Lancaster Mercedes-Benz

2012/2013 Issue

Mercedes-Benz

magazine **Complimentary Publication**

New A-Class The pulse of a new generation

From A to SLS

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Welcome to

Welcome to the 2012/13 edition of Lancaster Mercedes-Benz magazine, containing the latest range and news from the South-East's premier Mercedes-Benz retail group.

It's been an exciting few years for Mercedes-Benz, seeing a rejuvenation for most of the range, as well as the introduction of the new CLS Shooting Brake and of course - the ground breaking new A-Class. In this magazine you can view all the latest and most popular Mercedes-Benz from the range in detail, and find out more about the extensive range of services we provide.

With 175 years of heritage and success behind it, Lancaster Mercedes-Benz, part of the Jardine Motors Group is uniquely placed to offer continuity of service and the highest levels of customer satisfaction and support to all of its customers.

If you require anything, please do not hesitate to ask one of our team who will be more than happy to help. We are here to make your experience with us, whether it be sales or service, as pleasurable as possible.

We hope you enjoy this magazine and look forward to seeing you in one of our Chelmsford, Colchester, Lakeside, Ipswich or Southend dealerships soon.

From the Lancaster Mercedes-Benz team

Lancaster Mercedes-Benz



The new A-Class

Nothing can prepare you for the effect the A-Class has on your eyes, on your heart, and on your preconceptions. The new A-Class is a car for a new era and a new generation. A car that wants it all and shuns compromise at any cost. The design spells out the future. It's where incredible agility meets high efficiency, and comfort forms a perfect balance with technology.

There are so many stylish options to choose from, so you can have the A-Class just the way you like it. It's all here, and it's ready to go. As soon as you take to the wheel your head will follow your heart and the A-Class leads the way. >>



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Linda

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Natalie







A PRACTICE BUILT ON REPUTATION.TRUST, EXPERIENCE, STANDARDS & UNDERSTANDING





It's hard to take your eyes off this new Mercedes. Truly distinctive on the outside, it waves goodbye to boredom on the road. Inside, you're welcomed by maximum comfort. High tech? Of course. Highest level of safety? It goes without saying. Efficiency? You've guessed it. Here's a Mercedes true to its tradition. And a car like you've never seen it before. Hello, new A-Class.

Feel life pulsating: those taut lines and highly defined edges, concave curves meeting convex shapes - every inch of the A-Class plays with the light in a perfect rhythm. Muscular and athletic like a coupé, it's no wonder you're beaming.

Your style, your way, your personality, your A-Class. Five of a kind model lines, five very different forms of expression. Dynamic and confident with the A 180 and SE, or even more athletic with the Sport, AMG Sport or Engineered by AMG. If you want only one that really matters to enhance the distinctive styling, there's the optional Night Package. Choose the Exclusive Package or the AMG Exclusive Package for further luxurious touches. The new A-Class is a Mercedes-Benz through and through, but there's no doubt it takes after you. >>

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Keeping in touch with the virtual world couldn't be simpler behind the wheel, courtesy of the new 7-inch display. It's your window of endless opportunities: surf the net, tweet away or get in touch on Facebook. And in the real world, electric parking brake, Active Park Assist, reversing camera and hold function ensure you enjoy every mile a little more. The new A-Class helps you stay connected.

The new A-Class is a true endurance athlete. With consumption as low as 85 mpg, you'll get further than you'll think. All made possible by efficient turbocharged engines with direct injection, and the standard ECO start/ stop function which helps save fuel when at a standstill. It's what we call BlueEFFICIENCY.

600 miles Refuelling has become a rarity.

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About us

Mercedes-Benz of Lancaster is part of the Lancaster Mercedes-Benz group, covering Essex and Suffolk in the South-East of England.

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Ipswich





Colchester, Ipswich, Lakeside and Southend and an authorised body repair centre in Witham.

Lakeside



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Bringing ideas to life















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16 - Lancaster Mercedes-Benz







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Whether you come with your partner or family, there's so much to do here... and it's also the perfect spot for relaxing and doing nothing at all!

To book or for more information on our Mercedes Benz World driving experience packages call: 01784 220980 or visit us at www.therunnymede.co.uk



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The Mercedes-Benz Trophy

Every year, Lancaster Mercedes-Benz welcomes customers to take part in the Mercedes Trophy, one of the most prestigious and exclusive amateur golf tournaments in the UK.

In 2012, the competition offered customers the opportunity to compete in a quarter final at the sensational Stoke by Nayland Golf Course on the Essex-Suffolk border.

Competitors were divided into three handicap categories, giving the best chance for all standards of golf to progress through the competition. After an evening dinner and awards presentation, the leading

individuals went on to join other Mercedes-Benz owners from around the country in a semi final at the New Zealand Golf Club in Surrey.

Those who are successful at the New Zealand go on to the finals which are held at the internationally famous St Andrews in Scotland.

Each year we like to see old and new faces at our Mercedes Trophy competition, so if you play golf and would like the opportunity to be a part of this fantastic tournament, please inform your local Lancaster Mercedes-Benz dealership.



HINTLESHAM GOLF CLUB

Set in 165 acres of parkland, Hintlesham Golf Club offers an 18 holes, par 72 golf course with the signature holes on the 4th and 17th. This prestigious club welcomes both experienced players and beginners alike; with competitive memberships for all ages, no joining fee or a formal club committee this modern thinking club offers a fresh approach to the game of golf.

