
C
CLASS

Sedan / Coupe

2014



Born to overachieve.

Its genealogy starts at the first car, races across the first finish line, and tracks 80,000 visits to the patent office.

Born to a long line of leaders, the C-Class wasn't just raised by its renowned parents. It was elevated.

Every family has its wunderkind. When your name is famous for achievements in multiple areas of expertise, every new offspring is born with some mighty shoes to fill. In the Mercedes-Benz family of automobiles, the C-Class has to share the limelight with several heroic big brothers. And while it casts a more compact shadow, it leaves an impression that's no less meaningful. The drivers who elect a C-Class Sedan or Coupe are also part of an esteemed family—of true enthusiasts who choose to inspire their passions, not simply satisfy their

basic transportation needs. By choosing leadership over mere competence, and refusing to compromise virtue for value, they take to life's roads in a car that's sophisticated yet sporty. Daring in style yet dedicated to safety. And a moving tribute to racing champions, legendary craftsmen, and pioneers in innovation. Considering how well it fills its family shoes, the C-Class is trim and tailored—confident in its step, athletic in its stride, and comfortable in its surroundings. Like every Mercedes-Benz, it's best measured by the size of its achievements.



C 350 Coupe shown on cover with Mars Red paint, and optional 18" AMG 7-spoke wheels, KEYLESS-GO, PARKTRONIC, and Driver Assistance and Lighting Packages. C 300 Luxury Sedan shown above with optional Lunar Blue metallic paint, KEYLESS-GO, Panorama roof, and Lighting Package. C 350 Coupe shown at right with optional Palladium Silver metallic paint, 18" AMG 7-spoke wheels, KEYLESS-GO, and Lighting Package.



Breadth of choice. Depth of character.

Distinct personalities and distinctive details set the eager Sport Sedans, the elegant Luxury Sedans and the exotic AMG Sedan of the C-Class apart from each other. But it's their shared family values that makes them stand out from any other car in their class. Each of them matches purebred performance with pedigreed refinement. They've earned the industry's highest ratings for safety and retained value. And every one of them is generous with thoughtful amenities, advanced innovations and comforting luxuries. No matter which of the 2014 C-Class Sedans fits your personality best, their common traits make them uncommonly rewarding.

Luxury Sedans



Rich traditions in refinement and poise come brilliantly to life in the C-Class Luxury Sedans. While their chrome grille, hood-mounted Star and 17" split 5-spoke wheels exude a proper elegance, their strong yet efficient engines and comfort-tuned AGILITY CONTROL® suspension put it all in motion with equal parts grace and gusto. In either the turbocharged 4-cylinder rear-wheel-drive C 250 or the all-wheel-drive V-6 C 300 4MATIC® model, you'll find just how sporty a luxury car can be—and vice-versa.

Sport Sedans



Aggressively sculpted lower bodywork rightfully seems to glue the three C-Class Sport Sedans firmly to the road. Deep front and rear aprons and sweeping side sills set off staggered-width 17" or 18" wheels. And like all of the sportiest Mercedes-Benz models, it wears its Star within its wide grille, whose new black louvers are edged in chrome. And while the turbo-4 C 250 and the V-6 powered C 300 4MATIC and C 350 offer rousing acceleration, they achieve it with refreshing efficiency and refined smoothness.

C 63 AMG Sedan



Exclusive style with exotic performance meet in the superlative C 63 AMG. Beneath the twin power domes of its hood lurks a handcrafted V-8 that's eager to unleash all of its 451 hp. A paddle-shifted 7-speed AMG SPEEDSHIFT® MCT transmission and 18" AMG® wheels team with an AMG-engineered chassis. If even more dominating power is what you crave, the new Edition 507 delivers. Named for its horsepower output—a new C-Class pinnacle—its powertain, brakes and styling are all upgraded to match.





C 350 Sport Sedan shown with optional Iridium Silver metallic paint, 18" AMG 7-spoke wheels, and Panorama roof. Please see endnotes on back cover.



C300 4MATIC Sport Sedan shown with Sahara Beige/Black upholstery, and optional Black Ash wood trim, KEYLESS-GO, PARKTRONIC, and Leather, Multimedia and Premium Packages. Please see endnotes on back cover.



Postmodern style. Preeminent substance.

Its furnishings advance the state of the art, predicting a new era of connectedness between you and the road, and with your world. Its timeless finishes reflect a devotion to quality generations deep.

The C-Class is engineered not just to keep up with a rapidly changing world, but to set the pace. That's one reason it holds onto its worth so well—enough to earn ALG's Residual Value Award for its market segment in 2013.²

It's especially evident in the C-Class Sedan cabin, where human nature and advancing technology collaborate to bring a harmony of driving pleasures to your hands, eyes and ears. Crisp instruments and vivid displays all meet your glance from the same height. Fine Nappa leather greets your hand on the steering wheel and shifter. An elegant central controller brings a world of entertainment and information to your fingers as your elbow rests upon the padded center armrest. You won't find yourself stretching for a touch screen—or wiping fingerprints from one—in a C-Class. A multifunction steering wheel and color menu screen in the gauges put the features you use most frequently even closer. And with standard Bluetooth® and the option of voice control that learns how you talk, some of its most advanced technologies require nothing more than a spoken request.

In true Mercedes-Benz fashion, many features require virtually no effort at all, like windshield wipers that adjust their speed to rainfall. Or headlamps whose multi-element light sensor ensures that they switch on the moment you

enter a dark parking garage, yet keep them from turning on and off with every passing shade tree. The dual-zone climate control, however, knows whether it's shady or sunny. It also filters the cabin air for dust and pollen. Even the standard power sunroof is thoughtful of you, with heat-rejecting tinted glass and easy closing as you remote-lock the car.

C-Class cabins are not only finely tailored, they're attuned to your personality. Luxury Sedans combine the traditional warmth of hand-polished Burl Walnut wood with tone-on-tone colors that set the upper dash and doors, the 4-spoke steering wheel and the shift knob in subtle contrast to the seats. The Sport Sedans raise your pulse with crisp white gauges, aluminum pedals, and deeply bolstered front sport seats. The Black dash and doors match the 3-spoke steering wheel with raised thumbrests and a flattened lower section.³ The C 250 and C 300 4MATIC® Sport Sedans feature sleek aluminum cabin trim. Or you can opt for dramatic Black Ash (standard on the C 350) or rich Burl Walnut wood trim.

The Sport Package intensifies the experience further. Its racing-inspired front seats feature Black DINAMICA inserts. Red stitching details the cabin, complemented by red or black seat belts, floor mats with red leather borders, and a pair of shift paddles on the steering wheel.

Slices through curves. Cuts no corners.

A Mercedes-Benz coupe is never a mere cut-down sedan. In style and substance, the C-Class Coupe carves a niche all its own. Its sport-tuned suspension comes alive in curves. Toned muscle defines every contour of its sleek body. An exclusive Panorama roof brightens its four-seat cockpit. And even with its attainable value, its long list of innovations—from safety to entertainment—meet the seemingly unattainable standards that earn it the Star in its grille. As coupes go, the C-Class is a cut above.

C250 and C350 Coupes



A choice of Direct Injection engines—a turbo-4 in the C250 or a 302-hp V-6 in the C350—and paddle-shifted 7-speed automatic transmission team up for swift yet efficient response. The AGILITY CONTROL® suspension and staggered-width 17" or 18" wheels¹ deliver crisp handling with composed comfort. Racing-inspired Sport Packages sharpen the look and feel inside and out, while honing the handling of the C250 to an even finer edge. Optional 4MATIC® all-wheel drive turns the C350's torque into even more tenacious traction on any road, in any season.⁴

C63 AMG Coupe



Raw power and pure refinement unite to create the C63 AMG Coupe. Crafted by the hands of its own master engine builder, the heroic AMG V-8 unleashes its 451 hp with an equally epic exhaust note. Its 7-speed AMG SPEEDSHIFT® MCT transmission, 18" AMG® wheels, and AMG-developed chassis bring racing-derived engineering to the street. A new Edition 507 delivers the horsepower boost for which it's named from beneath a ducted aluminum hood, sending it to the pavement via 19" forged-alloy wheels backed by upgraded compound brakes.



