



The 2010 S-Class

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 reinvents what cars could be — a claim reasserted 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 on cover with Palladium Silver metallic paint and at left with Black paint.



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 also the first production sedan to use a lithium-ion battery for its gas-electric powertrain. You get breathtaking performance. Everyone gets to breathe easier.

S 400 HYBRID

- 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 550

- 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 18" 5-spoke¹
- Suspension AIRMATIC semi-active, Adaptive Damping System
- Drivetrain Rear-wheel or 4MATIC all-wheel drive

S 600

- Engine 5.5-liter twin-turbo gasoline V-12, 510 hp @ 5,000 rpm, 612 lb-ft net torque @ 1,800–3,500 rpm
- Transmission 5-speed automatic
- Wheels Staggered-width 18" 5-spoke¹
- Suspension Active Body Control (ABC) with crosswind stabilization
- Drivetrain Rear-wheel drive

An automatic engine stop-start system and energy recuperation while the vehicle is braking help the clean, quiet S 400 HYBRID deliver outstanding fuel economy.²

Enhanced for crosswind stability, available Active Body Control (ABC)³ instantly adapts every time each wheel moves up or down, balancing comfort with composure.

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

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.

S 550 shown with Black paint. Please see endnotes in back of brochure.



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.⁴ 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.⁵ Other systems can help you stay in your lane, tell you if there's a car in your blind spot,⁶ or even reveal 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.⁷

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.⁸

New ATTENTION ASSIST on the S550 and S600 continually monitors your driving behavior, and sounds an alert if it senses that you're getting drowsy on a long trip.⁹

Using a camera to detect vehicles ahead, Adaptive Highbeam Assist¹⁰ infinitely varies the Bi-Xenon headlamp range, to maximize illumination without glare to other drivers.



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.¹¹ 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 seats¹⁰ help keep you cooler and dryer on warm days. In a rear-end collision, NECK-PRO active front head restraints help prevent whiplash injuries.

COMAND system. Navigation¹² and a suite of information features are unified with a vivid 8" display, convenient central controller and 40GB hard drive. SIRIUS® Traffic™ with real-time updates,¹³ Zagat® Survey ratings for restaurants, hotels and golf courses, and an advanced voice control system all help make getting where you want to go easier.

Surround sound. COMAND also integrates a world of entertainment: 6-disc in-dash DVD/CD, 15-speaker 600-watt harman/kardon LOGIC7® sound with Dolby® Digital 5.1, SIRIUS® Satellite Radio,¹³ HD Digital Radio, iPod® integration,¹⁴ in-dash memory card reader, and 7.2GB of music storage.

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,¹⁵ and the touch-unlock-and-drive ease of KEYLESS-GO.



S 550 shown with Iridium Silver metallic paint and optional Sport Package. Please see endnotes in back of brochure.

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

S 400 HYBRID	S 550	S 600	
INDIVIDUAL OPTIONS			
–	○	–	4MATIC all-wheel drive
○	○	●	Panorama sunroof
○	○	●	Power rear side window sunblinds
○	○	●	Night View Assist PLUS with Pedestrian Detection ⁸
–	○	●	Active Body Control (ABC) with crosswind stabilization (not available with 4MATIC all-wheel drive)
○	○	●	Heated steering wheel
○	○	●	Premium leather upholstery (Exclusive leather on S 600)
●	●	○	Burl Walnut wood trim (no-charge option on S 600)
○	○	○	19" multispoke wheels ¹
○	○	○	20" 10-spoke wheels ¹ (delayed availability)
○	○	–	Illuminated door sills

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

● Standard ○ Optional – Not available

S 400 HYBRID	S 550	S 600	
OPTION PACKAGES			
○	●	●	Premium 1 Package: • Active Bi-Xenon headlamps with LED Daytime Running Lamps • Adaptive Highbeam Assist • Heated and Active Ventilated front seats
○	○	●	Premium 2 Package: Includes all items in Premium 1 Package, plus: • Drive-Dynamic multicontour front seats with massage • KEYLESS-GO • PARKTRONIC (with Parking Guidance) • Rear view camera¹⁵
○	○	●	Driver Assistance Package: • Blind Spot Assist⁶ • DISTRONIC PLUS (with PRE-SAFE® Brake)⁵ • Lane Keeping Assist⁷
○	○	–	Sport Package: • Sport body styling (front and rear bumpers, side skirts) • 19" AMG 5-spoke wheels with all-season tires¹
○	○	–	Sport Package Plus One: • Sport body styling (front and rear bumpers, side skirts) • 20" AMG 5-spoke wheels with high-performance tires¹
○	○	●	Rear Seat Package: • 8-way power-adjustable outboard rear seats • 5-place seating • 4-zone automatic climate control • Heated and Active Ventilated rear seats
○	○	●	Rear Seat Entertainment Package: • Rear Seat Entertainment system – dual-source DVD • Two sets of wireless headphones • Two remote controls

Color and Trim

INTERIOR UPHOLSTERY



Black



Cashmere/Savanna



Grey/Dark Grey

INTERIOR HIGH-GLOSS WOOD TRIM

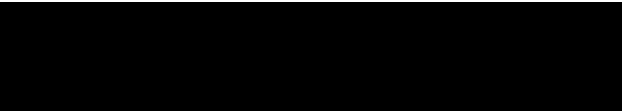


Burl Walnut



Brown Poplar (S 600)

EXTERIOR PAINTWORK, NON-METALLIC



Black

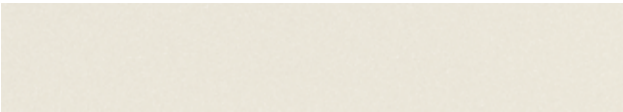
EXTERIOR PAINTWORK, METALLIC



Barolo Red



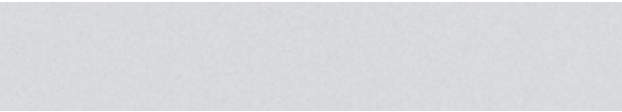
Capri Blue



Diamond White¹⁷



Flint Grey



Iridium Silver



Jade Green



Majestic Black



Palladium Silver

ENDNOTES

- 1 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.
- 2 2010 estimates not available 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.
- 3 ABC is standard on S 600, optional on rear-wheel-drive S 550. Not available on S 400 HYBRID or S 550 4MATIC.
- 4 PRE-SAFE® closes the side windows and sunroof when the system's sensors detect side movements that suggest a possible accident.
- 5 Standard on S 600, optional on other models. DISTRONIC PLUS adaptive cruise control is no substitute for active

- driving involvement. It does not 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.
- 6 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.
- 7 Driving while drowsy or distracted is dangerous and should be avoided. 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.
- 8 Night View Assist PLUS does not replace the use of headlamps and should not be used as the primary visual source for the driver.

- 9 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.
- 10 Optional on S 400 HYBRID, standard on other models.
- 11 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.
- 12 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.
- 13 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; see www.siriuscanada.ca.
- 14 All iPod® devices are sold separately. Feature not compatible with iPod Shuffle. See dealer for details.
- 15 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 around the vehicle for any obstacles.
- 16 European Delivery Program discount of 7% available on select models, other models offered at MSRP. Please see your dealer for details.
- 17 Extra-cost option.
- 18 Durability is based on longevity, as determined by MBUSA sales records 1952–2008 and R.L. Polk & Co. Vehicles In Operation as of 2008.



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 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.¹⁸ After all, it takes virtually the same amount of energy to build vehicles that last as ones that won't.

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.

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