

2011 R-Class



Mercedes-Benz

Introducing the redesigned 2011 R-Class.

For more information, please visit MBUSA.com/R-Class

Cruise in first-class comfort. Drive in a class of one.

What drives us to create a vehicle that delivers a great leap of innovation in the gentle lap of luxury? Ever since inventing the first car 125 years ago, Mercedes-Benz has been inspired to move people in ways they've never imagined. It was this pioneering spirit that asked, "Can up to seven adults travel in first-class comfort, with class-leading performance and best-in-class safety?" The answer is the unique, unexpected and user-friendly R-Class—a vehicle reimagined for 2011 to once again exceed the needs and desires of its driver and passengers, and redesigned to express its enthusiasm for the road in bold new style. Of course, leading a category in which no other vehicle truly compares might sound like an easy challenge to achieve. But remember, between the gleaming Star adorning its new front end and its glowing LED taillamps is the innovation, engineering and performance leadership that make every Mercedes-Benz like no other vehicle. Wherever you travel in the R-Class, you'll be ahead of the ordinary.





R350 shown on covers with optional Iridium Silver metallic paint, KEYLESS-GO, Panorama sunroof and PARKTRONIC.
R350 shown above with Black paint and optional PARKTRONIC, and Lighting and Sport Appearance Packages.



R 350 shown with optional Palladium Silver metallic paint, Panorama sunroof, PARKTRONIC, and Lighting and Premium 1 Packages. Please see endnotes at back of brochure.

A front-row view of a first-rate performance.

The orchestration of elegance and excitement. No matter how many driving innovations you'll find in the R-Class, it's how they work in concert that sets the stage for an enjoyable performance. Smooth, strong and efficient V-6 engines—including a 50-state BlueTEC clean diesel—bring their power to life through a paddle-shifted 7-speed automatic transmission and 4MATIC™ all-wheel drive,¹ for seamless response to changes in the weather, the road or your driving style. Standard 19" or optional 20" wheels and tires team with a self-leveling rear air suspension, to maneuver with graceful agility unexpected in such a spacious three-row vehicle. Enveloped in a dramatically redesigned, highly rigid and wind-honed body, the R-Class brings crisp handling, quiet comfort, reassuring safety and sporty elegance into perfect harmony.



Director. Automatic light-sensing headlamps and new LED taillamps add dramatic style to the redesigned R-Class. With the optional Lighting Package, brilliant Bi-Xenon headlamps feature Active Curve Illumination, to direct more light into dark corners. The package also adds a headlamp washing system and bright white LED Daytime Running Lamps.



Producer. Both the 268-hp gasoline V-6 of the R350 and the clean-diesel R350 BlueTEC produce high torque with ultra-low emissions. With an estimated 24 highway mpg,² the R350 BlueTEC can go up to 500 miles on a tank of fuel, even B5 Biodiesel. BlueTEC technology converts nitrogen oxide emissions into pure, earth-friendly nitrogen and oxygen.



Performer. Boldly styled, aggressively sized 19" alloy wheels and tires deliver commanding performance on the road and confident showmanship even standing still. For a more exclusive engagement, 20" AMG 5-spoke wheels and tires (shown) highlight the Sport Appearance Package—an option for the gasoline-powered R350.

When seconds count, it pays to be first.

The history, and future, of safety. Since patenting the crumple zone 60 years ago to introducing the Electronic Stability Program (ESP®) in the 1990s, Mercedes-Benz has a second-to-none heritage of advancing automotive safety. Look at most any vehicle today and you'll see countless safety features that were innovated years ago under the Three-Pointed Star. The 2011 R-Class, meanwhile, peers ahead once again with PRE-SAFE®, yet another Mercedes-Benz first that can actually detect and prepare for a collision before it happens. The R-Class does more than show you the future. It helps you be ready for it.

PRE-SAFE. During certain vehicle maneuvers, the industry-exclusive PRE-SAFE system can detect vehicle instability which suggests that a collision or rollover is imminent. PRE-SAFE can then tighten the front seat belts, and even close the windows and sunroof, all in an effort to better prepare the occupants before an accident occurs.³

Standard 12-way air bag protection. Within the high-strength steel-reinforced uni-body structure of the R-Class, eight air bags offer a total of 12 ways of occupant protection. In addition to dual-stage front air bags, there are also four side-impact air bags, as well as side curtain air bags for the outboard occupants in all three rows.⁴

Advanced restraints. The R-Class provides a 3-point seat belt and adjustable head restraint at every seating position. Outboard seat belts in the first two seating rows are equipped with Emergency Tensioning Devices (ETDs) and belt-force limiters. In a rear impact, NECK-PRO active front head restraints help to prevent whiplash.