C 350 Coupe shown with Polar White paint, and optional 18" AMG 7-spoke wheels, KEYLESS-GO, PARKTRONIC, and Driver Assistance and Lighting Packages. Please see endnotes on back cover.





C 250 Coupe shown with Black interior, aluminum trim, and optional Premium and Sport Plus Packages.



Racing spirit. Rousing support.

*For a racecar, every corner is a test of its mettle.
With every curve in the road, and in every corner of its cockpit,
the C-Class Coupe holds its own with gripping enthusiasm.*

Racing fans know the excitement of cheering on their favorite drivers as they brake into each corner, nail the apex, and power out. It's a choreography of traction, torque and tenacity—both the driver's and the car's—that turns tense muscle into elegant motion.

From any seat in a C-Class Coupe, it quickly becomes clear where its inspiration came from. In the Mercedes-Benz coupe tradition, the cabin feels as if the car was built around its four individual seats. Aggressive bolsters add support in corners, and lasting comfort on road trips. Each of the shapely seatbacks incorporates the head restraint as an integral part of its design—true to its racing roots.

Of course, there's only one seat in a racecar, and it's purpose-built for driving control. Likewise, the command post of the C-Class Coupe is designed around the driver, with every control within reach, an excellent view of the instrumentation, and the tactile joys of a thick 3-spoke steering wheel. With its Nappa leather rim, perforated side grips, raised thumbrests, flattened lower section and standard shift paddles, it puts the driver not just fully in touch with the performance potential of the C-Class, but in charge.

When it comes to refinement, that's where luxury takes the lead. The C-Class Coupe is equipped to be the car you'd want to drive home after a grueling day on the track, or even at the office. The power driver seat includes 4-way adjustable lumbar support. Its memory stores not just your favorite seating positions but the settings for the power steering column and side mirrors, too. Multifunction controls on the steering wheel offer easy control of the audio, Bluetooth® and available voice control system—along with easy scrolling of the illustrated color menus displayed in the gauge cluster.

Premium materials and unexpected luxuries abound, from the double-stitched upholstery to the choice of cabin trim—sleek aluminum in the C 250, rich Burl Walnut wood in the C 350, or optional Ash wood in a matte Olive finish in either. The C 63 AMG offers any of these at no charge, or optional carbon fiber.

For the ultimate mix of racing inspiration and stylish comfort, the Sport Packages raise the bar on both. Rich Black DINAMICA inserts on the four sport seats are accented with red stitching, red or black seat belts, and black floor mats indulgently outlined in red leather.



C250 Coupe shown with optional Palladium Silver metallic paint, KEYLESS-GO, and Lighting and Sport Plus Packages. Please see endnotes on back cover.



Outpaces progress. Outpours passion.

Progress accelerates quickly under the hood of a C-Class. Advanced performance technologies respond in milliseconds, wasting no time in responding to your driving demands—and wasting little else, too.

The advanced C-Class engines use innovative technology to create more power and torque from less fuel, with fewer emissions. Their Direct Injection and rapid-multispark ignition can fine-tune themselves with millisecond speed. The intercooled, turbocharged 1.8-liter 4-cylinder in the C 250 combines sports-car response with compact efficiency—up to 31 highway mpg.⁵ The 3.5-liter V-6 engines in the C 300 4MATIC[®] and C 350 are even quicker yet nearly as thrifty, with an ECO Start/Stop system that shuts off the engine while you wait at traffic lights. As soon as you lift off the brake, it instantly restarts—so you can be on your way to achieving up to 29 highway mpg.

The versatile 7-speed automatic offers Sport and ECO modes, continually adapts to your current driving style, or lets you take charge for yourself with Touch Shift control. Shift paddles on the steering wheel are standard on the Coupes, and included with the Sport Package on the C-Class Sport Sedans.

On any road, in any season, the confidence of 4MATIC[®] all-wheel drive is standard on the C 300 Sedans and optional on the C 350

Coupe. Lightweight, nimble and remarkably efficient, 4MATIC always sends 55% of the engine's torque to the rear wheels, to help preserve the sporty, balanced feel that makes a C-Class fun in the sun, and surer in snow.⁴

Clever AGILITY CONTROL[®] lets the 4-wheel multilink suspension read the road through the vertical movement of each wheel, then instantly adapt the shock absorbers to offer an ideal mix of control in corners and comfort on rough or uneven roads. Specific calibration helps refine the character of each model, with a comfort-tuned setup on Luxury Sedans, and firmer tuning with a lower stance on the Sport models. The C 250 Coupe Sport Plus Package features its own racing-inspired suspension and a constant-ratio Direct-steer system.

Substantial 17" alloy wheels are standard on the C 250 and C 300 4MATIC models. More aggressive 18" wheels¹ are now standard on the C 350 models, and optional in a variety of styles on any Sport Sedan or Coupe. These models also feature staggered-width wheels, to help the rear tires turn grip into go while the front tires keep steering feedback crisp.



Performance art, signed by the artist.

Mounted atop every AMG engine is a small plaque bearing the signature of the single technician who crafted it by hand. More than a crown jewel of racing royalty, it authenticates a philosophy that's been the driving force behind championship racecars for 46 years. For the high-performance AMG automobiles that carry this motorsports pedigree to the streets of the world, "One man, one engine" is far more than a spiritual legacy. It's also tangibly evident in the meticulous engineering, proven endurance and superlative performance that three letters—and one signature—certify.

Handcrafted horsepower

One of the most powerful naturally aspirated V-8 engines in production, each C 63 AMG engine is crafted entirely by the hands of its own master engine builder. Its output of 451 hp and 443 lb-ft of torque thrusts the C 63 AMG Sedan or Coupe from 0 to 60 mph in a breathtaking 4.4 seconds.⁶ Developed from its oil pan up by AMG, the V-8 features such race-proven technology as self-adjusting bucket-type valve followers, four continuously variable camshafts, an auxiliary oil cooler, and a rigid one-piece aluminum bedplate. Using an AMG-patented process, its cylinder walls are plasma-sprayed to a mirror-like finish, nearly obliterating friction and a primary source of its rapid, free-revving response to the driver's throttle inputs.

The performance-enhancing AMG[®] sport exhaust is perhaps even more cherished for its magnificent audio performance. Pleasingly mellow in relaxed cruising, its four polished tailpipes awaken with a vocal growl at startup, and unleash a snarling crescendo under acceleration, gear changes and higher revs.

Orchestrated performance

The 7-speed AMG SPEEDSHIFT[®] MCT transmission features a wet startup clutch and four selectable driving modes. A paddle-shifted Manual mode offers 100-millisecond upshifts and rev-matched downshifts. The 3-stage ESP[®] system includes Sport and Off modes.⁴ The AMG Sport Suspension goes far beyond AMG-calibration of the damping rates, spring rates and camber. The 3-link front axle is exclusively developed for the C 63 AMG, with relocated and reinforced hubs, stiffer elastokinematics and a track widened by 1.4 inches. As a result, the 18" AMG wheels and high-performance tires¹ fill the specially flared front fenders with a stance befitting the car's capabilities. Deeply sculpted lower bodywork and a rear lip spoiler expertly manage airflow.

