

SL

CLASS

—
2014



Mercedes-Benz



You never let go.

Adults might call it a bucket list. Children call it dreaming. Truth is, lifelong wishes can start at any age. What matters is not whether we outlive them—it's how we live them out. For those who dream of sports cars, only one has forever stayed at the forefront of desire.

Maybe it was a glamorous neighbor you'd see, whisking off to her riding lesson with the top down. Perhaps it was the officer of the local bank, driving his SL through town every morning as you waited for the school bus. Or was it your father, taking you out in his weekend car, the sunshine glinting off your ear-to-ear grin? Wherever and whenever it happened, you remember it like it was yesterday: The very moment you fell in love with the sports car of your dreams—imagining yourself at its helm, chasing the chrome Star in its grille from between its sturdy shoulders. It wasn't like the other roadsters that briefly caught your eye along the road, or posing on the auto show carpet. It was tailored, self-assured, and ageless. When summer faded and all the other convertibles went into hiding, it transformed into a coupe. An elegant

hardtop appeared, looking like it had been there all along—and making you feel like only you knew its secret: that it would magically blossom into an open roadster when the year's first crocus emerged. So you held onto the dream of the "someday" that would find you behind the wheel. It's at that moment of truth when something either lives up to your every expectation, or douses the embers of a lifelong desire. To drive an SL, whether for the first time or the thousandth, is surely a re-ignition. But those who've done it know driving an SL once does not get it out of your system. Much the opposite, its passion holds onto you like an SL grips the road. If you have never fulfilled your wish to own one, you might never let go of the yearning. But as generations of SL owners can attest, you can also hang on to the dream by living it.



SL550 shown on cover with Iridium Silver metallic paint, Bengal Red/Black leather upholstery, and optional Driver Assistance and Sport Wheel Packages. SL550 shown above with Polar White paint, Bengal Red/Black leather upholstery, and optional Driver Assistance and Sport Wheel Packages.

Lighten your fire.

The soul of the 2014 SL-Class traces to a car that broke new ground while clinging to it. The original 1954 300 SL may be celebrated today for its “gullwing” doors and motorsports victories, but its contributions to the future of performance spread far beyond its wingspan. Its innovative aluminum spaceframe, aerodynamic design and pioneering fuel injection proved their merits in the rigors of competition. In doing so, they inaugurated a new era for production sports cars, and the capabilities of all cars. Quicker, stronger and sleeker, the 2014 SL advances every element of this rich performance legacy. From its biturbo power to its lightweight aluminum body structure, the passion that’s made every SL a genuine icon burns hotter than ever.

SL 550



An advanced 429-hp biturbo V-8 and paddle-shifted 7-speed automatic team up with a semi-active suspension, 18" wheels¹ and an aluminum body structure that's lighter yet more rigid. And while you'll feel the results the first time you rush to 60 mph in 4.5 seconds,² you'll appreciate them far down any road. Innovations like Direct Injection and ECO Start/Stop not only turn less fuel into more torque, they also return ultralow emissions—something you can enjoy every time you power down its retractable Panorama roof.

SL 63 AMG

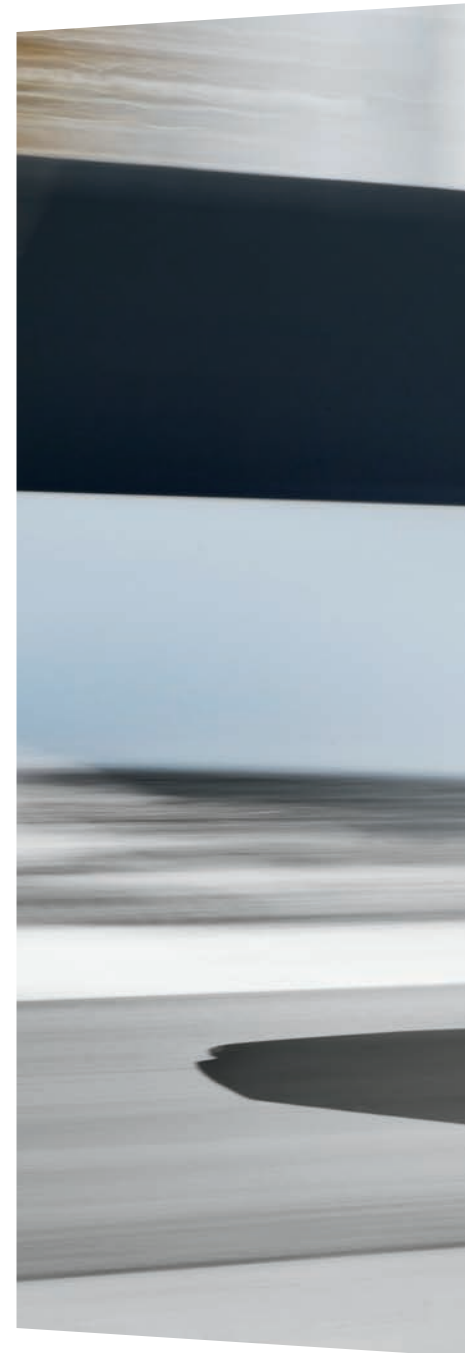


A handcrafted 530-hp AMG biturbo V-8 channels a 590 lb-ft torrent of torque via a paddle-shifted, multi-clutch AMG SPEEDSHIFT[®] MCT 7-speed. AMG-calibrated Active Body Control[®] (ABC) and 19" AMG[®] twin 5-spoke wheels meld track-tuned handling with grand touring comfort. ECO Start/Stop pauses the engine at stoplights to help save fuel, then fires it back to life with a glorious growl and a 4.2-second thrust to 60 mph. If that's not enticing enough, the AMG Performance Package raises output to 557 hp and 664 lb-ft of torque.