Hintlesham can also boast a wonderfully stocked Pro-shop supplying everything a golfer desires from first-rate equipment to the latest clothing. With various golfing offers available throughout the year, Hintlesham is fast becoming well-known for their bespoke packages, tailor-made for both their numerous esteemed corporate clients and golf societies alike.

The hospitality side of the Club is second to none. Catering for various functions whether it is a high-status corporate event, a sumptuous wedding breakfast or simply a family celebration, the proficient Front of House team have created a delicious range of menus to suit all, but if you require a personal touch a bespoke menu can be designed solely for you.

In addition to the function side of the business, the clubhouse is also open daily to the public. Whether simply enjoying a Paddy & Scott's coffee, sampling the home cooked fayre from their clubhouse menus or spending a relaxing Sunday afternoon enjoying their immensely popular Sunday luncheon, the restaurant and lounge offers privacy to individuals whilst giving larger gatherings ample room to relax in style.

If you would like to be notified of forthcoming events and offers at the club, please visit our website and sign up for our regular and customized email alerts.

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After Sales Mercedes-Benz Official Workshops

When it comes to taking care of your Mercedes-Benz, nobody does it better than our Mercedes-Benz Official Workshops. Located throughout Essex and Suffolk, our workshops will look after all of your maintenance needs, from car servicing and MOT tests to repair and recovery services.

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CUSTOMER CARE We regularly evaluate our workshops through customer satisfaction surveys to ensure that a first-class experience is always delivered.

MERCEDES-BENZ GENUINE PARTS We use only Mercedes-Benz Genuine Parts so your car continues to perform the way our engineers intended.



MOTOR INDUSTRY CODE OF PRACTICE

Each of our Mercedes-Benz Official Workshops works to the Motors Industry Code of Practice for Service and Repair. This means that through us you will always get fair services and transparent costs.

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BOOKS

SHARING

A word from Michel

I hope you enjoy my App and have fun recreating the recipes at home. We will be updating the App on a monthly basis with new recipes, videos and cooking tips and we welcome your feedback on how to improve or add further information. You can contact us by clicking on the feedback button on the App or by emailing us here.

Bon appétit

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Mercedes-Benz CLS Shooting Brake

CLS 250 CDI BlueEFFICIENCY Engine Capacity: 2143 Rated Output (hp): 204 Co2 emissions (combined [g/km]): 135



The new CLS Shooting Brake

- Brake, and three engines one petrol and two diesel
- CLS 250 CDI BlueEFFICIENCY Shooting Brake from £49,360 OTR
- levelling rear air suspension
- Cargo space measures from 590- to 1,550-litres

in November

At its launch in 2004, the original CLS led the way, mixing coupé style with four-door practicality. The CLS has since accounted for 170,000 sales globally. >>



• Two model lines – CLS Shooting Brake and CLS AMG Sport Shooting Both model lines include powered tailgate, split/fold rear seats and self-

• Available to order mid September – first UK deliveries commence

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please call 0845 6032660, log on to www.mercedes-benz-club.co.uk or write to PO Box 284, Stamford PE9 9BY, quoting MBCM10.12 in all cases.

Membership costs £30 per year (*if you pay by direct debit*) with a one-off £5 joining fee.



Some eight years on, the second-generation CLS continues to define its kind. With the introduction of the CLS Shooting Brake Mercedes-Benz is once again creating a new sector. Combining five seats and a large load space yet retaining its sleek styling, the CLS Shooting Brake is now available to order, priced from £49,360 OTR.

The CLS Shooting Brake is highly specified as standard, the equipment list including visible exhaust pipes; Becker® MAP PILOT (CLS 250 CDI BlueEFFICIENCY Shooting Brake) or COMAND Online multimedia system (CLS 350 CDI BlueEFFICIENCY Shooting Brake and CLS 63 AMG Shooting Brake) and DAB; leather upholstery; Parktronic front and rear; metallic paint; Bi-Xenon headlights; and 18" alloy wheels.

In addition to the various interior colours, multiple trim designs and various types of leather to choose from, there is also a choice of three high-gloss exclusive wood types: brown burr walnut, black ash and light-brown poplar, as well as the use of piano lacquer trim elements.

Efficiency is also increased by the standard electro-mechanical power steering EPS (Electric Power Steering). The EPS improves economy and enables another innovation to be implemented – Active Park Assist. The CLS Shooting Brake is not only able to detect parking spaces, but can also park automatically.





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Mercedes-Benz A-Class

A180 BlueEFFICIENCY

Engine Capacity: 1595 Rated Output (hp): 122 Fuel Consumption (mpg combined): 51.4 Top Speed (mph): 126 Co2 emissions (combined [g/km]): 129



The new A-Class

Mercedes-Benz has opened up a whole new chapter in the premium compact segment with the exciting new A-Class, and has revealed a stunning model line up and keen pricing.

With five model lines starting from £18,945, supported by two design-led packages, aggressive styling, and powerful engines ranging from 109hp to 211hp, with extremely efficient emissions from just 98g of CO2/km, the new A-Class really does beat with the pulse of a new generation.

New Levels of Connectivity

For the first time, Mercedes-Benz has integrated the Apple iPhone comprehensively in to the new A-Class, including SIRI compatibility. The Drive Kit Plus, available as an option across all models, will enable drivers to access all the key content from their iPhone through the in-vehicle display, controlled safely via the centre armrest. The system, accessed via a special Mercedes-Benz app, allows users to send pre-determined messages, select music tracks and access social media, and will be optionally available across all the model lines as a retro fit.





