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## The new Mercedes-Benz SLS AMG GT3

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## Contents

Welcome.....	11
After Sales .....	17
A-Class .....	34
B-Class .....	38
C-Class .....	42
CL-Class .....	48
CL-63 AMG.....	50
CLS-Class .....	52
E-Class Saloon.....	54
E-Class Coupé .....	58
GL-Class .....	64
M-Class .....	70
R-Class .....	74
S-Class .....	76
SL-Class.....	78
SLK-Class .....	80



# Capella Pedregal, Cabo San Lucas



## Our View

Few places can have quite as dramatic an entrance. A 300m torch-lit tunnel takes you to the beach resort of Capella Pedregal, really making it feel a world apart; secluded and exclusive, yet with chic Cabo San Lucas within easy reach. We loved the resort's cool style mixed with 'Mexican Gothic' (not to mention the Tequila tasting classes!) and the restaurants really blew us away. Seafood restaurant El Farallón is tucked into the cliffs overlooking the Pacific – you'd be hard-pressed to find a more stunning location – serving locally caught delicacies to views of dolphins and whales in the surf. And signature restaurant Don Manuel's has the feel of a welcoming old Mexican Hacienda, with a kitchen whose doors are always open – so guests can venture in and sample 'antojitos' (small plates) before their main meal. Fantastic!

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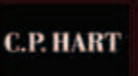
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## Welcome

Welcome to the first edition of our Mercedes-Benz Retail Group magazine. We hope that you'll enjoy what we've put together, and that it will give you an insight into how we make every effort to give you the best possible service that we can, and make Mercedes-Benz ownership the hugely pleasurable experience that it should be.

Alongside the articles on some of our senior personnel and the people you will be dealing with at our showrooms, we have also included stunning photography of Mercedes-Benz vehicles (to whet your appetite!) and reviews and previews of some of the events we have held, and will be holding for our customers.

We want your experience of Mercedes-Benz ownership to extend far beyond your annual trips to our excellent service departments, and offer you a relationship that goes above the usual retailer/customer interaction. As a Mercedes-Benz owner you will be afforded the opportunity to experience exclusive golf days, private launch parties and much more. >>



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Don't forget, we're always happy to welcome you at Mercedes-Benz Birmingham, whether you need a new car, you want to pick up something from our range of accessories (for you or your car!) or you might just want to come in to take a look at the latest AMG model: we'll always be pleased to see you.



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\*Based on A-Class Manual



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Our wealth management service is available to discerning clients with £250,000 or more of investable assets.

To find out how our Birmingham team might make your financial journey safer, call Lucy Minton on 0121 232 5726. You can also visit our website at [www.dbpwm.co.uk](http://www.dbpwm.co.uk)

*Passion to Perform*



## After Sales

From the first 'blip blip' of the key you'll not only enjoy the very best quality, luxury and performance of driving a Mercedes-Benz, you'll experience the difference that only the very best customer service provides. Our dedicated After Sales team pride themselves on delivering personal service that sets the standard.



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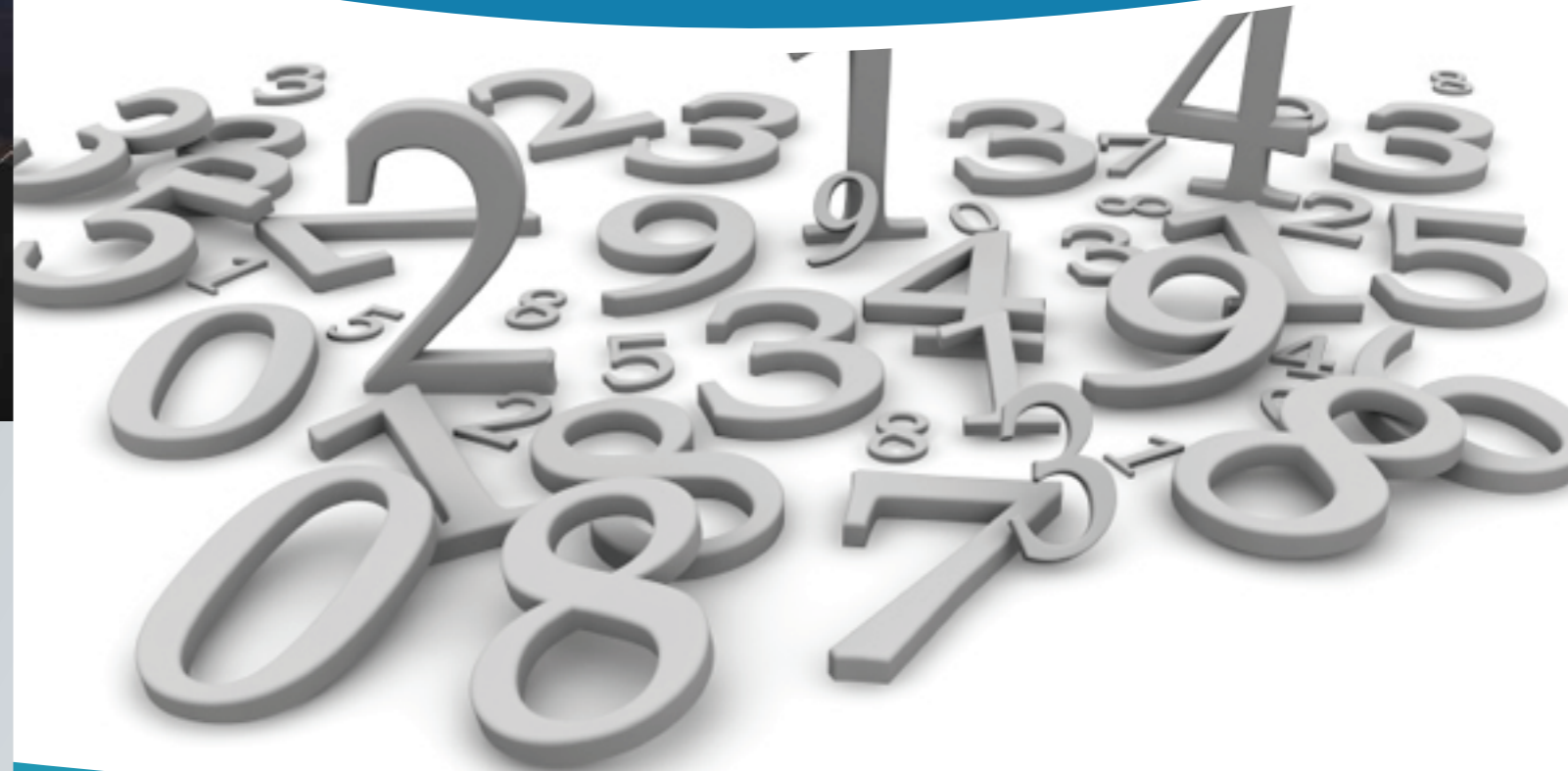
## After Sales