SL 65 AMG



A superlative AMG biturbo V-12 unleashes 621 handmade horsepower and 738 lb-ft of torque. Conspiring with a 7-speed AMG SPEEDSHIFT PLUS transmission, it catapults the SL 65 to 60 mph in 3.9 seconds. The fully active AMG-calibrated ABC suspension collaborates with ultralight AMG forged-alloy wheels that are staggered in width and diameter—19" front and 20" rear—to assert maximum grip during hard acceleration while communicating the driver's every steering command with fluent clarity.





SL 65 AMG shown with Lunar Blue metallic paint and Ginger Beige/Espresso Brown Exclusive Nappa leather upholstery. Please see endnotes on back cover



Illuminate the soul.

“Super light.” The driving force behind the creation of the original SL became its name, and lives on as its legacy. Conceived to excel as a racecar, its radical aesthetics were shaped purely by the revolutionary construction and running gear that they brought to life. The highly rigid yet lightweight aluminum body of the 2014 SL writes an exciting next chapter in this biography of performance—along with noteworthy advances in safety, fuel-efficiency and driving enjoyment. With its iconic wide grille, sweeping side sills and tapering tail, its perfect proportions and artful details bring every function to fruition in seductive style. Its exquisitely crafted cabin unites the driver with the fine art of driving—from the contours of its electronic shifter to its hand-fitted, heat-reflecting leather. And from its standard Panorama roof to its LED lighting, the SL has a way of making every move a shining moment. It’s more than a lightened SL. It’s enlightened.

The SL body shell is constructed almost entirely from five different types of aluminum—diecast, chilled-cast, extruded, thermoformed and stamped. Though nearly 250 lbs lighter than its predecessor, it achieves 20% greater torsional rigidity, along with class-leading aerodynamics.

Elegantly detailed active Bi-Xenon headlamps flood the roadway with bright white light, and continuously adapt their angle to the curvature of the road, and their beams to oncoming traffic. All other exterior lighting utilizes high-tech LEDs, from the Daytime Running Lamps up front to the distinctive taillamps and central backup lamp.

With a lightweight magnesium frame and tinted skylight, the standard Panorama roof brightens the cabin while helping lower the SL’s center of gravity. In just about 16 seconds, the power hardtop disappears underneath the composite trunklid. Even with the top stowed, the generous luggage compartment can carry two golf bags.

The available MAGIC SKY CONTROL® takes the Panorama roof concept first pioneered by the SL to a new dimension. At the touch of a button, electrically activated particles in its glass panel align to welcome in sunshine and stars. Switch it off, and the particles scatter for instant shade.



SL 550 shown with Mars Red paint, and optional Driver Assistance and Sport Wheel Packages. Please see endnotes on back cover.

Shine like the sun.

For as long as there have been sports cars, the magic of opening one up—in every sense—has energized the driving spirit. It's not solar power, nor wind power, but while gasoline, g-forces and gearchanges fuel your enthusiasm, sunlight and breezes indeed feed the soul. How an SL brings it all together is what makes it—and you—shine.

Both the SL 550 and its driver are motivated by a biturbo V-8 whose advanced engineering and blue-sky thinking turn less gasoline into stronger power, richer torque, and even bluer skies. Innovative technologies include high-pressure Direct Injection and rapid-multispark ignition, both of which can fine-tune their own responses in a matter of a millisecond. A pair of intercooled turbochargers spin up to 150,000 rpm to generate higher output from a more compact engine. And while the SL 550 weighs nearly 300 lbs less than its predecessor, its V-8 generates 429 hp and 516 lb-ft of peak torque—increases of nearly 50 hp and 125 lb-ft. The results are both immediate and long-lasting: 0–60 mph occurs in a breathtaking 4.5 seconds,² along with certified ultralow emissions, and up to 21% better fuel-efficiency down the road.³

An ECO Start/Stop system further saves fuel and emissions. It automatically shuts off the engine when you're idling, then seamlessly restarts it the moment you lift your foot from the brake. So it's greener at red lights, but no less red-blooded when the signal turns green.

The versatile 7-speed automatic transmission is engineered for quick response and smooth shifts in all driving conditions. The electronic console shifter is a masterpiece of aluminum

and leather, as inviting to your hands as the resulting revs are to your ears. Shift paddles on the steering wheel, as well as selectable ECO, Sport and Manual modes, offer instant and intuitive control of the engine's power.

While the retractable hardtop brings the sky into the cockpit, the nimble suspension and crisp steering let the SL 550 and its driver forge an intimate bond with the road below. The semi-active 4-wheel multilink suspension reacts to the road surface and the driver's inputs. Using a network of sensors, its clever Adaptive Damping System responds at each wheel in less than 10 milliseconds, to sharpen handling while keeping the ride silky-smooth. Electromechanical power steering features Direct-steer, an innovation that optimizes high-speed stability, enhances feedback and on-center feel through the steering wheel, and eases low-speed maneuvers like parking.

Staggered-width 18" alloy wheels wear wider tires¹ at the rear, for better acceleration grip without compromising steering precision. Two styles of 19" wheels are optional. Fixed-type 4-piston front brake calipers clamp big 13.5" perforated discs. A Torque Vectoring Brake feature enhances vehicle rotation, handling grip and control during hard cornering, by shifting torque toward the outside rear wheel.





SL 550 shown with Iridium Silver metallic paint, Black leather upholstery, and optional Sport Wheel Package. Please see endnotes on back cover.



Performance art, signed by the artist.

