Why did we devote seven years to creating the new C-Class?
When your standards have become the standards for an industry, you don’t just change things. Things like the most anticipated automobile redesign in recent history. Instead, you take time. The time needed to create features like a suspension system that automatically adapts to changing driving conditions. You build a vehicle with an exterior that defies the back-of-the-environment design, and a frame made with over 75% high strength and ultra-high-strength steel. And, for good measure, you add an impression— and impressively long—list of standard features.

So, why did it take us so long to create the new C-Class?

Because we promised you a Mercedes-Benz.
Why did we run the engine at redline for over 30,000 miles?

C-CLASS SPORT SEDAN
Driving 30,000 miles at retail is like driving around the world. At retail. We subjected the new C-Class to that kind of workout to ensure that its powerful duo of V6 engines, a 3.5- or a 3.5-liter powerplant, could deliver on the promise of its powerfully redesigned exterior and provide lots of driving pleasure. The 6-speed, short-throw shifter in the C300 Sport Sedan, or a 7-speed automatic transmission in the C250, lets you control all this music with ease. And fun. The C300’s 228 horsepower and 221 lb-ft of torque accelerate it from 0 to 60 mph in 7.7 seconds.* Propelled by 248 horsepower and 255 lb-ft of torque, the C250 covers the same ground in just 6.1! All of which could make a drive around the world quite enjoyable.

**Hybrid Emission Performance**

The C-Class Hybrid offers one for each kind of this V6 engine – help reduce emissions:

**V6 EMISSIONS TUNING**

The V6 emissions-based variable valve timing (VVT) system power you need it –
whether it’s cruising at cruise, city, or passing.

**PLUG TUNING**

All powertrains in C300 Sport (and Luxury) before with automatic transmissions can fun at high speeds in Manual mode to 100 MPH (160 kph) as well as gasoline.

**6-SPEED, SHORT-THROTTLE TRANSMISSION**

In the C250 Sport dual-clutch seven-speed provides eager response for dynamic driving.
Why did we develop a suspension system that automatically stiffens in hard cornering?

C-CLASS SPORT SEDAN
The Agility Control multilink sport suspension in C-Class Sport Sedans is muscular yet mindful, allowing you to trace perfect lines through the most challenging corners. This new addition has also been lowered and lightened for performance driving. Our Electronic Stability Program creates an even more satisfying array of control. And the last response of the adaptive braking system arms you with unsurpassed confidence and stopping power. Greater control and confidence: things you feel in the new C-Class, definitively.

AGILITY CONTROL SUSPENSION
To help perfect the precision of handling, the damping is automatically varied at each wheel as needed. Our engineers also upgraded the axle-deflection levels under "intermediate" to ensure optimum response to Indies, enhancing the vehicle's predictability even at high speed.

EINSTIGT: ALL-WHEEL DRIVE
Mercedes-Benz first started building all-wheel-drive vehicles 150 years ago. The new generation: dynamic control of power to the wheels — or wheels — with traction as well as dry roads.
Why did we make the bottom just as aerodynamic as the top?

C-CLASS SPORT SEDAN
The bold new design of the C-Sport Sedan runs the length and breadth of the vehicle—even to its underside. There, a large underbody covering that reaches to the rear axle and a 3-piece covering for the engine help curb aerodynamic resistance. The wider, lower stance results in less drag and reduced noise.

Then, of course, there are the details: an AMG front intake that soaks air, and attention, as it channels brake-cooling wind to the wheels. Rounder, taller-body headlights and rear taillight housings that enhance vehicle dynamics. Enlarged arches atop 17” wheels on the C 300 Sport and 18” AMG wheels on the C 300 Sport, or totally stock optional 18” AMG wheels, on either, that lend uncompromising design and performance. As for our star, it’s on the grill, front and center. Just like the values it represents.

17” AND 18” WHEELS
More aggressive than ever, the C 300’s 17” four-spoke alloy and the C 300 Sport’s new 18” AMG wheel feature staggered widths and high spoke. For a lower stance, available 18” AMG wheels‘ add yet another layer of attitude.

