

E
CLASS
Coupe / Cabriolet

—
2014



Mercedes-Benz



E 550 Coupe shown on cover with Mars Red paint, and optional KEYLESS-GO, PARKTRONIC, and Driver Assistance and Lighting Packages. E 550 Coupe shown at right with optional Steel Grey metallic paint, KEYLESS-GO, and Driver Assistance and Lighting Packages. E 350 Cabriolet shown at far right with optional Iridium Silver metallic paint, Grey/Black upholstery, and optional Lighting Package.



Surging elegance.

Is elegance a lost art, or a word with a forgotten meaning? Maybe for those who mistake it for something delicate, decorative or demure. But in its purest form, it is graceful, purposeful and strong. When bold innovation embraces long-held values, elegance thrives.

As any adult learns, experience and knowledge have a way of evolving what feels good into what's good for us. Technology can masquerade as progress, but when it trades elegance for expedience, it drives even the most forward thinkers to reminisce about when life's pleasures and passions seemed to roam free. Case in point: our love of the automobile. At its origin, open-air motoring wasn't some special form of pleasurecraft—the first cars had no roofs, so the excitement of gas-powered mobility simply came with a sunny breeze. It also came with rain, wind and cold, so enclosed transport soon became the norm. In time, the easy-breezy approach became an ever-shrinking niche of specialty soft tops and their clever cousin, the hardtop coupe with its central roof

pillars rendered invisible. When rising costs and regulations drove most of them into retreat, Mercedes-Benz surged ahead—applying its deep engineering prowess not just to preserve the exuberant elegance of open-air motoring but to accelerate it. Today, only one automaker has continuously offered both of these bodystyles for more than five decades. The redesigned Coupes and Cabriolets of the 2014 E-Class are stunningly advanced evidence that elegance is not just thriving but more thrilling than ever. And with breakthroughs like the new technologies of Intelligent Drive, it's smarter and safer, too. To open up a coupe or convertible inspires a unique mix of freedom and passion. In the Mercedes-Benz E-Class, it's a feeling worthy of repeating—and never, ever retreating.





E 550 Coupe shown with Mars Red paint, and optional KEYLESS-GO and PARKTRONIC. Please see endnotes on back cover.

Style never goes out of style.

Of all the Mercedes-Benz values that are indelibly etched in place, foremost is a devotion to moving the automobile boldly forward. To excite your passions, performance is always intensified. For your comfort, safety becomes more reassuring, while luxury grows more rewarding. And as the E-Class Coupe can attest, its aggressively resculpted prow, arching pillarless roofline and glass Panorama roof have never been more enticing. Find yourself in its tailored four-seat cockpit, and what your first glance predicted is what every drive fulfills: A sensation that stimulates all of your senses—and just never seems to get old.

E 350 Coupe



Expressive new LED headlamps sweep back from the single-crossbar grille, underscored by sizable air inlets and subtle chrome accents. The chiseled profile guides the air—and your gaze—past the new twin 5-spoke 18" wheels,¹ to the intriguing LED taillamps. The power lurking within the E 350 Coupe is no less captivating. Its 302-hp V-6 can whisk it to 60 mph in 6.1 seconds.² The AGILITY CONTROL[®] suspension instantly balances control and comfort, with optional 4MATIC[®] all-wheel drive further inspiring confidence.³ And a Sport Package adds AMG[®] wheels and visibly upgraded brakes.

E 550 Coupe



The more aggressive appearance of AMG lower bodywork leaves no doubt that the E 550 Coupe is geared for the power-hungry. Large air intakes define the deep front air dam, while a black lower diffuser sets off the shapely dual exhaust tips at the rear—with each end accentuated by a chrome cross-strut. Iconic 18" AMG twin 5-spoke wheels team with a Dynamic Handling suspension that lets the driver fine-tune the car's performance character at the touch of a button. The 402-hp biturbo V-8 can satisfy anyone's appetite for acceleration, delivering 60 mph in 4.9 seconds.

Some sports are never out of season.