Mounted atop every AMG engine is a small plaque bearing the signature of the single technician who crafted it by hand. More than a crown jewel of racing royalty, it authenticates a philosophy that's been the driving force behind championship racecars for 47 years. For the high-performance AMG automobiles that carry this motorsports pedigree to the streets of the world, "One man, one engine" is far more than a spiritual legacy. It's also tangibly evident in the meticulous engineering, proven endurance and superlative performance that three letters—and one signature—certify.

SL63 AMG.

While a master engine builder takes his time handcrafting the biturbo V-8 of the SL 63, it might be the last time it ever experiences such a deliberate pace. With 530 hp and 590 lb-ft of torque, it delivers 60 mph in just 4.2 seconds.²

The 7-speed AMG SPEEDSHIFT® MCT multi-clutch transmission offers four modes. The paddle-shifted Manual mode can change gears in 100 milliseconds, with rev-matched downshifts announced by the snarl of the growling exhaust.

Huge racing-bred brakes, 19" AMG® twin 5-spoke wheels¹ and the AMG-calibrated Active Body Control (ABC) collaborate for brilliant response in all conditions. An optional AMG Performance Package elevates power, torque and top speed,⁴ quickening acceleration even further.

SL65 AMG.

Twelve cylinders and two turbos add up to 621 handmade horsepower and 738 lb-ft of torque. Factor in a 7-speed AMG SPEEDSHIFT PLUS transmission, and you get 0-60 in just 3.9 seconds.

The massive brake hardware and ABC fully active suspension each reflect their AMG engineering. They take charge of the road on ultralight forged-alloy AMG 10-spoke wheels that are staggered in width and diameter: 19" front/20" rear.

AMG Drive Unit.

In either AMG SL, a set of controls on the console lets the driver choose from four modes for the transmission, two for the suspension, and three for the ESP.[®] The driver can store a favorite overall setup and recall it via a single button.

AMG
DRIVING PERFORMANCE



SL 65 AMG shown at left with *designo* Sand Nappa leather upholstery.
SL 63 AMG shown above with optional Shadow Grey matte metallic paint, Black Nappa leather upholstery, and optional Black forged AMG 10-spoke wheels and AMG Performance Package.
Please see endnotes on back cover.

SL 550 shown with Steel Grey metallic paint,
Black leather upholstery, Black Ash wood
trim, and optional Driver Assistance Package.
Please see endnotes on back cover.



Know when to take nothing lightly.

Much like racing, leadership in safety comes from thinking ahead and acting decisively. The original 1954 SL was developed for the rigors of motorsports—a proving ground for precision, strength and preparedness. But it also set in motion a legacy of safety innovations that every SL generation has furthered: A reinforced body with crumple zones. A cockpit with padded surfaces. The first automatic pop-up roll bar. And the first adaptive braking technology. Remarkably, each of these achievements remains a core feature of the 2014 SL—even as it again raises the standards. Its various systems can watch the road, the car and the driver—to help them detect, prepare for, and perhaps even prevent a collision. The SL has long held the lead in the race for sports-car safety. But it's the only finish line it never intends to cross.

A watchful eye for a drowsy driver.

By continually monitoring a variety of driving behaviors, ATTENTION ASSIST® is a Mercedes-Benz innovation that can alert you if it detects telltale signs of drowsiness on long trips. More than 70 variables are measured, starting in the first minutes of each drive, to establish a pattern and determine the warning thresholds accordingly.⁵

Cleaner glass, without the blast.

MAGIC VISION CONTROL® emits washer fluid through a series of tiny laser-cut holes in the heated wiper blades as they sweep across the windshield. Cleaning is accomplished with less fluid, avoiding the vision-blocking first blast of washer spray, and minimizing both runoff and overspray during top-down driving.

Brilliant lighting, by day or night.

Bi-Xenon headlamps create light that's more like natural daylight than halogen lamps. Active Curve Illumination and Adaptive Highbeam Assist continuously vary the headlamp beam pattern to maximize illumination of corners and straightaways, without causing glare for other drivers. Corner-illuminating front lamps help light your path into sharp

turns and driveways at lower speeds. LED technology is used for all the other lighting: Daytime Running Lamps, turn signals, and brake and taillamps, all to help assert your presence and actions more effectively to other drivers.

Confidence that starts as you stop.

Adaptive braking technology helps make driving more reassuring and relaxing. If you lift off the accelerator quickly, Predictive Brake Priming sets the pads closer to the discs for quicker response when you apply 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 to prevent unwanted rollback. And a brake HOLD feature can help to make stop-and-go traffic less stressful.⁶

Predictive occupant protection.

PRE-SAFE® can help detect instability during certain vehicle maneuvers that suggest a collision or rollover is imminent. It can tighten the seat belts, adjust the passenger seat and close the windows—all in an effort to better prepare the occupants and restraints in the moments before a collision.⁷

Cruise control that stops and goes.

Available DISTRONIC PLUS® adaptive cruise control⁸ uses radar technology to adjust your set cruising speed in response to the flow of traffic ahead—automatically slowing until your path clears. If the vehicle ahead slows to a stop, it can brake to a full halt, then resume automatically when traffic starts going. Also included, PRE-SAFE Brake can help sense an impending collision with a vehicle ahead. Even if you're not using cruise control, it can sound an alert and automatically apply up to 100% of the car's braking force to help reduce the severity of impact.⁶

Driving assists with virtual vision.

Available Active Blind Spot and Lane Keeping Assists can alert you to some unseen vehicles in the adjacent lane,⁹ and can warn you of unintended drifting across visible lane markings.⁵ If you disregard the alerts, advanced active technology in both systems can help guide the car back into its own lane. In nighttime driving, optional Night View Assist PLUS projects invisible infrared beams, and reads them with a special camera. The system displays a clearer, supplemental real-time view of

the road ahead on the in-dash screen. Its can also help identify and point out pedestrians along a dark roadway.¹⁰

Light in weight, big on strength.