Post-collision response. If an air bag or seat-belt ETD deploys, the optional Mercedes-Benz mbrace™ system can initiate a call to our 24-hour emergency response center—even if you can't.⁵ In addition, the standard POST-SAFE system automatically shuts off the engine and fuel supply, turns on some cabin lights and the hazard flashers, and unlocks the doors to assist rescuers.

Accident avoidance. Two systems first introduced by Mercedes-Benz help you avoid potential collisions. ESP, our Electronic Stability Program, monitors how the vehicle responds to your steering and braking, and takes action to help keep it on course during evasive maneuvers.¹ Brake Assist can apply full braking pressure if it detects an emergency braking situation—based on how quickly you step on the brake pedal—potentially shortening your stopping distance.⁶

More stable towing. When towing,⁷ standard Trailer Stability Assist integrates with the sensors for ESP to help detect the onset of trailer sway. If it senses oscillation, it strategically applies the front brakes of the R-Class to help bring it all under control.

Tire safety. An advanced Tire Pressure Monitoring System can show the inflation pressure of all four mounted tires in the in-dash multifunction display. R 350 BlueTEC models feature run-flat tires that can travel up to 50 miles at up to 50 mph after a puncture.⁸

Blind Spot Assist. When traveling at speeds above 20 mph, this new R-Class option can alert the driver to some unseen vehicles in the next lane.⁹ When sensors in the rear bumper detect a vehicle to either side, an indicator illuminates in the appropriate side mirror. Should you activate your turn signal while the system is sensing an adjacent vehicle, an audible warning will also sound.





R 350 BlueTEC shown with Arctic White paint and optional KEYLESS-GO, Panorama sunroof, PARKTRONIC and Lighting Package. Please see endnotes at back of brochure.



R350 shown with Ash interior and optional heated front seats, PARKTRONIC and Premium 2 Package.
Please see endnotes at back of brochure.

Acts like a sixth sense, works like second nature.

Leading-edge features that follow your intuition. The R-Class makes it easy to enjoy the benefits of its advanced technology and entertainment systems. Its controls are designed to operate with a simple, natural logic. Its COMAND system unites a 6-DVD/CD audio/video system with a high-resolution 6.5" in-dash display. Its optional navigation system¹⁰ responds to your normal voice, reports on traffic, and offers Zagat® Survey ratings for restaurants, hotels and golf courses. A multifunction steering wheel lets you adjust the audio, personalize vehicle settings and use the standard Bluetooth® interface¹¹ with fingertip ease. And its optional rear view camera and new Blind Spot Assist help you stay in touch with your surroundings. The R-Class is thoughtfully engineered to make you feel connected, comfortable and in control.



Receptive. Each seat in the second and third rows folds down individually, for the flexibility to carry up to six people (seven with the optional second-row center seat), up to 85.0 cu ft of cargo, or any combination in between.¹² For added convenience, the Premium 1 Package includes a power liftgate and a household-type 115V power outlet.



Perceptive. Two available options can help you negotiate tight spaces. The rear view camera,¹³ part of the Premium 1 Package, shows a live color image on the in-dash COMAND screen. The PARKTRONIC system helps you detect nearby obstacles using ultrasonic sensors in the front and rear bumpers, along with audio-visual indicators in the cabin.



Sensitive. Standard dual-zone climate control includes dust and pollen filtration, along with an activated charcoal filter that helps remove odors from the cabin air. Optional 3-zone climate control (shown) adds a separate rear-cabin air conditioning system. Dual control panels allow both first- and second-row passengers to operate the rear system.



R 350 shown with Almond Beige interior, and optional 7-passenger seating, heated front seats and Premium 1 Package. Please see endnotes at back of brochure.

The image shows the interior of a Mercedes-Benz R-Class van. The seats are upholstered in tan leather with horizontal stitching. The dashboard and door panels feature wood trim. A steering wheel with wood and leather accents is visible. The view out the window shows a body of water and a distant shoreline under a blue sky.

The basic rule of prime real estate: Location, location, location.

Comfort wherever you sit. Luxury wherever you look. Imagine lounging in an individually contoured seat. Hand-fitted with finely top-stitched upholstery, it's equipped with a reclining backrest and adjustable head restraint. As you gaze out the tinted-glass power window, you enjoy the benefits of the nearby beverage holder and comfortable legroom. While you might expect the front seats of the R-Class to be this accommodating, these same generous terms apply to the second and third rows, too. Large, wide-opening doors welcome you to the hand-polished glow of Burl Walnut wood trim and the ambience of a standard power glass sunroof. The unique appeal of the R-Class is an exclusive experience that's inclusive of all aboard.

Attentive. Front seats power-adjust eight ways and include 4-way power lumbar support for the driver. The optional Premium 1 Package includes a power steering column, power-folding side mirrors, and a 3-position driver-seat memory that also recalls the steering-column and side-mirror settings. Additional options include heated front seats, plus a choice of heating or wood/leather trim for the multifunction steering wheel.