The activities you enjoy most in life—whether engaging in them, or simply watching them—tend to have a time and place. Especially if driving a convertible is your sport of choice. Sure, it's fun to toss one around a curve on a spring afternoon, but how often is your game called due to weather? An E-Class Cabriolet is open for pleasure year-round. Its innovations leave no wind untamed. Its performance is anything but timid. Its spicy new looks are the opposite of tepid. And while its acoustic fabric top and 4-seat cabin are the very definition of tailored, its muscle is positively ripped. Which means it's always in shape for your favorite sport. And always in season.

E 350 Cabriolet



Whether it's sprinting to 60 mph in 6.3 seconds² or spiring its power top into hiding in under 20, the E 350 Cabriolet makes every moment work to your advantage. Its 302-hp V-6 and AGILITY CONTROL[®] suspension react instantly to balance response with refinement. With just a glance, its new twin 5-spoke 18" wheels,¹ sculpted lower body styling and sleek chrome highlights reveal its sporting soul. Or if you'd prefer, let the AMG[®] wheels and perforated front brakes of the Sport Package make a more emphatic statement.

E 550 Cabriolet



With a 402-hp biturbo V-8 that can thrust it to 60 in just 5.0 seconds, the E 550 is one of the most energetic Mercedes-Benz cabriolets yet. Its multi-mode Dynamic Handling suspension and 18" AMG wheels also make it one of the most athletic. And yet for all its aptitude, it has a remarkably agreeable attitude. Part of that is from its upbringing—with the solid values and deep character that earn a car the Star in its grille. And part of it comes from a simple fact: Having all that power makes every effort easier.





E 350 Cabriolet shown with optional Dune Silver metallic paint, and optional KEYLESS-GO, and Driver Assistance, Lighting and Parking Assist Packages. Please see endnotes on back cover.



Forward in every direction.

Look into an E-Class Coupe or Cabriolet—or out of one—and you’ll see the uniquely rewarding result of thinking ahead. Its redesigned cabin presents luxuries that might seem unimaginably advanced, yet they feel familiar—and even essential—in no time. The Coupe’s four power windows and Panorama roof make it seem like you can touch the horizon. The Cabriolet’s wind-taming innovations let you gently touch the sky. And by day or night, hand-finished wood trim and new multicolor ambient lighting reward you with their luminance. With every drive, you’ll find a harmony of tradition and technology. Repose and responsiveness. And an outlook you’ll always look forward to.



The magic of an E-Class owes a lot to the science behind its design. Every detail of its shape, from the contours of the new lower bodywork to the side mirrors, is honed in both virtual and actual wind tunnels. Mercedes-Benz engineers aim to achieve class-leading aerodynamics in every model, not only to benefit fuel-efficiency but also to enhance handling stability, visibility in poor weather, and quiet comfort.

The exclusive AIRCAP® system virtually eliminates drafts when driving with the Cabriolet’s top down. A clever wind deflector rises above the windshield, while a see-through screen powers up between the rear head restraints. The innovative optional AIRSCARF® system provides warmed air from below each front head restraint, so you can enjoy top-down driving in cooler weather.

Advanced light-emitting diode (LED) technology floods dark roadways with more even, natural illumination. In addition to the standard headlamps, LEDs are employed for the brake, tail and Daytime Running Lamps, plus the turn signals at the front, rear, and in the side mirrors. Integrated with the available active full-LED headlamps are distinctive running lamps that further define the “power bulge” in the hood.

