



2012 SL-Class



Mercedes-Benz

125! years of innovation

In 1886, Carl Benz was awarded the patent for inventing the first car, while just 60 miles away, Gottlieb Daimler developed his own version. Between them they also invented the motorcycle and truck, and won the first auto race. For 125 years, a passion for innovation has driven Mercedes-Benz to continually reinvent the automobile—creating an ongoing legacy of firsts that keep redefining the standard for all cars. Among them, the 4-wheel independent suspension 80 years ago. The crumple zone and fuel injection in the 1950s. The automatic pop-up roll bar in 1989. And the Electronic Stability Program in 1995. Today, the Three-Pointed Star remains far more than a shining symbol of Mercedes-Benz innovation. It's a guiding beacon for all automobiles.



born to win races. and capture hearts.

It was conceived nearly 60 years ago to conquer the racetracks and endurance rallies of the world. And while its engineering breakthroughs altered the course of automobiles, its startling design proved even more captivating. In the generations that followed, it would continue to stretch the boundaries of performance. With a combination of a folding soft top and detachable hardtop, it became the first coupe/roadster—a convertible for all seasons. And continuous advances in safety, handling and power made it a performance car you could rely on like no other.

Developed as a racecar, and long coveted as a sports car, the 2012 SL-Class asserts what the SL has always been, above all: a dream car. There's a reason you remember the first time you saw one. When your heart races like never before, it sparks an enduring desire that can only be conquered one way. To live the dream for yourself.

MBUSA.com/SL



SL 550 shown with Magnetite Black metallic paint, and optional DISTRONIC and Wheel Package.



SL 550 shown with Steel Grey metallic paint, and optional DISTRONIC and Wheel Package. Please see endnotes at back of brochure.



irresistible power. irrefutable pedigree.

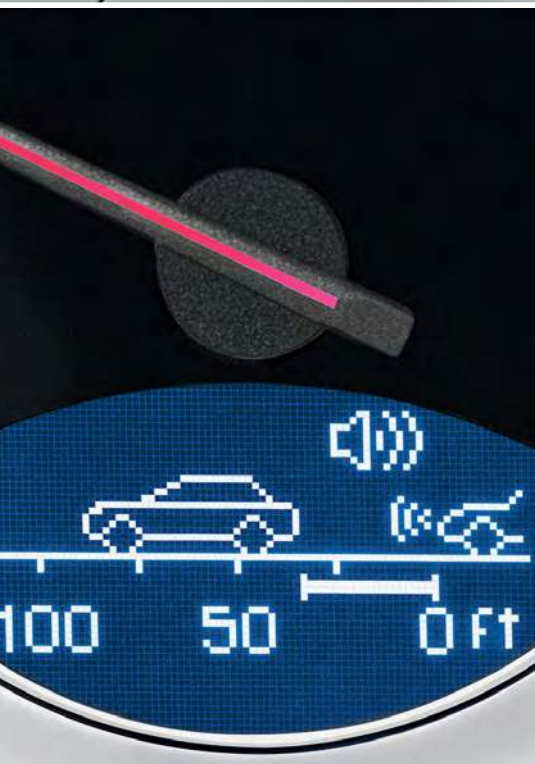
Drivers can't resist a car that's drawn to the road. With torrential power and tenacious grip, the SL 550 channels its thoroughbred racing heritage with every launch, through every corner, and into the enchanted heart of its driver. Its 382-hp V-8 and paddle-shifted 7-speed automatic transmission turn revs into pure romance. Its 18" wheels and tires cleave to the pavement, while its Active Body Control welcomes every curve with quick reflexes and a lasting embrace. With every move, the SL shows unwavering affection for the racing circuits where its mission began, and uniquely satisfies a passion for performance. The power of its engine is indeed formidable. Its power of attraction is inescapable.

Muscle in motion. Dual trapezoidal exhaust tips resonate a mellow rumble as its 382-hp 5.5-liter V-8 launches the SL 550 to 60 mph in 5.3 seconds.¹ With a dual-length intake manifold and variable timing of its 32 valves, it generates a 391-lb-ft crescendo of torque over a wide range of rpm. The engine's rigid yet light diecast-alloy block contributes to the SL 550's ideal front-to-rear weight distribution.