BALANCE OF POWER
Our engineers responsible for the engine in the C-Class sedan and wagon lend it a new even distribution of weight front to rear, resulting in improved driving dynamics.

NEW DIMENSIONS
The 4th generation C-Class is longer and wider thanks to perfection for maximum comfort and a more arresting look.
Why did we engineer the cockpit to attract, yet not distract?

C-CLASS SPORT SEDAN
Even as the C-Class interior sets the standard for helping the driver stay focused on the road, it raises the bar on comfort for drivers and passengers alike.

While 8-way power sport front seats provide firm support, lumbar adjustments for the driver and front passenger reduce lower-back discomfort on long drives. Dual-zone automatic climate control and an 8-speaker radio/CD/MP3 sound system are each models of easy-to-use simplicity. A 5" color display, which can be hidden when not in use, and both wireless Bluetooth® and wired iPod® connectivity (with auxiliary cable, sold separately) also come standard.

When equipped with the Multimedia Package, the C-Class beats every vehicle in its class. A studio-quality 450-watt, 12-speaker Harmony®/Harmon® Logic® digital surround-sound system is the star of the show. In addition, the 30-gigabyte hard drive features a new Navigation System that gives you directions with remarkable speed and clarity. Voice Control lets you call the entries in your phone book, and Music Register allows you to plug CDs to four programmable radio stations. Enjoy playing a range of formats, from DTS tracks to MP3 files to DVDs. And the intuitive COMAND system offers easy mastery over it all. Put simply, this cabin has been engineered for pleasure.

SIRIUS® ENTERTAINMENT
Enjoy over 170 channels of sports, news, talk, traffic and commercial-free music with available SIRIUS Satellite Radio.†

STEERING WHEEL
Sport steering wheel with the elegant grip of a leather-covered steering wheel, plus power tilt-and-telescopic steering.
Why did we use high-strength steel in over 70% of the body?

2008 C-CLASS
The body of the new C-Class presents an unprecedented combination of high-strength and ultra-high-strength steel—about 50% and 20%, respectively—to help create a near-impregnable occupant compartment.

This safety cage is just one example of the vehicle’s impressive safety engineering. Throughout, leading technologies are integrated with meticulous care. Energy-absorbing crumple zones pioneered by Mercedes-Benz just high-tech innovations like advanced dual-stage front airbags, Brake Assist and our legendary Electronic Stability Program to help actively protect you and your passengers. So, in addition to over 25% high-strength steel, another 10% is worth noting: over 60 years of safety leadership.

1. ADAPTIVE BRAKING
The adaptive braking system actually makes one standard and extraordinary forces, resulting in the brakes of each wheel. In situations when the EDC detects driving and other conditions, the brake pedal is designed to provide the maximum braking force. The brake pedal is designed to provide the maximum braking force.

2. INTELLIGENT RESTRAINT SYSTEM
C-Class safety systems include dual-stage Airbags, inflatable knee (in the passenger’s seat), Window Curtain Airbags that open both tech news and Side impact airbags (the latter in the front seat and rear seat). This results in a total of six airbags. And it all works in parallel, with the side curtain airbags in emergency. The passenger’s seat belt tensioners are another example of the design.

3. TIRE PRESSURE MONITORING SYSTEM
Show with pride of steel, risers on footwear. Duplicates multiple situations; all dual mechanicals are virtually the same. And all dual airbags are designed both for comfort and safety over a wide range.

4. ACTIVE PASSIVE HEAD-RESTRAINTS
To ensure our customers’ safety, Active Head-RESTRAINTS are more with special and slightly to maintain body support. Sensitivity to their controls that avert a preset deployment threshold.

© 2013 Spald. Thanks shown in Black Red paint with optional Mercedes Rox and Alpina Interior. Please read page for the extension.
Why did we build a luxury model of a vehicle that’s already quite luxurious?