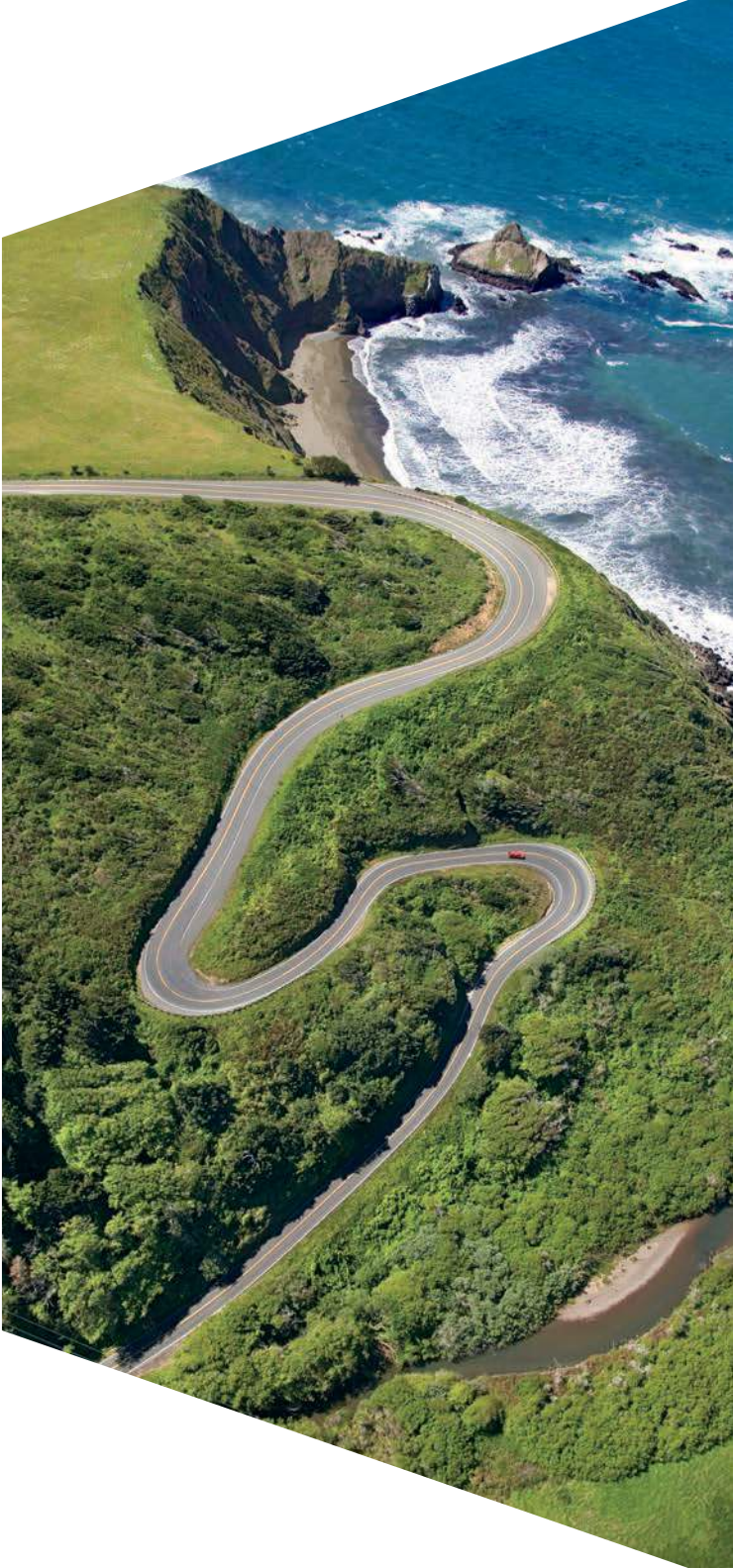
With four individual sport seats and an abundance of leather and wood, the cockpit further rewards the driver with crisp new gauges. The new electronic shifter on the steering column allows for a more generous, wood-trimmed center console and larger armrest. A new analog timepiece is an exquisite detail whose design pays tribute to the classic 1950s Mercedes-Benz coupes.



E550 Coupe shown with Black paint, Red/Black upholstery, Black Ash wood trim, and optional PARKTRONIC, AND Driver Assistance and Sport Packages.



E 550 Coupe shown with Mars Red paint, and optional KEYLESS-GO, PARKTRONIC, and Lighting Package. Please see endnotes on back cover.



Forever in the moment.

Whether rushing toward the redline or toeing a greener line, an E-Class responds in milliseconds to inspire immediate gratification, hours of enjoyment, and benefits you'll still feel good about generations later.