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## MERCEDES-BENZ B-CLASS F-CELL POWERS AHEAD OF ITS RIVALS IN LONDON FUTURE CAR CHALLENGE

The Mercedes-Benz B-Class F-CELL powered to victory in the inaugural Brighton to London Future Car Challenge in November, which showcased the new-energy and related technology currently being developed by the motor industry.

Beating competition from Honda and Toyota in the fuel cell category, the Mercedes-Benz consumed the least energy on the 57-mile route, as its compact, high-performance fuel cell system came to the fore. The car was driven into first place by Hilton Holloway, Associate Editor at Autocar magazine, who was accompanied by Wilfried Steffen, President & CEO Mercedes-Benz UK. The car consumed just 0.97kg of hydrogen during the trip, equivalent to 81 mpg.

The B-Class F-CELL was one of 64 vehicles that took part in the event, which was organised by The Royal Automobile Club to demonstrate the capability of new, low-energy cars including electric and hybrid vehicles. Cars powered by traditional combustion engines with CO<sub>2</sub> emissions up to 110g/km were also entered.

Already in small series production, the advanced B-Class produces zero local emissions apart from harmless water vapour. The B-Class F-CELL is powered by a gaseous hydrogen reaction with atmospheric oxygen that generates a current for its electric motor, which is capable of delivering 136hp, 290Nm of torque and performance that is superior to that of a 2.0-litre petrol engine.

The B-Class F-CELL uses a lithium-ion battery to boost power and recover braking energy. Advantages of lithium-ion battery technology include compact dimensions, high performance and greater recharge efficiency. The battery, along with all of the other fuel cell components, are housed in the sandwich floor construction, ensuring the B-Class F-CELL offers the same interior space as the conventional version.

“We were delighted to demonstrate the low energy usage of the B-Class F-CELL at such a high-profile event that highlighted future motoring technology and was attended by so many key people including politicians, representatives of industry groups and the car-buying public,” said Dr Reinhold Schamm, Manager, Fuel Cell & Battery Drive Development.

“Mercedes-Benz has been working on the deployment of fuel-cell drive in motor vehicles for over 15 years and has 180 registered patents in place in this field as well as more than 100 models being trialed around the world,” he added. “Delivery of around 200 B-Class F-CELLs commenced this month, with private and fleet drivers in Europe and the USA leasing the vehicles. As the infrastructure develops, this particular model will become a real, widespread option for emission-free motoring.

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### The Process

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We will contact you on the day of the appointment to confirm the time of arrival.

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It was first used by automobile retailer and racing enthusiast Emil Jellinek. He was racing DMG automobiles and had his daughter's name – Mercédès – painted on the side of his car for good luck. He later started to build dedicated sports cars for DMG using the name Mercedes 35hp.

The success of this series inspired more models using the same name. By 1926 the word Mercedes was linked with the name of the company's founder, and Mercedes-Benz was picked as the worldwide brand for its vehicles.





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## The A-Class

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## DISAPPOINTED ABOUT THE YIELD OF INCOME FROM YOUR INVESTMENTS AND PENSIONS?

BY CHARLES WESTROPE, PARTNER OF THE ST. JAMES'S PLACE PARTNERSHIP



I spend a lot of my time, when first engaging with my private clients, discussing their most essential financial concerns. Between us we look at the ways in which to resolve these as a priority. Only then can we work more successfully towards achieving my client's personal wealth goals. One of the major issues I hear repeatedly is concern about the levels of income being received from funds under management from investments or pensions. Not only are the returns low but when questioned, people cannot provide information as to where their funds are invested, which individual they are paying to invest these funds on their behalf, who is monitoring the fund performance, what is being done when that performance suffers and what charges they are paying for this lack of service. Most clients get a summary of their investment each year and have no other knowledge.

