For a small blue planet

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 80% 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 certificates 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 hydro-power — 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.
Perhaps the only car in the world that doesn’t aspire to be something else.

For generations, one sedan has occupied the summit of passionate desire and promises delivered to people from dignitaries to driving enthusiasts. And while other cars keep striving to emulate it, the S-Class continually renews what cars could be—a claim reassured most clearly for 2010 as a new S 400 HYBRID joins the legendary S 550 V-8 and superlatively smooth S 600 V-12. No matter which one you choose, the heritage of innovations, advances and genuine breakthroughs in performance, luxury and safety remains ongoing and unbroken. More than the flagship of the Mercedes-Benz marque, it is the beacon for an industry. And the rich reward for being a captain of your own industry, or just for leading your life wisely. This is the 2010 S-Class.

For more information, please visit www.mbusa.com
S 550 shown with Black paint. Please see endnotes in back of brochure.

Models with AIRMATIC suspension feature a new Direct-steer system. It offers crisper feedback in sharp turns and easier parking, yet keeps minor moves smooth and stable.

The S 550 offers the all-season, all-road confidence of 4MATIC all-wheel drive. It’s compact yet lightweight for sporty balanced handling on dry roads, too.

Enhanced for crosswind stability, available Active Body Control (ABC) instantly adapts every time each wheel moves up or down, balancing comfort with composure.

An automatic engine stop-start system and energy recuperation while the vehicle is braking bring the class, 502 g/km CO₂, deliver outstanding fuel economy.

Hybrid 3.5-liter gasoline V-6 + electric motor, 295 combined hp, 284 combined lb-ft net torque

Transmission 7-speed automatic

Wheels 18" split 7-spoke1

Suspension AIRMATIC semi-active, Adaptive Damping System

Drivetrain Rear-wheel drive

S 400 HYBRID

Engine 3.5-liter gasoline V-6, 262 hp @ 6,000 rpm; 224 lb-ft net torque @ 2,000–4,000 rpm

Transmission 7-speed automatic

Wheels 18" 5-spoke1

Suspension AIRMATIC semi-active, Active Body Control (ABC) with crosswind stabilization

Drivetrain Rear-wheel drive

S 550

Engine 5.5-liter twin-turbo gasoline V-8, 510 hp @ 5,500 rpm; 568 lb-ft net torque @ 1,800–3,500 rpm

Transmission 5-speed automatic

Wheels Staggered-width 18” alloy

Suspension Active Body Control (ABC) with crosswind stabilization

Drivetrain Rear-wheel drive

S 600

Engine 5.5-liter twin-turbo gasoline V-12, 612 hp @ 6,000 rpm; 612 lb-ft net torque @ 1,800–3,500 rpm

Transmission 5-speed automatic

Wheels Staggered-width 18” alloy

Suspension Active Body Control (ABC) with crosswind stabilization

Drivetrain Rear-wheel drive

Takes your breath away. And gives it back. The S-Class has a history of making magic out of thin air. It was the first sedan with standard dual air bags. The first CFC-free car. And its AIRMATIC air suspension creates a nearly supernatural mix of crisp handling and cushioned ride. Now it aims for fresher air through the magic of engineering, with the new S 400 HYBRID. With ultra-low emissions and high fuel efficiency, it’s a step the first production sedan to use a lithium-ion battery for its gas-electric powertrain. You get breathtaking performance. Everyone gets to breathe easier.

Air automatic engine stop-start system and energy recuperation while the vehicle is braking bring the class, 502 g/km CO₂, deliver outstanding fuel economy.

