ice. Winter tires mounted on appropriately sized and approved wheels are recommended for driving in those conditions.
- All Mercedes-Benz mbrace[®] services operate only where cellular and Global Positioning Satellite signals are available, which are provided by third parties and not within the control of Mercedes-Benz USA, LLC. An mbrace Package trial period is offered on new, Certified Pre-Owned and pre-owned sales and leases at an authorized Mercedes-Benz dealer. Subscriber Agreement is required for service to be active. Some services are only available on select vehicles. Your PIN is required in order to use certain services. See your dealer or MBUSA.com/mbrace for details, including a list of compatible smartphones.
- Driving while drowsy or distracted is dangerous and must be avoided. ATTENTION ASSIST and/or Lane Keeping Assist may be insufficient to alert a fatigued or distracted driver of lane drift and cannot be relied on to avoid an accident or serious injury. Lane Keeping Assist operates at speeds above approximately 20 mph.
- Blind Spot Assist may not be sufficient to avoid all accidents involving vehicles in your blind spot and does not estimate the speed of approaching vehicles. It must not be used as a sole substitute for driver awareness and checking of surrounding traffic conditions.
- Rear view camera does not audibly notify driver of nearby objects and is not a substitute for actively checking around the vehicle for any obstacles or people. Images displayed may be limited by camera field of view, weather, lighting conditions and the presence of dirt, ice or snow on the camera.
- PRE-SAFE[®] closes the side windows and sunroof when the system's sensors detect side movement that suggests a possible rollover.
- Braking effectiveness also depends on proper brake maintenance, and tire and road conditions.
- DISTRONIC PLUS adaptive cruise control is no substitute for active driving involvement. It does not react to stationary objects, nor recognize or predict the curvature and lane layout of the road or the movement of vehicles ahead. It is the driver's responsibility at all times to be attentive to traffic and road conditions, and to provide the steering, braking and other driving inputs necessary to retain control of the vehicle. Drivers are cautioned not to wait for the DISTRONIC Proximity Warning System before braking, as that may not afford sufficient time and distance to brake safely. After braking the car for stopped traffic ahead, system resumes automatically only if traffic pauses for less than 3 seconds.
- WARNING: THE FORCES OF A DEPLOYING AIR BAG CAN CAUSE SERIOUS OR FATAL INJURIES TO A CHILD UNDER AGE 13. THE SAFEST SEATING POSITION FOR YOUR CHILD IS IN THE REAR SEAT, BELTED INTO AN APPROPRIATE, PROPERLY INSTALLED CHILD SEAT, OR CORRECTLY WEARING A SEAT BELT IF TOO LARGE FOR A CHILD SEAT. SEE OPERATOR'S MANUAL FOR ADDITIONAL WARNINGS AND INFORMATION ON AIR BAGS, SEAT BELTS AND CHILD SEATS.
- The roll bar system is designed to enhance the level of rollover protection compared to a vehicle without one. No system, regardless of how advanced, can eliminate the chance of injury in an accident. Please always wear your seat belt.
- Display appearance may vary from system shown. See dealer for additional information.
- Bluetooth[®] interface does not provide phone charging or external antenna. Voice interactivity feature is dependent on selected handset. Visit MBUSA-Mobile.com for details. Phone sold separately. See dealer for a list of approved compatible phones.
- The purchase of a new, satellite radio-enabled vehicle includes 6 months of service for SiriusXM Radio, SiriusXM Traffic and SiriusXM Weather. SiriusXM Traffic and Weather services are available in select markets. If you decide to continue your SiriusXM service at the end of this period, all SiriusXM services are sold separately, and the plan you choose will automatically renew and bill at then-current rates until you call 1-866-635-2349 to cancel. See SiriusXM Customer Agreement for complete terms, www.siriusxm.com. Sirius U.S. Satellite service available only to those at least 18 years of age in the 48 contiguous United States, DC and Puerto Rico (with coverage limitations).
- All iPod[®] devices are sold separately. Feature not compatible with iPod Shuffle. See dealer for details.
- While the navigation system provides directional assistance, the driver must remain focused on safe driving behavior, including paying attention to traffic and street signs. The driver should utilize the system's audio cues while driving and should only consult the map or visual displays once the vehicle has been stopped in a safe place. Maps do not cover all areas or all routes within an area.
- Sport steering wheel is excluded from Appearance Package if Wood Trim Package is ordered.
- Roadside Assistance repairs may involve charges for parts, service and towing. Vehicle must be accessible from main roads. Depending on the circumstance, these services may be provided by an outside provider, courtesy of Mercedes-Benz Roadside Assistance. Restricted roadways, acts of nature and vehicle accessibility may limit our ability to provide services to you. For full details, eligibility requirements, and limitations/exclusions of Sign and Drive services, as well as the Roadside Assistance Program, please see your dealer.
- mbrace is compatible with Apple iPhone[®] models running iOS 4.2 or later, and Android-based phones running OS 2.1 or later. Please visit MBUSA.com/mbrace for more information.
- European Delivery Program discount available on select models, other models offered at MSRP. Please see your dealer for details.
- Extra-cost option.



FOR A SMALL BLUE PLANET.

For more than 125 years—longer than any other automaker—we’ve been sharing this planet with you. And for generations, Mercedes-Benz has been breaking new ground to help preserve the earth for future generations. We introduced the world’s first 100% CFC-free car, not just in its air conditioning but in its entire production process. We’ve used water-borne paint for decades. And our interiors have long used steam-expanded foam, sustainably forested wood, and natural products from coconut, flax and even olives. We’ve been pioneering advanced powertrains for generations, leading not just to today’s Direct Injection gasoline, clean diesel and hybrid models, but to the electric and fuel cell vehicles of a tomorrow that’s already here. Mercedes-Benz is also legendary for making cars of exceptional durability. After all, it takes about the same energy to build a car that lasts as one that won’t. And along with award-winning factories and processes, we’re helping to develop local infrastructures around the world to help bring a greener future to life. Like every aspect of Mercedes-Benz innovation, today’s work sets the stage for the mobility—and the planet—that everyone will enjoy tomorrow.

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