Athletic agility. Arguably the most advanced suspension in production, Active Body Control (ABC) adapts instantly to driving conditions for crisp cornering with silky comfort. It also automatically lowers the car as speed rises, and offers two selectable Sport modes. An innovative Direct-steer system quickens response in tight corners while offering precise on-center feel and inspiring straight-line stability.

Fast flexibility. Every element of the SL 550 is tuned for immediate response. The driver-adaptive 7-speed automatic offers Touch Shift control and paddle shifters. Staggered-width 18" 5-spoke alloy wheels and high-performance tires² expertly balance surefooted acceleration with crisp steering feedback. An optional Wheel Package enhances them both, with a manual shift mode and 19" AMG wheels²—as well as perforated rear brakes, plus dark-tinted headlamps and taillamps.





pioneering insight. protective instinct.

In racing and in safety, leadership comes from thinking ahead and acting decisively. The very first SL in the 1950s was developed for the rigors of motorsports, a proving ground for performance and for preparedness. Indeed, its space-frame body structure and 4-wheel disc brakes were far ahead of their time. But these engineering marvels also inaugurated a legacy of innovation continued by every SL generation—from crumple zones and reinforced windshield pillars to the Antilock Braking System (ABS), Electronic Stability Program (ESP®) and emergency-sensing Brake Assist. The SL was also the first roadster with a pop-up roll bar that deploys the moment it senses an imminent rollover. And it was first with adaptive brakes that, among other advances, automatically act to keep their discs dry in wet weather. After all, in safety or racing, it's important to prepare for the proverbial—or actual—rainy day.

reveal.

High-performance headlamps. Standard Bi-Xenon headlamps generate light that's closer in perception to natural daylight than halogen headlamps. Heated headlamp washers help keep the lamps cleaner in poor weather with a high-pressure spray of fluid.

Brighter corners. Active Curve Illumination swivels the headlamp beams as you turn the steering wheel, to improve illumination into corners up to 90% over conventional fixed lamps. And corner-illuminating front lamps help to brighten your path during tight turns or low-speed maneuvers into driveways and parking structures. They're activated automatically by turning the steering wheel or using a turn signal.

Quicker brake lamps. LED taillamps help make your actions more immediately apparent to other drivers with whom you share the road. The light-emitting diodes illuminate the brake lamps more rapidly than conventional bulbs—a benefit that may offer added reaction time to a driver behind your SL-Class.

prepare.

Adaptive Brakes. An integrated system of braking advances helps to make driving more reassuring and relaxing in a variety of situations. If the driver lifts off the accelerator pedal quickly, Predictive Brake Priming sets the pads closer to the discs for more immediate response when the driver steps on the brakes. When driving with the windshield wipers on, Automatic Brake Drying gently applies the brakes periodically, to sweep water build-up from the discs.³

Rigid body structure. Engineered from road to roof not just as a convertible but as a genuine Mercedes-Benz, the SL-Class body structure enhances both its occupant protection and its precise handling. The extensive use of high-strength/low-alloy steel, aluminum and magnesium bolster its rigidity and assure its integrity whether the aluminum retractable hardtop is raised in place or stowed within the trunk.

react.

DISTRONIC. Optional DISTRONIC adaptive cruise control actively monitors your following distance from the vehicle ahead of you. A breakthrough in driving convenience first pioneered by Mercedes-Benz, the system minimizes your need to adjust the cruise control in response to the flow of traffic. It can automatically apply the brakes when traffic ahead slows, and then resume your preset cruising speed when it opens up again.⁴

Five air bags. An integrated system of advanced air bags⁵ includes dual-stage front air bags, a driver's knee air bag, and dual head-thorax side-impact air bags. Seat belts are mounted directly to each seat and augmented with Emergency Tensioning Devices (ETDs) and belt-force limiters. If an air bag or ETD is activated, the Mercedes-Benz mbrace™ system can automatically place a call for help—even if you can't.⁶

Pop-up roll bar. A significant advance in convertible safety, Mercedes-Benz pioneered the pop-up roll bar in 1989. The roll bar normally lays flat, flush with the rear-cabin trim and upholstered to match. When sensors detect an impending rollover, the roll bar deploys and locks into position in just 0.3 seconds, to help protect and preserve the occupant space.⁷



SL 550 shown with Storm Red metallic paint and optional PARKTRONIC. Please see endnotes at back of brochure.