C-CLASS LUXURY SEDAN
The C-Luxury Sedan takes luxury the only place you want it to go: the next level. The interior is larger than ever, with more shoulder room—and greater ambience. Polished Burl Walnut wood accents a dashboard designed to please the eye as well as the hand. Eight-way power front seats, a power sunroof, automatic climate control and dual-zone automatic climate control are other standards that are anything but. Under the hood, a 7-speed automatic transmission combines with a 233-horsepower V-6 for assured performance. On the exterior, new paint color options and 17” aluminum-alloy wheels help complete a picture of style that answers the question, “How far can luxury go?” Very far indeed.

-Timeless Design

From top to tail, the C-Luxury Sedan is a study in contrasts. Understated yet assertive, the clean, modern lines communicate tenderness, power and elegance.

-4MATIC® All-Wheel Drive

Available in the C-Luxury Sedan 350 Sport Package, the new-generation 4MATIC® All-Wheel Drive system automatically distributes power to the wheels—or skids—with location as well as dry roads.
Why are Bluetooth®, 8-way power front seats and an optional 450 watt sound system just the beginning of its many pleasures?
The C-Class keeps its place as a stay-in-town in a great many pleasurable ways. It begins with an elegant 4-spoke steering wheel and an interior upholstered in available Diamond/Navajo and trimmed with Burl Walnut wood. The standard 6-way power front seats feature lumbar support for the driver and front passenger, and the expanded cabin features more shoulder room in both the front and rear. Throughout, enjoy the pleasures of dual-zone automatic climate control and the authentic studio experience of an optional 350-watt audio system that boasts Dolby Digital/DTS decoder and a multichannel surround sound.

A variety of features and options further enhances the experience, including a standard 31-color display. Or match the optional 7” multi-camera screen and get directions to your desired destination from the available Navigation System™, housed inside a 30-GB hard drive. There are also four goggle sets as well to top CDs to. Play the optional 6-disc CD/DVD changer, DTS tracks, MP3 files and available Sirius Satellite Radio. The central controller makes it all easy to use. So, why are there so many different in this new C-Class? Why not?

BLUETOOTH®
Connect your Bluetooth®-capable phone to the C-Class and enjoy the convenience of the available Hands Free Calling System™.

POWER SUNROOF
Feel the sun and the wind. The sunroof is an available feature in this most standard feature. Or consider the optional panoramic roof for incredibly large ones of the sky and an open feel to the cabin.

CREATOR ROOM
As the weather has been known to be much more intense in the rear and even situations now, there’s a chance of what makes passengers comfortable.

AIR DISINFECTION
Enjoy your 360 degrees of air, which is better for your health, and commercial free music with available iOS, Android Media.
3-liter V6 engine

Boasting 230 horsepower and 221 lb-ft of torque, the 3.4-liter V6 engine delivers peak performance, providing the ideal power and torque. Full throttle at 5,700 rpm creates an exhilarating driving experience. Additionally, the 3-liter V6 engine is designed to optimize fuel efficiency and offer superior performance.

6-speed, short-shifter manual transmission

The 6-speed manual transmission in the C-Class Sport Sedan is designed to ensure an even sportier driving experience. Beneath the aluminum-drilled clutch is a short shifter with a precise direct-action gear linkage for quicker, more decisive gear changes.

7-speed automatic transmission

A wide range of driving modes allows the driver to tailor the vehicle to virtually every driving condition. This durable and effective design can be custom-calibrated with Touch Shift and resembles a manual shift mechanism, offering improved efficiency and performance. This new transmission is also designed for improved fuel efficiency on the highway. Consequently, our passion for advanced engineering has been confined to the engine.

Sport suspension

C-Class Sedan's sport-tuned suspension setup and shock absorbers, as well as a lowered ride height, for superior handling response and enhanced aggressiveness. Engineered specifically for performance driving, the sport suspension features the ACL® (control) shock, a standard feature, and an amplitude-dependent damping system that adjusts dampers based on the surface of the road and the driver's desired driving style for every wheel—individually, automatically—for high stability, superb ride comfort and maximum control.