Many people also have several disparate pensions from varying jobs that have become too complicated to keep track of and are often being invested by large institutions who have little concept of who the client is and what they want their money to achieve for them and their family.

In fact, there is little, if any, active fund management available and therefore a lack of accountability toward the client's funds from those being paid to invest their money.

It has been proven that funds under management that are actively monitored by an independent source show more consistent and improved returns. So doesn't it seem like a good idea when looking to invest to have a wealth manager dedicated to you and your wealth, who does understand what you want to achieve short and long term? Someone who knows exactly which individuals are investing your money, which funds your money is invested in, how those funds are performing on a daily basis and if under performing ensures that money is reinvested swiftly to maintain income levels. In fact, how about having an independent monitoring committee working on your behalf continually assessing investment managers' performance and changing those investment managers' should their performance be called in question.

This is the service provided to my private wealth clients and working within the St. James's Place wealth management investment methodology allows me to help protect and monitor your investments whether they are low, medium or high risk.

I am delighted that I am currently able to invite into my practice several more wealth clients, who would work within my Wealth Management Programme and receive the levels of care and service described above. This of course includes sole access to the St. James's Place Wealth Management method of investment. If you wish to meet with me for an initial non obligatory consultation please contact my office in Blythe Valley, Solihull on **0121 215 0987** when an appropriate time and date can be arranged.

I look forward to meeting with you and working on resolving your most essential financial concerns. Charles is Managing Director of Bridgategate Partners and is a Partner of the St. James's Place Partnership.

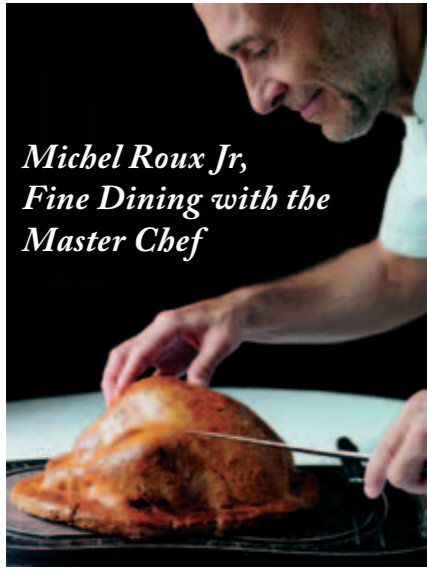


## The B-Class

### Sports Tourer in better shape than ever

With four engines and two trim levels to choose from selecting a B-Class has never been easier. The two trim levels are the SE and the Sport. The SE has a fixed panoramic glass sunroof as standard while the Sport model line gets the previously optional Sports Package as standard and includes 17" alloy wheels, Sports suspension, an aluminium look gearshift, brushed stainless steel sports pedals with black rubber studs, fabric/ARTICO upholstery and other trim features.

The restyled front end injects the B-Class with more poise and assurance than before. This is primarily down to the radiator grille with its three chromed cross fins painted in matt silver and the Mercedes star integrated into its centre. However, the more imposing appearance of the B-Class also stems from the new-look bumper – whose design emphasises the large air intake at the bottom – as well as the modified bonnet. This new design idiom makes the front look broad and, as a consequence, especially powerful, symbolising the sporty attributes of the B-Class even more clearly than before. The design at the sides seems more harmonious and elegant than before, because the exterior mirror housings, door handles and skirt panels are now painted to match the body colour on all model variants.



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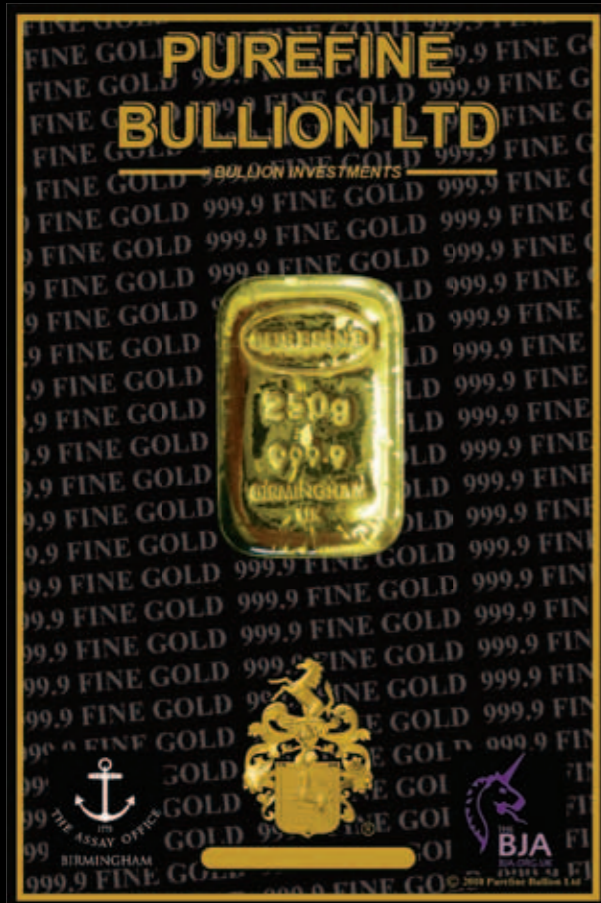
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## The C-Class

### 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, high-quality 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.