SL 550 shown with Palladium Silver metallic paint and optional Wheel Package.



paragon of design. icon of desire.

A Mercedes-Benz sports car starts not with an engine or a body, but with a bloodline that traces directly to history's first auto race. Since that victory in 1894, the Three-Pointed Star has captured the flag in countless challenges on the racetrack—and in the race to redefine everyday driving enjoyment. When the world was introduced to the first SL in 1954, its lightweight, aerodynamic body and the world's first fuel injection did more than establish a new standard. They also served proof that an icon is born not just from new thinking, but from ideas whose brilliance will endure. Generations later, the advanced engineering and timeless proportions of today's SL still spark an immediate desire. Even at a standstill, the purposeful, powerful shape of the SL-Class conveys not just the thrill of acceleration, but the acceleration of progress. Throughout its history, every Mercedes-Benz has offered a glimpse of what cars might someday be. In every SL-Class, what you see is the soul of the sports car.

Transformation. With the touch of a button on its console or SmartKey remote, the SL converts from hardtop coupe to sunny roadster in 16 seconds. An optional Panorama roof lets you enjoy the sun and stars through a heat-reflecting tinted-glass panel.

Declaration. In every elegant detail, the SL-Class proclaims its legendary performance. From its deep front air dam, crossblade grille and the dual power-domes of its hood, to its sculpted flanks and iconic fender vents, it's a definitive statement of power.





cabin for two.
cockpit for one.



intimately enveloping, indulgently escapist.

The measure of a sports car is how it pairs an unbridled passion for driving with the romance of the open road. The SL-Class unites its two passengers in a sporty, elegant cabin that simultaneously lets the driver and car enjoy an intimate bond of their own. The impeccably upholstered, double-stitched dash ensconces each occupant with a seamless sweep into the center console. The twin heated and power-adjustable seats are hand-fitted in sumptuous leather, and contoured for embracing support through every corner. Brushed metallic accents add a modern dimension to the timeless ambiance of hand-polished wood trim. Advanced, user-friendly technology fills the air with lush surround sound and dual-zone climate control that adapt to your driving speed, ambient noise and temperature, and even the position of the hardtop. Sporty, luxurious and elegant, the SL-Class cockpit puts spirited performance at your command, while setting your spirit free to take on the world, or leave it all behind.

Engaging. KEYLESS-GO lets you unlock and start your SL without taking the key from your pocket. The 4-way power steering column and 12-way power seats offer a 3-position memory to store your ideal driving position. Classically modern instruments are a quick read through the 3-spoke multifunction steering wheel.

Encompassing. The 10-speaker harman/kardon LOGIC7® system outputs 510 watts of Dolby® Digital 5.1 surround sound. Listening choices are virtually limitless: a 6-DVD/CD changer, HD Radio™ stations, more than 130 channels of SiriusXM Satellite Radio,⁸ iPod® integration,⁹ a memory card reader, as well as a 4GB Music Register for storing your digital music. The navigation system¹⁰ features a fast 40GB hard drive, Zagat® Survey ratings for restaurants, hotels and golf courses, and real-time SiriusXM Traffic service.

Extensive. Standard multicontour seats offer adjustable side bolsters and 4-way lumbar support, plus a massage feature. They're also heated and Active Ventilated, which circulates cooling air through perforations in the leather. The AIRSCARF neck-level heating system lets you enjoy top-down driving in cooler weather. And an electronic trunk closer helps to ease luggage-loading. The optional Trim Package adds ultra-soft Premium leather seating plus a wood/leather steering wheel and shift knob.

Effortless. Optional DISTRONIC adaptive cruise control actively monitors your following distance from the vehicle ahead of you. It can automatically apply the brakes, then resume your preset speed when traffic opens up.⁴ Optional PARKTRONIC alerts you to nearby obstacles when negotiating tight spaces.

SL 550 shown with Natural Beige/Black leather, Burl Walnut wood trim and optional Trim Package. Please see endnotes at back of brochure.



///AMG



SL 63 AMG shown with Iridium Silver metallic paint. Please see endnotes at back of brochure.

performance art. signed by the artist.

