

2011 E-Class

Coupe and Cabriolet



Mercedes-Benz



A timeless story for a new age.

The romance of the open road.

What drives us to continually rethink what every new day can bring? Since the invention of the car itself, the ongoing history of Mercedes-Benz innovation has been inspired most deeply by the allure of the road ahead. For generations, Mercedes-Benz coupes and cabriolets have cultivated perhaps the most intimate connection between drivers, the highway below and the sky above. Warmly engaging and yet refreshingly liberating, the pillarless coupes and soft-top cabriolets of the 2011 E-Class take to the road as passionately as they invigorate the enthusiast blood within their four passengers. Their performance may be crafted from logic and precision, but you'll feel it exactly the way it begins every day for our engineers: pure, moving romance.

Introducing the 2011 E-Class Coupe and Cabriolet.

For more information, please visit www.mbusa.com/e-class



E 550 Cabriolet shown on front cover with optional Palladium Silver metallic paint and Premium 2 Package. E 350 Coupe shown on back cover with Arctic White paint and optional Premium 2 Package. E 550 Cabriolet shown above left with optional Palladium Silver metallic paint and Appearance and Premium 2 Packages. E 550 Coupe shown above with Arctic White paint and optional Appearance and Premium 2 Packages.

Driving the winds of change.



An all-embracing view of performance.



The power to outgo the flow.

Performance engineered to lead where other cars may someday go. Step on the accelerator in an E-Class and an entire industry is propelled forward. Torque-rich V-6 and V-8 engines generate a seemingly endless rush of thrust while exercising innovative measures to conserve fuel and reduce emissions. Advanced handling systems continually respond to changes in the road with instantaneous fine-tuning of the suspension. Through it all, the first 7-speed automatic transmission in its class adapts to your driving style with instant—and constant—enthusiasm.

V-6 and V-8 engines. E 350 Coupes and Cabriolets feature a smooth, strong 268-hp V-6, while a formidable 382-hp 5.5-liter V-8 motivates the E 550 models. Both engines cleverly engage their alternators and power steering pumps only on demand, boosting efficiency.

7-speed automatic. Combining close-ratio shifting with a wider overall range, the E-Class transmission responds seamlessly in either of two automatic modes or under manual-style Touch Shift control. Paddle shifters are standard on E 550 models, and an E 350 option.

Advanced suspensions. The AGILITY CONTROL suspension on E 350 models recalibrates instantly to the road surface, for an ideal balance of crispness and comfort. On E 550 models, a sport-tuned Dynamic Handling suspension lets you modify the vehicle's driving character at the touch of a button, altering the damping rates, accelerator response and shift points.

Staggered-width alloy wheels. Both the 17" split 5-spoke wheels on the E 350 models and the 18" 5-spoke E 550 wheels are wider at the rear, to balance stronger tire grip under acceleration with excellent steering feedback. 18" AMG wheels are optional on all models.





E550 Coupe shown with optional Palladium Silver metallic paint and Premium 2 Package.

Foresight to redefine the future.

Innovation that can alter the course of history. Perhaps no chapter in the life story of the automobile is more deeply associated with Mercedes-Benz than the ongoing chronicle of safety leadership—from the invention of the first crumple zone 60 years ago to the PRE-SAFE® system of today that can actually detect and prepare for a collision before it happens. True to its heritage, the 2011 E-Class is engineered with exclusive and groundbreaking safety advances that maybe all cars will have in the future. The protection they offer today could rewrite the story of your own life.

Body structure. E-Class Coupe and Cabriolet body structures expertly manage both weight and impact forces by utilizing ultra-high-strength steel in critical areas. Cabriolets feature strategic reinforcements to help compensate for the absence of a fixed roof.

Nine standard air bags. Pelvic air bags complement the front-seat side-impact air bags, and a driver's knee air bag augments dual-stage front air bags.² Side curtain air bags are provided at all four seating positions in Coupe models, and for the front seats in Cabriolets.

Brighter lighting. The optional Premium 2 Package adds adaptive Bi-Xenon headlamps with Active Curve Illumination, plus Adaptive Highbeam Assist, which continuously varies the headlamp range to maximize illumination without creating glare for other drivers.

Pop-up roll bars. E-Class Cabriolets are outfitted with the latest generation of a feature first introduced by Mercedes-Benz more than 20 years ago. High-strength steel roll bars, integrated with the rear head restraints, deploy automatically in 0.3 seconds if a rollover is detected.³ The rear head restraints also rise automatically as soon as the rear-seat passengers fasten their seat belts.

