The 2010 E-Class

Mercedes-Benz
Who could have imagined? When Mercedes-Benz created an entirely new class of automobile more than 60 years ago, nobody predicted it would come to define not just the brand that invented the first car, but a standard by which all cars are measured. For eight generations, the E-Class has been more than a car drivers dream about. It’s what other cars dream they could be. For 2010, it all begins anew, with what is perhaps the most technologically advanced production automobile ever. It does things you never imagined a car might do. Which is exactly what one automaker has always done. This is the new E-Class.

This is Mercedes-Benz.

For more information, visit www.mbusa.com/e-class
The car of tomorrow is the right car for today. From the seemingly limitless endurance of the 1950s "Ponton" body, to the much-copied style of the 1970s 280 Sedan, to the 1980s 300E that AUTOMOBILE Magazine called "true greatness," the E-Class has long defined what other cars will someday become. The 2010 E-Class Sedans and Coupes are showcases of futuristic technology, indeed. But their greatest innovation is demonstrating that you can love driving, cars for your family, respect the earth and even spend wisely. All at once, like no car before. Let the imitation begin.

Iconic. Idolized. And soon to be imitated. Again.

E 350 Coupe shown above with optional Palladium Silver Metallic paint and Premium 2 Package.

E 350 Sport Sedan shown at right with optional Iridium Silver Metallic paint, Wheel Package and Premium 2 Package.
It has the power to motivate every car that follows it.

Someday, other cars will drive like this. Imagine an advanced AGILITY CONTROL or AIROMATIC suspension that reacts to the road surface, instantly recalibrating for the most gratifying balance of sharp and supple. A 7-speed automatic transmission that adapts to your driving style, shifting as your mood does. Engines that only call on their alternator and power steering pump as needed, sipping less gasoline whenever they’re not fueling your exuberance. The E-Class will lead other automakers to the future. But first, it will stop them in their tracks.

Compellingly powerful gasoline engines—a 268-hp V-6 and a 382-hp V-8—offer low emissions and improved fuel efficiency. The 50-state BlueTEC clean diesel V-6 sedans generate massive torque with lower greenhouse gas emissions than comparable gasoline engines. E 350 and E 550 4MATIC Sedans offer the all-season, all-road confidence of an all-wheel drive system that adds minimal weight. The E 550 Coupe’s Dynamic Handling suspension alters the damping rates, accelerator response and shift points, all at the touch of a single button.
It can predict the future. And change history.

**Pre-Safe® Brake**
- Included with DISTRONIC PLUS.
- Radar-based sensors can detect an impending collision and automatically apply 100% of the vehicle's braking force to help avoid or reduce the severity of impact.

**Pre-Safe®**
- Detects changes in vehicle maneuvers that a frontal impact is imminent.
- Can tighten the front seat belts, adjust the front head restraints and passenger seat, and close the windows and sunroof.

**ATTENTION ASSIST**
- Continually monitors driving behavior and can alert the driver with both visual and audible warnings if it detects signs of drowsiness on long trips.

**Lane Keeping Assist**
- Vibration feedback on the steering wheel indicates if unintended drifting off-course is detected.

**DISTRONIC PLUS**
- Takes cruise control to new levels of convenience, with the ability to slow the car to a full stop if traffic ahead stops, and then resume automatically.
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**Adaptive Headlamps**
- Using a camera to detect vehicles ahead, optional Adaptive Highbeam Assist varies the headlamp range continuously, to maximize illumination of the road without creating glare for other drivers.

**Foresight with fortitude.** Its PRE-SAFE® system can detect an impending collision, while its optional DISTRONIC PLUS helps brake the car. Its ATTENTION ASSIST can tell if you're getting sleepy on a long drive. Its adaptive Bi-Xenon headlamps continuously vary the shape of their beams, to brighten more of the road while reducing glare to oncoming drivers. If all that’s not enough, it has up to 11 air bags— including new pelvic air bags for the front seats. Even by looking just a few milliseconds ahead, the new E-Class can alter the course of your future.
Engineered to enlighten. Even in the middle of the night, the new E-Class doesn’t leave you in the dark. Ensconced amid the warm glow of its cabin, the E-Class brings visionary new driving capabilities to light. An elegant central controller provides intuitive access to your entertainment with a twist of your hand. Other available systems help you back up, or maneuver into a parking space, or spot pedestrians at night using imperceptible infrared light. The E-Class sheds new light on what a car can do for you. It will show you things you’ve never seen.