518 horsepower. 465 pound-feet of torque. Four and a half seconds to 60 mph.¹ Seven speeds of a multiclutch transmission engaging in as little as a tenth of a second. What do these figures have in common? They all begin with “one.” At AMG—the legendary high-performance division of Mercedes-Benz—each individual engine is crafted by its own master engine builder, using race-proven components and his own hands. Lift the hood of the superlatively engineered automobile which houses this engine and you’ll see a metal plaque bearing his signature. Beyond all the racing trophies AMG has earned in its 45-year history, this small plaque can tell the story in just four words: “One man, one engine.”

Learn more at MBUSA.com/AMG



The SL 63 AMG. A handcrafted 6.3-liter V-8 generates 518 hp—the highest output of any naturally aspirated V-8 in its class—along with an enticingly throaty rumble and a 0–60-mph sprint of just 4.5 seconds.¹

A 7-speed AMG SPEEDSHIFT MCT transmission features a wet startup clutch and four driving modes, including a paddle-shifted Manual mode with 100-millisecond shifts. From the console, the AMG DRIVE UNIT offers three selectable setups for the transmission, multi-mode suspension and 3-mode ESP®—including a driver-customizable program engaged with the push of a button tellingly labeled “AMG.”

Massive 19" AMG triple 5-spoke wheels² offer light weight, high rigidity and a delightful view of the compound-rotor, multi-piston AMG brakes.



connected to you. and your life.

Your vehicle is more than a source of enjoyment, it's an integral part of everyday living. The Mercedes-Benz mbrace™ system can make it easier—whether you're planning a trip, trying to remember where you parked, or in need of help in an emergency.⁶ With mbrace, you can access an innovative and thoughtful world of security, destination planning and convenience services—not only from inside your SL-Class but also from your computer and your smartphone. With advanced, reliable technology, plus 24-hour support from helpful experts, mbrace helps to keep you, your life and your Mercedes-Benz connected.

from your vehicle.

With Mercedes-Benz mbrace, three simple buttons inside your vehicle can connect you to emergency services, our 24-hour Customer Assistance Center, or our Roadside Assistance service.¹¹ Numerous mbrace services are also seamlessly integrated with your vehicle's standard COMAND navigation system.

from your smartphone.

The mbrace Mobile Application for iPhone® lets you send addresses to your vehicle's navigation system, locate your vehicle from up to a mile away, remote-unlock its doors, find a dealer, and contact Roadside Assistance, Concierge services or even Mercedes-Benz Financial Services with a touch. A new Drive2Friend™ feature lets other people send their location to your car simply by responding to a text message you send them.¹²

from your computer.

In addition to all the support you'll find at mbrace.MBUSA.com, you can send addresses directly to your vehicle's COMAND navigation system using the Send2Benz™ website. You can also look up a destination on Google™ Maps and instantly send it to your vehicle via the Search & Send™ feature. And a new browser toolbar widget lets you highlight an address on your screen and send it to your vehicle with just two clicks.

Mercedes-Benz mbrace is the ongoing evolution of our groundbreaking in-vehicle services, offering national support along with expanded and enhanced features. To learn more about mbrace, see your Mercedes-Benz dealer, call 866-990-9007 or visit MBUSA.com/mbrace. Please see endnotes at back of brochure.





mbrace
Your World, From Your Car

Mercedes-Benz mbrace™ packages.

Mercedes-Benz mbrace offers unparalleled support, when and where you need it. Two available service packages each include an attractive complimentary trial period, so you can experience the many ways mbrace helps you feel connected and protected. With the standard mbrace Package, you get unlimited access to its innovative Navigation and Destination Planning features: Send2Benz, Drive2Friend and Search & Send. It also includes all of the Safety and Security services, plus several reassuring Convenience features, such as the ability to locate your vehicle or remotely unlock its doors via your smartphone. The mbrace PLUS Package offers unlimited use of our expert Concierge services, as well as spoken turn-by-turn Route Assistance—even if you're not using your car's navigation system—plus the latest traffic and weather reports based on your current location.

	safety and security	mbrace	mbrace PLUS
			
	Automatic Collision Notification	•	•
	SOS/Emergency Call	•	•
	Roadside Assistance Connection	•	•
	Stolen Vehicle Location Assistance	•	•
	Automatic Alarm Notification	•	•
	Crisis Assist	•	•
	Safe Ride	•	•