Staggered-width 18" AMG wheels—available in either of two styles—offer an enticing glimpse of the AMG high-performance brakes. Perforated as they are cast and internally ventilated, the 14.2" front and 13.0" rear discs are grasped by 6-piston front and 4-piston rear calipers. A limited-slip differential is optional.

Edition 507

With engine enhancements derived from the exotic SLS AMG, the C 63 AMG Sedan and Coupe are elevated to a new level of performance. Forged pistons, new connecting rods and a lightened crankshaft shave nearly 7 lbs from the engine's reciprocating mass, boosting its power output to 507 hp—the origin of the edition's name—and 450 lb-ft of torque. A pair of ducts in the aluminum hood help extract heat from the engine while helping remind onlookers of the power that lurks within.

Exclusive forged-alloy 19" AMG 10-spoke wheels—in Silver or optional Black with a thin Silver perimeter—reveal compound brakes with red calipers. The mirrors, rear spoiler and numerous trim details inside and out are finished in menacing Gloss Black. Black or Porcelain *designo* Nappa leather seats feature Black DINAMICA inserts—repeated on the doors and gearshift. All Black leather is optional. Grippy Alcantara[®] envelops the AMG performance steering wheel, and an "Edition 507" dash emblem asserts the cars' dominating power with undue restraint.

AMG
DRIVING PERFORMANCE



C 63 AMG Sedan shown at left with Polar White paint, and optional PARKTRONIC. C 63 AMG Edition 507 Coupe shown above with optional Magno Platinum metallic paint, KEYLESS-GO, PARKTRONIC, and Driver Assistance and Lighting Packages. Please see endnotes on back cover.

C250 Coupe shown with Black
paint, and optional 18" AMG
7-spoke wheels, and Driver
Assistance and Lighting Packages.





*Maintains a lookout.
Preserves your outlook.*

For more than 60 years, Mercedes-Benz safety engineers have been focused on the future. With countless breakthroughs from the first crumple zone to the newest driver assistance systems, they've predicted numerous safety standards that all cars have come to follow. More importantly, every pioneering innovation they introduce to the world serves to better protect your future—even the part that's mere milliseconds in front of you. Perhaps no one has done more to change the course of automotive history—or help preserve the course of your own.

Reveal, prepare, react.

Far more than a list of groundbreaking safety innovations, a Mercedes-Benz is engineered as an integrated system that's designed to help you detect, avoid and survive a collision like no other car.

Pioneers of accident avoidance.

First introduced by Mercedes-Benz, two systems to help you avoid potential collisions have since been adopted by virtually every automaker. The Electronic Stability Program (ESP®) monitors the car's response to driving inputs such as steering and braking, and responds when needed to help keep the car on course.⁴ Brake Assist (BAS®) can instantly maximize braking pressure if it detects an emergency braking situation—potentially shortening your overall stopping distance.⁷

Brakes that boost confidence and comfort.

The 4-wheel disc brakes integrate technology to help make driving more reassuring and relaxing. If you lift off the accelerator quickly, Predictive Brake Priming sets the pads closer to the discs for quicker response when you apply the brakes. In the rain, Automatic Brake Drying periodically applies the brakes just enough to sweep away water buildup on the discs. During uphill starts, Hill-Start Assist helps to prevent unwanted rollback. And a brake HOLD feature can help to make driving in stop-and-go traffic less stressful.⁷

Fortitude to match the foresight.

The C-Class body structure is made from more than 70% high-strength and ultra-high-strength steel. Its development regimen included more than 5,500 computer-simulated collisions with nearly 2,000,000 elements, plus an extensive series of actual crash testing. Flanked at either end by advanced crumple zones, the reinforced passenger cell is designed to help divert impact energy over, under and around the cabin.

Top-rated safety by industry experts.

In recent testing, both of the most respected safety agencies gave the C-Class their highest acclaim: The Insurance Institute for Highway Safety (IIHS) named the 2013 C-Class a "Top Safety Pick." And the 2013 C-Class Sedan earned a 5-star overall rating from the National Highway Traffic Safety Administration (NHTSA).⁸

Protection that starts before a collision.

Included with the Driver Assistance Package is another Mercedes-Benz first. PRE-SAFE® can help detect instability during certain vehicle maneuvers that suggest that a collision or rollover is imminent. It can then tighten the front seat belts, adjust the front passenger seat, and close the windows and sunroof—all in an effort to better prepare the occupants and restraint systems in the moments before a collision.⁹

A network of advanced restraints.

Nine standard air bags offer 11-way protection.¹⁰ Pelvic air bags and side-impact air bags are provided for each front seat, along with a driver's knee bag. Side curtain air bags add protection at all four outboard seating positions. In a rear impact, NECK-PRO® active front head restraints help to reduce whiplash injuries.

Help when you need it most.

The standard Mercedes-Benz mbrace® system¹¹ automatically places a call for help if an air bag or seat-belt Emergency Tensioning Device is activated. The C-Class also activates its emergency flashers, unlocks the doors and turns on some interior lights to assist rescuers.

Cruise control that slows, stops and goes.

Optional DISTRONIC PLUS® adaptive cruise control is a Mercedes-Benz innovation in convenience and safety. Using radar-based technology, it can adapt your set cruising speed in response to the flow of traffic ahead—automatically slowing until your path is clear again. If the vehicle ahead slows to a stop, DISTRONIC PLUS can brake to a full halt, then resume automatically when traffic starts going—helping make traffic less stressful.¹²

An alert, and action, for stopped traffic.

Included with DISTRONIC PLUS, PRE-SAFE Brake can help to detect an impending collision with a vehicle ahead. Even if you're not using cruise control, it can sound an alert and automatically apply up to 100% of the car's braking force to help reduce the severity of impact.⁷



C300 4MATIC Sport Sedan shown with Polar White paint, and optional 18" AMG twin 7-spoke wheels, Panorama roof, PARKTRONIC, and Driver Assistance and Lighting Packages. Please see endnotes on back cover.

A watchful eye when it's time for a rest.

By continually monitoring a variety of driving behaviors, ATTENTION ASSIST® is a Mercedes-Benz innovation that can alert you if it detects signs of drowsiness on long trips. More than 70 variables are measured, starting in the first minutes of each drive, to establish a pattern and determine the warning thresholds accordingly.¹³

A preview of what's behind you.

For added safety when backing up, an optional rear view camera shows a live view of the area behind your C-Class on the large central in-dash screen.¹⁴



Brighter by day, and by night.

Bright white LED Daytime Running Lamps help make your presence more apparent to other drivers. LED taillamps feature 3-dimensional fiber optics and LED turn signals. With the optional Lighting Package, Bi-Xenon headlamps generate light that's perceived more like natural daylight than halogen lamps. The package also includes Active Curve Illumination and Adaptive Highbeam Assist—two systems that continuously vary the angle and beam pattern of the headlamps, to maximize illumination of corners and straightaways without creating glare for other drivers.

Mindful assistance on multi-lane roadways.

Optional Blind Spot Assist can alert you to some unseen vehicles in the adjacent lane.¹⁵ Optional Lane Keeping Assist can warn you of unintended drifting across visible lane markings.¹³ Both systems are also available with advanced active technology that can selectively apply the brakes at individual wheels, to help guide the car back into its own lane if you disregard the alerts.



C 350 Sport Sedan shown with Black interior, Burl Walnut wood trim, and optional KEYLESS-GO, PARKTRONIC, and Multimedia Package. Please see endnotes on back cover.



Front-row seat. Backstage pass.

If you compare cars to music, the C-Class is a front-row seat at an exhilarating live concert. A lollapalooza of audio options—from plug-and-play to wireless to satellite—give you your own personal request line. Shout-outs are welcome, though the available voice control lets you talk at normal volume. To get you to the show, and your friends, on time, the optional navigation helps you dodge traffic, and teams with the web-based apps of Mercedes-Benz mbrace™ such as Yelp and Facebook. And with its sporty, ergonomic cockpit, you'll find the C-Class delivers a command performance every time you take your act on the road.