Life can be full of contradictions...

we like stability but we want progress, we like style but we want substance, we like prestige but we want value. We may have to travel a long way and rarely can we achieve both without compromise.

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Mercedes-Benz B-Class

B 180 CDI BlueEFFICIENCY Engine Capacity: 1796 Rated Output (hp): 107 Fuel Consumption (mpg combined): 64.2 (67.9) Top Speed (mph): 118 Co2 emissions (combined [g/km]): 115 - 121 (1EDDI16 - 122)



The new B-Class

2

Mercedes-Benz is entering a new era of compact cars with the launch of the all-new B-Class. The first in a series of inter-related compact cars to come from Mercedes-Benz, it has undergone a complete change from its predecessor. The only thing the new B-Class shares with its predecessor is its name.

It is based on all-new architecture, it is powered by new four-cylinder direct-injection BlueEFFICIENCY petrol and diesel engines which are up to 26 per cent more efficient that those in the outgoing model, while a new multi-link rear suspension contributes towards greater levels of agility.

Its lower and more aerodynamic styling, with a best-in-class Cd of 0.26 and an optional ECO package to come which will reduce this to an incredible 0.24, masks an even roomier cabin with much-improved materials and trim quality, and it is offered with peerless safety and connectivity features.



Feather-light consistency for every coffee...

Performance and precision are two key elements to a successful Formula One car. The same can also be said for the leading luxury Swiss made bean-to-cup coffee machines from JURA.

JURA's technical ingenuity allows for a simple-tooperate 'one touch' selection process, which has the ability to prepare a range of professional coffees bringing barista quality to the home.



Boasting the world's smallest 'one touch' automatic coffee machine, JURA's ENA 9 Micro is both compact and stylish, making it desirable to first time coffee machine buyers and coffee connoisseurs alike. Available in sophisticated chrome and paired with its petite qualities, the ENA 9 Micro can sit within the surroundings of any room with real elegance.



On a grander scale, JURA's award winning J9 One Touch TFT, offers a further air of refinery. Cased within a dazzling metallic-look lacquer shell and polished front, the TFT is the perfect showpiece for the home. With a digital display and rotary selection process, it is even easier to select and prepare a list of speciality coffees in just minutes.

The intelligent technology hailed by both of these machines ensures a unique milk foam quality of a featherlight consistency for every coffee. Furthermore, the ENA 9 Micro and TFT are fitted with Zero-Energy Switches that allow them to use up to 40% less energy, making them more eco-friendly yet without compromising on enjoyment or beauty.

The ENA 9 Micro and J9 One Touch TFT are available exclusively from: www.jurauk.com , Harrods and John Lewis.

Extraordinary innovation



SWISS MADE

ENA 9 Micro

Welcome to a world where the coffee lover's dreams come true, where the rules have been rewritten to satisfy the most discerning standards, and where perfection, precision and professionalism have been married with style, aesthetics and sophistication.

Welcome to a world of uncompromising quality, where Swiss engineering and innovation generate new ideas, where design and function are reinterpreted and take on a whole new aspect.

Welcome to a world of freedom, where the gourmet can choose from thousands of blends and roasts to convey the full, natural bouquet of aromas from bean to cup.

Welcome to the world of JURA, where the concept of a premium product is redefined.

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J9 One Touch TFT

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Mercedes-Benz C-Class

C 200 CDI BlueEFFICIENCY Engine Capacity: 2143 Rated Output (hp): 136 Fuel Consumption (mpg combined): 58.9 (55.4) Top Speed (mph): 130 (129) Co2 emissions (combined [g/km]): 127-141 (134-144)

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The C-Class

S.C 2525

Superior safety, comfort and agility

The design of the new C-Class is based on the modern Mercedes idiom, which reflects the technical superiority of automobiles bearing the star with taut lines and large, tranquil surfaces. The pronounced wedge-shape of the front-end serves to emphasise attributes such as agility and performance. For the first time in a Mercedes saloon, the radiator grille is used as a distinguishing feature to position the model variants more clearly. Three extended, horizontal louvres and a big centrally positioned Mercedes star characterise the SPORT model as a traditional design feature of sporty Mercedes models. Together with the sporty, highquality appointments, this feature emphasises the youthful, agile appearance of this C-Class. This sporty presence is further enhanced with AMG body styling, which includes striking front and rear aprons plus side skirts.



Mercedes-Benz C-Class Coupé

C 350 BlueEFFICIENCY

Engine Capacity: 3498 Rated Output (hp): 306 Fuel Consumption (mpg combined): 40.4 Top Speed (mph): 155 (limited) Co2 emissions (combined [g/km]): 164



C-Class Coupé

Superior safety, comfort and agility

On the outside, it's a dynamic coupé whose looks never fail to cause a stir. Inside, however, it's an oasis of calm, a place to relax and enjoy every bend and straight in total comfort. It's the new C-Class Coupé, a winning combination of luxury, personality and driving pleasure. With efficiently powerful engines, ECO start/stop, Agility Control suspension and standard-setting safety technology. The stance is low-slung; the face unmistakable, a large three-pointed star dominating its two-bar grille. The rear is compact, muscular and broad-shouldered. It's a coupé for those who don't stand still.



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E-Class Saloon

One of life's pleasures

The E-Class Saloon boasts CO2 emissions as low as 137g/km, and fuel consumption up to 53.3mpg, thanks to a range of highly efficient engines. These BlueEFFICIENCY models use innovative measures such as low rolling resistance tyres to minimise environmental impact.