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

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).

#### Mercedes-Benz symbiosis – a partnership with nature

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 front of the vehicle, while the exterior grows from the star on the rear. >>



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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 CL-Class

### 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.



## The CL-63 AMG

### Ruling supreme

Several engines, one common theme – power. In the new CL 500 it's a V8, with a maximum torque of 530 Nm and output of 388 hp, that will get you from 0-62 mph in a mere 5.5 seconds, bringing with it improved emissions, consumption and acceleration.

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Finally the CL 63 AMG, powered by our naturally aspirated V8 engine generates 525 hp and 630 Nm of torque. Here, you're the master of a formidably flexible powerhouse, one that gets you from 0-62 mph in a thrilling 4.6 seconds.



## The CLS-Class

### Sleek, elegant and refined

When the original CLS-Class launched in 2005, it was critically acclaimed by industry experts, journalists and motorists alike. Its unique fusion of dynamic coupé styling with four-door practicality, luxury and space broke new ground in automotive design. The all-new CLS-Class follows in its predecessor's pioneering footsteps, yet creates an identity entirely of its own. A triumph of bold, innovative styling, it is the first Mercedes-Benz model to showcase the distinctive new design language developed by Design Chief, Professor Gorden Wagener. This new design idiom is apparent in every surface and detail of the new CLS-Class – from the eye-catching air inlets to the flared wheel arches. The striking radiator grille, which echoes the new SLS AMG supercar, is a defining feature, as are the frameless side windows. Full LED headlamps with dynamic functionality will also be available – another world first from Mercedes-Benz. Inside the CLS, the quality of craftsmanship is instantly apparent with luxurious materials such as wood and leather throughout. Personalisation options are plentiful and the cabin's sumptuous appointments are complemented by the latest technology to ensure an exquisite driving experience. Turn to page 83 for more information.



## New E-Class Saloon

### One of life's pleasures

The all new E-Class Saloon boasts CO<sub>2</sub> 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 new 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.

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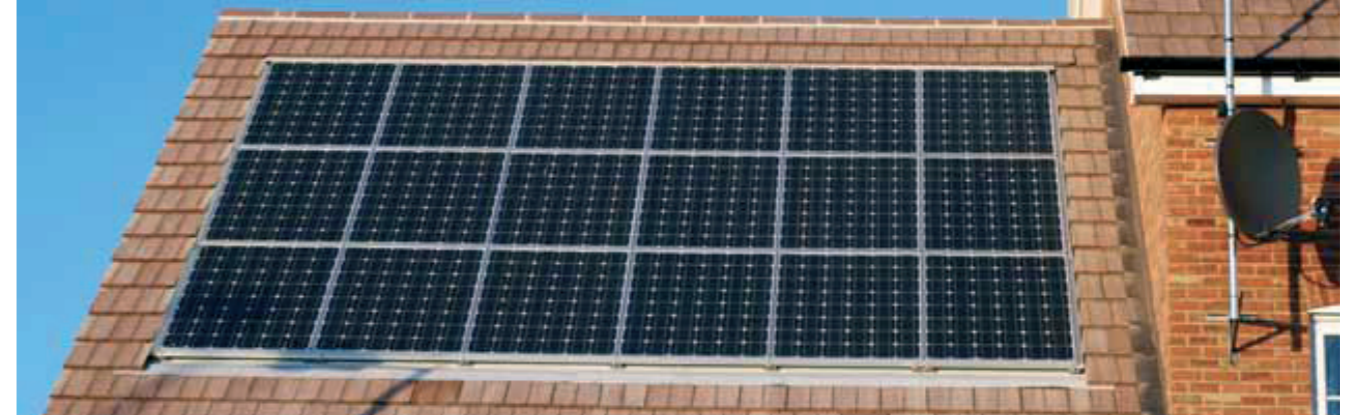
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## New E-Class Coupé

### Experience the power of attraction

All E-Class Coupés combine generous power with outstanding efficiency. Our BlueEFFICIENCY engines use energy saving measures such as on-demand power steering to maximise fuel economy and reduce CO<sub>2</sub> emissions and with Agility Control Package fitted as standard, the E-Class Coupé delivers a driving experience to match its stunning looks. The optional Dynamic Handling Package enables suspension and steering characteristics to be adjusted at the touch of a button – just choose Comfort or Sport mode and enjoy the ride.

For optimum safety and convenience, a wealth of innovative driving assistance systems includes Attention Assist and other standard systems include Advanced Parking Guidance and Hill Start Assist, while options include the Adaptive High Beam Assist.

The exterior of the E-Class Coupé is a celebration of movement and dynamism. Classic Coupé styling cues include the pillar less, fully retractable side windows, while flared rear arches accentuate power and performance. Inside, sport meets luxury with high-grade materials and sculpted seats with integrated head restraints. Every moment's a pleasure.