PRE-SAFE. During certain vehicle maneuvers, the exclusive PRE-SAFE system can detect instability suggesting that a collision or rollover is imminent. It can then tighten the front seat belts, adjust the front head restraints and passenger seat, and close the windows plus the Coupe's sunroof, all in an effort to better prepare the occupants.⁴

DISTRONIC PLUS. A Mercedes-Benz innovation that takes cruise control to new heights in convenience, this option adapts your set speed in response to traffic ahead, automatically slowing down until your path is clear again. DISTRONIC PLUS can even brake the car to a full halt if traffic stops, then resume automatically when it clears.⁵

PRE-SAFE Brake. Included with DISTRONIC PLUS, radar-based sensors can detect an impending collision with a vehicle ahead of the E-Class. PRE-SAFE Brake then automatically applies up to 100% of the car's braking force to help reduce the severity of impact.⁵

ATTENTION ASSIST. Another Mercedes-Benz safety innovation, ATTENTION ASSIST continually monitors numerous driving behaviors, and can automatically alert the driver with both visual and audible warnings if it detects signs of drowsiness on long trips.⁶





E550 Coupe shown with Arctic White paint and optional Appearance, DISTRONIC PLUS and Premium 2 Packages. Please see endnotes at back of brochure.



E550 Cabriolet shown with optional Iridium Silver metallic paint, Ash leather interior, and optional DISTRONIC PLUS and Premium 2 Packages. Please see endnotes at back of brochure.

A fresh air of refinement.

Advanced ambience. Whether enjoying the Cabriolet with the top down, relishing the all-windows-open breezes of the Coupe, or cruising quietly in the closed comfort of either, any ride in an E-Class is a refreshing, rewarding experience. Four individual seats—a longstanding tradition for Mercedes-Benz coupes and cabriolets—are each finely tailored in double-stitched leather, heightening your sense of belonging to something special. Sustainably harvested Burl Walnut wood trim, finished by hand and accented with polished chrome and brushed aluminum, elevates old-world craftsmanship to modern art. Digital dual-zone climate control is enhanced with activated charcoal filtration and sensors for sunlight and smog. Even the front seat belts rise to welcome you, automatically extending to meet your reach after you close the door.



Sport front seats. Deeply contoured sport front seats power-adjust 14 ways, including 4-way lumbar support. A 3-position memory system for each seat also includes the driver's steering-column and side-mirror settings. The front seats shift forward to facilitate rear-seat entry and exit.



Premium seating. The E-Class Option Packages offer an enticing array of enhancements for the front seats: soothing 3-stage heating, the cool comfort of Active Ventilated seats, and multicontour seats that you can tailor precisely to your liking with adjustable thigh, lumbar and shoulder supports.



Individual rear seats. Intimate yet spacious, twin rear seats are divided by a wood-trimmed console. Cabriolets have a center-armrest pass-through and head restraints incorporating pop-up roll bars.³ Coupes feature integrated head restraints and seatbacks that fold in a 2/3:1/3 split.



An intuitive sense of direction.

Forward thinking in every dimension. While you savor every moment behind the wheel of an E-Class, its user-friendly technology keeps its senses tuned to the world that surrounds you. The COMAND system places entertainment, navigation⁷ and information such as real-time traffic reports⁸ within easy reach, with a convenient central controller and a high-resolution 7" in-dash display. Brilliantly detailed instrumentation reads clearly through the 3-spoke multifunction steering wheel. And it doesn't just look forward with an eye to the future: Optional E-Class parking assists can help you size up a space electronically, then help you see objects behind the car as you back up.⁹

Multifunction steering wheel. Conveniently placed buttons let you adjust the audio system, use the Bluetooth[®] wireless interface,¹⁰ and thumb through the various screens of the multifunction display inside the speedometer face, all without taking your hands off the Premium leather-wrapped steering wheel.

harman/kardon audio. An optional 12-speaker LOGIC7[®] system outputs 450 watts of Dolby[®] Digital 5.1 surround sound. Listening choices include HD Radio[™] stations, SIRIUS[®] Satellite Radio,⁸ iPod[®] integration,¹¹ 6GB Music Register for uploading MP3 files, 6-DVD/CD changer and memory card reader.

