

V8

# TEMPTATION

C43



1998 Mercedes-Benz



Introducing our newest **O B S E S S I O N .**

According to Oscar Wilde, "The only way to get rid of temptation is to yield to it." Whenever the hardcore car enthusiasts at Mercedes-Benz and our acclaimed tuning and racing partners at **AMG** get together, performance taboos get broken. This time, they've cooked up the transformation of the C-Class from an A-list sport sedan into a V-8 powered land missile. A hotted-up 302-hp **V-8** in the C-Class? Shocking. And seductive. One taste of the C43 — one look, one touch, one tantalizing 0-to-60-to-0 run — and you're hooked. From its newly sculpted AMG-modified front air dam and lower bodywork to the chrome tips of its exhaust pipes, the C43 is built to race-bred levels of AMG performance. And Mercedes-Benz levels of luxury, safety and reliability. Yield to the part of you that craves unbridled acceleration and handling: Give in to the temptations of driving a C43.





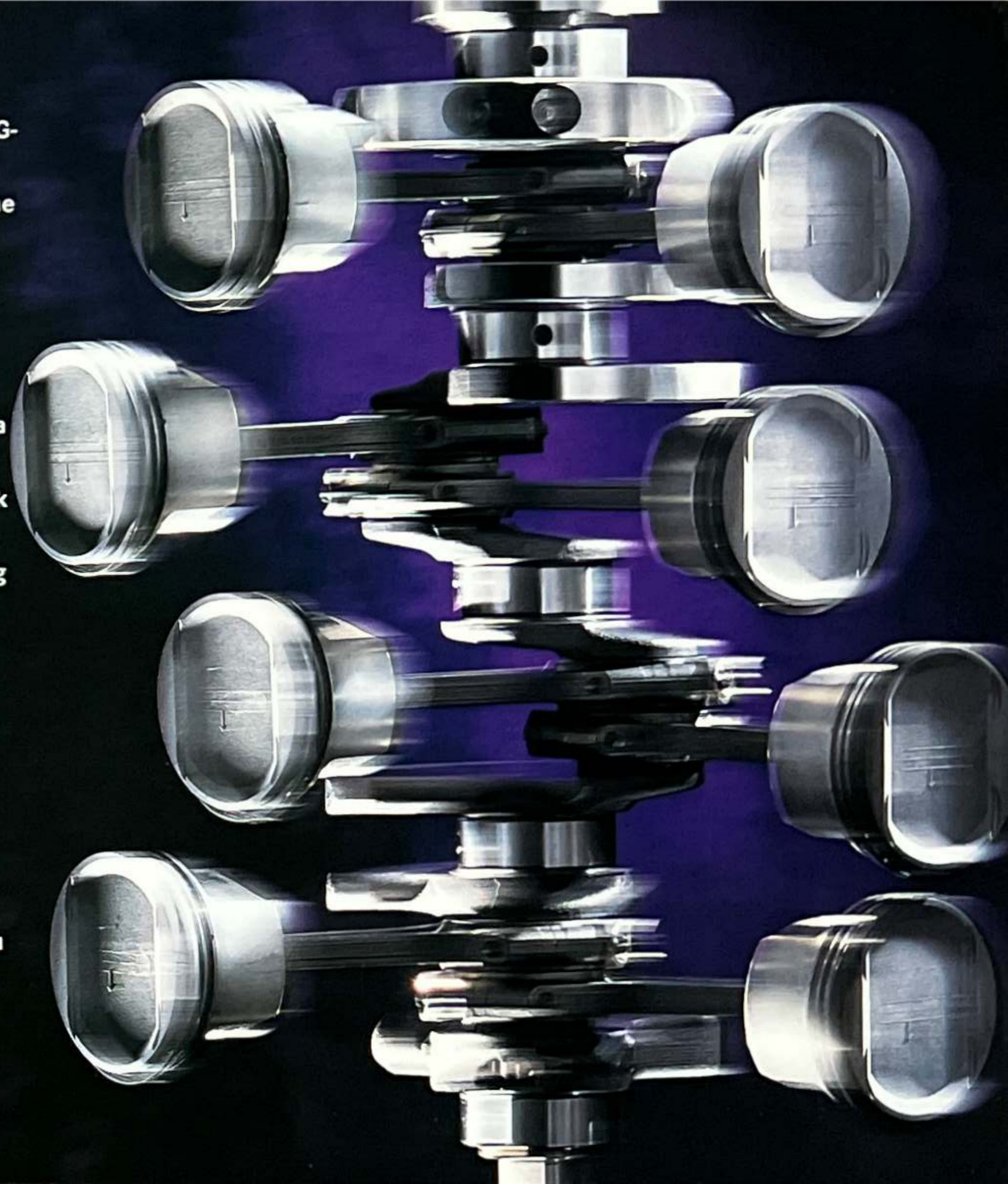
ENTICEMENT.