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## Formula One World Champion Jenson Button collects his new DR 520 from Mercedes-Benz World

Vodafone McLaren Mercedes motor racing star Jenson Button picked up his exclusive Mercedes-Benz C-Class DR 520 Estate car from Mercedes-Benz World on 24 August 2010. The reigning 2009 Formula One™ World Champion has snapped up one of only twenty DR 520s made, and they are only available from the 'Specialist Products Division' at Mercedes-Benz World.

The car, that starts at £63,680, is based on the high-performance C 63 AMG and comes with many performance upgrades. Engine output is increased to a Dyno Rated 520hp - 60hp more than the standard C 63 AMG, and means the DR 520 can reach 0-62 mph in just 4.2 seconds with an electronically limited top speed of 187 mph. On the outside the car has matt black body work and, an interior lavished in leather and alcantara to complement the performance perfectly.





## The GL-Class

### 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.

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## Top performances and numerous highlights – The Mercedes Trophy World Final 2010

Over 100 golfing enthusiasts and Mercedes-Benz customers from 43 different countries put their driving, pitching and putting skills to the test when they met for the Mercedes Trophy World Final, which is traditionally staged in the premium automotive brand's home city. For three days, the 27 teams played the courses at the Bad Liebenzell Golf Club (September 25) and Schloss Nippenburg Golf Club.

Mercedes-Benz's involvement in amateur golf dates back to 1989. The Mercedes Trophy is the brand's own series of amateur invitational tournaments for customers, with some 58,000 players competing in over 43 countries.

With a total of 204 points, the team from United Kingdom won the coveted Nations Cup. The second- and third-place positions, respectively, were claimed by Team China with 197 points and Team Korea with a total of 187 points.

In the individual scoring, the following players won the Mercedes Trophy World Final: with 61 points, Giles Buchanan from South Africa achieved the best overall score; and with a showing of 77 points, Jong Suk Yo from Korea posted the best results in the class A. Paul Williams from the United Kingdom won the class B with 75 points, and Anthony Beal, also from the United Kingdom, grabbed top honours in the class C with 80 points. >>

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Besides a Driving Experience event, which provided the MercedesTrophy finalists and their accompanying guests with the opportunity to try out a wide variety of current and innovative Mercedes-Benz models for themselves, the absolute highlight being though the sneak preview at the prize-giving ceremony of the new style icon from Mercedes-Benz: the new Mercedes-Benz CLS which is receiving its world premiere on September 30, 2010 at the Paris Motor Show.

A very special driving highlight was also on offer as well: under the professional tutelage of DTM drivers Bruno Spengler and Jamie Green the Mercedes-Benz SLS AMG all guests were able to acquaint themselves with the supercar in unforgettable fashion.

Professional support was also on hand on the golf course too. Professional golfer Anders Hansen played a special "nearest to the line" competition with every flight from Tee 1. With good sporting grace he was actually beaten hands down by two competitors who managed to place their golfballs on the line.

All players were able to receive valuable golfing tips in a golf clinic held by Robert Baker, AMG brand ambassador, and founder of Logical Golf.

Another special competition took place on the second day of the tournament. Waiting to greet the finalists at the 10th hole at the Golf Club Schloss Nippenburg was Marcus Allen, a Laureus Academy Member and former professional American football player. Marcus Allen pitted himself against the finalists in a "nearest to the pin" challenge, whilst at the same time as collecting donations for the Laureus Sport for Good Foundation. As one of its founding members, Mercedes-Benz does a great deal to support this foundation. In addition to the sums collected at the MercedesTrophy World Final, all of the donations made during the MercedesTrophy qualification tournaments staged around the world will benefit the Laureus Sport for Good Foundation. The Laureus Sport for Good Foundation is the official charity of the MercedesTrophy tournaments worldwide.

Further information on the sports sponsorship commitments of Mercedes-Benz together with texts and visual material is available on the internet at: [www.media.daimler.com/sport](http://www.media.daimler.com/sport) and [www.mercedes-benz.de/sport](http://www.mercedes-benz.de/sport)





## 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.

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## The new SLR Stirling Moss

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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 record-holder 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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## 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.



## The S-Class

### A work of art

From the one-piece headlamps with their characteristic, linear shape and the distinctive radiator grille to the flowing, arching roof line, the S-Class radiates confidence and self-assurance in every respect. Muscular flanks, powerful, elongated body and a range of alloy wheels add to the overall impression that this is a car that transmits a definite sense of prestige and presence.



## The SL-Class

### A rich past, an exhilarating present

Admire the new SL-Class from any angle and its motorsport heritage is clear. The low, muscular stance. Powerdomes on the bonnet. Organic, gill-like trim panels on the front wings. The rear bumper with integral, trapezoid tailpipes. This is dynamic design at its very best.

Every detail suggests speed, power and agility – from the widened radiator grille with single louvre to the reshaped headlights and new exterior mirrors with arrow-shaped LED indicators.

For added impact, the V12 models feature trim elements in a brilliant matt silver finish. And the optional Sports package includes dark-tinted headlamps – for that little bit of extra attitude.





## The SLK-Class

### Simply irresistible

With its F1™-inspired lines and broad, muscular stance, the original SLK-Class took roadster design to a new level of beauty and dynamism. In this latest incarnation, we've incorporated a number of small but significant changes to lift it even higher.