Night View Assist PLUS. By projecting infrared beams that are invisible to human eyes, and reading them with a special camera, the E-Class Sedan option displays a clearer view of the road during darkness. It can even identify and point out pedestrians.®

REAR VIEW CAMERA WITH PARKTRONIC. The optional camera® projects a live color image on the in-dash LCD monitor. Optional PARKTRONIC® with new Parking Guidance can help the driver maneuver into a parking space and avoid obstacles that might be out of view.

Ambient lighting. A network of efficient LEDs and fiber optics casts a gentle glow from beneath the dash and door trim of the new E-Class Sedans, to help make nighttime driving feel more secure.

COMAND with central controller. A high-resolution color/LCD display and a console-mounted controller deliver completely new access to virtually all functions of the audio and optional navigation systems.

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The E-Class Sedans. From their four aggressively squared headlamps and arrow-shaped hood to their wide LED taillamps, the six sedans of the E-Class take a modern, muscular stance and express it with brilliant detail. Sport Sedans take to the road with 18” wheels and a sport-tuned chassis, while Luxury Sedans feature more comfort-oriented tuning and elegant 17” wheels. The E550 Sedans ride on AIRMATIC adaptive air suspension. Choices in power include a 50-state BlueTEC clean diesel, plus gasoline V-6 and V-8 models that are also available with 4MATIC all-wheel drive.

**E 350 Luxury Sedan**
- Engine: 3.0-liter BlueTEC diesel V-6, 210 hp @ 3,800 rpm, 400 lb-ft net torque @ 1,600–2,400 rpm
- Transmission: 7-speed automatic
- Suspension: Sport-tuned with AGILITY CONTROL
- Drivetrain: Rear-wheel drive

**E 350 BlueTEC Sport Sedan**
- Engine: 3.0-liter BlueTEC diesel V-6, 210 hp @ 3,800 rpm, 400 lb-ft net torque @ 1,600–2,400 rpm
- Transmission: 7-speed automatic
- Suspension: Sport-tuned with AGILITY CONTROL
- Drivetrain: Rear-wheel drive

**E 350 Sport Sedan**
- Engine: 3.5-liter gasoline V-6, 268 hp @ 6,000 rpm, 258 lb-ft net torque @ 2,400–5,000 rpm
- Transmission: 7-speed automatic
- Wheels: 18” 5-spoke
- Suspension: Sport-tuned with AGILITY CONTROL
- Drivetrain: Rear-wheel or 4MATIC all-wheel drive

**E 350 BlueTEC Sport Sedan**
- Engine: 3.0-liter BlueTEC diesel V-6, 210 hp @ 3,800 rpm, 400 lb-ft net torque @ 1,600–2,400 rpm
- Transmission: 7-speed automatic
- Wheels: 17” split 5-spoke
- Suspension: Comfort-tuned with AGILITY CONTROL
- Drivetrain: Rear-wheel drive

**E 350 Luxury Sedan**
- Engine: 3.0-liter BlueTEC diesel V-6, 210 hp @ 3,800 rpm, 400 lb-ft net torque @ 1,600–2,400 rpm
- Transmission: 7-speed automatic
- Wheels: 17” split 5-spoke
- Suspension: Comfort-tuned with AGILITY CONTROL
- Drivetrain: Rear-wheel drive

**E 350 BlueTEC Luxury Sedan**
- Engine: 3.0-liter BlueTEC diesel V-6, 210 hp @ 3,800 rpm, 400 lb-ft net torque @ 1,600–2,400 rpm
- Transmission: 7-speed automatic
- Wheels: 17” split 5-spoke
- Suspension: Comfort-tuned with AGILITY CONTROL
- Drivetrain: Rear-wheel drive