Engineered from road to roof not just as a roadster but as a true Mercedes-Benz, the SL body structure enhances both occupant protection and handling. Nearly 90% of it is made of aluminum, with high-strength steel used only for the windshield frame. If sensors detect a rollover, a pair of pop-up roll bars are deployed within a fraction of a second.¹¹

An integrated system of protection.

Driver and passenger are each provided with a dual-stage front air bag, a knee air bag, and two side-impact air bags: one for the torso, and one to help protect the head, even when the top is down.¹²

Help when you need it most.

The standard Mercedes-Benz mbrace® system¹³ automatically places a call for help if an air bag or a seat-belt Emergency Tensioning Device is activated. The SL also activates its emergency flashers, unlocks its doors and turns on some interior lights to assist rescuers after such an accident.



SL 550 shown with Black leather upholstery, Black Ash wood trim, and optional Sport Wheel Package.



NEW YORK METRO AREA

Saturday	Sunday	Monday	Tuesday	Wednesday
Mostly Sunny	Mostly Sunny	Partly Cloudy	Partly Cloudy	Partly Cloudy
86°F	82°F	88°F	85°F	89°F
81°F	84°F	88°F	85°F	83°F
5%	10%	25%	10%	10%
Map	Current	Info	Position	

Navigation and climate control panel. Includes buttons for BACK, ESC, CLEAR, and a numeric keypad (0-9). Below the keypad are buttons for MAX, A/C, and ZONE. The panel also features a large central knob and several smaller buttons for various functions.

Interior door panel controls. Includes a door handle, a window control button, and a lock/unlock button.

Center console gear shifter and handbrake. The gear shifter is a traditional manual-style shifter with a leather boot. The handbrake is a modern, compact design.



Follow your own star.

When you take to the road in an SL, you sit precisely at the cusp of a rich past and a brilliant future, and you alone drive it forward. The heritage that comes alive in its cockpit is never gratuitous retro reminiscence, but an affirmation of what remains the right way to do things. It's why the most classical elements of an SL are at once its most modern. The SL of today is what it's always been, and will always be: a sports car created not merely to celebrate history, but to make it.



SL550 shown with Ginger Beige/
Espresso Brown leather upholstery,
Burl Walnut wood trim, and
optional Sport Wheel Package.
Please see endnotes on back cover.

Set your senses alight.

The SL cockpit greets you with intriguing shapes, beguiling finishes, and a magic show of technological wonders. And yet their mystery is quickly eclipsed by their easy mastery. The real magic, it turns out, is how intuitively every SL innovation aligns with your senses, and proves quite enchanting as a result. A sculpture of aluminum and embossed leather beckons your hand toward the console, and instantly becomes perhaps the most gratifying gear selector you've ever used. The illustrated in-dash displays are as enthralling as they are enlightening—placing a world of entertainment, navigation, personalization, and even the Internet as close as your fingertips, or your natural voice. The SL cockpit is designed to elevate every pleasure of motoring. Without ever diminishing the pure joy of driving.

Elements of heritage, instruments of change.

The SL cockpit reflects its legacy as a sports car ahead of its time. Crisp, clear and classical analog gauges are ideally situated and elegantly detailed in aluminum—the SL's signature element. A thick 3-spoke steering wheel is hand-stitched in Nappa leather, with raised thumbrests adjacent to its shift paddles. Its multifunction controls put the features that you use most often within easy reach—from Bluetooth® hands-free calling¹⁴ to the scrollable, illustrated menus displayed between the gauges.

Intricate in the details, intuitive by design.

Even with their intriguing appearance, the controls operate with an instantly familiar logic. Beneath the handrest, an artful toggle transforms the SL from coupe to roadster in about 16 seconds. The rotary central controller grants you easy access to the COMAND® system—uniting the audio, navigation system¹⁵ and the growing array of Cloud-based apps available with the standard Mercedes-Benz mbrace2™ system.¹³ They're all displayed on a high-resolution 7" screen in the center dash. And with an 80GB hard drive, 3D maps, voice control that can learn the way you speak, plus SiriusXM Traffic and Weather,¹⁶ the navigation system responds quickly to your commands and to the latest conditions.

Music from far and wide, bass from within.

The unique FrontBass® system utilizes the forward frame rails of the aluminum body as resonance chambers, to generate rich bass, even with the top down. The 14-speaker harman/kardon LOGIC7® system pours out 600 watts of surround sound. Serious audiophiles will crave the optional Bang & Olufsen BeoSound™ system, with 900 total watts and LED-accented Acoustic Lenses. Your listening choices are nearly limitless: HD Radio™ stations, SiriusXM Radio with a 6-month All Access plan trial,¹⁶ Bluetooth wireless audio streaming, a 6-disc DVD/CD changer, an SD card reader, a Media Interface for your iPod®¹⁷ and a 10GB Music Register for storing your digital music. The new SPLITVIEW option¹⁸ lets the passenger watch a DVD movie on the central screen without distracting the driver.

A virtual doorman, and a built-in valet.

Newly standard features ease your approach and departure. KEYLESS-GO® lets you unlock and start your SL with just a touch. HANDS-FREE ACCESS® opens the trunk with a kick of your foot under the bumper. A rear view camera eases backing up.¹⁹ And PARKTRONIC with Active Parking Assist can size up parallel parking spaces as you drive by, then expertly steer your SL into a space—hands-free.





SL 550 shown with Ginger Beige/Espresso Brown leather upholstery, Burl Walnut wood trim, and optional MAGIC SKY CONTROL and Sport Wheel Package. Please see endnotes on back cover.

Get up and glow.