A choice of DIRECT CONTROL or AIRMATIC suspension ensures a sublime ride quality, with both systems continuously adapting damping levels to suit the driving style and road conditions. Meanwhile, the ergonomic, intelligently laid-out interior is finished to exacting standards, using the finest materials. Heated front seats are one of the many standard features designed to maximise the driving experience.

Just like its predecessors, the E-Class Saloon is also packed with pioneering safety features. These include intelligent systems such as Attention Assist, a new Mercedes-Benz innovation which analyses driver behaviour and issues a warning if they show signs of fatigue. A pleasure, but not a guilty one.



Unlike any other development in the UK, these wonderful new homes encompass cutting-edge design, aspirational detail and magnificent vistas. Embracing modern living, a seamless ease is created within these homes providing the perfect backdrop for busy family life, entertaining, quiet evenings in and lazy summer days in the garden.





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The eye-catching design is clear when you enter Latitude's showhome, the Hudson. The six bedroom property boasts two large reception rooms, one of which is adjacent to a rooftop sun terrace. The two spacious master bedrooms both have their own ensuite bathrooms and there is an additional family bathroom.

In addition to your own private garden, Latitude is adjacent to a country park, offering magnificent walks and plenty of fresh air.

The garden areas and terraces seamlessly link to the ground floor living space, so entering these homes at the end of a busy working day will feel like discovering your own piece of paradise.

For more information on Latitude visit www.charleschurch.com

Latitude, Alnesbourn Crescent, Ipswich, Suffolk, IP3 9GD Prices from £369,950

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Images depict show home at Latitude, Ipswich and is for guidance only. All information correct at time of going to press. *Calls to 0844 numbers cost 5p per minute from a BT landline. Mobile & other providers' charges may vary as necessary.











Mercedes-Benz E-Class Coupé

E 220 CDI BlueEFFICIENCY E 220 CDF BideEFFICIENCY Engine Capacity: 2143 Rated Output (hp):204 Fuel Consumption (mpg combined): 57.6 (55.4) Top Speed (mph): 146 (145) Co2 emissions (combined [g/km]): 128 (134)



E500

10007

S

Experience the power of attraction

Give in to pure driving pleasure with the stunning E-Class Coupé. Available in distinctive SE and Sport model lines, the E-Class Coupé combines b-pillarless design with exquisite interior appointments. Heated front seats are standard, as is Parktronic with Advanced Parking Guidance to help make light work of difficult parking spaces. An array of innovative safety features includes Attention Assist.

The new generation E-Class Coupé



There are 3 Great Pleasures in life..... Driving, Wining & Dining



Why not drive over and pay us a visit, we have a fine dining menu in the evening with superb food produced by our head chef Dawn Lloyd-Hughes and her talented team of chefs. We carefully source our food locally with our fish caught daily off the Suffolk coast and our meat is sourced from local farms, even our herbs are from our own garden.

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a sample of our cellar:

2008 Chablis Premier Cru J Moreau et Fils	£ 38.95
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2009 Robert Mondavi Cabernet Sauvignon	£ 15.45
2007 Gevrey Chambertin	£ 64.50

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Hopkins Homes is the largest independent residential developer in East Anglia and from the outset the company's philosophy has been straightforward: to do what's right, to the highest possible standard whilst ensuring that every development is empathetic to its surroundings.

As you would expect, internally all properties are finished to a very high specification with fully fitted kitchens that include a hob and extractor fan fitted as standard and a choice of cupboards, counter tops and drawer and door furniture.

Currently, there are seventeen active Hopkins Homes developments including Felixstowe, Framlingham, Halesworth, Reydon, Saxmundham, and Walsham Le Willows in Suffolk, Aylsham, Costessey, Cromer, Kilverstone, Little Plumstead, Mulbarton, Necton and Norwich in Norfolk, Bocking in Essex and Soham in Cambridgeshire.

In addition, there are 4 developments within the bespoke Hopkins & Moore brand; within Suffolk there is the picturesque coastal town of Southwold, the abundant countryside of Norton and the historical town of Framlingham whilst in Norfolk the rural idyll of Swanton Morley provides a stunning setting.

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Engine Capacity: 2987 (6V) Rated Output (hp): 210 Fuel Consumption (mpg combined): 25.2 Top Speed (mph): 108 sions (combined [g/km]): 295



The G-Class

For the high road, the low road or no road

The off-road capabilities of the G-Class have assumed near legendary status amongst 4X4 aficionados - and it's fully deserved. The permanent four-wheel drive, the 4ETS Electronic Traction System, the synchronised transfer case and the three 100% differential locks, all work together in perfect harmony to make the G-Class a match for the toughest terrain.

Fitted as standard, the innovative transfer case's off-road ratio is a key component. Activated at the touch of a switch, it generates formidable traction, enabling a stunning gradientclimbing capability of up to 80%.

Similarly, the differential locks can be activated individually and in a logically specified sequence – so you can adapt the vehicle perfectly to its surroundings. If a wheel loses traction, the power is redirected to the wheels offering the best grip. Even if only one wheel is providing grip, you will still make good headway.