For example, there are subtle adjustments to the car's nose and front bumper, plus arrow-shaped indicator lamps integrated into the side mirrors. Striking alloy wheels have been fitted and the racing-style tailpipes are now a distinctive trapezium shape. And we've added stylish dark-tinted tail lights and chrome-rimmed fog lamps.



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### THE NEW CLS: REFINED SPORTINESS

A generation ahead: with the CLS, Mercedes-Benz created a new vehicle category in 2003 which for the first time combined the elegance and dynamism of a coupé with the comfort and functionality of a saloon. The customers were delighted, the competition taken aback: for many years the CLS remained the only four-door coupé in its class and since October 2004 it has been the car of choice for some 170,000 buyers around the globe. "Customers all over the world have rewarded us for our courage in launching a completely new vehicle concept onto the market," explains a delighted Dr Joachim Schmidt, Head of Sales & Marketing for Mercedes-Benz. "And with its exciting design and refined sportiness, the new edition of the CLS also benefits from the fact that we are a whole generation ahead of the competition with our four-door Coupé."

Celebrating its world premiere at the Paris motor show (2 - 17 October 2010), the new CLS builds on the pioneering role of its predecessor yet at the same time is an entirely new edition. "The new CLS points the way forward for the future perceptible design idiom of Mercedes-Benz," explains Professor Gorden Wagener, head of design at Mercedes-Benz. "At the same time it takes its inspiration from the great tradition of stylish, refined sportiness which has always been a feature of Mercedes coupés." >>

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### Exterior: classic Coupé styling with distinctive front

The proportions remain as spectacular as ever: long bonnet, narrow-look windows with frameless side windows, dynamic roof sweeping back at an angle towards the rear. The four-door Coupé from Mercedes-Benz immediately made its mark in 2003 as a new style icon. Now the proportions are the same - and yet everything is different: the second generation of this design trendsetter has adopted a completely new look.

What immediately strikes the eye is the innovative front design, which is reminiscent of the Mercedes-Benz SLS AMG. Visually, the radiator grille is not integrated into the bonnet but is formed separately. This highlights the long, sporty bonnet even further. The grille is dominated by the large central star, which underlines the car's relationship to the other coupés of the brand and also enhances brand identity. The large, elongated dark air inlets with black grilles also add to the vehicle's athletic appearance.

### Design brings high-tech features to life

Another distinguishing feature comes in the form of the full LED headlamps, which are the world's first to offer all of the regular dynamic light functions using LED technology. This innovation boasts an impressive design – inside they are divided into three arrow-shaped layers from top to bottom: the upper layer contains an LED indicator, beneath which is a striking LED side light offering LED low beam functions. The side light can also be seen when the dipped beam function is switched on, thereby creating a novel and separate night-time design and distinctive look. The lowest level of the headlamp houses the main beam and nightview functions. A total of 71 LED's not only provide an unmistakable appearance, but also a significantly enhanced view of the road compared with previous systems. >>



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The typical CLS outline, with its elegantly long proportions, is the dominating attribute of the new model. The effect of the dynamic, athletic form has been enhanced with a new interplay of lines and areas. The front edge of the structure, above the mudguards, which slopes off towards the rear – known as the dropping line by designers – is not only a novel design feature but also represents a new interpretation of a formal design element harking back to the uniquely rich wealth of forms present in historic Mercedes sports cars. A distinctive and muscular sports car-like shoulder line above the rear axle highlights the athletic character of the new CLS. The flared wheel arches resemble the powerful thighs of a feline predator waiting to pounce.

The side view is rounded off with wide wrap-around tail lights featuring LED technology which are arranged in the form of a linking element to the rear of the vehicle. The shape is emphasized by the broad shoulder line, which is clearly visible from behind and supports the flat hardtop. A wide metal insert adds a further visual highlight at the rear.

### **The interior: design brings quality to life**

The interior of the CLS is also distinguished by a timeless design which combines straightforward elegance with innovative details and handcrafted perfection. An eye-catching feature is the wrap-around effect of the cockpit: a high line sweeps from the driver's door over the instrument panel support and across to the front passenger door. The central display has also been integrated harmoniously into the upper part of the instrument panel. At the same time, the downward sweeping side line on the doors continues the dynamic dropping line of the exterior. >>

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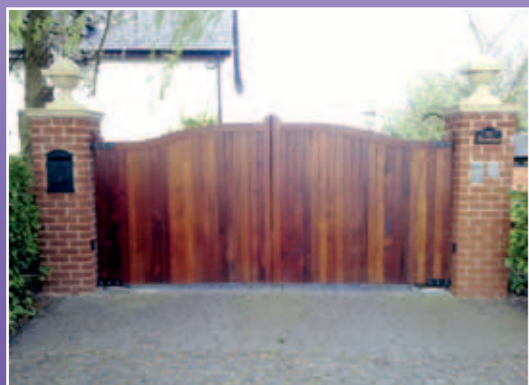


As a design trendsetter, the CLS sets new standards in interiors with its wide variety of individualisation options. Five interior colours, five trim designs and also three qualities of leather are available to choose from.

The CLS also lives up to its role as a design icon thanks to the innovative nature of the materials used. These comprise an exciting mixture of satin and high-gloss finishes used on the metal surfaces. Highlights here also include matt galvanised air vents, for example, which form the ideal framework for a high-gloss-trimmed analogue clock.