Whether you're soaking up the sun or following the stars, any drive in the SL delivers an unmatched fusion of affection, reflection and perfection. Your love of all that is free and open—the road ahead, the sky above, and the throttle underfoot—is delivered by a cabin that connects you to all of them. Hand-finished wood, shimmering aluminum and precise top-stitching add depth and detail to virtually every surface. The twin power seats are heated, ventilated, and even massaging at your command. They're also fitted by hand in supple leather that reflects something beyond its deep tradition of craftsmanship. The specially treated upholstery reflects heat and the ravages of sunlight as well, helping preserve its finery over years of enjoyment. And just because the thermometer starts to drop, it doesn't mean the top has to come up. The SL can envelop your neck and shoulders in warmed air, thanks to a virtual scarf that literally extends the top-down driving season. Which means you'll have more perfect days to enjoy what only an SL can do.

Luxury with a handcrafted touch.

Sumptuous leather undergoes an innovative treatment that helps it fend off the sun's rays, for cooler comfort in summer, and enduring richness over many seasons. Smooth, buttery Nappa leather, with contrasting top-stitching and piping, is an alluring SL 550 option. The AMG models each feature Nappa leather with specific detailing. Sleek brushed aluminum or a variety of hand-finished wood trim is available at no charge on any SL. Each of the three wood choices—warm Burl Walnut, deep Black Ash or low-sheen Satin Brown Poplar—also offers an optional wood/leather steering wheel. Carbon fiber trim is standard on the AMG models.

Comfort with an air of innovation.

The 16-way power seats are heated, Active Ventilated and feature active multicontour fine-tuning of the lumbar, shoulder and thigh supports. They also include a rejuvenating massage feature. Dual-zone climate control monitors the temperature, humidity, driving speed and even the hardtop and side-window positions, for more consistent comfort. It also filters dust, pollen and odors from the incoming air. At the touch of a button, a power windblocker rises behind the seats. The standard AIRSCARF® system circulates warmed air from vents beneath each head restraint, for cozy comfort on chilly evenings.



Atmosphere, even with the top up.

The standard Panorama roof lets you take in the sun and stars even with the hardtop raised. Its tinted see-through overhead panel rejects heat and ultraviolet rays, while a sliding mesh interior sunshade lets you filter the sunlight. Optional MAGIC SKY CONTROL® (standard on the SL 65 AMG) takes the Panorama roof to a new dimension. An exclusive Mercedes-Benz innovation, its electrochromic glass panel instantly darkens or turns transparent at a button's touch. Even at its clear setting, the thermal energy entering the cabin is less than that of a typical household lightbulb. It's like having your very own light switch for the sky.

Ambience, with an eye for elegance.

When driving in darkness, a network of LEDs and fiber-optics casts soothing ambient light from underneath the console and door trim. You can select any of three hues to suit your mood of the moment. Illuminated door sills (optional on the SL 550) welcome you into the cabin with glowing Mercedes-Benz or AMG logos. Available soft-close doors (standard on the SL 65 AMG) gently snug themselves shut when you bring them to their latches. And for added peace of mind when you park your SL with the top down, the glovebox and multiple storage compartments automatically lock as you remote-lock the car from the outside.



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.¹³ 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 an ever-growing array of useful 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.

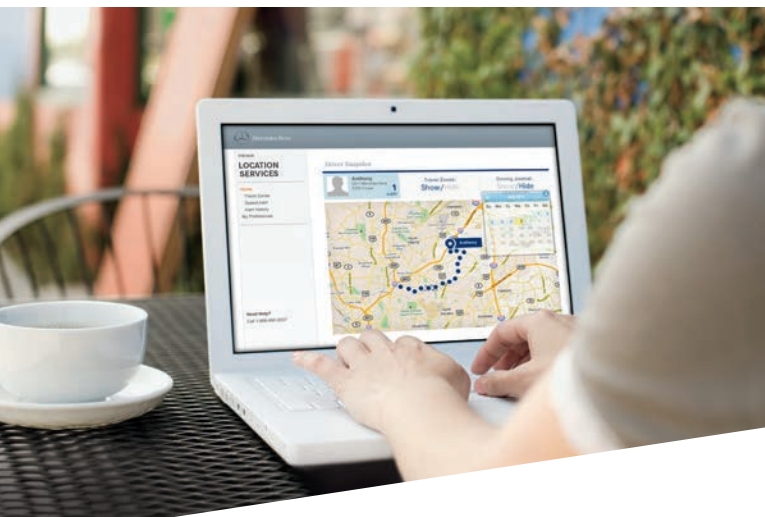
With Cloud-based apps, mbrace2 brings the Internet into your Mercedes-Benz. Using the standard COMAND system, you can find friends from their Facebook check-ins, search for restaurants on Yelp, or use Google Maps, Local Search and Street View. Instead of entering an address, you can start navigating with just a few clicks. New apps let you check the weather, view traffic cams, find and book a hotel room, and even keep an eye on the stock market. And three buttons in your car can connect you to emergency services, our 24-hour Customer Assistance Center, our Roadside Assistance,²⁰ or our mbrace PLUS Concierge.

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. Drive2Friend[™] lets someone upload their location directly to your navigation system, simply by responding to a text message that you send them. New enhancements to the app also let you activate and deactivate mbrace features, including the new curfew minder, and receive push notifications.²¹

From your computer.

From the comfort of your home or office, 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 computer screen and send it to your car with just two clicks. For added peace of mind when your kids are using the car, mbrace can alert you if they drive faster, farther or later than you prefer. And you'll find a world of support and helpful information at the mbrace website, accessible through MBUSA.com/mbrace.



mbrace2

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

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 help with a dead battery, 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 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

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
- ▶ 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.

