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-based 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 1% 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.

For a small blue planet

For a small blue planet

For a small blue planet

For a small blue planet

For a small blue planet

For a small blue planet
Can one vehicle be all things to all people? Maybe that’s idealistic, but can a single automobile meet the needs and desires of, say, seven people? Imagine a vehicle that combines the performance of a refined sedan, the all-season confidence of an SUV, and the safety leadership of a Mercedes-Benz. Now add in first-class seating for up to seven. One vehicle today brings all this together in a luxurious and capable package that practically defies categorization, while reducing practicality. It’s unexpectedly, unusually innovative. Just what you expect from the inventor of the automobile. This is the 2010 R-Class.


For more information, please visit www.mbusa.com
No matter what row you’re seated in, you’ll enjoy the performance. With three rows of luxury seating, the R-Class delivers a moving experience for all six—or optionally seven—of its passengers, especially the driver. Commanding power is delivered with energetic confidence by a choice of engines—a gasoline V-6 or a 50-state BlueTEC clean diesel V-6—both teamed with a 7-speed automatic transmission and 4MATIC all-wheel drive. Standard 19” wheels and self-leveling rear suspension usher you around curves and over any road with poise and precision. While rigid, aerodynamic body envelopes every seat in its cocoon catch in serene, secure comfort.

The R 350 BlueTEC diesel runs with cleaner combustion, then converts nitrogen oxide emissions to pure nitrogen and oxygen. And it can cruise up to 500 miles per tank.2

4MATIC integrates the 4-wheel Electronic Traction System. 4-ETS senses wheelspin and instantly sends the engine’s torque to the wheels (or wheel) with the best grip.3

The R 350 BlueTEC’s all-glass Panorama sunroof lets all aboard reach for fair weather, and Sport-style bumpers to its optional all-glass Panorama sunroof. From its 19” alloy wheels and Sport-style bumpers to its optional all-glass Panorama sunroof, the R-Class lets all grasp every open road and blue sky equally.

| Engine | 3.0-liter turbodiesel V-6, 210 hp @ 3,800 rpm, 400 lb-ft net torque @ 1,600–2,400 rpm |
| Transmission | 7-speed automatic |
| Wheels | 19” 5-spoke with runflat tires |
| Suspension | 4-wheel independent with rear level control |
| Drivetrain | 4MATIC all-wheel drive |

| 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 | 19” AMG 5-spoke |
| Suspension | 4-wheel independent with rear level control |
| Drivetrain | 4MATIC all-wheel drive |

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2 Mpg estimate for R 350 BlueTEC diesel. Actual fuel economy may vary. 3 Wt. hk is the engine’s torque to the wheels (or wheel) with the best grip.
The future of safety. Available now.

For nearly half a century, Mercedes-Benz has been pioneering safety innovations that eventually become part of every passenger vehicle, from the crumple zone to the Electronic Stability Program (ESP®). The innovative PRE-SAFE® system is an exclusive Mercedes-Benz safety breakthrough that can detect that a possible frontal collision or rollover is imminent, and help to better prepare the front-seat occupants and their restraint systems in the seconds before it happens. Someday all vehicles might be able to protect your future like this. In the R-Class, that someday is already here.

The R-Class has been named a Top Safety Pick by the Insurance Institute for Highway Safety. Among the many reasons is the 12-way protection of its eight standard air bags, including side curtain air bags that offer coverage to all three seating rows.

Standard NECK-PRO active front head restraints can help reduce whiplash injuries in a rear impact. And the standard POST-SAFE system can automatically turn on the hazard flashers and interior lights, unlock the doors and shut off the engine after a collision.

Every 2010 R-Class features the advanced PRE-SAFE® system. If PRE-SAFE detects that a rollover or frontal collision is imminent, it can tighten the front seat belts, and even close the windows and sunroof, all to better prepare the occupants for an accident.

The Electronic Stability Program (ESP) helps maintain the driver’s intended course in corners or evasive maneuvers. When towing, standard Trailer Stability Assist can sense trailer sway and then strategically apply the brakes to help bring it under control.

The R 350 shown with optional Barolo Red metallic paint, PARKTRONIC and Premium 2 Package. Please see endnotes in back of brochure.
Flexible seating in every row. The standard 8-way power front seats include a driver’s power lumbar support. The split-folding second and third rows easily convert from lounge to luggage. An optional 2nd-row center seat welcomes a seventh passenger.

Multifunction display. Elegantly integrated with the deeply hooded instruments and accessed via the multifunction steering wheel is this driver-controlled display. It lets you monitor, adjust or personalize a variety of vehicle functions and settings without taking your hands off the leather-trimmed steering wheel.

Premium 1 Package. Among the many luxuries in this suite of options is the COMAND system: A high-resolution 6.5” display unifies hard-drive-based navigation, SIRIUS Satellite Radio, an in-dash memory card reader, iPod integration and 4GB of digital music storage. Also included are a rear view camera and power liftgate.

Premium 2 Package. High fidelity and high tech combine in this option. A harman/kardon LOGIC7® audio system features Dolby Digital 5.1 surround sound. And KEYLESS-GO lets you unlock, start and drive your R-Class without removing a key from your pocket.