The advanced engines tap into a treasure trove of innovative technology to sip less fuel while outpouring a bounty of torque. High-pressure Direct Injection and a rapid-multispark ignition system can each fine-tune themselves within a matter of a millisecond. As a result, the E 350 V-6 delivers 302 hp and 273 lb-ft of torque with efficient enthusiasm. The biturbo E 550 V-8 serves up a supersized 402 hp and 443 lb-ft.

While both engines are eager to rev like there's no tomorrow, their certified ultralow emissions keep the future very much in mind. As evidence, every E-Class now includes ECO Start/Stop, which automatically shuts off the engine when you're stopped, to help save fuel and emissions. As soon as you're ready to go, it restarts the engine instantly and seamlessly. The versatile 7-speed automatic puts power directly in your hands via a new electronic gear selector. Along with standard shift paddles, it gives you total shifting control with both hands on the wheel.

The sport-tuned 4-wheel multilink suspension is precisely tailored to its model's character. On the E 350 Coupe and Cabriolet, AGILITY CONTROL® reads the road surface as each wheel moves up or down—instantly selecting the damping rate to sharpen handling upon

demand while maintaining a refined ride. The versatile Dynamic Handling suspension lets an E 550 driver alter its performance character with the touch of a single button. Efficient new electromechanical power steering on every E-Class combines quicker cornering feedback with easy maneuvering and reassuring stability.

Staggered 18" alloy wheels¹ are an inch wider at the rear axle, to help the rear tires convert traction into acceleration without sacrificing the crisp steering feedback from the front end. Standard on the E 550 models and part of the E 350 Sport Package are legendary AMG® twin 5-spoke wheels. They're paired with perforated front brake discs and painted front calipers.

Exclusive to the E 350 Coupe, optional 4MATIC® all-wheel drive raises your handling confidence in any season. Its 4-wheel Electronic Traction System (4-ETS®) continually sends the engine's torque to the wheels with the best grip—even if that's only a single wheel.³ The system's light weight helps to preserve the car's admirable fuel economy and naturally balanced feel. And since torque is permanently split 45:55 front/rear, you can enjoy the benefits of 4MATIC in dry corners as much as you can appreciate them in winter driving or on wet roadways.



Continually on the lookout.

For more than 60 years, Mercedes-Benz safety engineers have been focused on the future. With countless breakthroughs from the first crumple zone to the newest collision-avoidance systems of Intelligent Drive, they've predicted numerous safety standards that all cars have come to follow. More importantly, every pioneering innovation they introduce to the world serves to better protect your future—even the part that's mere milliseconds in front of you. Perhaps no one has done more to change the course of automotive history—or help preserve the course of your own.





E 350 Cabriolet shown with Polar White paint, and optional Driver Assistance, Lighting, Parking Assist and Premium 1 Packages. Please see endnotes on back cover.

Predict, reveal, prepare, react.

Far more than a list of groundbreaking safety innovations, a Mercedes-Benz is engineered as an integrated system that's designed to help you detect, avoid and survive a collision like no other car.

Pioneers of accident avoidance.

Two core systems that help you avoid potential collisions were first introduced by Mercedes-Benz, and have since been adopted by virtually every automaker. The Electronic Stability Program (ESP®) monitors the car's response to driving inputs such as steering and braking, and responds when needed to help keep the car on course.³ Brake Assist (BAS®) can instantly maximize braking pressure if it detects an emergency braking situation—potentially shortening your overall stopping distance.⁴

Industry-leading lighting.

Standard LED headlamps generate light that's closer to natural daylight than halogen or even Bi-Xenon lamps. Active full-LED headlamps, another Mercedes-Benz first, are optional. Their Active Curve Illumination and Adaptive Highbeam Assist continuously vary the beam pattern to maximize illumination of corners and straightaways, without creating glare for other drivers. LED technology also improves the effectiveness of the Daytime Running Lamps, turn signals, brake lamps and taillamps.

A network of advanced restraints.