Mercedes-Benz GL-Class

GL 350 CDI BlueEFFICIENCY Engine Capacity: 2987 (6V) Rated Output (hp): 265 Fuel Consumption (mpg combined): 30.7 Top Speed (mph): 140 Co2 emissions (combined [g/km]): 242



The GL-Class

879 MBC

A commanding presence

Subtle curves combine with decidedly muscular dimensions to lend the GL-Class its distinctively powerful presence. Prominent shoulder lines accentuate the dynamism of the vehicle's impressive 5.09 metre-long body, thrusting from above the robust, self-assured width of the rear bumper to the short front body of its emphatic, unmistakably Mercedes-Benz bonnet. Whichever way you look at it, the exterior design of the new GL-Class delivers an unequivocal display of strength, reliability and inherent luxury.



Mercedes-Benz M-Class

ML 350 CDI BlueEFFICIENCY Engine Capacity: 2987 Rated Output (hp): 231 Fuel Consumption (mpg combined): 32.5 Top Speed (mph): 137 Co2 emissions (combined [g/km]): 230



The M-Class

Imposing, distinctive, desirable

Mercedes-Benz has given its successful M-Class an extensive revamp, enhancing its dynamic visual presence and boosting driver convenience and comfort features.

Immediately distinguishable by its restyled front and rear, with a striking new grille, reprofiled bumpers, new exterior mirrors, new projection-beam headlamps and dark-tinted tail lights.

Choice of three distinct model lines – SE, Sport and AMG – featuring significantly enhanced levels of standard luxury and convenience features.





CL 500 BlueEFFICIENCY Engine Capacity: 4663 (8V) Fuel Consumption (mpg combined): 29.4 Top Speed (mph): 155 (llimited) Co2 emissions (combined [g/km]): 227



43I SCL

The CL-Class

2IB CCL

1.0

A masterpiece among luxury coupés

Reaffirming its position as the ultimate luxury coupé, the Mercedes-Benz CL-Class offers more power and dynamic ability, new standards of luxury and, with a substantially enhanced specification, even better value for money than its predecessor.

The latest range combines all the comfort, quality, safety and technology of its S-Class stable mate together with stunning coupé styling to create the epitome of elegance in automotive engineering.



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Rarely have reason and emotion been so closely intertwined

There are times when it can be hard to keep your emotions in check - the moment you first set eyes on the CLS, for instance. It's not just the captivating looks that make this four-door coupé so hard to resist however: there are many rational reasons for choosing a CLS too, some of which you'll find outlined on the following pages. See for yourself - and discover just how prudent following your heart can be.

Boosts testosterone levels, cuts emissions

The looks are breathtaking, the drive exhilarating. Improved engines extract even greater enjoyment from each drop of fuel, making for a more intense driving experience - and significantly lower CO2 emissions.

The warmth of sunlight - with none of the heat

The CLS presents a genuine innovation in automotive lighting: high-performance LED headlamps (standard on Sport). Not only do they look highly striking, they also generate less heat than conventional headlamps, and hence use significantly less energy. What's more, their light is more akin to natural daylight, making them easier on the eye in every sense.

Mercedes-Benz CLS-Class

CLS 250 CDI BlueEFFICIENCY Engine Capacity: 2143 Top Speed (mph): 150 Co2 emissions (combined [g/km]): 135



Mercedes-Benz SLK-Class

SLK 200 BlueEFFICIENCY Co2 emissions (combined [g/km]):158 (151)



The new SLK-Class

"The new SLK embodies the role of the trend-setter like no other car," says Dr Dieter Zetsche, Chairman of the Board of Management of Daimler AG and Head of Mercedes-Benz Cars. "I am convinced that with its passionate design, its high-quality interior and its modesty at the filling station it will continue to provide an enormous amount of fun on the road in future, too, consolidating its status as a cult roadster."

Innovations are part of the successful history of the Mercedes-Benz SLK:

- into a coupé with a fixed roof at the touch of a button in just a few seconds
- ensuring pleasurable open-top motoring even in cooler temperatures
- with Magic Sky Control. It can be quickly switched to light or dark at the press of a button

But the new Mercedes-Benz SLK offers more than merely individual highlights. It assumes a leading position in every discipline and offers fun at the wheel in every respect, with no half-hearted compromises. It impresses with characteristics which are generally deemed to be irreconcilable: it succeeds in uniting excellent comfort and high-quality equipment and appointments with a decidedly sporty flair. At the same time the new roadster is one of the most economical and environmentally friendly in its class and sets new safety standards. Allweather driving enjoyment - with the roof open and closed, in leisure-time and everyday use - is firmly anchored in the SLK's genes.



• In 1996 the first generation caused a furore with the vario-roof, which transformed the wide-open roadster

• The second generation placed the warm Airscarf around the neck and shoulders of the occupants as needed,

• Now the third generation is presenting a unique highlight – the world premiere of the panoramic vario-roof



R 300 CDI BlueEFFICIENCY Engine Capacity: 2987 (6V) Rated Output (hp): 190 Fuel Consumption (mpg combined): 37.2 Top Speed (mph): 134 Co2 emissions (combined [g/km]): 201



The R-Class

Luxury Tourer

The power, confidence and performance of the R-Class is expressed throughout the exterior with its taut arcs, steeply sloping rear and "sculpting" feature line running through both doors. While the striking AMG bodystyling – from the front apron to the rear – lends the car a bold, muscular look that exudes confidence and control. Alloy wheels further compliment the styling – 19" on R 500 L and Sport, and 18" on all other models as standard.