The 2010 R-Class. The thoughtfully accommodating, richly appointed R-Class offers a uniquely enjoyable way to travel. Wide-opening doors and easy-folding 2nd-row seats make even the third row welcoming. Once you’re inside, the expansive cabin invites you to savor its polished Burl Walnut wood trim and explore its innovative features, from a hands-free Bluetooth interface and 6-disc DVD/CD audio-video player to optional hard-drive-based navigation with digital music storage. The standard sunroof, power rear quarter windows and dual-zone — or even optional 3-zone — climate control make any ride a truly refreshing experience.
R Class options and packages. Every R Class is generously equipped with standard features and systems designed to enhance every drive with performance, luxury and security—from automatic light-sensing headlamps to rain-sensing wipers and 19” alloy wheels. Other refinements include an integrated garage-door opener, electric liftgate closing assist, deep-tinted privacy glass and 6-disc DVD/CD audio-video player with an auxiliary input jack.

To tailor your R-Class even more precisely to your needs and wishes, a wide selection of optional innovations, enhancements and conveniences are offered individually, or packaged together at significant savings over their individual value.

For more information, visit www.mbusa.com

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### Standard / Optional / Not available

#### INDIVIDUAL OPTIONS

- **Parkronic**
- **2nd-row center seat** (for 7-passenger total seating capacity)
- **Wood/leather multifunction steering wheel**
- **Heated steering wheel**
- **Heated front seats**
- **Panorama sunroof**
- **3-zone climate control**
- **Rear Seat Entertainment system — dual-source DVD with 2 sets of wireless headphones and 2 remotes**
- **Rear Seat Entertainment system pre-wiring**
- **Tele Aid System**
- **Class II Trailer hitch (3,500-lb capacity)**

#### OPTION PACKAGES

**Premium 1 Package:**
- Auto-dimming driver-side and interior rear view mirrors
- COMAND system with hard-drive navigation
- iPod®/MP3 media interface and cable (in glovebox)
- Memory system for driver seat, power steering column and side mirrors
- Rearview camera
- SIRIUS® Satellite Radio with SIRIUS Traffic™
- HD Digital Radio™
- 115V AC power outlet

**Premium 2 Package:**
- Includes all items in Premium 1 Package, plus:
  - **harman/kardon® LOGIC7® surround-sound system with Dolby® Digital 5.1**
  - **KEYLESS-GO®**

**Sport Appearance Package:**
- **20” 5-spoke AMG wheels**
- **Heat-absorbing blue-tinted glass (front doors and windshield)**
- **Dark-tinted taillamps**

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**R 350**

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<tr>
<th><strong>Package</strong></th>
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**ENDNOTES**

1. Models with runflat tires are not provided with a spare tire.

2. 2010 EPA estimated fuel economy figures unavailable at time of printing. 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. Driving range claim based on fuel tank capacity and 2009 highway estimate.

3. 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.


5. **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. 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. SEE OPERATOR’S MANUAL FOR ADDITIONAL WARNINGS AND INFORMATION ON AIR BAGS, SEAT BELTS AND CHILD SEATS.

6. PRE-SAFE closes the side windows and sunroof when the system’s sensors detect side movement that suggests a possible accident.

7. POST-SAFE features only operate in accidents where the Supplemental Restraint System (SRS) deploys.


9. Bluetooth® does not provide phone charging or external antenna. 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.

10. Unsecured cargo can become hazardous in a collision. Sharp corner ransoms using the floor mounted or ceiling. Cargo fixed in place becomes more hazardous in a collision, including giving attention to traffic and road signs. The driver should always obey the speed limits while driving and should always buckle up in the front seat. Multiple vehicle in which vehicle has been adapted to fit a child. More than one seat is not recommended for children 50 pounds and over. See dealer for the list of approved compatible phones.

11. SIRIUS® hardware and subscription required. Other fees and taxes may apply. Subscription governed by SIRIUS Terms & Conditions 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. Service available in Canada; see www.siriuscanada.ca.

12. All iPod® devices are sold separately. Feature not compatible with iPod Shuffle. See dealer for details.

13. Rear view camera does not audibly notify driver of objects outside the system’s field of vision, which includes rearview mirror, which can be hazardous, and objects in the blind spot, which can further reduce the driver’s ability to detect obstacles in the vehicle’s blind zone.

14. Wood/leather steering wheel and heated steering wheel may not be ordered together.

15. Rear Seat Entertainment system and Rear Seat Entertainment system pre-wiring may not be ordered together.

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Our new, more compact e-brochures consume fewer resources as well. Each one has been designed to be enjoyed on virtually any computer screen, even a laptop, so you need never print a paper copy at all. By doing so, together we are saving the energy associated with conventional printing, and eliminating the waste and emissions as well. Caring innovation comes from blue-sky thinking — sometimes quite literally. It’s what you can expect from the automaker who’s been sharing this small blue planet with you for longer than anyone. This is who we are. This is Mercedes-Benz.