Nine standard air bags⁵ include a driver's knee air bag, plus pelvic air bags and side-impact air bags for each front seat. Side curtain air bags help protect all four occupants in the Coupes, while window air bags rise from each door in the Cabriolets. In a rear impact, NECK-PRO® active front head restraints help to reduce whiplash.

Innovative protection for convertibles

Concealed within the rear-seat head restraints of the Cabriolets, dual high-strength-steel roll bars deploy within 0.3 second of detecting a rollover.⁶

Brakes that boost confidence and comfort.

Adaptive braking technology helps make driving more reassuring and relaxing. If you lift off the accelerator quickly, Predictive Brake Priming pre-charges the brakes for quicker response. In the rain, Automatic Brake Drying periodically applies the brakes just enough to sweep away water buildup on the discs. During uphill starts, Hill-Start Assist helps to prevent unwanted rollback. And a brake HOLD feature can help to make driving in stop-and-go traffic less stressful.⁴

Protection that starts before a collision.

Another Mercedes-Benz innovation, PRE-SAFE® can help detect instability during certain vehicle maneuvers which suggest that a collision or rollover is imminent. It can then tighten the front seat belts, adjust the front passenger seat, and close the front windows—all in an effort to better prepare the occupants and restraint systems in the moments before a collision.⁷

Help when you need it most.

The standard Mercedes-Benz mbrace® system⁸ can automatically place a call for help, and can transmit the car's satellite-detected location, if an air bag or seat-belt Emergency Tensioning Device is activated. The E-Class also activates its emergency flashers, unlocks the doors and turns on some interior lights to assist rescuers.

Mercedes-Benz Intelligent Drive.

More than a continually expanding system of safety innovations, Intelligent Drive is a philosophy whose roots trace to the origins of active safety engineering at Mercedes-Benz. From the first antilock brakes to the future of autonomous driving assists, Intelligent Drive combines advanced sensors—using radar, ultrasonic, infrared and visual media to calculate position, speed, rotation and acceleration—all to help drivers avoid more types of accidents in ever-smarter ways.

Cruise control that can steer and stop.

Optional DISTRONIC PLUS® adaptive cruise control,⁹ a Mercedes-Benz innovation, has added a suite of new safety and convenience benefits. Using radar-based technology, it can adapt your set speed in response to the flow of traffic ahead—automatically slowing until your path clears again. The new stereo camera empowers Steering Assist to help keep you centered in your lane while cruising. If the vehicle ahead slows to a stop, DISTRONIC PLUS can brake to a full halt, then resume automatically when traffic starts going.¹⁰

An alert, and action, for danger ahead.

Included with DISTRONIC PLUS, PRE-SAFE Brake can help to detect an impending collision with a vehicle ahead. Its new stereo camera also helps it detect cross-traffic ahead and pedestrians in your path. Even if you're not using cruise control, it can sound an alert and automatically apply up to 100% of the car's braking force to help reduce the severity of impact.⁴ Also included, new PRE-SAFE PLUS can activate the features of PRE-SAFE and firmly hold the brakes to better prepare for an impending impact from the rear.⁷

New technology that looks out for collisions, and helps the driver brake.

When driving at speeds above 5 mph, new COLLISION PREVENTION ASSIST employs radar-based technology to alert you if you're approaching a vehicle ahead—or some stationary objects—at a speed and distance that suggest a collision is likely. Its Adaptive Brake Assist can automatically increase braking to the ideal level as soon as you step on the brake pedal.¹¹ If deemed necessary, the system can also activate the features of PRE-SAFE.

A multitasking, multidimensional monitor.

The key to many of the new capabilities of Intelligent Drive is its stereo multipurpose camera. From its perch high within the windshield, it continually captures a rapid succession of images of the environment in front of the vehicle. High-speed algorithms analyze the images to help recognize and predict the presence and movement of vehicles and pedestrians in six dimensions of space and time—so that the appropriate safety systems of Intelligent Drive can respond as needed.