Cockpit and driver, in total concert.

A multifunction steering wheel and elegant central controller on the console put all your options in entertainment, navigation, information and vehicle personalization within easy reach. Crisp gauges and two color screens—a standard 5.8" central display and an illustrated multifunction readout within the speedometer, are ideally aligned at the same height and visual distance. Standard Bluetooth® lets you make hands-free calls or stream music wirelessly.¹⁶

Virtuoso sound, virtually unlimited playlist.

Standard high-end audio features let you tune in HD Radio™ stations, or bring your own music via USB port, CD or audio DVD. An array of options let you expand your repertoire to a nearly infinite scope: A Media Interface integrates your iPod® or MP3 device with the car's displays and controls.¹⁷ SiriusXM Radio includes six months of service.¹⁸ The harman/kardon LOGIC7® system outputs 450 watts of surround sound. And the Multimedia Package lets you store up to 10GB of your music files on an in-dash hard drive, while also including an SD card reader and Dolby® Digital 5.1 sound.

Nationwide tour, online access.

The Multimedia Package also adds the COMAND® system, including navigation¹⁹ with a 7" screen, a fast 80GB hard drive, and 3D maps with building profiles. Enhanced Voice Control lets you operate many features by speaking in your everyday voice, so entering a street address is as easy as saying it like you'd read it on an envelope. Six months of SiriusXM Traffic and Weather are included.¹⁸ The Cloud-based apps of Mercedes-Benz mbrace2™ bring the Internet to your dash, so you can easily search destinations from your car, computer or smartphone, and be on your way with a few clicks.¹¹

All-access pass, preferred parking.

Optional KEYLESS-GO® lets you lock, unlock and start your C-Class without taking the key from your pocket. When you're negotiating crowded spaces, available PARKTRONIC can alert you to nearby obstacles via audiovisual indicators in the cabin. Its Advanced Parking Guidance feature surveys parking spaces as you drive by, and tells you which one's a good fit. Steering instructions displayed in the gauge cluster help you back in with finesse.



Technologically advanced. Naturally luxurious.

With a team of electronic valets ready to tend to your comforts, the C-Class cabin is a most welcoming environment. Yet hidden beneath its attentive features and fine finishes, there's a oneness with nature you might not expect in a modern luxury automobile. You can't see the eco-friendly materials like coconut and flax fibers, or how the foam padding is expanded with steam rather than harsh solvents, but they're as much a part of its character as its hand-fitted upholstery. The elements of nature kept out of the cabin are no less comforting—from the pollen particles removed by the climate control, to the harsh summer heat blocked by the sunroof. As rewarding as it is to look at and touch, the true beauty of the C-Class is how it makes you feel. Its luxuries are more than considerable. They're also considerate.

Impeccably finished, fit for five.

The C-Class Sedans accommodate their five passengers in a spacious cabin that's both refreshing and relaxing. The 8-way power front seats each include a manual lumbar-support adjustment. Deep side bolsters add cornering support in the Sport Sedans, plus integrated head restraints for the C 63 AMG. Standard split-folding rear seats²⁰ include a fold-down center armrest. And along with heated front seats, the Premium Package (standard on the C 350 and C 63 AMG) upgrades the driver seat to 14-way power, including 4-way power lumbar support, as well as a 3-position memory for the seat, side mirrors and power steering column.

Performance-focused, fun for four.

With four individual sport seats featuring racy integrated head restraints, the C-Class Coupes are geared for sporty performance yet outfitted for luxurious travel. A 14-way power driver seat with 3-position memory is standard, and like the Sedan, the 4-way power steering column and heated side mirrors are included in your stored driving positions. The rear seats fold down in a 60/40 split to expand the luggage space.²⁰ The soothing comfort of heated front seats is included in the Premium Package (standard on the C 350 and C 63 AMG). And a memory system for the power front passenger seat is included with the Leather Package.

Enjoyable atmosphere, and stratosphere.

While the dual-zone climate control allows the driver and front passenger to fine-tune their comfort, every C-Class occupant enjoys its benefits. An integrated filter sweeps dust and pollen as small as 0.0002" from the cabin air. And a humidity sensor helps maintain comfort without overdrying the air in summer, and while helping keep the windows from fogging in cold or damp weather. The standard Sedan sunroof features power tilt/slide operation, an internal sunshade, and heat-rejecting glass. So does the giant Panorama roof, along with delivering the sun and stars to everyone onboard. It's standard on the Coupes and a Sedan option.

Sporty elegance, distinctive details.

Each of the nine C-Class models expresses an abundance of both character and personality. Sport Sedans and Coupes feature white gauge faces and a 3-spoke steering wheel, along with sleek aluminum cabin trim on most of them. Black Ash wood adds drama to the C 350 and C 63 AMG Sedans. Classic black instruments and a 4-spoke wheel grace the Luxury Sedans, as does glowing Burl Walnut wood—a finish that also enriches the C 350 Coupe, or can be ordered on any model. Further options include modern, open-pore Matte Olive Ash wood for the Coupes, and genuine carbon fiber on AMG models. All the wood trim is finished by hand.



C 350 Sport Sedan shown with Ash interior, Black Ash wood trim, and optional Panorama roof. Please see endnotes on back cover.



Your world, your way.

It's more than your car. It's your life, on the go.

Where will you go next? Whether you're meeting friends, picking up the kids, or just out and about, Mercedes-Benz mbrace[®] can make any trip easier, more productive and more enjoyable.¹¹ mbrace2[™] connects you and your car with the devices you already rely upon to get around—your smartphone and computer. It also brings the Internet and an ever-growing array of useful apps to your car, so you can use familiar services like Google Maps[™] and Yelp to start navigating with just a few clicks. Friends can send their location to your car with just a text message. You can lock your car's doors, flash its lights, or find it in a parking lot—all from your smartphone. When your teenager takes the wheel, mbrace2 can deliver peace of mind via your computer. It can bring the assistance of live experts right to your car—from last-minute theater tickets to help in an emergency. And it can all be updated remotely, over the air. So wherever the world goes, mbrace will keep making it yours.



From your car.

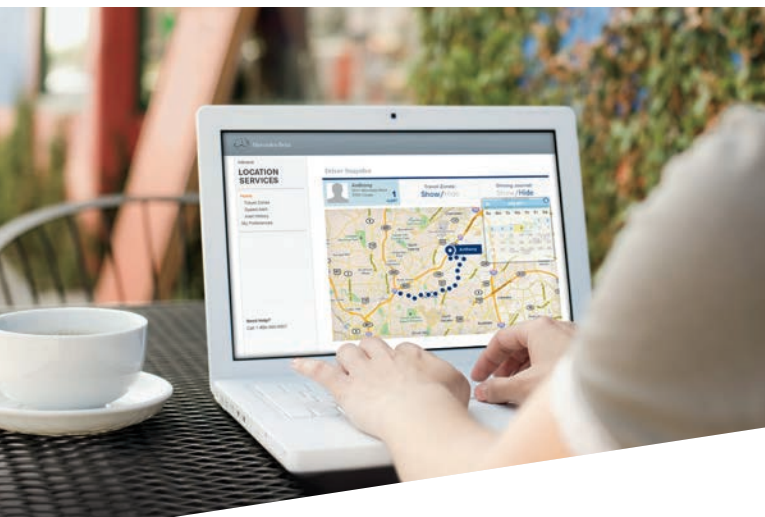
With Cloud-based apps, mbrace2 brings the Internet into your Mercedes-Benz. Using the available COMAND[®] navigation system, you can find friends from their Facebook[®] check-ins, search for restaurants on Yelp, or use Google Maps, Local Search and Street View. Instead of entering an address, you can start navigating with just a few clicks. New apps let you check the weather, view traffic cams, find and book a hotel room, and even keep an eye on the stock market. And three buttons in your car can connect you to emergency services, our 24-hour Customer Assistance Center, our Roadside Assistance,²¹ or our mbrace PLUS Concierge.²²

From your smartphone.