Handcrafted perfection is reflected in details such as the stitched seat covers or the so-called sewn covering for the dashboard. For the latter, the individual parts of the leather cover are sewn together by hand in a process which takes several hours, after which they are fitted and upholstered with high-quality foam. Prior to this process, the leather is also heated up to preshrink it, so that it will retain its shape even after extreme exposure to direct sunlight.

The particularly fine, 1.6-millimetre thick semi-aniline PASSION leather which is used meets the highest standards in terms of both look and feel. Protected by only a light pigmentation, the natural pore structure remains intact and the leather has an especially warm and soft feel to it. >>



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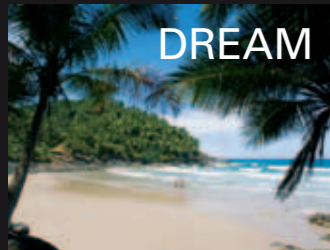
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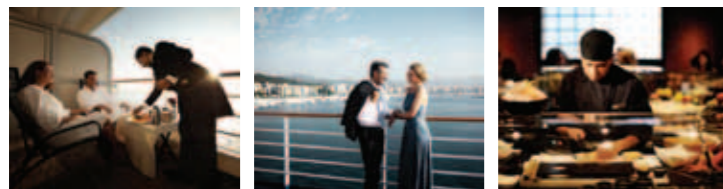
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### The new CLS-Class

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## MBFS UK MARKS 20 YEARS OF GROWTH WITH RECORD MARKET SHARE

Mercedes-Benz Financial Services UK Ltd (MBFS UK) is celebrating 20 years of growth with its highest-ever share of the UK vehicle finance market. It has also marked the anniversary by announcing a major move to new premises.

MBFS, which was launched on October 1st 1990 and currently employs almost 400 staff, is enjoying its most successful period to date. Based in Milton Keynes, the firm currently finances half of all Mercedes-Benz passenger car registrations in the UK and has an estimated 5.1 per cent share of the overall point of sale vehicle finance market – the highest in its 20-year history. Its wide-ranging finance, leasing and insurance services are only available through Mercedes-Benz retailers, and not only cover the company's cars – from the A-Class through to the new SLS AMG super sports car – but also trucks, buses, vans, smart models and Fuso commercial vehicles.

Part of Daimler Financial Services AG, which supports the sale of Mercedes-Benz automotive products in 40 countries, MBFS UK has a retail portfolio of more than 143,000 vehicles worth in excess of £2.2-billion. For the last three years, leading independent automotive research authority Sewells has ranked MBFS UK ahead of all other vehicle finance houses in terms of the relationship with its retailer network. The company also won *The Sunday Times Customer Experience Award for Financial Services* in 2007 and *The Leadership Award for Excellence in Customer Experience* in 2009.

MBFS UK Managing Director, Bob Middleton, said the anniversary was a time to look back on 20 years of growth and success and to look forward to a move to a new home within the headquarters of Mercedes-Benz UK, in Milton Keynes. "Over the past two decades MBFS UK has prospered and grown through its ability to offer a range of competitive products which match the changing needs of both customers and the Mercedes-Benz retailer network," said Mr Middleton.

"As well as our vehicle financing and leasing products, we now operate a sizeable insurance business with over 39,000 policies and our products have secured a 5 star Defaqto rating, placing them in the top 10 per cent of UK policies. We have also been able to develop tailored solutions for a wide range of professional bodies and sports affiliates including the PFA, PCA, The Royal Institute of Chartered Surveyors and the Law Society of England and Wales.

"Late next year we plan to move our entire operation across Milton Keynes to sit alongside our colleagues at Mercedes-Benz UK, the first time in our 20-year history that we have consolidated all parts of the Mercedes-Benz group under one roof. It will mean an even closer relationship between both sides of the business with benefits for both our customers and the retail network," he adds.