The well-balanced length-to-height ratio creates elegant, long and extended saloon proportions. But the overall impression is nevertheless powerful, due to the long wheelbase and short overhangs. Crisp, curving lines create a sense of dynamism and coiled energy.

From the rear, the car still retains the sense of assurance and assertiveness. The muscular proportions emphasise the width of the vehicle and reduce the impression of height, whilst the bulging wheel arches add to the overall feeling of concentrated power.

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Mercedes-Benz S-Class

S 350 BlueTEC Engine Capacity: 2987 (6V) Rated Output (hp): 258 Top Speed (mph): 155 (limited) Co2 emissions (combined (g/km)): 164 (164)





The S-Class

Composure – Every journey made effortless

Each new road poses a different set of challenges. Where one is fast, open and endlessly straight; the next may twist, wind and climb. The key is being able to take every situation equally in your stride – with a car that helps you to stay calm and in control, whatever the journey may bring.

Relaxation – Calm meets concentration

Even breathing, a steady pulse and a clear head are the unmistakable signs of a relaxed driver. And the best way to ensure a relaxed driver is to reduce the potential for danger. In the S-Class, almost a hundred sensors and a range of intelligent on-board assistants do exactly that.

Comfort - Seats that seem made for you

The human form is built for walking – and yet nowadays most of us spend as much if not more time sitting. Which is why ergonomic and highly adjustable seats are so important. But as people come in all shapes and sizes, wouldn't it be even better if the seat could change shape to suit its occupant? Try an S-Class with dynamic multi-contour seats and judge for yourself.





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Mercedes-Benz SL-Class

SL 350

Engine Capacity: 3498 (V6) Rated Output (hp): 306 Fuel Consumption (mpg combined): 37.7 Top Speed (mph): 155 (limited) Co2 emissions (combined (g/km)): 176-169



The new SL-Class

The legend continues

With its race-bred performance, breathtaking styling and pioneering technology, the original Mercedes-Benz SL redefined the sports car. Now the latest generation SL does so once again.

A triumph of automotive engineering, it is constructed almost entirely of aluminium, making it remarkably lightweight without compromising structural integrity. Match this with a choice of powerful V6 and V8 engines and supremely agile, assured handling and you have a recipe for pure driving pleasure. Sports Leicht by name, sporty and lightweight by nature.

But it gets better. Because the SL is not just a high performance sports car... it's a high performance convertible sports car. And thanks to an array of intelligent technology - from the retractable vario-roof to the innovative audio system - it delivers the most exhilarating yet refined open top driving experiences you could possibly imagine.





A-CLASS AMG



C63 AMG Coupé





E63 AMG







Handcrafted precision. Dynamic performance. Luxury and Style. Classic lines with just a hint of aggression. Passion. These are the elements of the philosophy Mercedes-AMG forges into the very DNA of every vehicle that leaves the artisan workships in Affalterbach.

AMG finds it hard to accept limits. That's why its engineers and Master Mechanics always try to go one step further. At Mercedes-AMG, the tradition has its origins in motorsport Second best has never been good enough, neither on the race track nor when developing road-going sports cars. AMG is fully committed to fulfilling every desire of the most demanding driver, especially when it comes to outstanding handling dynamics. By adopting innovative technical approaches and by creating cars that are exclusive and unique both in their appearance and their performance. No wonder every car honed by Mercedes-AMG in Affalterbach succeeds in sparking previously undreamt-of emotions.



CL63 AMG





The new SLS AMG GT3

Welcome to driver heaven

The allure of the SLS AMG Coupé can't be adequately expressed in words, but that won't stop us from trying. It starts with those stunning lines and unique gullwing doors, then grows stronger with every mile, until the exhilarating performance and exceptional handling have you well and truly hooked. It's a potent sensation - in every possible way.

Its high-performance AMG 6.3-litre V8 delivers breathtaking power, the lightweight aluminium spaceframe ensures maximum rigidity. This is a coupé that feels like a racing car - only a good deal more comfortable.

The new SLS AMG Roadster

Rigidity, performance and a close-fitting soft top

Affalterbach – After the 'gullwing' version, the open-top variant is the second car to be independently developed by AMG. The Coupé and Roadster concepts were created in parallel – which brought decisive advantages during the development process. During this approx. 3-year period for the SLS AMG Roadster, the engineers devoted particular attention to the aspects of bodyshell rigidity, driving dynamics, the soft top and NVH.



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Did you know that Sunseeker also offer the new 88 Yacht, the largest and most luxurious charter vessel of its kind and available in UK waters making it ideal for a quick and easy week-end getaway without the dramas of the airport. A cruise along Britain's incredible South Coast, or just a few days afloat in the Solent close to the excellent marina facilities of Ocean Village, can be a truly unique and memorable experience.

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Viewing one of the many incredible summer events from the flybridge of your own Sunseeker must surely be the ultimate way to experience the occasion and the as you are also able to follow the action it also offers a truly unique perspective. Cowes Week, The Supervacht Cup and even the Monaco Grand Prix can all be seen better from a boat!

Maroon Events offer first-hand knowledge and experience of the Sports, Entertainment, Media and Finance industries and understand the stresses and strains that can develop and the attention to detail that is required. In partnership with Sunseeker Charters we are the perfect brokers to appreciate your requirements and deliver the experience you expect.