The mbrace Mobile Application for iPhone[®] and Android[™] phones lets you send addresses directly to your navigation system, locate your car, lock or unlock its doors, flash its lights, or monitor it when you valet-park. With just a touch, you can find a dealer, and contact Roadside Assistance, Concierge services or Mercedes-Benz Financial Services. Drive2Friend[™] lets someone upload their location directly to your navigation system, simply by responding to a text message that you send them. New enhancements to the app also let you monitor the Curfew Minder, activate and deactivate mbrace features, and receive push notifications.²²

From your computer.

You can send addresses—or even exact routes—to your car's navigation system in a number of ways: From the Send2Benz[™] website. From Google Maps, via Search & Send[™] and Route2Benz. And with a browser toolbar widget that lets you highlight any address on your screen and send it with just two clicks. For added peace of mind when your kids use the car, mbrace can alert you if they drive faster, farther or later than you prefer. Your car can even send a monthly Vehicle Health Report on its service needs, right to your email inbox. And you'll find a world of support at the mbrace website, accessible through MBUSA.com/mbrace.



mbrace2

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

mbrace Package

6-month trial included

*Advanced features you'll enjoy every day.
Support you can count on when you need it most.*

Safety and Security

From Roadside Assistance to antitheft measures to emergency aid, mbrace looks after you, your passengers and your Mercedes-Benz.

- ▶ Call for assistance after an accident or in any emergency situation. If an air bag is activated, your Mercedes-Benz can place an SOS call automatically, even if you can't
- ▶ Directly connect with Mercedes-Benz Roadside Assistance for help with a dead battery, flat tire or other car trouble
- ▶ Get notified if your car's alarm is set off, and let your car's built-in GPS help authorities with stolen vehicle recovery
- ▶ If you ever find yourself unable to drive, let an mbrace specialist help arrange alternate transportation home

Remote Connections to Your Vehicle

Interact with your vehicle's features, and send addresses to its available navigation system, from your iPhone, Android or computer.

- ▶ Send destinations and even exact routes to your COMAND navigation system from your computer or smartphone
- ▶ Locate your vehicle from the Mobile App on your phone when you can't remember where you parked
- ▶ Remote-lock and unlock your car's doors
- ▶ **m2** Sound your car's horn and flash its lights to help spot it in a crowded lot, or to call attention to a hazardous situation
- ▶ **m2** Receive a monthly email health report from your car, so you can check under the hood without opening the garage

mbrace PLUS

3-month trial included

*Personal assistance to make your life easier.
Helpful ways to look after your loved ones.*

Personal Concierge

Enjoy virtually unlimited assistance from an actual person with the knowledge and resources to help with almost any request.

- ▶ Let an expert Concierge help you stay more productive on the road, or from the Mobile App on your smartphone
- ▶ Get expert recommendations and reservations for dining out, tickets to events, and answers to most any question

Family Driver Monitoring **m2**

Let mbrace add to your peace of mind when the secondary drivers in your household use the family Mercedes-Benz.

- ▶ Set speed limits and receive reports if they're exceeded
- ▶ Set up virtual boundaries and be alerted if they're crossed
- ▶ Receive an alert if the car is started after curfew
- ▶ See where your vehicle's been driven on an online map

Advanced Travel Assistance

Keep your eyes on the road with agent-assisted route guidance based on where you are, or plan a trip to somewhere far away.

- ▶ Receive spoken assistance in your car with weather and traffic conditions, point of interest information, and turn-by-turn driving directions to your destination
- ▶ Let your Concierge book and change airline, hotel and rental car reservations from your car or the Mobile App

Mercedes-Benz Apps

3-month trial included

*The convenience of the Internet in your car.
Connections to your friends and favorites.*

In-Vehicle Internet **m2**

Access in-car Internet-based connections to the interests you enjoy, the information you need, and the world you call your own.

- ▶ Search restaurant and business reviews with Yelp, and navigate directly to them with just a few clicks
- ▶ Stay connected to friends with Facebook, and navigate directly to places where they've checked in
- ▶ Find and view local points of interest through Google™ Local Search, Street View and Panoramio
- ▶ Keep up-to-date on the latest news from around the world
- ▶ Follow your favorite stocks through Morningstar
- ▶ Log in to your Mercedes-Benz Financial Services account
- ▶ Search for hotel rooms by distance and price, and book them, powered by HRS—Hotel Reservation Service²³
- ▶ View local traffic cams in many major metropolitan areas²³
- ▶ Check local, regional and national weather reports²³
- ▶ Enjoy an ever-expanding variety of new apps²³

m2 Special feature of mbrace2

Please see endnotes on back cover.



Every owner deserves Star treatment.

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

Prepare to be fascinated.

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

Meet your car at its birthplace.

When you buy a new Mercedes-Benz (select models only), why not savor your first drive in its natural habitat? Take delivery in Germany through the original manufacturer-sponsored tourist delivery program, and you'll receive significant savings²⁵ and other benefits—along with the unforgettable experience of a European vacation with your own new Mercedes-Benz. You can even opt for an exciting and scenic Black Forest—Alps Rally Package. Visit MBUSA.com/edp to learn more about European Delivery and available models.

Expect to be well-supported.

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

Travel in style across the U.S.

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

Plan on being delighted.

Beyond the reassuring coverage of the 4-year/50,000-mile New Vehicle Limited Warranty,²⁴ your authorized Mercedes-Benz dealer is prepared to outperform your expectations. From well-informed sales professionals to service technicians who are continually re-certified, you'll encounter people who appreciate not just your business but the value of your time. We call it *My Service*, and you'll feel it in everything from the personalized attention to the free in-dealer WiFi. Top-notch service starts and ends with how we take care of you.

Sharpen your driving skills.

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

Count on help at any time.

Even the most well-engineered car can suffer a flat tire, a dead battery or an empty fuel tank. That's why you can rely on the original manufacturer-sponsored Roadside Assistance Program to come to your rescue. It's still the only such service that doesn't expire, as long as you take your vehicle to the dealer for service once every 18 months.²¹ At any time of day or night, every day of the year, our expert technicians and dedicated support vehicles are on call for you. Just pick up your phone, or press the *mbrace* Wrench button¹¹ in your vehicle.

Touch history, or take it home.

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





Express yourself.

Genuine Mercedes-Benz Accessories help you make your sedan or coupe the perfect expression of your style. A wide selection of accessories lets you enhance your vehicle's appearance, expand its versatility, or offer it some extra protection in everyday use. From the new Illuminated Star and stylish alloy wheels to cargo innovations and state-of-the-art multimedia systems, they're all exclusively engineered to fit your car as well as they fit your life. It's a great way to make your C-Class unmistakably yours while keeping it genuinely Mercedes-Benz.

See the entire accessory selection at MBUSA.com/C

Rear spoiler.

Aerodynamically contoured to accentuate the bold C-Class profile, the rear spoiler is designed for secure attachment without drilling and a perfect fit with the trunklid.

Drive Kit Plus for the iPhone.

Your iPhone connects you to your world. Now you can stay connected on the road. The Drive Kit Plus for the iPhone® allows you to easily enjoy your favorite features of the iPhone²⁷ from the comfort of your Mercedes-Benz. It seamlessly integrates a variety of social, navigation and media apps—including Facebook, Twitter and Google Places,[™] along with Internet radio and AUPEO![™] Personal Radio—with the multimedia system and controls in your car, and the powerful voice control of Siri.[™]

Illuminated Star.