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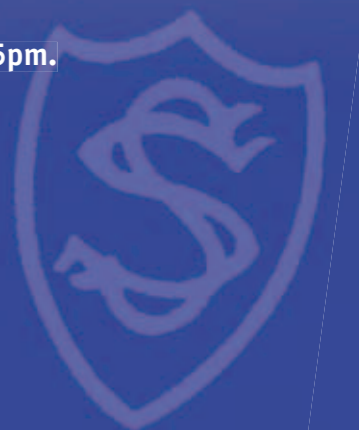
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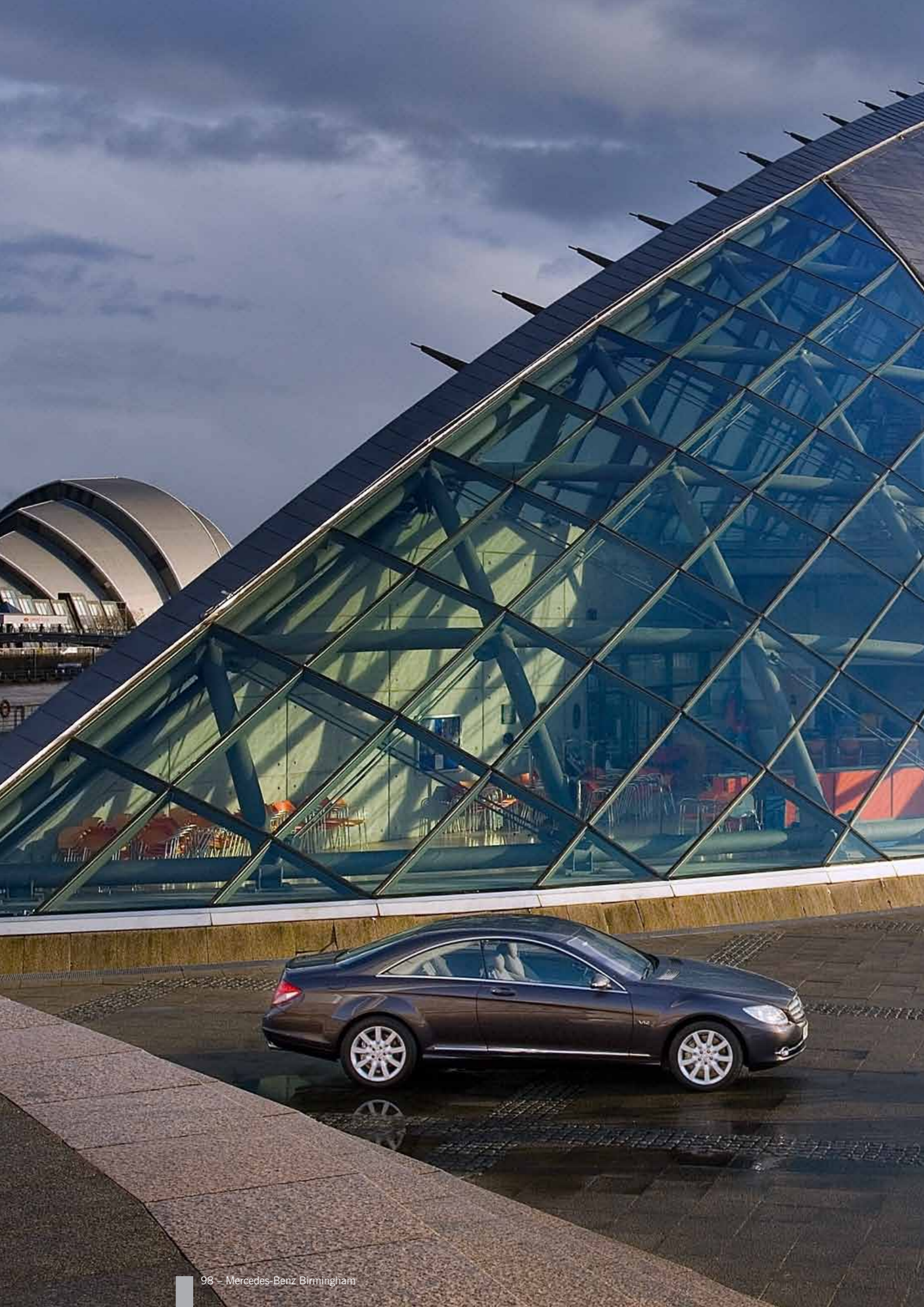
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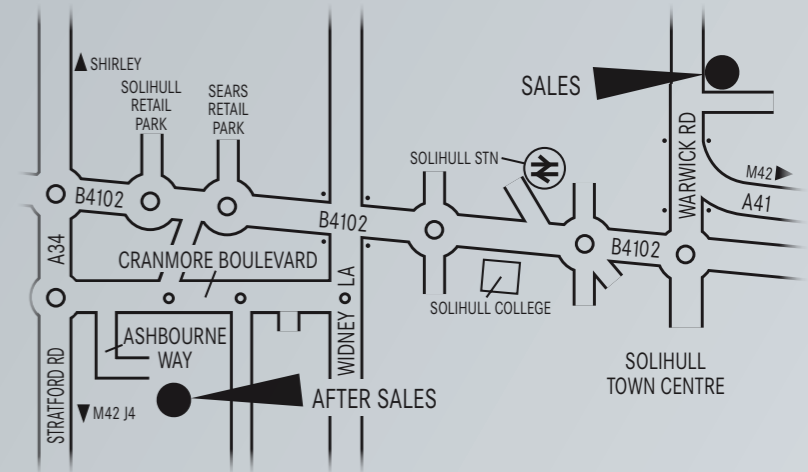
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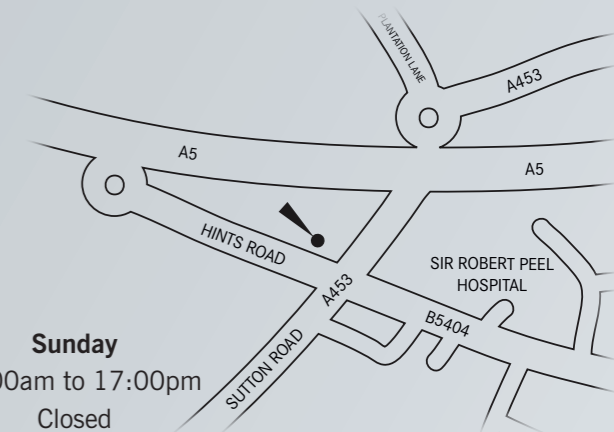
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