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The new SLR **Stirling Moss** Pure excitement and driving pleasure

Stuttgart – Mercedes-Benz and McLaren have added the crowning glory to the model family of their highly successful SLR super sports car with a new, uncompromisingly spectacular car. There is neither a roof nor a windscreen to separate the driver and passenger from the outside world; they enjoy unadulterated high-speed excitement with all the attributes of a speedster. The new SLR Stirling Moss is also characterised by the most sophisticated technology and a breathtaking design which reinterprets the SLR legend.

With 478 kW/650 hp the SLR Stirling Moss accelerates its V8 supercharged engine from standstill to 62 mph (100 km/h) in less than 3.5 seconds, and has a top speed of 217 mph (350 km/h) – no other series-production car is at the same time so open and so fast. This extreme concept makes the new high-performance sports car a legitimate bearer of the name of the British motor racing legend and Mille Miglia recordholder Stirling Moss, who drove the legendary Mercedes-Benz SLR racing cars from victory to victory during the 1950s. The exclusive SLR Stirling Moss rounds off the current SLR family and is limited to 75 units. It is priced at £632,557.



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Mercedes-Benz is 'cool'

Mercedes-Benz has made its debut in the annual CoolBrands® list, ranked 16th out of over 10,000 independently identified brands.

Now in its 11th year and co-ordinated by The Centre for Brand Analysis, the list is voted for by 3,000 British consumers and a panel of 39 key influencers including Millie Kendall MBE, Luke Peters, Plan B and David Harewood MBE.

From the initial 10,000, a shortlist of 1,200 brands were ranked for innovation, originality, style, authenticity, desirability and uniqueness – each attributes classed by the organisers that play a part in a brand being cool.

The top non-British automotive brand was Mercedes-Benz. The outright winner was the technology brand, Apple.

Mercedes-Benz is in the midst of launching a range of exciting new cars, including the new A-Class and the upcoming CLS Shooting Brake. Each mixes elegance with innovative technology, performance and comfort. Headed by the SLS AMG, the Mercedes-Benz passenger car range is more diverse than ever before – appealing to different needs, different budgets and preferences.

Rob Halloway, Communications Director at Mercedes-Benz commented on the results: "I think by its very nature, coolness is in the perception of others. I think that cool things have a certain style, elegance and swagger about them. Cool people possess all these qualities, and cool brands blend a timeless quality with absolute topicality. It sounds like an oxymoron, but that's what makes cool "cool". >>







Daves World II - by David Butterworth



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Like style over fashion, cool endures where trendiness tends to be transient. "The SLS AMG is a new supercar for a new generation, and the A-Class is just as cool, but a lot more attainable. Radically different from its predecessor, the new A-Class has been designed and positioned to be really desirable to customers who previously might not have considered a Mercedes-Benz. The Concept Style Coupé gives another hint of what's coming - and we've got lots more "must-have" compact cars on the way.

"We're backing up everything we're doing with great products, great people, excellent support of key events, new ways of communicating these cars to new and existing customers - and we're going to do it in some style."

Lancaster Mercedes-Benz – 93

ТН	E TOP 20 COOLBR	RANDS®	LIST 2012
1.	Apple	11.	Sony
2.	YouTube	12.	Bose
3.	Aston Martin	13.	Häagen-Dazs
4.	Twitter	14.	Selfridges
5.	Google	15.	Ben & Jerrys
6.	BBC iPlayer	16.	Mercedes-Benz
7.	Glastonbury	17.	Vogue
8.	Virgin Atlantic	18.	Skype
9.	Bang & Olufsen	19.	Nike
10.	Liberty	20.	Nikon

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	2 SERVICES			3 SERVICES			4 SERVICES		
	12 Mths	24 Mths	12 Mths	24 Mths	36 Mths	12 Mths	24 Mths	36 Mths	48 Mths
A-Class	£46.00	£23.00	£69.00	£34.50	£23.00	£92.00	£46.00	£30.75	£23.00
A-Class (Auto)	£62.00	£31.00	£93.00	£46.50	£31.00	£124.00	£67.00	£41.50	£31.00
B-Class	£54.00	£27.00	£81.00	£40.50	627.00	£108.00	£54.00	£36.00	€27.00
C-Class	£54.00	£27.00	£81.00	£40.50	£27.00	£108.00	£54.00	£36.00	£27.00
E-Class	£60.00	£30.00	£90.00	£45.00	£30.00	£120.00	£60.00	£40.00	£30.00
SLK-Class	£55.00	£27.50	£82.50	£41,25	£27.50	£110.00	£55.00	£36.75	627.50
CLS-Class	£60.00	£30.00	£90.00	£45.00	£30.00	£120.00	£60.00	£40.00	£30.00
ML-Class	£66.00	£33.00	£99.00	£49.50	£33.00	£132.00	£66.00	£44.00	£33.00
S-Class	£76.00	£38.00	£114.00	£57.00	£38.00	£152.00	£76.00	£50.75	£38.00
R-Class	£76.00	£38.00	£114.00	£57.00	£38.00	£152.00	£76.00	£50.75	£38.00
CL-Class	£76.00	£38.00	£114.00	£57.00	£38.00	£152.00	£76.00	£50.75	£38.00
GL-Class	£76.00	£38.00	£114.00	£57.00	£38.00	£152.00	£76.00	£50.75	£38.00
SL-Class	£110.00	£55.00	£165.00	£82.50	€55.00	£220.00	£110.00	£73.50	€55.00

