



Mercedes-Benz

ALL NEW. ALL IN.
2014 CLA



All new. Do those words still have value? After all, it's a line you hear every time the wraps come off another slightly freshened car that, deep down, isn't all that new. Or all that. But there is one automaker who knows the meaning of new. In a way, they invented it—when they introduced the world's first car. Then they kept reinventing it, with the breakthroughs and innovations that inspire every car—and more importantly, every driver—on the road.

Available late Summer 2013



Introducing the 2014 CLA. It's all a Mercedes-Benz has ever been: Incredibly advanced. Inherently strong. Irresistibly sexy. And it's what no car at its price has ever been. Other cars have flowing lines. These rush like the rapids. Others might imitate its engineering—someday. You can have it all, now. And if the idea of value has left you wanting more, get ready to be fulfilled. All new? It's time for a car that's all you. And all you ever dreamed of.

CLA 250



- 208-hp Direct Injection turbocharged 4-cylinder engine
- 7-speed DCT dual-clutch automatic transmission with shift paddles
- Electronic Stability Program (ESP®), adaptive braking technology, COLLISION PREVENTION ASSIST and ATTENTION ASSIST®
- Mercedes-Benz mbrace2™ with in-car Internet and smartphone app¹
- Sport-tuned suspension with 17" alloy wheels or available 18" wheels²
- Available Bi-Xenon headlamps with LED Daytime Running Lamps and taillamps
- Available DISTRONIC PLUS® adaptive cruise control, Blind Spot Assist and Lane Keeping Assist

CLA 250

SPORT PACKAGE



- An enticing option that intensifies the already breathtaking style of the CLA 250. More aggressive lower bodywork wraps around the car, enveloping the larger wheels and highlighting the dual polished chrome trapezoidal tailpipes.
- 18" AMG twin 5-spoke wheels with high-performance tires²
- AMG front air dam with larger air intakes
- Sculpted AMG side sills
- AMG rear apron with black insert and vertical side gills
- Chrome-accented "diamond block" grille

BEYOND IMAGINATION. *ALL WITHIN REACH.*

ALL IN THE FAMILY.

What makes the all-new CLA such an impressive value is how it embodies the deeply held values of Mercedes-Benz. From its ultra-aerodynamic body to the groundbreaking safety systems and innovative luxuries within, its leadership is evident in far more than its price tag.

ALL EYES FORWARD.

Inside and out, every detail of its design captivates the eye while it inspires the soul of a true driving enthusiast. If the available Bi-Xenon headlamps and their LED Daytime Running Lamps appear to study the road ahead like a hawk, it's a direct reflection of the sharply focused performance you'll feel from behind the Nappa leather 3-spoke steering wheel.

ALL FOR ONE.

Advanced technology and athletic tuning collaborate to make every element of driving more exciting yet less stressful. The cockpit ensconces five passengers in spacious style, yet the focus is clearly on the driver. Crisp silver-faced gauges, vivid color displays and ideally placed controls are both an ergonomic triumph and an aesthetic tour de force.

ALL OVER THE WORLD.

The CLA can connect you not just to the road, but to the world. From wireless audio streaming, to available hands-free parking, to countless options integrating the entertainment, navigation and social media tools you already enjoy, your "on the go" life keeps going in a CLA.



FOURBODING.

CLA 45 AMG



THE MOST POWERFUL 4-CYLINDER CAR IN PRODUCTION.
Available Fall 2013.

AMG

DRIVING PERFORMANCE





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