Navigation with live traffic. The optional navigation system features a fast 40GB hard drive, Zagat[®] Survey ratings for restaurants, hotels and golf courses, and live SIRIUS Traffic[™] updates. Enhanced Voice Control lets you find addresses by speaking normally, with no need to spell out city names.

Rear view camera and PARKTRONIC. Two options help you negotiate tight spaces. The rear view camera is part of the Premium 1 Package. The DISTRONIC PLUS Package includes PARKTRONIC with Parking Guidance, a system that helps you size up a parking space for fit, then guides you into it.



E550 Coupe shown with Ash leather interior and optional Appearance, Premium 2 and Trim Packages. Please see endnotes at back of brochure.



mbrace
Your World, From Your Car

Connecting your life.

Stay in touch with mbrace. Your vehicle is more than a source of enjoyment, it's a vital part of everyday living. The optional Mercedes-Benz mbrace™ system can make it easier—from planning a trip, to remembering where you parked, to handling an unexpected emergency.¹² You can access a world of security, convenience and destination planning services from your vehicle, your computer or even your smartphone. With advanced, reliable technology, plus 24-hour support from helpful experts, mbrace helps keep you, your life and your Mercedes-Benz connected.



From your vehicle. Three buttons inside your Mercedes-Benz can connect you to emergency services, our 24-hour Customer Assistance Center, or our Roadside Assistance service.¹³ Numerous mbrace services are also integrated with your vehicle's optional COMAND navigation system.



From your smartphone. The mbrace Mobile Application for your iPhone® or BlackBerry® lets you locate your vehicle from up to a mile away, remote-lock or unlock its doors, and contact Roadside Assistance, Customer Service or even Mercedes-Benz Financial with a touch.¹⁴



From your computer. Beyond the support you'll find at mbrace.mbusa.com, the Search & Send feature lets you look up destinations on Google™ Maps using any web browser. You can then send the address directly to your vehicle's navigation system with just a few clicks.

Mercedes-Benz mbrace™ packages.

Support—when and where you need it. Two service packages are available, each including an attractive complimentary trial period allowing you to experience the many ways that Mercedes-Benz mbrace can help connect and protect you and your vehicle. The standard **mbrace Package (::)** includes all of the Safety and Security services, as well as Search & Send,™ one of the most popular Navigation and Destination Planning features. It also includes five reassuring Convenience features, such as the ability to locate your vehicle using your smartphone. The **mbrace PLUS Package (+)** offers unlimited use of our expert Concierge services, spoken turn-by-turn Route Assistance—even if your car does not have a navigation system—plus traffic and weather reports based on your location.



Safety and Security



Automatic Collision Notification :: +

With mbrace, your vehicle can call for help even if you can't. If an air bag or Emergency Tensioning Device is activated, mbrace initiates a call to the Mercedes-Benz Emergency Response Center to notify them of the incident, and provide information on your vehicle and its location. A Customer Specialist will then attempt to make voice contact with you. If you request help, or do not respond, they will notify local emergency response services, and stay on the line until help arrives.



SOS/Emergency Call :: +



Roadside Assistance Connection :: +



Stolen Vehicle Location Assistance :: +



Automatic Alarm Notification :: +



Crisis Assist :: +



Safe Ride :: +



Navigation and Destination Planning



Search & Send :: +

A convenient way to plan your trips before you leave your home or office, Search & Send lets you use Google Maps to find a destination online, then send it directly to your Mercedes-Benz. Once you're in your vehicle, just push the *i*-Button and the address will be downloaded into your vehicle's navigation system. You can then start route guidance immediately, or save the information in your navigation system's memory.



Point of Interest Destination Download +



Route Assistance +



Location-Based Traffic +



Location-Based Weather +



Convenience



Mercedes-Benz Concierge +

Subscribing to mbrace PLUS gives you unlimited access to Mercedes-Benz Concierge services, a network of experienced, professional personal assistants who can fulfill virtually any request, around the clock, right in your vehicle.



Remote Door Lock :: +



Remote Door Unlock :: +



Vehicle Finder (via Mobile Application only) :: +



Dealer Connect :: +



Vehicle Information :: +

:: mbrace Package features
+ mbrace PLUS Package features

Mercedes-Benz mbrace is the evolution of our existing groundbreaking in-vehicle services, offering national support along with expanded and enhanced features. To learn more about mbrace, see your dealer, call 866-990-9007 or visit www.mbusa.com/mbrace.