- ▶ 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 with Street View and Panoramio
- ▶ Keep up-to-date on the latest news from around the world
- ▶ Follow your favorite stocks through Morningstar
- ▶ Log in to your Mercedes-Benz Financial Services account
- ▶ Search for hotel rooms by distance and price, and book them, powered by HRS—Hotel Reservation Service²²
- ▶ View local traffic cams in many major metropolitan areas²²
- ▶ Check local, regional and national weather reports²²
- ▶ Compare fuel prices at nearby filling stations²²
- ▶ Check the status of flights and airport conditions²²
- ▶ Look up showtimes at local movie theaters²²
- ▶ Enjoy an ever-expanding variety of new apps²²

m2 Special feature of mbrace2

Please see endnotes at back of brochure.



Every owner deserves Star treatment.

From the moment you first lay eyes on the Mercedes-Benz of your dreams, to miles down the road, you're more than a customer. You're part of a family who values your well-being and your time. You're driving automotive history, carrying its rich heritage into tomorrow with innovations that don't yet exist in any other car. And you're taking a journey that aims to be not merely enjoyable but truly memorable. Of all the treasures one might find behind the Three-Pointed Star, none means more to us than the driver.

Prepare to be fascinated.

The experience of driving a new Mercedes-Benz begins before you get behind the wheel. Pay a visit to MBUSA.com to learn about the full line of models, as well as the innovative thinking and unmatched heritage behind every one. The Mercedes-Benz USA apps for the iPad® bring you useful tools and enlightening videos, all free from the Apple iTunes® Store. And be sure to check out the MBUSA YouTube channel, like us on Facebook, and follow us on Twitter. You'll find our social media addresses on this brochure's back cover.

Meet your car at its birthplace.

When you buy a new Mercedes-Benz (select models only), why not savor your first drive in its natural habitat? Take delivery in Germany through the original manufacturer-sponsored tourist delivery program, and you'll receive significant savings²⁴ and other benefits—along with the unforgettable experience of a European vacation with your own new Mercedes-Benz. You can even opt for an exciting and scenic Black Forest-Alps Rally Package. Visit MBUSA.com/edp to learn more about European Delivery and available models.

Expect to be well-supported.

Our 24-hour Customer Assistance Center is always here for you at **1-800-FOR-MERCEDES**. And a library of owner tools are waiting for you at MBUSA.com: Watch helpful how-to videos to get the most from your car's features. Download a digital copy of your Operator's Manual—or in most models, access it from your car on the in-dash COMAND screen. Manage your Mercedes-Benz Financial Services account and enjoy many features of *mbrace*® via our smartphone apps. To get even more from your ownership experience, join Owners Online.

Travel in style across the U.S.

With the Mercedes-Benz Hotel Program, you can enjoy exclusive benefits and the opportunity to experience a variety of available Mercedes-Benz vehicles while staying at participating luxury hotels and resorts. Benefits may include room upgrades (when available) and Mercedes-Benz courtesy shuttles, with many properties offering a selection of the latest Mercedes-Benz models to drive. Availability may vary and restrictions may apply, so please visit Owners Online at MBUSA.com/owners to learn more about the Hotel Program.

Plan on being delighted.

Beyond the reassuring coverage of the 4-year/50,000-mile New Vehicle Limited Warranty,²³ your authorized Mercedes-Benz dealer is prepared to outperform your expectations. From well-informed sales professionals to service technicians who are continually re-certified, you'll encounter people who appreciate not just your business but the value of your time. We call it *My Service*, and you'll feel it in everything from the personalized attention to the free in-dealer WiFi. Top-notch service starts and ends with how we take care of you.

Sharpen your driving skills.

An open invitation to enthusiasts from the AMG Driving Academy: The capabilities of AMG vehicles are waiting to meet—and raise—your own on some of the most legendary racetracks in the U.S. Whether you're an AMG owner or a fan, you'll push your abilities to the limit in a selection of AMG models, with the guidance of professional instructors. And to help young drivers develop their skills and confidence, the Mercedes-Benz Driving Academy offers a unique coaching approach. Visit AMGacademy.com and MB-drivingacademy.com.

Count on help at any time.

Even the most well-engineered car can suffer a flat tire, a dead battery or an empty fuel tank. That's why you can rely on the original manufacturer-sponsored Roadside Assistance Program to come to your rescue. It's still the only such service that doesn't expire, as long as you take your vehicle to the dealer for service once every 18 months.²⁰ At any time of day or night, every day of the year, our expert technicians and dedicated support vehicles are on call for you. Just pick up your phone, or press the *mbrace* Wrench button¹³ in your vehicle.

Touch history, or take it home.

No automaker has a deeper, or more enthralling, heritage than the inventor of the car itself. The Mercedes-Benz Classic Center in Irvine, CA, lets you experience some of the illustrious highlights for yourself. In addition to the meticulous restoration of classic Mercedes-Benz automobiles, the center offers an unparalleled selection of genuine parts for many vintage models, as well as expert appraisals. They can even host a special event for your car club or other group. Learn more at MBUSA.com/classic or call 1-866-MB-CLASSIC.





Express yourself.

Genuine Mercedes-Benz Accessories help you make your roadster 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 stylish alloy wheels to practical cargo innovations and 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 SL-Class unmistakably yours while keeping it genuinely Mercedes-Benz.

See the entire accessory selection at MBUSA.com/SL



Car cover.

This UV-resistant three-layer cover helps protect the finish of your Mercedes-Benz from the elements. Made from breathable Noah® fabric, it combines an excellent fit with durable construction. (A lock and cable for the cover are available separately.)

19" multispoke wheels.