Adaptive. With more than 36" of legroom, the spacious second-row seating features a standard dual-seat configuration that offers fore-aft adjustment and reclining seatbacks. An optional second-row center seat brings total seating capacity to seven passengers, or folds down to form a large center armrest. Each of the second- and third-row seats folds down individually, for countless configurations of passengers and cargo.

Ambient. A standard power tilt/sliding glass sunroof, rear privacy glass and power rear vent windows make it easy to achieve the ideal balance of light and breezy. The optional Panorama sunroof features a giant span of heat-reflecting tinted glass, along with a power tilt/sliding front section and power internal sunshade.

Abundant. The Premium 1 Package expands your listening choices to include HD Radio™ stations, SIRIUS® Satellite Radio,¹⁴ iPod® integration,¹⁵ a 4GB Music Register for storing your digital MP3 music files, and both a 6-DVD/CD changer and memory card reader in the dash. An 11-speaker harman/kardon LOGIC7® system, outputting 610 watts of Dolby® Digital 5.1 surround sound, is included in the Premium 2 Package.



R350 shown with Ash interior, and optional 7-passenger seating, heated front seats and Premium 1 Package. Please see endnotes at back of brochure.

A personal expression, and a lasting impression.

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 create for yourself. An extensive array of thoughtfully innovative options and accessories helps you craft the character of your R-Class to fit the life you live—from the hands-free ease of KEYLESS-GO or a power liftgate, to the traveling enjoyment of a Rear Seat Entertainment system, to an array of accessory wheels and rooftop carriers. For added convenience, R-Class option packages bundle the most sought-after features at significant savings over their individual value. Wherever you go with your new R-Class, this is the start of a memorable journey.



Option packages. R-Class packages combine popular features with exceptional value. The Premium 1 Package, for example, includes navigation, iPod® integration,¹⁵ a rear view camera, a power liftgate, driver-seat memory, a 115V household-type power outlet in the cargo area, and more.

Turn the page for more packages.

Individual options. Make your R-Class your own with the equipment that suits you best. The Panorama sunroof lets passengers in all three rows enjoy blue skies or a blanket of stars. KEYLESS-GO lets you unlock, start and drive away your R-Class without removing a key from your pocket.

Turn the page for more options.

Accessories. Enhance your vehicle's unique style and utility with Genuine Mercedes-Benz Accessories that are exclusively engineered for your R-Class. From wheels to cargo carriers to chrome trim to all-season floor mats, they fit your lifestyle as well as they fit your vehicle.

Visit MBUSA.com/R-Class



R 350 BlueTEC shown with Arctic White paint and optional Panorama sunroof, PARKTRONIC, and Premium 2 Package. 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. With the optional Mercedes-Benz mbrace™ system, you can access a world of security, destination planning and convenience services from your vehicle, computer or smartphone. Two available service packages can help you plan a trip, remember where you parked, or even handle an unexpected emergency.⁵ With advanced, reliable technology and 24-hour support from helpful experts, mbrace keeps you, your car and your world 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.¹⁶ 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-unlock its doors, find a nearby dealer, and contact Roadside Assistance, Customer Service or even Mercedes-Benz Financial with a touch.¹⁷



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 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 MBUSA.com/mbrace. Please see endnotes at back of brochure.

Build your own R-Class at MBUSA.com/R-Class

	R 350	R 350 BlueTEC
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OPTION PACKAGES

Premium 1 Package:	○	○
- Hard-drive navigation,¹⁰ 4GB Music Register for storing MP3 files - SIRIUS® Satellite Radio¹⁴ with SIRIUS Traffic,[™] iPod®/MP3 media interface,¹⁵ HD Radio[™] receiver, and Gracenote® media database - Enhanced Voice Control for audio, telephone and navigation 10-way power driver seat with 3-position memory - Power tilt/telescoping steering column, included in driver-seat memory - Auto-dimming driver-side and inside rear view mirrors, with digital compass display in inside mirror - Power-folding side mirrors - Power liftgate 115-volt AC power outlet in cargo area - Rear view camera¹³		

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

Lighting Package:	○	○
- Bi-Xenon headlamps with Active Curve Illumination and headlamp washers - LED Daytime Running Lamps		

Sport Appearance Package:	○	—
20" AMG 5-spoke wheels - Heat-absorbing blue-tinted glass for windshield and front doors		

INDIVIDUAL OPTIONS

Panorama sunroof	○	○
Metallic paint	○	○
Blind Spot Assist ⁷	○	○
PARKTRONIC system	○	○
KEYLESS-GO	○	○
Class II trailer hitch (up to 3,500-lb towing capacity) ⁷	○	○
Heated front seats	○	○
7-passenger seating (adds second-row center seat)	○	○
Heated steering wheel (not available with wood/leather steering wheel)	○	○
Wood/leather steering wheel (not available with heated steering wheel)	○	○
3-zone climate control with separate rear-cabin air conditioning	○	○
Rear Seat Entertainment system, or system pre-wiring	○	○