Let your C-Class welcome you back to the world of Mercedes-Benz every time you remote-unlock its doors. LED technology illuminates the Star in a gentle white glow.²⁸

Becker® MAP PILOT.

For models with the standard radio and 5.8" screen, Becker MAP PILOT adds an advanced voice-controlled navigation upgrade that fully integrates with your car's in-dash displays, central controller and steering-wheel controls. Vivid maps offer detailed information, including lane guidance before a turn. Lifetime service from the Traffic Message Channel (TMC) and Becker's 45-day "fresh map guarantee" are included, and the removable glovebox-mounted module is easy to update via the web.²⁶

18" twin 5-spoke alloy wheels.

Enhance your car's poise and performance while preserving its precise engineering. With chiseled, asymmetrical spokes, these 7.5x18" wheels feature a high-tech Grey finish. An 8.5x18" option is available for the rear axle on Sport Sedans and Coupes.¹

Please see endnotes on back cover.





Edition 507

C63 AMG

- Increased power and torque (507 hp, 450 lb-ft) ○
- 19" AMG forged-alloy 10-spoke wheels, Silver
- AMG compound braking system with red calipers
- Aluminum hood with Gloss Black ducts
- Gloss Black side mirrors, front air-dam cross-strut, grille trim, Daytime Running Lamp surrounds, and rear spoiler
- Matte Grey lower body striping
- Nappa leather/DINAMICA upholstery, Gloss Black interior trim
- AMG performance steering wheel with Alcantara® trim
- AMG instrument cluster with red indicators and accents
- AMG Affalterbach crest on shift knob, "Edition 507" dash emblem

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

Please see endnotes on back cover.

Build your own.

MBUSA.com/C

Option Packages	C250 Sedans	C300 4MATIC® Sedans	C350 Sedans	C250 Coupe	C350 Coupe	C63 AMG Sedan	C63 AMG Coupe
Premium Package	○	○	●	○	●	●	●
<ul style="list-style-type: none"> • 14-way power driver seat, with 4-way power lumbar support and 3-position memory for seat, side mirrors and steering column (standard on Coupes) • 4-way power steering column (standard on Coupes) • Media interface¹⁷ • SiriusXM Radio¹⁸ (with 6 months of service) • harman/kardon LOGIC7® surround-sound system • Heated front seats 							
Lighting Package	○	○	○	○	○	○	○
<ul style="list-style-type: none"> • Bi-Xenon headlamps with Active Curve Illumination • Adaptive Highbeam Assist 							
Multimedia Package (requires Premium Package or SiriusXM Radio)	○	○	○	○	○	○	○
<ul style="list-style-type: none"> • COMAND® hard-drive-based navigation,¹⁹ 7" high-resolution color screen • 10GB Music Register for storing digital music files, Dolby® Digital 5.1 sound • Rear view camera¹⁴ • In-dash 6-disc DVD/CD changer, SD memory card slot • Gracenote® media database, including album cover art • Enhanced Voice Control for audio, telephone and navigation • SiriusXM Traffic and Weather¹⁸ (with 6 months of service) 							
Leather Package	○	○	○	○	○	○	○
(requires Premium Package on Sedans; N/A with Sport Packages) <ul style="list-style-type: none"> • Leather upholstery (includes Black headliner on AMG models) • 14-way power front passenger seat, with 4-way power lumbar support and 3-position memory 							
Sport Package (N/A on Luxury Sedans)	○	○	○	—	○	—	—
<ul style="list-style-type: none"> • 18" AMG® twin 7-spoke wheels¹ • Rear lip spoiler (standard on C 350) • Exclusive-design front sport seats • Black MB-Tex upholstery with DINAMICA inserts, aluminum cabin trim • Red top-stitching throughout cabin, Black floor mats with Red leather borders, Red seat belts (Black seat belts optional for no charge) • Flat-bottom performance steering wheel with Silver paddle shifters 							
Sport Plus Package (also includes all items in Sport Package)	—	—	—	○	—	—	—
<ul style="list-style-type: none"> • Racing-inspired suspension with constant-ratio Direct-steer system • Larger, perforated 13.5" front and 11.8" rear brake discs • Gloss Black side mirrors • Performance-tuned exhaust and transmission (with downshift rev-matching) 							
Lane Tracking Package	○	○	○	○	○	○	○
<ul style="list-style-type: none"> • Blind Spot Assist¹⁵ • Lane Keeping Assist¹³ 							
Driver Assistance Package	○	○	○	○	○	○	○
<ul style="list-style-type: none"> • DISTRONIC PLUS with PRE-SAFE® Brake¹² • Active Blind Spot Assist¹⁵ • Active Lane Keeping Assist¹³ • PRE-SAFE predictive occupant protection system 							

Individual Options

	C250 Sedans	C300 4MATIC Sedans	C350 Sedans	C250 Coupe	C350 Coupe	C63 AMG Sedan	C63 AMG Coupe
4MATIC all-wheel drive	—	●	—	—	○	—	—
Limited-slip differential	—	—	—	—	—	○	○
KEYLESS-GO®	○	○	○	○	○	○	○
Panorama roof	○	○	○	●	●	—	●
PARKTRONIC with Advanced Parking Guidance	○	○	○	○	○	○	○
AMG Performance Media (Edition 507 only)	—	—	—	—	—	○	○
18" AMG 7-spoke wheels ¹ (N/A Luxury Sedans)	○	○	○	○	○	—	—
18" AMG twin 5-spoke wheels ¹ (N/A Luxury Sedans)	○	○	○	○	○	●	●
18" AMG 5-spoke wheels ¹	—	—	—	—	—	△	△
19" AMG forged 10-spoke wheels, Black (Edition 507 only) ¹	—	—	—	—	—	○	○
SiriusXM Radio ¹⁸ (also in Premium Package)	○	○	●	○	●	●	●
Media interface ¹⁷ (also in Premium Package)	○	○	●	○	●	●	●
Heated front seats (also in Premium Package)	○	○	●	○	●	●	●
Aluminum interior trim (Sport Sedans, Coupes)	●	●	△	●	△	△	●
Black Ash wood interior trim	○	○	●	—	—	●	—
Burl Walnut wood interior trim (Luxury Sedans)	●	●	—	—	—	—	—
Burl Walnut wood interior trim (Sport Sedans, Coupes)	○	○	△	○	●	△	△
Matte Olive Ash wood interior trim	—	—	—	○	△	—	△
Carbon fiber interior trim	—	—	—	—	—	○	○
Metallic paint	○	○	○	○	○	○	○

Dimensions

	Sport and Luxury Sedans	C250 and C350 Coupes	C63 AMG Sedan	C63 AMG Coupe
Wheelbase	108.7"	108.7"	108.9"	108.9"
Overall length	180.8"	180.7"	186.0"	185.3"
Overall height	56.3" (Sport) 56.9" (Luxury)	54.8"	56.3"	54.6"
Overall width (w/mirrors)	79.1"	79.1"	79.1"	79.1"
Curb weight	3,428 lbs (C250) 3,726 lbs (C300 4MATIC) 3,616 lbs (C350)	3,538 lbs (C250) 3,693 lbs (C350)	3,649 lbs	3,816 lbs
Headroom (f/r)	37.1" / 36.9"	37.0" / 35.5"	37.1" / 36.9"	37.0" / 35.5"
Legroom (f/r)	41.7" / 33.4"	41.7" / 33.0"	41.7" / 33.4"	41.7" / 33.0"
Shoulder room (f/r)	54.7" / 55.0"	54.0" / 50.3"	54.7" / 55.0"	54.0" / 50.3"
Cargo capacity	12.4 cu ft	11.7 cu ft	12.4 cu ft	11.7 cu ft