Used Vehicles

	2 SERVICES			3 SERVICES			4 SERVICES		
	12 Mths	24 Mths	12 Mths	24 Mths	36 Mths	12 Mths	24 Mths	36 Mths	48 Mth
A-Class	£46.00	£23.00	£69.00	£34.50	623.00	£92.00	£46.00	£30,75	£23.00
A-Class (Auto)	£62.00	£31.00	00.693	£46.50	£31.00	£124.00	£62.00	£41.50	£31.00
B-Class	£54.00	£27.00	£81.00	£40.50	£27.00	£108.00	£54.00	£36.00	£27.00
B-Class (Auto)	£62.00	£31.00	£93.00	£46.50	£31,00	£124.00	£62.00	£41.50	\$31.00
C-Class	£62.00	£31.00	£93.00	£46.50	£31.00	£124.00	£62.00	£41.50	£31.00
CLK-Class	£68.00	£34.00	£102.00	£51.00	£34.00	£136.00	668.00	£45.50	634.00
E-Class	£68.00	£34.00	£102.00	£51.00	£34.00	£136.00	£68.00	£45.50	£34.00
SLK-Class	£70.00	£35.00	£105.00	£52.50	£35.00	£140.00	£70.00	£46.75	€35,00
CLS-Class	£74.00	£37.00	£111,00	£55.50	£37.00	£148.00	£74.00	£49.50	£37.00
ML-Class	£72.00	£36.00	£108.00	£54.00	£36.00	£144.00	£72.00	£46.00	\$36.00
S-Class	£86.00	£43.00	£129.00	£64.50	£43.00	£172.00	£86.00	£57.50	£43.00
R-Class	£86.00	£43.00	£129.00	£64.50	£43.00	£172.00	£86.00	£57.50	£43.00
CL-Class	£86.00	£43.00	£129.00	£64.50	£43.00	£172.00	£86.00	£57.50	£43.00
GL-Class	£86.00	£43.00	6129.00	£64.50	£43.00	£172.00	£86.00	657.50	£43.00
SL-Class	£110.00	£55.00	£165.00	£82.50	£55.00	£220.00	£110.00	£73.50	£55.00

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(1) WEEKEND BAG Vintage-look cognac-coloured calfskin weekend bag with sturdy handles, dark brown cotton lining and AMG logo embossed on side. Perfect for overnight or weekend travel, featuring sturdy handles, detachable leather shoulder strap and zipped compartments inside and out.



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A glimpse of the future

Stuttgart/Los Angeles. At this year's Los Angeles Design Challenge, the designers from the Mercedes-Benz Advanced Design Studios in Carlsbad, California, surprised everyone with a revolutionary vision. Taking their inspiration from nature, they designed a vehicle which is fully integrated into the ecosystem, from the moment of its creation right through to the end of its service life. The Mercedes-Benz BIOME grows in a completely organic environment from seeds sown in a nursery. Out on the road the car emits pure oxygen, and at the end of its lifespan it can be simply composted or used as building material.

"As the inventor of the motor car, we wanted to illustrate the vision of the perfect vehicle of the future, which is created and functions in complete symbiosis with nature. The Mercedes-Benz BIOME is a natural technology hybrid, and forms part of our earth's ecosystem. It grows and thrives like the leaves on a tree," according to Hubert Lee, Head of the Mercedes-Benz Advanced Design Studios in Carlsbad. This year the competition had called for the creation of a vision of a safe and comfortable 2+2 compact car featuring good handling and a first-class design, and weighing only 1,000 lbs (around 454 kg/kerb weight). >>

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Mercedes-Benz BIOME: an Ultralight Vehicle at One with Nature



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Mercedes-Benz symbiosis – a partnership with nature front of the vehicle, while the exterior grows from the star on the rear.

To accommodate specific customer requirements, the Mercedes star is genetically engineered in each case, and the vehicle "grows" when the genetic code is combined with the seed capsule. The wheels are grown from four separate seeds.

The Mercedes-Benz BIOME is powered by BioNectar4534, which is stored in the BioFibre material of the chassis, interior, and wheels. In addition, Mercedes-Benz has developed a technology to equip trees with special receptors which can collect the excess solar energy and turn it into BioNectar4534. This creates a direct link with nature's energy sources and acts as an incentive to cover mobility energy requirements through more trees and at the same time maintain natural resources. Like plants, the Mercedes-Benz symbiosis vehicle also produces oxygen, thereby contributing to improving air quality. At the end of its service life, the Mercedes-Benz BIOME can be fully composted or used as building material. Thanks to the exclusive use of green technologies, the BIOME vehicle thus blends seamlessly into the ecosystem.

The Mercedes-Benz BIOME symbiosis vehicle is made from an ultralight material called BioFibre and tips the scales at just 875.5 lbs (around 394 kg). This material is significantly lighter than metal or plastic, yet more robust than steel. BioFibre is grown from proprietary DNA in the Mercedes-Benz nursery, where it collects energy from the sun and stores it in a liquid chemical bond called BioNectar4534. As part of this process, the vehicle is created from two seeds: The interior of the BIOME grows from the DNA in the Mercedes star on the

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Boasting a powerful battery, seamlessly integrated into the two-tone frame of the contemporary chassis, the smart electric bike can travel up to 100km before you need to recharge the battery, with effortless acceleration from stationary. The battery doesn't just make riding easy, it's also simple to recharge - either on the bike itself or separately at any wall socket.

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The smart electric bike comes fitted with an interactive display as standard, where you can control all the basic functions from the speedometer and odometer to the assistance level and 'recuperation' settings. With a USB interface in the handlebar area even allows you to charge your phone enroute.

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