Add to your car's poise and performance without compromising its engineering precision. These 19" alloy wheels feature an ultrathin multispoke design and a lustrous Palladium Silver finish that accentuate the high-tech elegance of the SL.

Drive Kit Plus for the iPhone.

Your iPhone connects you to your world. Now you can stay connected on the road. The Drive Kit Plus for the iPhone® allows you to easily enjoy your favorite features of the iPhone²⁵ from the comfort of your Mercedes-Benz. It seamlessly integrates a variety of social, navigation and media apps—including Facebook, Twitter and Google Places™, along with Internet radio and AUPEO!™ Personal Radio—with the multimedia system and controls in your car, and the powerful voice control of Siri.™

Cargo area tray.

Help protect your trunk carpeting from spills and soiling with this large, easy-to-clean cargo tray. Custom-formed to fit your vehicle, it's molded with 2" sides.

All-season floor mats.

A set of custom-designed Black rubber mats help keep your SL's carpeting in top condition. Easy to clean, their deep channels help trap water, mud and melting snow.

Please see endnotes on back cover.





Build your own.

MBUSA.com/SL

Option Packages

	SL550	SL63 AMG	SL65 AMG
Driver Assistance Package	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
<ul style="list-style-type: none"> • DISTRONIC PLUS[®] with PRE-SAFE[®] Brake[®] • Active Blind Spot Assist⁹ • Active Lane Keeping Assist⁵ 			
Sport Wheel Package	<input type="radio"/>	<input type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> • 19" AMG[®] 5-spoke wheels¹ • Enlarged front brake discs, and painted front calipers with Mercedes-Benz lettering • Perforated rear brake discs • Sport steering wheel with perforated leather side grips and Silver shift paddles 			
AMG Performance Package	<input type="checkbox"/>	<input type="radio"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> • Increased engine output (557 hp, 664 lb-ft torque) • Red-painted brake calipers • Raised top speed⁴ • Limited-slip differential • AMG performance steering wheel with Alcantara[®] side grips • Carbon fiber engine cover • Carbon fiber rear spoiler 			

● Standard ○ Optional △ No-charge option — Not available

Please see endnotes on back cover.

Specifications

	SL550	SL63 AMG	SL65 AMG
Engine	4.6-liter biturbo Direct Injection V-8 429 hp @ 5,250 rpm 516 lb-ft torque @ 1,800–3,500 rpm	Handcrafted 5.5-liter biturbo Direct Injection AMG V-8 530 hp @ 5,500 rpm 590 lb-ft torque @ 2,000–4,500 rpm	Handcrafted 6.0-liter biturbo AMG V-12 621 hp @ 4,800 rpm 738 lb-ft torque @ 2,300–4,300 rpm
Transmission	7-speed automatic with shift paddles	7-speed AMG SPEEDSHIFT [®] MCT with shift paddles	7-speed AMG SPEEDSHIFT PLUS with shift paddles
Wheels	Staggered-width 18" twin 5-spoke with runflat tires ¹	Staggered-width 19" AMG twin 5-spoke ¹	Staggered-width 19" front/20" rear AMG forged 10-spoke ¹
Suspension	4-wheel multilink with Adaptive Damping System and Direct-steer	4-wheel multilink with AMG-calibrated Active Body Control [®] (ABC)	4-wheel multilink with AMG-calibrated Active Body Control (ABC)
Drivetrain	Rear-wheel drive	Rear-wheel drive	Rear-wheel drive

Individual Options

	SL 550	SL 63 AMG	SL 65 AMG
Active Body Control (ABC)	○	●	●
AMG Carbon-Ceramic Braking System ²⁶	—	○	○
Red-painted brake calipers (included with AMG Performance Package on SL 63 AMG)	—	—	○
Panorama roof with MAGIC SKY CONTROL	○	○	●
Soft-close doors	○	○	●
Bang & Olufsen [®] BeoSound™ premium sound system	○	○	●
SPLITVIEW front-seat entertainment system ¹⁸	○	○	○
Night View Assist PLUS ¹⁰	○	○	●
19" twin 5-spoke wheels ¹	○	—	—
19" front/20" rear AMG forged 10-spoke wheels ¹ (Silver)	—	○	●
19" front/20" rear AMG forged 10-spoke wheels ¹ (Black)	—	○	○
Wood/leather steering wheel	○	○	○
AMG performance steering wheel with Alcantara side grips (included with AMG Performance Package on SL 63 AMG)	—	—	△
Illuminated door sills	○	●	●
Nappa leather upholstery (Exclusive leather on SL 65 AMG)	○	●	●
Black Ash wood interior trim	△	△	△
Burl Walnut wood interior trim	△	△	△
Satin Brown Poplar wood interior trim	△	△	△
Aluminum interior trim	△	△	△
Carbon fiber interior trim	—	●	●
AMG Exterior Carbon Fiber Package	—	○	○

Dimensions

	SL 550	SL 63 AMG	SL 65 AMG
Wheelbase	101.8"	101.8"	101.8"
Overall length	181.6"	182.4"	182.4"
Overall height (top up)	51.8"	51.2"	51.2"
Overall width (w/mirrors)	82.6"	82.6"	82.6"
Curb weight	4,001 lbs	4,068 lbs	4,299 lbs
Headroom	39.1"	39.1"	39.1"
Legroom	42.8"	42.8"	42.8"
Shoulder room	55.5"	55.5"	55.5"
Cargo capacity (top up)	13.5 cu ft	13.5 cu ft	13.5 cu ft
(top down)	8.5 cu ft	8.5 cu ft	8.5 cu ft

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.

To learn more about the *designo* paint and interior options for the 2014 SL, please ask your dealer, or visit MBUSA.com/designo.



Color and trim.

SL 550 leather upholstery.