Specifications

	C250 Sedans and Coupe	C300 4MATIC Sedans	C350 Sport Sedan and Coupe	C63 AMG Sedan and Coupe	C63 AMG Edition 507 Sedan and Coupe
Engine	1.8-liter turbocharged Direct Injection inline-4 201 hp @ 5,500 rpm 229 lb-ft net torque @ 2,000-4,300 rpm	3.5-liter Direct Injection V-6 248 hp @ 6,500 rpm 251 lb-ft net torque @ 3,500-4,500 rpm	3.5-liter Direct Injection V-6 302 hp @ 6,500 rpm 273 lb-ft net torque @ 3,500-5,250 rpm	Handcrafted 6.3-liter AMG V-8 451 hp @ 6,500 rpm 443 lb-ft torque @ 5,000 rpm	Handcrafted 6.3-liter AMG V-8 507 hp @ 6,800 rpm 450 lb-ft torque @ 5,200 rpm
Transmission	7-speed automatic (with shift paddles on Coupes)	7-speed automatic	7-speed automatic (with shift paddles on Coupes)	7-speed AMG SPEEDSHIFT® MCT with shift paddles	7-speed AMG SPEEDSHIFT MCT with shift paddles
Wheels	Sport Sedan Luxury Sedan Coupe Staggered-width 17" twin 5-spoke 17" split 5-spoke Staggered-width 17" 5-spoke	Staggered-width 17" twin 5-spoke 17" split 5-spoke —	Staggered-width 18" 5-spoke ¹ — Staggered-width 18" 5-spoke ¹	Staggered-width 18" AMG twin 5-spoke ¹ — Staggered-width 18" AMG twin 5-spoke ¹	Staggered-width 19" AMG forged 10-spoke ¹ — Staggered-width 19" AMG forged 10-spoke ¹
Suspension	Sport Sedan Luxury Sedan Coupe Sport-tuned AGILITY CONTROL® Comfort-tuned AGILITY CONTROL Sport-tuned AGILITY CONTROL	Sport-tuned AGILITY CONTROL Comfort-tuned AGILITY CONTROL —	Sport-tuned AGILITY CONTROL — Sport-tuned AGILITY CONTROL	AMG Sport Suspension — AMG Sport Suspension	AMG Sport Suspension — AMG Sport Suspension
Drivetrain	Rear-wheel drive	4MATIC all-wheel drive	Rear-wheel drive (4MATIC optional on Coupe)	Rear-wheel drive	Rear-wheel drive

Color and trim.

Sport Sedan and Luxury Sedan upholstery.



Black MB-Tex or leather



Almond Beige/Mocha MB-Tex (Sedans) or leather (Luxury Sedans)



Ash MB-Tex or leather



Sahara Beige/Black leather



Cappuccino/Black leather (Sport Sedans)



Black with DINAMICA inserts (Sport Package)

Coupe upholstery.



Black MB-Tex or leather



Almond Beige/Mocha MB-Tex



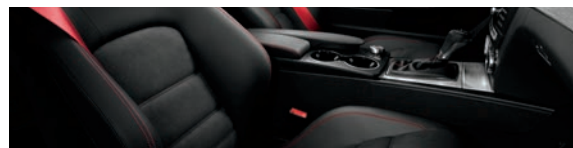
Ash MB-Tex or leather



Sahara Beige/Black leather



Red/Black leather



Black with DINAMICA inserts (Sport Package, Sport Plus Package)

AMG Sedan and Coupe upholstery.



Black MB-Tex/DINAMICA or leather



Porcelain leather



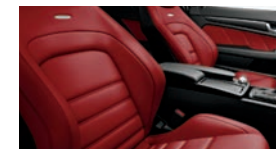
Porcelain/Black leather



Sand leather



Sand/Black leather



Classic Red leather



Classic Red/Black leather

C63 AMG Edition 507 upholstery.



Porcelain/Black Nappa leather with DINAMICA inserts



Black Nappa leather with DINAMICA inserts



Black Nappa leather

Wheel choices.



17" twin 5-spoke (C 250 and C 300 4MATIC Sport Sedans)



17" 5-spoke (C 250 Coupe)



17" split 5-spoke (Luxury Sedans)



18" AMG twin 5-spoke¹ (C 350 Sport Sedan and Coupe)



18" AMG twin 7-spoke¹ (optional as part of Sport Packages)



18" AMG 7-spoke¹ (optional on Sport Sedans and Coupes)



18" AMG twin 5-spoke¹ (optional on Sport Sedans and Coupes)



18" AMG twin 5-spoke¹ (C 63 AMG)



18" AMG 5-spoke¹ (optional on C 63 AMG)



19" AMG forged 10-spoke¹ (Silver or optional Black, C 63 AMG Edition 507)

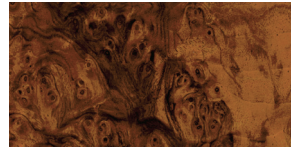
Interior trim.



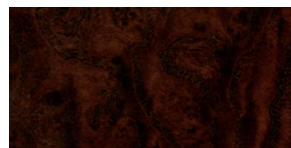
Aluminum (Sport Sedans, Coupes)



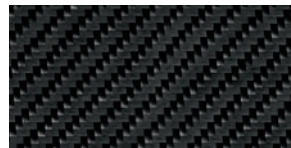
Black Ash wood (Sport Sedans)



Burl Walnut wood



Matte Olive Ash wood (Coupes)



Carbon fiber (AMG models)



Gloss Black (C 63 AMG Edition 507)

Paintwork.



Black



Diamond Silver metallic



Diamond White metallic²⁹



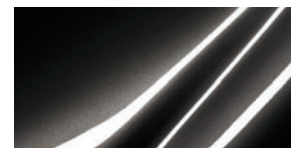
Dolomite Brown metallic (Sedans)



Iridium Silver metallic



Lunar Blue metallic



Magnetite Black metallic



Mars Red (Sport Sedans, Coupes)



designo Magno Platinum²⁹ (matte finish, C 63 AMG Edition 507)



Palladium Silver metallic



Polar White



Steel Grey metallic

Please see endnotes on back cover.




For a small blue planet.

For more than 125 years—longer than any other automaker—we've been sharing this planet with you. And for generations, Mercedes-Benz has been breaking new ground to help preserve the earth for future generations. We introduced the world's first 100% CFC-free car, not just in its air conditioning but in its entire production process. We've used water-borne paint since the 1990s. And our interiors have long used steam-expanded foam, sustainably forested wood, and natural products from coconut, flax and even olives. We've been pioneering advanced powertrains for generations, leading not just to today's Direct Injection gasoline, clean diesel and hybrid models, but to the electric and fuel cell vehicles of a tomorrow that's already here. Mercedes-Benz is also legendary for making cars of exceptional durability. After all, it takes about the same energy to build a car that lasts as one that won't. And along with award-winning factories and processes, we're helping to develop local infrastructures around the world to help bring a greener future to life. Like every aspect of Mercedes-Benz innovation, today's work sets the stage for the mobility—and the planet—that everyone will enjoy tomorrow.