E550 Cabriolet shown with optional Quartz Blue metallic paint, Ash leather interior, and optional DISTRONIC PLUS and Premium 2 Packages. Please see endnotes at back of brochure.

An expression of your style. The time of your life.

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 the character of your E-Class 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 E-Class in its natural German habitat, then ship it home. Wherever you choose to go with your new E-Class, this is the start of a memorable journey.



Options and packages. Make your E-Class Coupe or Cabriolet your own with the optional equipment that suits you best. The wood/leather steering wheel and shift knob, for example, put rich luxury in your hands with polished Burl Walnut wood and supple Premium leather trim.

Turn the page for more options and packages.



Accessories. Fine-tune your car's aerodynamics, attitude and appearance with Genuine Mercedes-Benz Accessories that are exclusively engineered for your E-Class. From wheels and spoilers to chrome door handle inserts and all-season floor mats, they fit your lifestyle as well as they fit your car.

Visit www.mbusa.com/e-class



European Delivery. Pick up your new Mercedes-Benz in Germany through the original manufacturer-sponsored tourist delivery program. You'll enjoy significant savings¹⁵ and other benefits, as well as the unforgettable experience of a European vacation with your own E-Class.

Visit www.mbusa.com/edp

Build your own E-Class at www.mbusa.com/e-class

	E 350	E 550
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OPTION PACKAGES

Premium 1 Package:	○	○
- Hard-drive-based navigation⁷ with 6GB Music Register for upload of MP3 files - harman/kardon LOGIC7[®] surround-sound system with Dolby Digital 5.1 - HD Radio[™] receiver - iPod[®]/MP3 media interface¹¹ - Gracenote[®] media database - SIRIUS[®] Satellite Radio[®] with SIRIUS Traffic[™] - Enhanced voice control for audio, telephone and navigation - Heated front seats - Power rear window sunshade (Coupes) - AIRSCARF neck-level heating system (Cabriolets) - Rear view camera⁹		
Premium 2 Package (includes all items in Premium 1 Package, plus):	○	○
- Bi-Xenon headlamps with Active Curve Illumination and headlamp washing system - Adaptive Highbeam Assist - LED Daytime Running Lamps (standard on E550 models) and LED front turn indicators - KEYLESS-GO - Heated and Active Ventilated front seats		
Trim Package:	○	○
Wood/leather steering wheel (with paddle shifters) and shift knob		
Appearance Package:	○	○
18" AMG twin 5-spoke wheels with all-season tires¹⁶ - Multicontour front seats - Rubber-studded stainless steel pedals - Paddle shifters (standard on E550 models) - Perforated front brake discs with painted calipers (standard on E550 models) - Sport-tuned AGILITY CONTROL suspension (E350 models only) - AMG sport steering wheel (E550 models only)		
DISTRONIC PLUS Package:	○	○
- DISTRONIC PLUS with PRE-SAFE[®] Brake⁵ - PARKTRONIC with Parking Guidance		

INDIVIDUAL OPTIONS

Rear side-impact air bags	○	○
Metallic paint	○	○
Mercedes-Benz mbrace [™] system ¹²	○	○
Premium leather upgrade	○	○

● Standard ○ Optional — Not Available

	E 350 Coupe and Cabriolet	E 550 Coupe and Cabriolet
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SPECIFICATIONS

Engine	3.5-liter V-6, 268 hp @ 6,000 rpm, 258 lb-ft net torque @ 2,400–5,000 rpm	5.5-liter V-8, 382 hp @ 6,000 rpm, 391 lb-ft net torque @ 2,800–4,800 rpm
Transmission	7-speed automatic with optional steering-wheel mounted paddle shifters	7-speed automatic with steering-wheel mounted paddle shifters
Wheels	Staggered-width 17" split 5-spoke with all-season tires	Staggered-width 18" 5-spoke with all-season tires ¹⁶
Suspension	4-wheel multilink with AGILITY CONTROL	4-wheel sport-tuned multilink with Dynamic Handling suspension
Drivetrain	Rear-wheel drive	Rear-wheel drive

	E 350 and E 550 Coupes	E 350 and E 550 Cabriolets
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DIMENSIONS