Hybrid 3.5-liter gasoline V-6 + electric motor, 295 combined hp, 284 combined lb-ft net torque

Transmission 7-speed automatic

Wheels 18" split 7-spoke1

Suspension AIRMATIC semi-active, Adaptive Damping System

Drivetrain Rear-wheel drive

S 400 HYBRID

Engine 3.5-liter gasoline V-6, 262 hp @ 6,000 rpm; 224 lb-ft net torque @ 2,000–4,000 rpm

Transmission 7-speed automatic

Wheels 18" 5-spoke1

Suspension AIRMATIC semi-active, Active Body Control (ABC) with crosswind stabilization

Drivetrain Rear-wheel drive
Peers into the future. And looks out for yours. Mercedes-Benz has always combined visionary thinking with keen insight into human nature. It’s led to such automotive firsts as emergency-sensing Brake Assist PLUS, Electronic Stability Control, and countless safety innovations that help protect you in an accident — and help you avoid them. Its breakthrough PRE-SAFE® system can tighten the front seat belts, adjust the front passenger seat and even close the windows and sunroof to better prepare you for an impending collision.* Available DISTRONIC PLUS, our adaptive cruise control, includes new PRE-SAFE Brake. It can bring your S-Class to a complete halt if it senses stopped traffic ahead, then resume moving automatically! Other systems can help you stay in your lane, tell you if there’s a car in your blind spot, or even warn of pedestrians on a dark road. The S-Class is always on the lookout for ways to improve your outlook.

Lane Keeping Assist lets the driver of an S-Class Sedan know if unintended drifting off-course is detected, by vibrating the steering wheel.

Reading invisible infrared beams with a special camera, Night View Assist PLUS displays a clearer view of a dark roadway. It can even highlight pedestrians for you.

Using a camera to detect vehicles ahead, Adaptive Highbeam Assist® can cover the Bi-Xenon headlamp range, to maximize illumination without glare to other drivers.

New ATTENTION ASSIST on the S 550 and S 600 continually monitors your driving behavior, and sounds an alert if it senses that you’re getting drowsy on a long trip.

*Available with S 400 HYBRID shown with Black paint and optional 19” multispoke wheels. Please see endnotes in back of brochure.
S 550 shown with Cashmere/Savanna leather interior and optional Night View Assist PLUS, and Driver Assistance and Premium 2 Packages. Please see endnotes in back of brochure.

The 2010 S-Class.

There might be no other place on earth in which you feel at once ensconced in sanctuary yet one with the world as the S-Class cabin. Amid an abundance of finely stitched leather and hand-polished wood, it is an environment where technology seems borne from nature—connected to your senses, falling to your hand, and seemingly in tune with your intuition. The central COMAND controller and high-resolution 8” display offer streamlined access to multiple features. An enhanced voice control system and integrated Bluetooth® let you go hands-free. And subtle ambient lighting now offers soothing comfort in your choice of three colors. Every passing mile in the S-Class makes you feel not just farther along on your journey, but richer for the experience.

Luxury seating. Heated 14-way power front seats include pneumatic lumbar support and 3-position memory Active Ventilated front seats help keep you cooler and dryer on warm days. In a rear-end collision, NECK-PRO active front head restraints help prevent whiplash injuries.

Surround sound. COMAND also integrates a world of entertainment: 6-disc in-dash DVD/CD/SD-vapor 600-watt harman/kardon® LOGIC7® sound with Dolby® Digital 5.1, SIRIUS® Satellite Radio, HD Digital Radio, that integrates, iPod® integration, and 7.2GB of music storage.

COMAND system. Navigation and a suite of information features are unified with a vivid 8” display, convenient central controller and HD hard drive. SIRIUS® Traffic™ with real-time updates, Zagat® Survey ratings for restaurants, hotels and golf courses, and an advanced voice control system of help make getting where you want to go easier.

Premium 2 Package. For added comfort and convenience, this option package (standard on the S 600) adds Drive-Dynamic multicontour front seats with massage PARKTRONIC with Parking Guidance and rear view camera, and the touch-unlock and drive ease of KEYLESS-GO.
S-Class options and packages. Every S-Class comes lavished with features and systems to enhance every drive with performance, luxury and security — from adaptive air suspension to light-sensing headlamps to rain-sensing wipers to standard 10-way air bag protection. Refinements include sun- and humidity-sensing dual-zone climate control, an in-dash 6-disc DVD/CD audio-video player, and a multifunction steering wheel swathed in glove-soft Premium leather. To tailor your S-Class even more precisely to your wishes, a selection of innovations, enhancements and conveniences are offered as individual options, or packaged together for added value.