**E 350 Sport Sedan**
- Engine: 3.5-liter gasoline V-6, 268 hp @ 6,000 rpm, 258 lb-ft net torque @ 2,400–5,000 rpm
- Transmission: 7-speed automatic
- Wheels: 18” 5-spoke
- Suspension: Sport-tuned with AGILITY CONTROL
- Drivetrain: Rear-wheel or 4MATIC all-wheel drive

**E 350 BlueTEC Luxury Sedan**
- Engine: 3.0-liter BlueTEC diesel V-6, 210 hp @ 3,800 rpm, 400 lb-ft net torque @ 1,600–2,400 rpm
- Transmission: 7-speed automatic
- Wheels: 17” split 5-spoke
- Suspension: Comfort-tuned with AGILITY CONTROL
- Drivetrain: Rear-wheel drive

**E 350 Luxury Sedan**
- Engine: 5.5-liter gasoline V-8, 382 hp @ 6,000 rpm, 391 lb-ft net torque @ 2,800–4,800 rpm
- Transmission: 7-speed automatic
- Wheels: 17” split 5-spoke
- Suspension: AIRMATIC with Adaptive Damping
- Drivetrain: Rear-wheel or 4MATIC all-wheel drive

**E 350 Sport Sedan**
- Engine: 3.5-liter gasoline V-6, 268 hp @ 6,000 rpm, 258 lb-ft net torque @ 2,400–5,000 rpm
- Transmission: 7-speed automatic
- Wheels: 18” 5-spoke
- Suspension: Sport-tuned with AGILITY CONTROL
- Drivetrain: Rear-wheel or 4MATIC all-wheel drive
14-way power front seats. Using the signature seat-shaped controls pioneered by Mercedes-Benz, each front seat includes 4-way power lumbar support and 3-position memory. NECK-PRO active front head restraints help reduce whiplash injuries.

Harman/Kardon® sound. Enhancing the standard in-dash 6-disc DVD/CD changer is an available 610-watt LOGIC7® audio system with Dolby® Digital 5.1 surround sound, plus SIRIUS® Satellite Radio and SIRIUS Traffic™ service.

Navigation. Using the standard 7" color-LCD display and a 40GB hard drive, the available navigation system includes Zagat® Survey ratings for restaurants, hotels and golf courses. It’s easily operated by an advanced voice control system.

Multimedia entertainment. Navigation-equipped models let you bring your own music on CDs, DVDs, memory card, iPod® — or even store it on a 6GB portion of the in-dash hard drive.

Paddle shifters. For one-touch control and a roomier console, E-Class Sedans feature a steering-column-mounted gearshift lever and paddle shifters that put gear selection at your fingertips.

E-Class Sedans. Advanced technology is expressed with both modern style and old-world craftsmanship in the spacious E-Class Sedan cabin. Polished wood and chrome trim complement the precisely double-stitched upholstery. A multifunction steering wheel and the central controller of the COMAND system put the most commonly used functions within easy reach. And both a power glass sunroof and a hands-free Bluetooth® interface are standard equipment, to help you feel more connected to the outside world. While an extensive menu of available luxuries entices you to stay inside.

E 550 Luxury Sedan shown with Almond Beige interior, Sharkskin wood trim and optional Premium 2 Package, Multifunction steering wheel and Drive-Dynamic multicontour front seats. Please see endnotes in back of brochure.
The E-Class Coupes. At Mercedes-Benz, there is only one way to build a true coupe. With a wind-taming design, a windscreen pillarless profile, and winning performance. The first E-Class Coupe in 15 years earns its grille-mounted Star on all counts. Its aggressively chiseled body achieves a drag coefficient of just 0.28. Its four elegantly arched side windows fully retract for an airy span from windshield to rear window, crowned by a standard all-glass Panorama sunroof. And because it’s the new E-Class, it’s as dynamic as it is aerodynamic. It’s panoramic. Pillarless. And peerless.