You're cleared for takeoff.



Consider for a moment the bold implications of dropping an AMG-tuned 4.3-liter V-8 into the C-Class engine bay. For starters, none of its competitors matches the **302 hp** that the C43 puts out—an exclusivity that asserts itself with authority. Now let's talk torque, the guts that rocket the C43 from a baritone idle to a roaring 60 mph in just 5.9 seconds! This V-8's commanding peak torque of 302 lb-ft cranks in at just 3,250 rpm and keeps cresting until 5,000 rpm. That power is launched to the rear wheels via our driver-adaptive 5-speed automatic transmission, specially programmed for quicker, crisper shifts. And here's an environmental surprise: This 24-valve V-8 sport sedan runs so clean, it meets the stringent Low Emission Vehicle qualifications, so you can satisfy your driving desires with a clear conscience.

1 Stated rate of acceleration is based upon manufacturer's track results and may vary depending upon model, environmental and road surface conditions, driving style, elevation and vehicle load.





# A L L U R E .

The C43 urges you into and through the corners with our best brass and our brightest technology, helping to bring out the alluring possibilities of every twisty road. Standard **ESP** (our Electronic Stability Program) is a major source of the C43's handling confidence and composure. ESP came to the world's attention as a revolutionary Mercedes-Benz safety enhancement, and it's still one of the most advanced traction and stability systems available. ESP's technological gift is its ability to "read" a driver's intended course, and then apply the brakes at individual front or rear wheels as needed—and even reduce excess engine power, if necessary—to help correct oversteer (fishtailing) and understeer (plowing). The net result for the enthusiast driver is a level of car control that even modern racecars cannot duplicate.

No system, regardless of how sophisticated, can repeal the laws of physics or overcome careless driving actions. Please always wear your seat belt.





Even as we tempt you, we do not tempt fate.

We've **fortified** the C43 with a chassis that meets the high performance standards set by its V-8 engine. Its brakes are adapted from AMG's racing program: At each wheel, a dual-piston caliper clamps down on a massive vented disc mounted to its hub via 12 high-strength steel pins, improving cooling to help resist brake fade. And our emergency-sensing Brake Assist system is standard. AMG beefs up the already sporty C-Class suspension with firmer shocks and front springs, and thicker, solid stabilizer bars. Along with 17" AMG monoblock alloy wheels and ultra-low-profile performance tires: 225/45ZR17 in front, and even wider 245/40ZR17 at the rear.



S T R E N G T H .





The image shows the front interior of a Mercedes-Benz C43 sedan. The driver's seat is in the foreground, upholstered in blue leather with black stitching. The dashboard and center console feature a combination of black plastic and hand-polished burl walnut wood trim. The steering wheel is black with the Mercedes-Benz logo in the center. The instrument cluster has three analog gauges with white faces and black needles. The center console has a gear shifter and handbrake. The passenger seat is also visible, upholstered in blue leather. The background shows the car's exterior, which is dark, and a bright, hazy sky.