Wheelbase	108.7 in	108.7 in
Overall length	185.0 in	185.0 in
Overall height	54.8 in	55.0 in (top up)
Overall width	79.3 in	79.3 in
Curb weight	3,619 lbs (E 350), 3,773 lbs (E 550)	3,883 lbs (E 350), 4,048 lbs (E 550)
Headroom , front/rear	36.8 in/35.5 in	38.3 in/36.2 in (top up)
Legroom , front/rear	42.0 in/32.6 in	42.0 in/30.1 in
Shoulder room , front/rear	54.1 in/48.9 in	54.1 in/47.8 in
Cargo capacity	13.3 cu ft	11.5 cu ft (top up), 8.8 cu ft (top down)

ENDNOTES

- Optional on E350 models as part of Premium 2 Package, standard on E550 models.
- 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, OR CORRECTLY WEARING A SEAT BELT IF TOO LARGE FOR A CHILD SEAT. SEE OPERATOR'S MANUAL FOR ADDITIONAL WARNINGS AND INFORMATION ON AIR BAGS, SEAT BELTS AND CHILD SEATS.
- The roll bar system is designed to enhance the level of rollover protection compared to a vehicle without one. No system, regardless of how advanced, can eliminate the chance of injury in an accident. Please always wear your seat belt.
- PRE-SAFE[®] closes the side windows and sunroof when the system's sensors detect side movement that suggests a possible rollover.
- 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. After braking the car for stopped traffic ahead, system resumes automatically only if traffic pauses for less than 3 seconds.

Color and Trim

PAINTWORK, METALLIC



Diamond White¹⁷



Iridium Silver



Palladium Silver



Quartz Blue



Steel Grey



Obsidian Black



Capri Blue

PAINTWORK, NON-METALLIC



Black



Mars Red

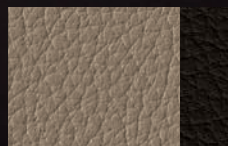


Arctic White

LEATHER UPHOLSTERY



Black



Almond/Mocha



Ash/Dark Grey

HIGH-GLOSS WOOD TRIM



Burl Walnut

CABRIOLET SOFT TOP COLORS



Black



Blue



Beige

CUSTOM OPTIONS



Please ask your dealer about exclusive *designo* paint and interior options.

- 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.
- 7 Optional as part of Premium 1 Package. 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.
- 8 Optional as part of Premium 1 Package. SIRIUS® hardware and subscription required. With the purchase of a new, SIRIUS-enabled vehicle, you'll receive a complimentary 6-month subscription to SIRIUS, courtesy of Mercedes-Benz. Subscription governed by SIRIUS Terms & Conditions available at sirius.com. SIRIUS U.S. Satellite Service available only to those at least 18 years of age in the 48 contiguous United States, DC and Puerto Rico (with coverage limitations). Service available in Canada; see www.siriuscanada.ca.
- 9 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.
- 10 Bluetooth® interface 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.
- 11 All iPod® devices are sold separately. Feature not compatible with iPod Shuffle. See dealer for details.
- 12 All Mercedes-Benz mbrace™ services operate only where cellular and Global Positioning System signals are available, which are provided by third parties and not within the control of Mercedes-Benz USA, LLC. An mbrace Package trial period is offered on

- new, Certified Pre-Owned and pre-owned sales and leases at an authorized Mercedes-Benz dealer. Subscriber Agreement is required for service to be active. Some services are only available on select vehicles. Your PIN is required in order to use certain services. See your dealer or visit mbusa.com/mbrace for details, including a list of compatible smartphones.
- 13 Roadside Assistance repairs may involve charges for parts, service and towing. Vehicle must be accessible from main roads. Depending on the circumstance, these services may be provided by an outside provider, courtesy of Mercedes-Benz Roadside Assistance. Restricted roadways, acts of nature and vehicle accessibility may limit our ability to provide services to you. For full details of Sign and Drive services, as well as the Roadside Assistance Program, please see your dealer.
- 14 mbrace is compatible with select Apple iPhone® models running OS 2.2.1 or later, BlackBerry® Curve™ 8300 Series models with GPS, and BlackBerry 8820 and 8830 models running OS 4.5 or later. Please visit www.mbusa.com/mbrace for more information.
- 15 European Delivery Program discount of 7% available on select models, other models offered at MSRP. Please see your dealer for details.
- 16 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.
- 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

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 in 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.¹⁸ 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 ingenuity to make things better. Passion with compassion — that is what drives us.



Mixed Sources

Product group from well-managed
forests, controlled sources and
recycled wood or fiber
www.fsc.org Cert no. SW-COC-001795
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