● Standard ○ Optional — Not Available

	R 350	R 350 BlueTEC
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SPECIFICATIONS

Engine	3.5-liter gasoline V-6, 268 hp @ 6,000 rpm, 258 lb-ft net torque @ 2,400–5,000 rpm	3.0-liter turbodiesel V-6, 210 hp @ 3,400 rpm, 400 lb-ft net torque @ 1,600–2,400 rpm
Transmission	7-speed automatic with steering wheel-mounted paddle shifters	
Wheels	19" 5-spoke	19" 5-spoke with runflat tires ⁸
Suspension	4-wheel independent with self-leveling rear air suspension	4-wheel independent with self-leveling rear air suspension
Drivetrain	4MATIC all-wheel drive	4MATIC all-wheel drive

	R 350	R 350 BlueTEC
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DIMENSIONS

Wheelbase	126.6 in	126.6 in
Overall length	203.0 in	203.0 in
Overall height	65.4 in	65.4 in
Overall width	85.4 in (with mirrors)	85.4 in (with mirrors)
Curb weight	4,960 lbs (6-passenger) 5,060 lbs (7-passenger)	5,225 lbs (6-passenger) 5,280 lbs (7-passenger)
1st/2nd/3rd row:		
Headroom	39.8 in/40.4 in/37.2 in	39.8 in/40.4 in/37.2 in
Legroom	39.8 in/36.2 in/32.4 in	39.8 in/36.2 in/32.4 in
Shoulder room	60.3 in/59.6 in/52.8 in	60.3 in/59.6 in/52.8 in
Cargo capacity	15.2 cu ft (behind 3rd row, to top of seats) 42.2 cu ft (behind 2nd row, 3rd-row seats folded, floor-to-ceiling) 85.0 cu ft (2nd- and 3rd-row seats folded, floor-to-ceiling)	

ENDNOTES

- 1 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.
- 2 2011 EPA estimated fuel economy. 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 highway estimate.
- 3 PRE-SAFE[®] closes the side windows and sunroof when the system's sensors detect side movement that suggests a possible rollover.
- 4 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.

Color and Trim

PAINTWORK, METALLIC



Obsidian Black



Majestic Black



Steel Grey



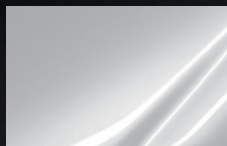
Palladium Silver



Iridium Silver



Capri Blue



Alpine Rain

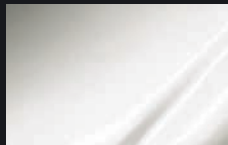


Diamond White¹⁸

PAINTWORK, NON-METALLIC

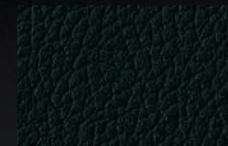


Black



Arctic White

UPHOLSTERY



Black



Ash



Almond Beige

HIGH-GLOSS WOOD TRIM



Burl Walnut

- 5 All Mercedes-Benz mbrace™ services operate only where cellular and Global Positioning Satellite 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 MBUSA.com/mbrace for details, including a list of compatible smartphones.
- 6 Braking effectiveness also depends on proper brake maintenance, and tire and road conditions.
- 7 With optional trailer hitch. Read Operator's Manual before towing. In some states, aftermarket trailer brakes are required. See dealer for details. Towing capacity 3,500 lbs.
- 8 Models with runflat tires are not provided with a spare tire.
- 9 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.
- 10 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.
- 11 Bluetooth® interface does not provide phone charging or external antenna. Voice interactivity feature is dependent on selected handset. Visit MBUSA-Mobile.com for details. Phone sold separately. See dealer for a list of approved compatible phones.
- 12 Unsecured cargo can become hazardous in a collision. Always secure cargo using the floor-mounted tie-downs.

- 13 Rear view camera does not audibly notify driver of nearby objects and is not a substitute for actively checking around the vehicle for any obstacles or people. Images displayed may be limited to camera field of view, weather, lighting conditions and the presence of dirt, ice or snow on the camera.
- 14 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.
- 15 All iPod® devices are sold separately. Feature not compatible with iPod Shuffle. See dealer for details.
- 16 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, eligibility requirements, and limitations/exclusions of Sign and Drive services, as well as the Roadside Assistance Program, please see your dealer.
- 17 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 MBUSA.com/mbrace for more information.
- 18 Extra-cost option.
- 19 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.¹⁹ 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
© 1996 Forest Stewardship Council



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