# S E D U C T I O N .

The pleasures of the C43 aren't just unparalleled among European sport sedans, they're unprecedented. The **interior** is trimmed in hand-polished burl walnut and ultra-soft, hand-fitted two-tone leather. Exclusive to the C43, the heated, high-bolstered front sport seats are power-adjustable 10 ways and feature pneumatic fine-tuning for thigh, lumbar and side support to contour precisely to your physique. And finding your ideal driving position gets even easier thanks to the C43's telescoping steering column. A standard tinted glass sunroof lets you bathe the C43's spacious 5-passenger cabin in warm sunlight and cool breezes, while the superb acoustics of an 8-speaker Bose® audio system fill the air with rich, true sound.





**Delicious details.** The C43 cabin whets your appetite for driving. Its leather-wrapped AMG steering wheel and knob on the gated shifter invite your caresses and provide the grippy feel vital to rewarding sport driving. And the easy-to-read ivory-color AMG instrument cluster paints a clear picture of the V-8's sweet performance. The C43's roomy rear seating area features 60/40 split folding seat backs with a center armrest pass-through.





T E M P T E D ?



**Further temptations.** As members of the Mercedes-Benz family, you and your C43 get to enjoy the support of our wide-ranging system of extraordinary benefits and services. It begins with the peace of mind of a 4-year/50,000-mile limited warranty.<sup>1</sup> And it continues throughout the life of the car with our legendary Roadside Assistance Program<sup>2</sup> that never expires and is always just a toll-free phone call away (1-800-FOR-MERCEDES). One of the most appreciated parts of Mercedes-Benz Roadside Assistance is our Sign and Drive program. This free-of-charge service, unmatched by any other carmaker, can dispatch a technician out to your vehicle to change a flat tire with your spare, jump-start a dead battery, or bring some fuel for an empty tank. 1-800-FOR-MERCEDES also connects you to our Customer Assistance Center (CAC), your hotline for information about Mercedes products and services. And your C43 is equipped with our Flexible Service System, which lets you know when your car's next routine service is due, based not just on mileage, but on actual driving conditions.

<sup>1</sup> See your dealer for details and a copy of the Mercedes-Benz New Car Limited Warranty.

<sup>2</sup> Roadside Assistance repairs may involve charges for service and parts. For full details of Sign and Drive services, as well as the Roadside Assistance Program, please see your dealer.



## C43 SPECIFICATIONS

### Engine and Drivetrain

**Engine type:** 4,266-cc SOHC V-8. High-pressure die-cast alloy block with integrated silicon-alloy cylinder liners. Alloy heads with two intake valves and one exhaust valve per cylinder and AMG valve springs. 10:1 compression.

**Net power:** 302 hp @ 5,850 rpm. **Net torque:** 302 lb-ft @ 3,250-5,000 rpm.

**Fuel and Ignition:** ME 2.0 sequential multipoint fuel injection and phased twin-spark ignition with AMG computer chip, enlarged fuel injectors, and individual cylinder control of fuel spray, spark timing and spark phase. Two high-energy ignition coils and two platinum-tipped spark plugs per cylinder. 100,000-mile spark plug replacement intervals. Electronic throttle.

**Air Intake:** AMG-modified magnesium 2-stage resonance intake manifold uses longer intake runners at lower rpm and enlarged runners at higher rpm, for improved overall response. Dual inlet pipes increase intake airflow.

**Exhaust:** AMG-design low-backpressure system with large-diameter stainless steel piping, four catalytic converters, and twin outlets with chrome finishers.

**Transmission:** Driver-adaptive electronic 5-speed automatic, AMG-modified for crisper, higher-rpm upshifts, with heavy-duty componentry and external liquid cooling. Driver-selectable winter mode starts vehicle moving in 2nd gear or a special second reverse gear to help improve take-off on slippery surfaces.

