Developed as a racecar, coveted as a sports car, and cherished for generations as a dream car, no other automobile can claim its history of innovation, imagination and adoration. When did it first take hold of your heart? Was it hurtling around a track, poised on the auto show carpet, or just courting your glance from a neighbor’s driveway? Wherever it started, you remember. And ever since, you’ve envisioned yourself behind the wheel, top-down, irresistibly drawn toward the horizon by the persuasive pull of its engine — and a gentle sunny breeze at your back. This is not just a sports car. It’s a Mercedes-Benz sports car. Born to capture the checkered flag. Engineered to romance the road. For 57 years, destined to fuel your love of driving. This is the 2011 SL-Class.

For more information, please visit www.mbusa.com

It was born to win races.
And spent half a century capturing hearts.
The 2011 SL-Class.
Invincible history. Irresistible chemistry.

Drivers can’t resist a car that’s drawn to the road. It introduced fuel injection to the world in 1954. Today, its Active Body Control (ABC) system is arguably the most advanced suspension in production. The SL has a heritage of elevating performance while deepening the allure of its iconic design. True to its legend, the 2011 SL 550 satisfies the unending desires of drivers with an enduring devotion to technological innovation. From athletically gifted handling to the aerodynamic precision of its retractable hardtop, its every maneuver is engineered to move you.

Well-defined muscle. Dual trapezoidal exhaust tips resonate a mellow rumble as the 382-hp 5.5-liter V-8 sweeps you to 60 mph in 5.3 seconds. Power is conducted via a driver-adaptive 7-speed automatic with Touch Shift control and paddle shifters.

Gripping style. Staggered-width 18” 5-spoke alloy wheels and high-performance tires expertly balance surefooted acceleration with precise steering control. Optional 19” AMG wheels include perforated rear brakes, plus dark-tinted headlights and taillamps.

Active agility. ABC instantly adapts to driving conditions for crisp cornering with silky comfort. It also automatically lowers the car as speed rises and offers two selectable Sport modes. A new Direct-steer system sharpens feedback in tight turns.

Able-bodied. High-strength/low-alloy steel reinforces its unmistakably sculpted physique. From its power-retractable aluminum hardtop to its aerodynamic lower bodywork, the SL asserts its performance prowess with seductive style.
Thoughtful innovation comes from thinking ahead. As much fun as the SL-Class brings to an open road on a sunny day, its advanced engineering helps you feel confident and cared-for in moments of darkness or duress. The brakes automatically act to keep their discs dry in the rain, and pre-charge for faster reaction if you lift off the gas quickly. A pop-up roll bar — an SL innovation — deploys in 0.3 seconds should it sense an imminent rollover. If any of its five air bags deploy, its new Mercedes-Benz mbrace™ system can call for help. With mbrace, new worlds of security and convenience await you. Like using Google Maps™ to send destinations from your home computer to your car’s navigation system. Or unlocking and unlocking your doors with your smartphone. Engineered to protect you, the SL-Class is equally devoted to pleasing you.

Incomparable engineering. Incurably enchanting.
SL 550 shown with Black Premium leather interior and optional DISTRONIC, PARKTRONIC, and Premium 1 and Trim Packages. Please see endnotes at back of brochure.

Stimulating sanctuary.

Just the two of you. At one with the road.

Intimate pairings are the hallmark of a sports-car cockpit. Two contoured, multi-adjustable seats — divided by a sweeping console — sumptuously envelop you and your passenger. Classically contemporary instruments connect car to driver, readable at a glance, yet rewarding to your lingering gaze. Supple top-stitched leather complements hand-polished wood, creating an air of sporty elegance. While advanced, user-friendly technology fills that air with lush music and temperate breezes. The cabin of the SL-Class delivers a perfect union – a balance of spirited exuberance and free-spirited escapism.

Ensoled. Standard 12-way power seats are hand-fitted in soft leather and offer pneumatic lumbar support. The optional Premium 1 Package adds contoured seats with precise multicontour adjustment and a soothing massage feature.

Connected. The COMAND system integrates navigation* and audio with a large LCD screen, 40GB hard drive and advanced voice control. A Bluetooth® interface, Sirius® Traffic™ with road-side assistance, and Apple®®

Enrapt. The 10-speaker, 510-watt harman/kardon® LOGIC7® sound system with Dolby® Digital 5.1 automatically adapts for speed and top-down driving. SIRIUS® Satellite Radio, HD Radio™, iPod® interface, a 6-DVD/CD player, in-dash memory card reader and 4GB of music storage are all included.

Embellished. The optional Trim Package further enriches the SL 550 cockpit. Seats are dressed in smooth, supple Premium leather, while hand-painted wood trim elegantly accent the multifunction steering wheel and shift knob.
Unmistakably expressive. Exquisitely unforgettable.

No automaker has more experience in creating a great experience. With a history of firsts that started with the invention of the car in 1886, every Mercedes-Benz embodies a unique biography of automotive achievement. And yet the most compelling memoir will be the one you experience for yourself. To help you craft your SL’s character to fit your own, an array of thoughtfully innovative options and accessories are available. Mercedes-Benz also offers you the opportunity to take your first drive in your new SL in its natural German habitat, then ship it home. Whenever you choose to go with your new SL-Class, this is the start of a memorable journey.

Accessories. Illuminated door sills are an elegantly enjoyable example of the many Genuine Mercedes-Benz Accessories that have been specifically engineered for your SL-Class. From accessory wheels to chrome door handle inserts to all-season floor mats, they fit your lifestyle as well as they fit your car.

Visit www.mbusa.com/accessories

Optional equipment. Among the enhancements available for your SL is the Panorama roof. Its heat-reflecting tinted glass panel lets you enjoy the sun or stars even with the hardtop raised. A sliding mesh sunshade evokes the cozy aura of a closed coupe.

Turn the page for more options and packages.

European Delivery. Pick up your new Mercedes-Benz in Germany through the original manufacturer-sponsored tourist delivery program. You’ll enjoy significant savings and other benefits, along with the experience of a lifetime in your SL.

Visit www.mbusa.com/edp
SL 550 shown with Mars Red paint, Black leather interior and optional Premium 1 Package. Please see endnotes at back of brochure.

Lower aspect-ratio tires and accompanying wheels provide substantially increased treadwear, increased tire noise.
For 125 years — longer than any other automaker — we’ve been sharing this planet with you. Respecting it, and protecting it, have long been a part of our vision and ambition. 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 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 the vehicles we’ve ever sold in the U.S. — still on the road.15 After all, it takes virtually the same amount of energy to build vehicles that last as ones that won’t. Even our brochures conserve resources and are produced with eco-conscious printing. Everything we engineer is born from the motivation and the ingenuity to make things better. This is what drives us.