It can call for help, even if you can't. In the event that 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.

	navigation and destination planning	mbrace	mbrace PLUS
			
	Send2Benz Drive2Friend Search & Send	•	•
	Point of Interest Destination Download		•
	Route Assistance		•
	Location-Based Traffic		•
	Location-Based Weather		•

Across town, or cross-country. Whether you're going out for dinner, picking up a friend or planning a trip, mbrace offers a variety of ways to make getting there easier. You can look up an address or a Point of Interest online—or just grab it from your iPhone's contacts—and send it directly to your vehicle's navigation system. Or with a simple text message to a friend, they can let their mobile phone send its location directly to your car. Then, just a push of the *i*-Button in your vehicle will download the address, so you can either start route guidance immediately or save it in your navigation system's memory.

	convenience	mbrace	mbrace PLUS
			
	Mercedes-Benz Concierge		•
	Remote Door Unlock	•	•
	Vehicle Finder (via Mobile Application only)	•	•
	Dealer Connect	•	•
	Vehicle Information	•	•

The extra mile, around the clock, all for you. Subscribing to the mbrace PLUS package gives you unlimited access to Mercedes-Benz Concierge services—our network of experienced, professional personal assistants who can fulfill virtually any request, at any time of day or night, right from the comfort of your vehicle. You can even enjoy their services on the go, via the mbrace Mobile Application for iPhone.



make it yours.

Genuine Mercedes-Benz Accessories help you make your car the perfect expression of your style. And since they're exclusively engineered for your SL-Class, they fit your car as well as they fit your life. A wide selection of accessories allows you to enhance your vehicle's appearance, expand its functionality, or offer it some extra protection in everyday use. From alloy wheels to all-season floor mats and car covers, every accessory is thoughtfully designed and thoroughly engineered. It's the best way to make your SL-Class unmistakably yours while keeping it genuinely Mercedes-Benz. To see the entire selection, visit MBUSA.com/SL.



Matte-chrome exterior accents. Set your SL-Class apart with side mirror housings and door handle inserts in an ultramodern low-sheen chrome finish. The mirror housings are precisely the same shape as the standard color-keyed components, to maintain their aerodynamic and aeroacoustic qualities. Door handle inserts add more than a visual enhancement – they also help protect the paintwork from scratches.

Illuminated door sills. Elegant, eye-catching brushed stainless-steel door sills are available in a set of two. When you open either door, they welcome you with soft white luminescent Mercedes-Benz logos.



Media Interface Plus. This plug-and-play multimedia upgrade to the SL's COMAND system further expands your entertainment choices. It enables Bluetooth® audio streaming and integrates with the car's audio controls and in-dash display. You can also listen to the Pandora® app on your iPhone®. The interface also offers easy phonebook transfer to the COMAND system, mobile-phone charging via a mini-USB connection, and even iPod® video browsing when the vehicle is parked.⁹ Coming soon via a free software upgrade is a feature that reads your emails and text messages aloud, and allows you to respond with voice commands.

Cargo area tray. To help protect your trunk carpets from spills and wet cargo, this polyethylene tray is precisely tailored to fit the trunk.

19" double 5-spoke wheels. Add to the SL 550's poise and panache with these two-tone wheels in a high-sheen/grey finish. Sized 8.5x19" front and 9.5x19" rear, they fit 255/35 front and 285/30 rear tires.²



build your own.

MBUSA.com/SL

packages SL 550

Premium 1 Package

- Heated and Active Ventilated front seats
- AIRSCARF neck-level heating system
- Multicontour seats with massage feature
- KEYLESS-GO
- Electronic trunk closer

Trim Package

- Wood/leather steering wheel
- Wood/leather shift knob
- Premium leather hand-fitted to seats and head restraints

Wheel Package

- 19" AMG 5-spoke wheels with high-performance tires²
- Sport steering wheel¹³
- Manual shift mode for transmission
- Dark-tinted headlamps and taillamps
- Silver-painted brake calipers
- Perforated rear brake discs

individual options SL 550

Panorama roof, including a tinted-glass retractable hardtop with a manually retractable internal sunshade