Join the conversation.

 follow us: [facebook.com/mercedesbenzusa](https://www.facebook.com/mercedesbenzusa)

 follow us: twitter.com/mbusa

 visit us: [MBUSA.com](https://www.MBUSA.com)

©2013 Mercedes-Benz USA, LLC, One Mercedes Drive, Montvale, NJ 07645
1-800-FOR-MERCEDES • [MBUSA.com](https://www.MBUSA.com)

Marketing Communications. All illustrations and specifications contained in this brochure are based on the latest product information available at the time of publication. Mercedes-Benz reserves the right to make changes at any time, without notice, to colors, materials, equipment, specifications and models. Any variations in colors shown are due to reproduction variations of the printing process. Illustrations may include test situations. Some vehicles may be shown with non-U.S. equipment. Some vehicles are shown with optional equipment. Alcantara is a registered trademark of Alcantara SpA, Milan, Italy. iPad, iPhone, iPod and Siri are registered trademarks or service marks of Apple Inc. AUPEO! is a registered trademark of Aupeo GmbH, Berlin, Germany. Bluetooth is a registered trademark of Bluetooth SIG, Inc. Facebook is a registered trademark of Facebook, Inc. Android, Google Maps, Google Places, Google Street View and Panoramio are registered trademarks of Google Inc. harman/kardon and LOGIC7 are registered trademarks of Harman International Industries, Inc. HD Radio is a proprietary trademark of iBiquity Digital Corporation. Sirius, XM and all related marks and logos are trademarks of Sirius XM Radio Inc. Twitter is a registered trademark of Twitter, Inc. Yelp is a registered trademark of Yelp Inc.



Endnotes.

- Lower aspect ratio tires and accompanying wheels provide substantially increased treadwear, increased tire noise and reduced ride comfort. Serious wheel and tire damage may occur if the vehicle is operated on rough or damaged road surfaces or upon encountering road debris or obstacles. These tires are not designed for use on snow and ice. Winter tires mounted on appropriately sized and approved wheels are recommended for driving in those conditions.
- For more information on ALG's Residual Value Awards, visit www.alg.com.
- Sport Sedans and Coupes with Almond Beige/Mocha interior include a 3-spoke steering wheel without flat-bottom design or perforated side grips.
- No system, regardless of how advanced, can overcome the laws of physics or correct careless driving. Please always wear your seat belt. Performance is limited by available traction, which snow, ice and other conditions can affect. Always drive carefully, consistent with conditions. Best performance in snow is obtained with winter tires.
- Preliminary figures. 2014 EPA estimated fuel economy figures unavailable at time of printing. Please see your dealer. Compare the estimated mpg to the estimated mpg of other vehicles. You may get different mileage depending on how fast you drive, weather conditions and trip length. Your actual highway mileage will probably be less than the highway estimate.
- Stated rates of acceleration are estimated based upon manufacturer's track results and may vary depending on model, environmental and road surface conditions, driving style, elevation and vehicle load.
- Braking effectiveness also depends on proper brake maintenance, and tire and road conditions.
- For more information on the Insurance Institute for Highway Safety and the 2013 Top Safety Pick awards, visit www.iihs.org. Star ratings are part of the U.S. Department of Transportation's Safercar.gov program (www.safercar.gov).
- PRE-SAFE® closes the windows and sunroof when the system's sensors detect side movement that suggests a possible rollover or side impact.
- WARNING: THE FORCES OF A DEPLOYING AIR BAG CAN CAUSE SERIOUS OR FATAL INJURIES 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 TOO LARGE FOR A CHILD SEAT. SEE OPERATOR'S MANUAL FOR ADDITIONAL WARNINGS AND INFORMATION ON AIR BAGS, SEAT BELTS AND CHILD SEATS.
- All Mercedes-Benz mbrace® services operate only where cellular and Global Positioning System satellite signals are available, which are provided by third parties and not within the control of Mercedes-Benz USA, LLC. An mbrace Package trial period is offered on new, Certified Pre-Owned and pre-owned sales and leases at an authorized Mercedes-Benz dealer. Subscriber Agreement is required for service to be active. Some services are only available on select vehicles. Your PIN is required in order to use certain services. Some services may be limited or restricted in some areas. Apps may be introduced and updated at varying dates, and may also require a vehicle software update. Driver is responsible for complying with traffic and other laws. See your dealer or MBUSA.com/mbrace for details, including a list of compatible smartphones.
- DISTRONIC PLUS® adaptive cruise control is no substitute for active driving involvement. It does not react to stationary objects, nor recognize or predict the curvature and lane layout of the road or the movement of vehicles ahead. It is the driver's responsibility at all times to be attentive to traffic and road conditions, and to provide the steering, braking and other driving inputs necessary to retain control of the vehicle. Drivers are cautioned not to wait for the DISTRONIC Proximity Warning System before braking, as that may not afford sufficient time and distance to brake safely. After braking the car for stopped traffic ahead, system resumes automatically only if traffic pauses for less than 3 seconds.
- Driving while drowsy or distracted is dangerous and must be avoided. ATTENTION ASSIST™ and/or Lane Keeping Assist may be insufficient to alert a fatigued or distracted driver of lane drift and cannot be relied on to avoid an accident or serious injury. Lane Keeping Assist operates at speeds above approximately 20 mph.
- Rear view camera does not audibly notify driver of nearby objects and is not a substitute for actively checking around the vehicle for any obstacles or people. Images displayed may be limited by camera field of view, weather, lighting conditions and the presence of dirt, ice or snow on the cameras.
- Blind Spot Assist may not be sufficient to avoid all accidents involving vehicles in your blind spot and does not estimate the speed of approaching vehicles. It must not be used as a sole substitute for driver awareness and checking of surrounding traffic conditions.
- Bluetooth® interface does not provide phone charging or external antenna. Voice interactivity feature is dependent on selected handset. Visit MBUSA-Mobile.com for details. Phone sold separately. See dealer for a list of approved compatible phones.
- All iPod® devices are sold separately. Feature not compatible with iPod Shuffle. Apple® adapter may be required for use with 8-pin "Lightning" connector. See dealer for details.
- The purchase of a new, satellite radio-enabled vehicle includes 6 months of service for SiriusXM Radio, as well as SiriusXM Traffic and SiriusXM Weather when so equipped. SiriusXM Traffic and Weather services are available in select markets. If you decide to continue your SiriusXM service at the end of this period, all SiriusXM services are sold separately, and the plan you choose will automatically renew and bill at then-current rates until you call 1-866-635-2349 to cancel. See SiriusXM Customer Agreement for complete terms, www.siriusxm.com. Sirius U.S. Satellite service available only to those at least 18 years of age in the 48 contiguous United States, DC and Puerto Rico (with coverage limitations).
- While the navigation system provides directional assistance, the driver must remain focused on safe driving behavior, including paying attention to traffic and street signs. The driver should utilize the system's audio cues while driving and should only consult the map or visual displays once the vehicle has been stopped in a safe place. Maps do not cover all areas or all routes within an area.
- Unsecured cargo can become hazardous in a collision. Always secure cargo using the floor-mounted tie-downs.
- Roadside Assistance repairs may involve charges for parts, service and towing. Vehicle must be accessible from main roads. Depending on the circumstance, these services may be provided by an outside provider, courtesy of Mercedes-Benz Roadside Assistance. Restricted roadways, acts of nature and vehicle accessibility may limit our ability to provide services to you. For full details, eligibility requirements, and limitations/exclusions of Sign and Drive services, as well as the Roadside Assistance Program, please see your dealer.
- mbrace is compatible with Apple iPhone® models running iOS 4.2 or later, and Android-based phones running OS 2.1 or later. Please visit MBUSA.com/mbrace for more information.
- Introduction dates vary. See your dealer for availability.
- For full details of the New Vehicle Limited Warranty, including terms, conditions and exclusions, please see your dealer.
- European Delivery Program discount available on select models, other models offered without discount. Please see your dealer for details.
- Requires optional factory pre-wiring.
- Drive Kit Plus for the iPhone is compatible with the Apple iPhone 4 and 4S. Siri™ voice-activated functions require iPhone 4S. Dealer installation is required. For the latest information on phone compatibility, please see your dealer.
- Not available with Driver Assistance Package or on Luxury models.
- Extra-cost option.