For more information, visit www.mbusa.com

For additional information, visit www.mbusa.com/edp

Mercedes-Benz European Delivery Program. Pick up your new Mercedes-Benz in Germany and take advantage of exclusive savings,16 unforgettable experiences and the many benefits of European Delivery.

S 400
HYBRID S 550 S 600

INDIVIDUAL OPTIONS

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<thead>
<tr>
<th>Option</th>
<th>S 400</th>
<th>HYBRID</th>
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OPTION PACKAGES

Premium 1 Package:
- Active Bi-Xenon headlamps with LED Daytime Running Lamps
- Adaptive Highbeam Assist
- Blind Spot Assist
- Night Vision Assist
- Heated & Active Ventilated front seats
- KEYLESS-GO
- DISTRONIC PLUS (with Pre-Safe® Brake)
- Rear View Camera
- Rear Seat Package
- Rear Seat Entertainment Package

Premium 2 Package:
Includes all items in Premium 1 Package, plus:
- Drive-Dynamic multicontour front seats with massage
- PARKTRONIC (with Parking Guidance)
- Lane Keeping Assist
- Sport Package
- Sport Package Plus One
- Sport Seat Package
- Rear Seat Package
- Rear Seat Entertainment Package

Driver Assistance Package:
- BLUETEC®
- DISTRONIC PLUS (with PRE-SAFE® Brake)
- Rear View Camera

Driver Assistance Package:
- Blind Spot Assist
- DISTRONIC PLUS (with PRE-SAFE® Brake)
- Lane Keeping Assist
- DISTRONIC PLUS (with PRE-SAFE® Brake)
- Rear View Camera

Sport Package:
- Sport body styling (front and rear bumpers, side skirts)
- 19" AMG 5‑spoke wheels with all-season tires

Sport Package Plus One:
- 20" AMG 5‑spoke wheels with high performance tires

Sport Seat Package:
- 8-way power-adjustable outboard rear seats
- 4 zone climate control
- Heated and Fumel ventilated rear seats

Rear Seat Package:
- 8-way power-adjustable outboard rear seats
- 4 zone climate control
- Heated and Fumel ventilated rear seats

Rear Seat Entertainment Package:
- Blue Techno Entertainment system + dual-source DVD
- Two sets of wireless headphones
- Two remote controls
INTERIOR UPHOLSTERY
- Black
- Cashmere Savanna
- Grey/Dark Grey

INTERIOR HIGH-GLOSS WOOD TRIM
- Burl Walnut
- Brown Poplar (S 600)

EXTERIOR PAINTWORK, NON-METALLIC
- Barolo Red
- Capri Blue
- Cobalt Blue
- Diamond White™
- Flat Grey
- Ice
- Indian Silver
- Jade Green
- Mahogany Black
- Palladium Silver

EXTERIOR PAINTWORK, METALLIC
- Iridium Silver
- Majestic Black
- Palladium Silver

ENDNOTES
1. Lower aspect-ratio tires and accompanying wheels provide substantially increased treadwear, increased for normal use and particularly when driven on coarse, worn or damaged road surfaces or in poor rain or snow conditions. These tires are not designed for use on snow or ice and, under extreme conditions in very poor rain or snow conditions, may be more susceptible to sudden loss of control than traditional tires. Your actual tread-life advantage will probably be less than the data suggests.

2. Optional on S 400 HYBRID, standard on other models.

3. PRE-SAFE® closes the side windows and sunroof when the system’s sensors detect side movements that suggest a possible accident.

4. DISTRONIC PLUS adaptive cruise control is no substitute for active driving involvement. It does not recognize or take into account all traffic and road conditions, and is not to be trusted in case of extreme traffic and road conditions, nor for extreme road curves, nor on winding roads. It cannot be used in case of extreme traffic and road conditions, nor for extreme road curves, nor on winding roads.

5. Blind Spot Assist may not be sufficient to avoid all accidents involving vehicles in your blind spot and does not estimate the speed of oncoming vehicles. It should not be used as a sole substitute for driver awareness and checking of surrounding traffic conditions.

6. 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.
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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.