**Rear axle ratio:** 3.07:1

### Traction and Stability Control

**Electronic Stability Program (ESP):** Standard ESP compares the driver's intended course, via steering and braking inputs, to the vehicle's response, via lateral acceleration, individual wheel speeds and rotation (yaw). ESP then brakes individual front or rear wheels and/or reduces excess engine power as needed to help correct understeer (plowing) or oversteer (fishtailing).

**Automatic Slip Control (ASR):** ESP incorporates ASR traction control, which senses drive-wheel slip and individually brakes the slipping wheel and/or reduces excess engine power until control is regained.

### Chassis

**Suspension:** 4-wheel independent double wishbone front/5-arm multilink rear with larger-diameter, solid stabilizer bars. Separate sport-tuned AMG-Bilstein gas-pressurized shock absorbers and progressive-rate coil springs.

**Steering:** Recirculating ball with power assist and hydraulic damper. 3.0 steering-wheel turns lock-to-lock.

**Wheels:** AMG monoblock aluminum alloy. 7.5J x 17 front, 8.5J x 17 rear.  
**Tires:** Ultra-low profile performance steel-belted radial. 225/45ZR17 front, 245/40ZR17 rear.

**Brakes:** 2-circuit power-assisted. Front and rear internally ventilated AMG-design 2-piece rotors, each with an outer disc suspended around the hub flange by 12 high-strength steel pins. Disc diameters: 13.2" front, 11.8" rear. AMG-design dual-piston sliding calipers at each wheel.

**Antilock Braking System:** Standard ABS senses impending wheel lockup under heavy braking and pumps the brakes individually as needed up to 30 times per second to prevent lockup and maintain steering ability.

**Brake Assist:** Upon sensing emergency braking via the speed at which the driver presses the brake pedal, standard Brake Assist immediately applies maximum available power boost, potentially reducing the overall stopping distance by eliminating the delay caused by a common human tendency not to brake hard enough, soon enough. Letting up on the brake pedal releases Brake Assist. Braking effectiveness also depends on proper brake system maintenance, and tire and road conditions.

### Performance

**Acceleration:** 0-60 mph<sup>1</sup> 5.9 seconds

**Top track speed:** electronically limited 155 mph

**Fuel economy:** EPA estimate<sup>2</sup> 17 mpg  
highway estimate<sup>3</sup> 23 mpg

**Emission certification:** Low Emission Vehicle (LEV)

<sup>1</sup> Stated rate of acceleration is based upon manufacturer's track results and may vary with model, environmental and road surface conditions, driving style, elevation and vehicle load.

<sup>2</sup> 1998 EPA estimated fuel economy. 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.

<sup>3</sup> Your actual highway mileage will probably be less than the highway estimate.  
<sup>4</sup> May not be compatible with all opener systems.  
**5 WARNING:** THE FORCES OF A DEPLOYING AIR BAG CAN CAUSE SERIOUS OR FATAL INJURY TO A CHILD UNDER AGE 13. THE SAFEST SEATING POSITION FOR YOUR CHILD IS IN THE REAR SEAT, BELTED INTO AN APPROPRIATE, PROPERLY INSTALLED CHILD SEAT, OR CORRECTLY WEARING A SEAT BELT IF

## C43 EQUIPMENT

### Selected Standard Features

Power tilt/sliding tinted glass sunroof. AMG-design sculpted front air dam, side skirts and rear apron. Halogen front foglamps mounted in front air dam. Single red rear foglamp. Night security illumination. Dual heated power mirrors. Auto-dimming left-side mirror. Heated windshield washer system.

Remote central locking with selective unlocking, illuminated entry and remote opening/closing of windows and sunroof. SmartKey integrates an electronic ignition key with a 4-button remote, including trunk opener and panic button. Automatic anti-theft alarm system. Integrated 3-button garage door control.<sup>4</sup>

CFC-free automatic climate control with dust filter and residual-heat REST mode. Power windows, all with one-touch express-up/down. Auto-dimming rearview mirror. Telescoping steering column. Four cupholders.