Black



Bengal Red/Black



Ginger Beige/Esspresso Brown



Crystal Grey

SL 550 Nappa leather upholstery.



Black



Bengal Red/Black



Ginger Beige/Esspresso Brown



Nut Brown/Black



Porcelain/Black

AMG Nappa leather upholstery.²⁷



Black



Bengal Red/Black



Ginger Beige/Esspresso Brown



Porcelain/Black

Wheel choices.



18" twin 5-spoke¹
(standard on SL 550)



19" AMG twin 5-spoke¹
(standard on SL 63 AMG)



19" twin 5-spoke¹
(optional on SL 550)



19" front/20" rear AMG forged
10-spoke,¹ Silver
(standard on SL 65 AMG,
optional on SL 63 AMG)



19" AMG 5-spoke¹
(optional on SL 550 in
Sport Wheel Package)

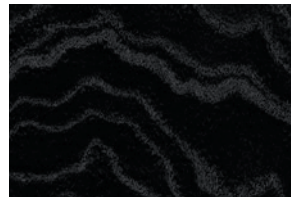


19" front/20" rear AMG forged
10-spoke,¹ Black
(optional on SL 63 AMG
and SL 65 AMG)

Interior trim.



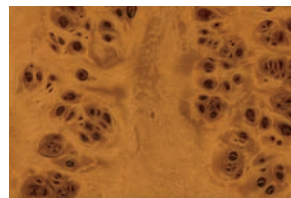
Aluminum



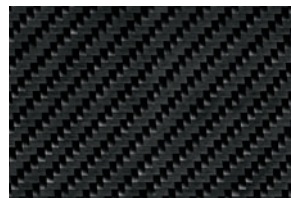
Black Ash wood



Burl Walnut wood



Satin Brown Poplar wood



Carbon fiber (AMG models)

Paintwork.



Black



Diamond White metallic²⁸



Dolomite Brown metallic



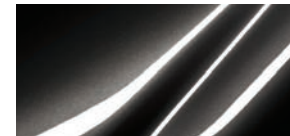
Cardinal Red metallic²⁹



Iridium Silver metallic



Lunar Blue metallic



Magnetite Black metallic



Mars Red



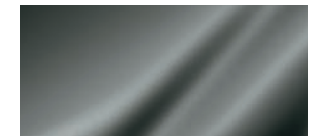
Obsidian Black metallic



Palladium Silver metallic



Polar White



Shadow Grey metallic²⁸
(matte finish)




Steel Grey metallic





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 since the 1990s. 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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 40 MC-13-967



Endnotes.

- 1 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. SL models are provided with TIREFIT sealant and a portable air pump in lieu of a spare tire.
- 2 Stated rates of acceleration are estimated based upon manufacturer's track results and may vary depending on model, environmental and road surface conditions, driving style, elevation and vehicle load.
- 3 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.
- 4 Obey local speed and traffic laws.
- 5 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.
- 6 Braking effectiveness also depends on proper brake maintenance, and tire and road conditions.
- 7 PRE-SAFE® closes the front windows when the system's sensors detect side movement that suggests a possible rollover or side impact.
- 8 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. PRE-SAFE Brake will only apply up to 40% of maximum brake force if the passenger seat belt is not fastened.
- 9 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.
- 10 Night View Assist does not replace the use of headlamps and must not be used as the primary visual source for the driver.
- 11 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.
- 12 WARNING: THE FORCES OF A DEPLOYING AIR BAG CAN CAUSE SERIOUS OR FATAL INJURIES TO A CHILD UNDER AGE 13. SEE OPERATOR'S MANUAL FOR ADDITIONAL WARNINGS AND INFORMATION ON AIR BAGS, SEAT BELTS AND CHILD SEATS.
- 13 All Mercedes-Benz mbrace® services operate only where cellular and Global Positioning System 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. Some services may be limited or restricted in some areas. Apps may be introduced and updated at varying dates, and may also require a vehicle software update. Driver is responsible for complying with traffic and other laws. See your dealer or MBUSA.com/mbrace for details, including a list of compatible smartphones.
- 14 Bluetooth® interface does not provide phone charging or external antenna. Voice interactivity feature is dependent on selected handset. Visit www.mercedes-benz-mobile.com for details. Phone sold separately. See dealer for a list of approved compatible phones.
- 15 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.
- 16 The purchase of a new, satellite radio-enabled vehicle includes a 6-month trial of the Sirius All Access package, 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).
- 17 All iPod® devices are sold separately. Feature not compatible with iPod Shuffle. Apple® adapter may be required for use with 8-pin "Lightning" connector. See dealer for details.
- 18 System availability and use is not yet approved in some states. See your dealer for the latest information, and check local laws regarding the use of front-seat video displays in your area.
- 19 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.
- 20 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.
- 21 The mbrace Mobile App 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.
- 22 Introduction dates vary. See your dealer for availability.
- 23 For full details of the New Vehicle Limited Warranty, including terms, conditions and exclusions, please see your dealer.
- 24 European Delivery Program discount available on select models, other models offered without discount. Please see your dealer for details.
- 25 Drive Kit Plus for the iPhone is compatible with the Apple iPhone 4 and 4S. Siri™ voice-activated functions require iPhone 4S. Dealer installation is required. For the latest information on phone compatibility, please see your dealer.
- 26 The carbon-ceramic brakes are designed expressly for high-performance braking. It is a characteristic of their materials and design that brake noise/squeal may result, along with differing brake pedal feel at lower brake temperatures compared to higher operating temperatures.
- 27 AMG Nappa leather (shown) is standard on SL 63 AMG. Exclusive AMG leather (not shown) is standard on SL 65 AMG.
- 28 Extra-cost option.
- 29 Limited availability.