E 550 Coupe shown with Arctic White paint and optional Premium 2 and Appearance Packages.
Long, low and wide, the E-Class Coupes strike an aggressively confident stance. Staggered-width wheels — 17” on the E 350 and 18” on the E 550 Coupe — wear wider tires at the rear for more surefooted acceleration and crisper steering feedback. LED taillamps wrap dramatically into the muscular rear quarters. Dual polished exhaust tips, trapezoidal on the E 550, hint at the power within. Underpinning it all is the AGILITY CONTROL suspension of the E 350, or the E 550 Coupe’s lowered, sport-tuned Dynamic Handling suspension, upgraded brakes and sculpted lower bodywork.

**Engine**
- **5.5-liter gasoline V-8**, 382 hp @ 6,000 rpm, 391 lb-ft net torque @ 2,800–4,800 rpm
- **3.5-liter gasoline V-6**, 268 hp @ 6,000 rpm, 258 lb-ft net torque @ 2,400–5,000 rpm

**Transmission**
- 7-speed automatic with paddle shifters
- 7-speed automatic

**Wheels**
- 18” 5-spoke
- 17” split 5-spoke

**Suspension**
- AGILITY CONTROL
- SPORT-tuned with Dynamic Handling

**Drivetrain**
- Rear-wheel drive

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**E 350 Coupe**

**Engine**
- 3.5-liter gasoline V-6, 268 hp @ 6,000 rpm, 258 lb-ft net torque @ 2,400–5,000 rpm

**Transmission**
- 7-speed automatic

**Wheels**
- 17” split 5-spoke

**Suspension**
- AGILITY CONTROL

**Drivetrain**
- Rear-wheel drive

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**E 550 Coupe**

**Engine**
- 3.5-liter gasoline V-6, 302 hp @ 6,000 rpm, 273 lb-ft net torque @ 2,400–4,000 rpm

**Transmission**
- 7-speed automatic with paddle shifters

**Wheels**
- 18” split 5-spoke

**Suspension**
- SPORT-tuned with Dynamic Handling

**Drivetrain**
- Rear-wheel drive
14-way power sport front seats. Deeply contoured sport front seats feature rich leather, NECK-PRO active head restraints, 4-way power lumbar support and 3-position memory.

Split-folding rear seats. Performance need not overpower practicality. The coupes’ rear seatbacks can be folded down in a 2 / 3:1 / 3 split to expand the already generous trunk space.

Harman/kardon sound. Enhancing the E-Class Coupes’ standard in-dash 6-disc DVD/CD changer is an available 450-watt LOGIC7® system with Dolby® Digital 5.1 surround-sound. This option also comes with SIRIUS® Satellite Radio™ and SIRIUS Traffic™ service.

Navigation and multimedia music. The optional hard-drive-based navigation system™ can store up to 6GB of music from your CDs on its 40GB hard drive. It includes iPod® integration and an in-dash memory card reader, too.

Multifunction steering wheel. Wrapped in soft Premium leather, the 3-spoke wheel places audio, Bluetooth® and many other controls close at hand. The E 550 Coupe adds paddle shifters.

E 550 Coupe shown with Almond Beige interior, Burl Walnut wood trim and optional Appearance and Premium 2 Packages. Please see endnotes in back of brochure.
E-Class options and packages. Every E-Class comes generously equipped with standard features and systems to enhance every drive with performance, luxury and security — from their automatic light-sensing headlamps to their LED taillamps. Refinements include digital dual-zone climate control, rain-sensing windshield wipers, auto-dimming mirrors and 14-way power front seats with a 4-way power steering column and memory system. To tailor your E-Class even more precisely to your wish list, a wide selection of innovations, enhancements and conveniences are offered as individual options, or packaged together at a significant savings over their individual value.

For more information, visit www.mbusa.com/e-class
Driving while drowsy or distracted is dangerous and should be avoided. ATTENTION 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. It is the driver’s responsibility at all times to be attentive to traffic and road conditions, and to use the system’s warning and other driving assistance features as an aid to the driver. Drivers are also urged not to use the DISTRONIC PLUS Adaptive Cruise Control System while driving on busy traffic-filled streets and in areas where it is not appropriate, especially in traffic jams and heavy traffic conditions. This feature is designed to help the driver maintain a consistent distance from the vehicle in front at speeds above 30 mph and is not a substitute for actively checking the road for other vehicles and traffic. The driver must remain fully attentive to the road and traffic conditions at all times.