Electrically controlled differential

Available on the C 300 Sport and every sedan, this permanent all-wheel drive system provides optimal traction—especially in slippery conditions—thanks to its advanced electronic traction system (ETS). ETS can get you going even when only one wheel has grip. Sensors at each wheel monitor traction. If one or more wheels start to slip, ETS brakes those wheels individually and ensures that power is delivered to the wheels with traction, helping you maintain driving stability.

Advanced braking systems

The C-Class is the first C-Class to feature a multi-channel Anti-lock Braking System (ABS), an industry standard pioneered by Mercedes-Benz in 1975. Take comfort in powerful precision—with fade-free stopping control courtesy of large brake-disc dimensions—11.4" up front on a C 300 Sedan and 12.7" on a C 350 Sedan, and 11.4" in back—and aluminum front brake calipers.

Due to page length, see page 14 for full discussion.
Integrated Bumper System

The C-Class features the 8-mg protection of a 6-air bag system. It includes dual-stage front air bags (cushioned for the passenger side), front-seat-side-impact air bags and full-length window curtain air bags. The Window Curtain Air Bags deploy along the front and rear side-door windows in the affected side of the vehicle to help protect occupants from head injury and broken glass in certain side impacts or rollovers that exceed the deployment threshold.

Body structure

A range of precision safety elements work together to help protect you and your passengers in the event of a collision. Raising the bar for the industry, the body consists of about 55% high-strength/low-alloy and 25% ultra-high-strength/Low-alloy steel for an exceptionally rigid barrier. Mercedes-Benz front and rear crumple zones deform progressively to help absorb the energy of an impact. Front headdummies also helps channel some of the forces of a frontal impact under, over and around the cabin.

Electric Stability Program (ESP®)

The advanced ESP continually monitors your vehicle’s reaction to help keep you going in your intended direction. If it detects skids, it automatically applies the brakes to individual wheels and reduces engine power to correct these problems and help bring the vehicle under control. Mercedes-Benz pioneered the safety technology in 1995 and has continued to refine its existing performance ever since.

Automatic Braking System (ABS®)

ABS sensors measuring wheel slipages under heavy braking and pumps the front brakes individually if the rear brakes get stuck. This intelligent system can bring the truck downged up to 3x times per second to prevent lockup and preserve steering ability.

Brake Assist (BAS®)

Research shows that drivers need only apply the brakes long enough, once enough in emergency situations. BAS monitors pedal application speed to sense emergency braking and, in such cases, uses maximum braking power, thereby helping to reduce overall stopping distance.

Side impact protection

Rubberized, side and floor panels are part of an integrated safety design that also includes high-strength seat structures and front-seat-side-impact air bags. All of these systems work together to help protect occupants during side impacts.

Innovation airbag technology

Equipped with Emergency Tensioning Devices (ETDs) and belt force limiting seat belts are arguably our most important passive safety feature. If a collision exceeds a preset threshold, the ETDs instantly release slack from the seat belts. Belt force limiter allow a little amount of give in the seat belts and reduce the peak seat belt forces on the occupants.

Tire Pressure Monitoring System

The Tire Pressure Monitoring System will automatically detect a substantial loss of tire pressure in any wheel and alert the driver via a warning message.

Active Front Head Restraints

In the case of a rear impact exceeding a preset threshold, the Active Front Head Restraints move forward and slightly upward, reducing the distance between the head restraint and the front seat occupants heads. This active help limit the rearward travel of the head, thus reducing the possibility or severity of whiplash type neck injuries.
Color and Trim

Choose from a variety of metallic and non-metallic exterior paints. Then add your favorite available MIL-FX or optional leather upholstery color. To keep your vehicle’s exterior looking its best for a long time, Mercedes-Benz uses nanotechnology—specifically, microscopic ceramic nanoparticles. Each ceramic nanoparticle is less than the size of a human hair, but when packed together they are incredibly durable. When this technology is applied, the ceramic particles float around freely in the liquid paint. The resulting finish offers considerable greater and longer-lasting resistance to fine scratches—such as those caused by car washes and environmental factors—than conventional paint finishes, for an enduring, easy-to-maintain exterior. With over 100 colors, there’s bound to be a design combination for you.