DISTRONIC adaptive cruise control⁴

PARKTRONIC

● Standard ○ Optional — Not Available

wheel choices



Standard 18" 5-spoke



Optional 19" AMG 5-spoke
(Wheel Package)

specifications SL 550

Engine	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 steering wheel-mounted paddle shifters
Wheels	Staggered-width 18" 5-spoke with high-performance tires ²
Suspension	4-wheel multilink, with Active Body Control (ABC)
Drivetrain	Rear-wheel drive

dimensions SL 550

Wheelbase	100.8"
Overall length	180.4"
Overall height	51.1" (top up)
Overall width	81.5" (w/mirrors)
Curb weight	4,220 lbs
Headroom	37.7" (top up)
Legroom	42.9"
Shoulder room	54.0"
Cargo capacity	10.2 cu ft (top up) 7.2 cu ft (top down)

european delivery program

Pick up your new Mercedes-Benz in Germany through the original manufacturer-sponsored tourist delivery program. You'll enjoy significant savings¹⁴ and other benefits, as well as the unforgettable experience of a European vacation with your own SL-Class. Visit MBUSA.com/edp for more information.

Please see endnotes at back of brochure.



color and trim.

leather upholstery



Natural Beige/Black (includes Burl Walnut wood trim)



Grey/Dark Grey (includes Burl Walnut wood trim)



Stone/Dark Beige (includes Burl Walnut wood trim)



Red/Black (includes Black Ash wood trim)

individually chosen.
exquisitely crafted.

designo is an exclusive program of paintwork, leather and interior trim choices offering an extraordinary degree of handcrafted quality and personalization. Please ask your dealer about the *designo* paint and interior options for the SL-Class.



Black with Silver stitching (includes Burl Walnut wood trim)

high-gloss wood trim



Black Ash¹⁵



Burl Walnut¹⁶

non-metallic paintwork



Black



Mars Red

metallic paintwork



Diamond White¹⁷



Iridium Silver



Magnetite Black



Palladium Silver



Quartz Blue



Steel Grey



Storm Red

endnotes

- 1 Stated rates of acceleration are based upon manufacturer’s track results and may vary depending on model, environmental and road surface conditions, driving style, elevation and vehicle load.
- 2 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.
- 3 Braking effectiveness also depends on proper brake maintenance, and tire and road conditions.
- 4 DISTRONIC adaptive cruise control is no substitute for active driving involvement. It does not react to stationary objects, nor recognize or predict the curvature and lane layout of the road or the movement of vehicles ahead, and can only apply a maximum of 20% of vehicle braking power. 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.
- 5 WARNING: THE FORCES OF A DEPLOYING AIR BAG CAN CAUSE SERIOUS OR FATAL INJURIES TO A CHILD UNDER AGE 13. SEE OPERATOR’S MANUAL FOR ADDITIONAL WARNINGS AND INFORMATION ON AIR BAGS, SEAT BELTS AND CHILD SEATS.
- 6 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.
- 7 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.
- 8 With the purchase of a new, satellite radio-enabled vehicle, you’ll receive a complimentary 6-month subscription to SiriusXM Satellite Radio and SiriusXM Traffic, courtesy of Mercedes-Benz. SiriusXM Traffic service is available in select markets. If you decide to continue your SiriusXM service at the end of your 6-month trial, all SiriusXM services are sold separately, and the plan you choose will automatically renew and bill at then-current rates until you call 1-866-635-2349 to cancel. See SiriusXM Customer Agreement for complete terms, www.siriusxm.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).
- 9 All iPod® devices are sold separately. Feature not compatible with iPod Shuffle. See dealer for details.
- 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 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.
- 12 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.
- 13 Sport steering wheel not included if Wheel Package is ordered in combination with Trim Package.
- 14 European Delivery Program discount of 7% available on select models, other models offered at MSRP. Please see your dealer for details.
- 15 Black Ash wood only available with Red/Black leather.
- 16 Burl Walnut wood not available with Red/Black leather.
- 17 Extra-cost option.



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, ambition, and our history of innovation. We introduced the world’s first 100% 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 a rapidly approaching tomorrow. Mercedes-Benz is also legendary for producing automobiles of extraordinary durability and longevity. 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 to make things better and the ingenuity to make it happen. Passion with compassion—that is what drives us.



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SL550 shown above with Palladium Silver metallic paint, and optional PARKTRONIC and Wheel Package. SL550 shown on front cover with Black paint and optional Wheel Package.