Heated 10-way power multicontour front sport seats with pneumatic lumbar side and thigh supports. 60/40 split-folding rear seat with armrest pass-through. Exclusive premium leather upholstery. Leather-trimmed AMG-design steering wheel and shift knob. Burl walnut trim. Exclusive C43 floor mats.

8-speaker Bose<sup>®</sup> sound system. Automatic speed-sensitive volume. Anti-theft-coded AM/FM stereo/weatherband radio with autoreverse cassette player.

AMG instrument cluster with ivory-color gauge faces. Flexible Service System calculates distance to next service based on actual driving conditions.

BabySmart<sup>™</sup> system automatically deactivates the front passenger's front air bag when a BabySmart-compatible child seat is properly installed.<sup>5</sup>

### Optional Equipment

Xenon High Intensity Discharge headlamps. Heated headlamp washers with wipers. Rain-sensing automatic intermittent windshield wiper. Metallic paint. Integrated trunk-mounted 6-disc CD changer (dealer-installed). Integrated mobile or docking portable cellular telephone (dealer-installed).

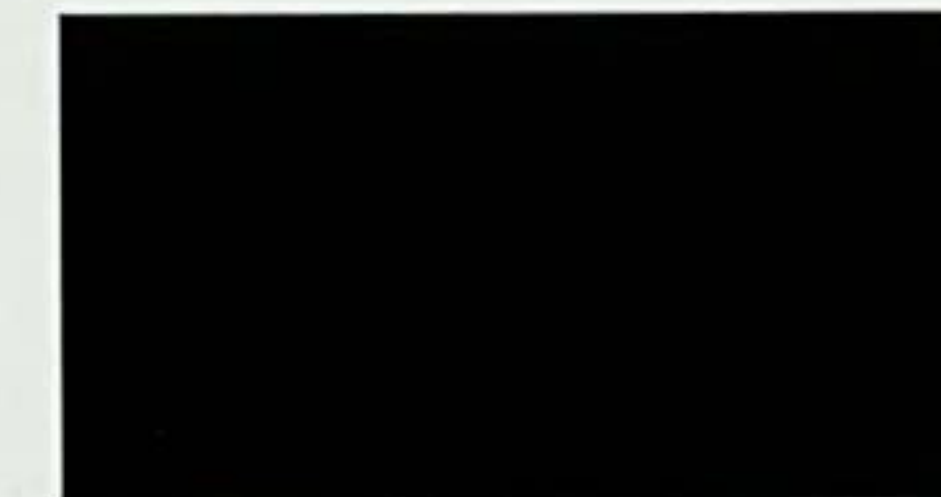
**Option Package K1:** CD changer and mobile cellular telephone.

**Option Package K2:** CD changer and docking portable cellular telephone.

TOO LARGE FOR A CHILD SEAT. A CHILD UNDER 13 MUST NOT USE THE FRONT SEAT UNLESS THE CHILD IS BELTED INTO AN APPROPRIATE, PROPERLY INSTALLED BABYSMART-COMPATIBLE CHILD SEAT. A CHILD UNDER 13 WHO IS TOO LARGE FOR A CHILD SEAT MUST NOT USE THE FRONT SEAT. SEE OWNER'S MANUAL FOR ADDITIONAL WARNINGS AND INFORMATION ON AIR BAGS, SEAT BELTS AND CHILD SEATS. BabySmart is a trademark of Siemens Automotive Company.

## C43 EXTERIOR COLORS

### Standard colors



040 Black



143 Glacier White



582 Imperial Red

### Optional metallic colors



197 Obsidian Black



744 Brilliant Silver

## COLOR COMBINATIONS

Exterior	Interior
Black	Black Black/Blue Black/Silver
Glacier White	Black Black/Blue Black/Silver
Imperial Red	Black Black/Silver
Obsidian Black	Black Black/Blue Black/Silver
Brilliant Silver	Black Black/Blue Black/Silver

## C43 INTERIOR COLORS

### Leather upholstery



Black



Black/Blue



Black/Silver





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