[Image of car and color swatches]

Interior upholstery and trim

Interior paintwork

[Please see page 10 for details]
Accessories

Whether it’s the dynamic performance of your C-Class Sedan or the high-satisfaction of your C-Class cabriolet, you can personalize either one to your preferences. Mercedes-Benz dealers offer an exciting array of C-Class accessories, from distinctive alloy wheels to enhancing chrome accents. Each of the following components is also designed, engineered and tested to matching Mercedes-Benz standards at a level right out of the factory. So ask your dealer for the C-Class Accessory brochure. It’s our full-line of appearance, utility and care accessories. The C-Class will always be a better combination with their technology. Now it can also be a reflection of your individual style.

Portofino Navigation Device (PND)
Regardless of where you go, your C-Class is likely to take you. And thanks to this innovation, you won’t have to sacrifice polish. If helping all of your trips as convenient and can be transferred from one vehicle to another in seconds anywhere else. To select Mercedes-Benz vehicles, it can be customized for maximum ease and system integration. Talk about finding your way.

Illuminated door sill
Light up your C-Class with radiant style every time you open the door. Touches of luminescent blue “Mercedes-Benz” stainless-steel door sills available in sets of two or four.

Alu-alloy wheels
Each of our three 16” wheels puts a unique spin on your C-Class Sedan. The Raniella delivers bold fashion in a striking design, and the 10- and 17” sporty models round out an accessory that truly sets you off with style.

Chrome accents
Add extra flair to the distinctive look of your C-Class with exterior chrome mirror housings, door sill trim, or our range of coordinating exterior refinements. Help protect your finish from scratches and add another touch of style with a set of two chrome door handle inserts.

iPad® Integration Kit
Taking your music wherever you drive has never been simpler. With the iPad® Integration Kit, your in-dash navigation system is now a seamless extension of your iPad. Just plug your iPad into the audio system of your C-Class and you can use the on-screen interface to control your iPod button box volume. Select and change songs. And with the dock connector, you can even change your iPod setting to in car playing.†

Child safety seats
For infants, toddlers and small children, Mercedes-Benz offers a full line of child safety seats that provide both protection and comfort. Whether the BabySafe Plus infant seat accommodates children up to 29 lbs or 31 inches long (0-15 months), the Duo-Plus Toddler Seat holds those between 20-40 lbs. For 1 1/2 to 5 years and our ISOFIX Booster seat, the BabySafe plus booster seats children 40-79 lbs or 137 inches tall (10-12 years). All seats feature padded support, adjustable design and a removable, washable fabric cover to ensure a pleasant drive for every member of the family.

Roof carrier systems
Transit a large assortment of items securely, freely. Our roof carrier systems can be enhanced with available components to accommodate ski and snowboard racks, and more. Optional cargo bags—snowsports and elongated, yet exceptionally durable—let you add significant storage space for sports equipment and luggage†

All-season floor mats
Keep the carpet of your C-Class in top shape—despite virtually any weather condition. Deep channels in the mats trap large amounts of dirt, water and melting snow. Easy to clean, they come four mats to a set and are available in Black, Grey or Beige.
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<th>INDIVIDUAL OPTIONS</th>
<th>OPTION PACKAGES</th>
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<td>Premium 1 Package</td>
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<td></td>
<td>5-speed automatic transmission with Torque Shift (6-speed Sport Sedan with close-ratio short-throw)</td>
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<td>Premium 3 Package</td>
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<td>17&quot; 5-spoke alloy wheels w/ chrome center cap and 20&quot; alloy wheels w/ chrome center cap</td>
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- Standard  
- Optional or included with a package  
- Not available  

Please see page 48 for full details.  

**OPTIONS AND PACKAGES**