Lane Keeping Assist, which is available on E 350 BlueTEC and E 400 models, may not be sufficient to avoid all accidents involving vehicles in your blind spot and does not estimate the speed or the distance of oncoming vehicles. It should not be used as a sole substitute for driver awareness and checking of surrounding traffic conditions. It is not a substitute for actively checking for vehicles in your blind spot.

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. Consult the manual for additional warnings and information on air bags, seat belts and child seats.

If the child seat is securely installed and the child is of the proper age and size, the rear-facing child seat is the preferred way to transport your child. Low-facing child seats may be insufficient to secure a child of the proper age and size. Rear-facing child seats are designed to protect the child during even the most severe crashes at lower speeds.

Lane Keeping Assist is not a substitute for actively checking for vehicles in your blind spot.

Rear view camera does not audibly notify driver of objects outside the system’s field of vision, which includes nearby objects, and is not a substitute for actively checking for objects behind the vehicle at all times.

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.

Limitation of E 350 BlueTEC and E 350 models is delayed. See dealer for details.

E 350 BlueTEC adaptive cruise control is no substitute for active driving involvement. It does not react to stationary stopped traffic ahead, system resumes automatically only if traffic pauses for less than 3 seconds. Warning System before braking, as that may not afford sufficient time and distance to brake safely. After braking the car for possible accident.

ENDNOTES
1. Limitation of E 350 BlueTEC and E 350 models is delayed. See dealer for details.
2. The navigation system on E 350 BlueTEC is a dealer installed accessory.
3. See dealer for details.
4. For more information, contact the Sirius Schultz at sirius.com/serviceterms. Prices and programming are subject to change. SIRIUS Radio U.S. service only available in the 48 contiguous United States and the District of Columbia. Service available in Canada; see www.siriuscanada.ca.
5. Bluetooth® is a registered trademark of the Bluetooth SIG, Inc. and is used under license by MBUSA. Smartphone compatibility varies. See dealer for details.
6. Voice interactivity feature is dependent on selected handset. Visit www.mbusa-mobile.com for details. Phone sold separately. See dealer for a list of approved compatible phones.
7. Extra-cost option.
8. Lower aspect ratio tires and accompanying wheels provide substantially increased treadwear, increased tire noise and reduced ride comfort. Service advisory and the 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.
9. Blurred rear lights on the surface and not all systems for the rear lights and lamp are not universal speed.
10. Are not available on coupe. See Options and Packages listing.
The 124-year heritage of Mercedes-Benz is rich with evidence of our respect for the earth and its inhabitants, both in the vehicles we make and in the ways we make them. We introduced the world’s first CFC-free car, not just in its air conditioning but throughout its entire manufacturing process. We’ve been using water-borne paints for years, and source the wood for our interior trim from responsibly sustained forests. We’ve been pioneering advanced powertrains for generations, from today’s new hybrid models and 50-state clean diesels to the fuel cell vehicles of tomorrow. Mercedes-Benz is also legendary for producing automobiles of extraordinary durability, with 88% of the vehicles sold in the last 20 years — and a remarkable 75% of all the vehicles we’ve ever sold in the U.S. — still on the road. After all, it takes virtually the same amount of energy to build vehicles that last as ones that won’t.

Our new, more compact brochures consume fewer resources as well, starting with the recycled coated paper they’re printed on. It contains at least 10% post-consumer waste, has earned Chain of Custody certifications from the Sustainable Forestry Initiative® (SFI) and Forest Stewardship Council® (FSC), and is produced using Green-e® certified renewable energy. And the brochures are printed in facilities that purchase renewable energy — including wind power, solar energy and hydropower — and use technologies that reduce both their carbon footprint and the emission of volatile organic compounds (VOCs) into our small blue planet’s atmosphere. Caring innovation comes from blue-sky thinking — sometimes quite literally. It’s what you can expect from the automaker who’s been sharing this planet with you for longer than anyone.

This is who we are. This is Mercedes-Benz.