STEREO MULTIPURPOSE CAMERA

1,600-ft range, with 3D capability over a
160-ft range with a 45° spread

**ULTRASONIC
SENSORS**

4-ft to 15-ft range

**REAR VIEW AND
SURROUND CAMERAS**

Four wide-angle color cameras,
processable into a single
overhead on-screen view

Please see endnotes on back cover.

A preview of what's behind you.

For added safety when backing up, an optional rear view camera shows a live view of the area behind your E-Class on the large central in-dash screen.¹² Steering-dependent active on-screen guidelines help you back into a parking space.

360 degrees of vision.

The optional new Surround View System⁹ uses cameras in all four directions to compose a single, live overhead view of your immediate surroundings. Displayed on the in-dash screen during low-speed maneuvers, it helps you avoid obstacles as you negotiate tight spaces, whether you're moving forward or backing up.¹²

A watchful eye to remind you when's it time for a rest.

By continually monitoring a variety of driving behaviors, ATTENTION ASSIST® is a Mercedes-Benz innovation that can alert you if it detects signs of drowsiness on long trips. It measures more than 70 variables, starting in the first minutes of each drive, to establish a pattern and determine the warning thresholds accordingly. A new generation in the 2014 E-Class is more sensitive, perceptive and informative.¹³

Multiple assists for multi-lane roadways.

Optional Blind Spot Assist can alert you to some unseen vehicles in the adjacent lane.¹⁴ Optional Lane Keeping Assist can warn you of unintended drifting across visible lane markings.¹³ Both systems are also available with advanced active technology⁹ that can selectively brake individual wheels, to help guide the car back into its own lane if you disregard the alerts. And Active Lane Keeping Assist can now help detect an oncoming vehicle or recognize an overtaking vehicle.



Ever more fascinating, never so fulfilling.

If you could time-travel, the futuristic technologies in the E-Class would be the souvenirs you bring home to enjoy today. While they reach far ahead to help you feel at home on any road, they also reach out to you with thoughtful logic and vivid clarity. You can enjoy a virtually endless soundtrack with plug-and-play ease—or no plug at all. Bluetooth® lets you make hands-free calls, but you can also opt for hands-free parking. Voice control that learns how you talk. Surround-sound audio that listens for noise. And navigation you can start from your laptop, smartphone, or by following your Facebook friends from your car.

Responds to your fingertips, or your voice.

The COMAND® system brings you a wide world of entertainment, useful information and vehicle personalization. And it brings it all together via a convenient central controller on the console, a multifunction steering wheel, and two vivid color screens—one high in the center dash, and one right in front of you. Hands-free Bluetooth® is standard. And the available Enhanced Voice Control lets you operate most audio and navigation features with your everyday voice and simple commands, like entering a complete street address in one step.

Surrounds you in the sounds you love.

In the E-Class, there's virtually no limit to your listening choices. Tune in HD Radio™ stations, or opt for SiriusXM Radio with six months of service.¹⁵ Bring your own tunes on CD, audio DVD, or SD card. Play your iPod® or other MP3 device via the Media Interface,¹⁶ AUX input, USB port, or wireless Bluetooth® audio streaming.¹⁷ The available Music Register will even store up to 10GB of your own digital music files on an in-dash hard drive. And an available harman/kardon LOGIC7® system outputs 610 watts of lush Dolby® Digital 5.1 surround sound through 12 specifically engineered speakers.

Navigates the city, or searches the Internet.

The available navigation¹⁸ features a fast 80GB hard drive, 3D maps with building profiles, and optimal lane guidance as you approach the next turn. Six months of SiriusXM Traffic and Weather are also included.¹⁵ The Cloud-based apps of Mercedes-Benz mbrace2™ bring the Internet directly to your dash, so you can search from your car, computer or smartphone, and be on your way with a few clicks.⁸

Acts as your doorman, or your own valet.

A suite of innovations helps speed your departure and arrival. Optional KEYLESS-GO® lets you unlock and drive your car without taking the key from your pocket. The standard SmartKey lets you raise and lower the Cabriolet soft top from outside the car. And if you remote-lock it with the top down, the covered interior storage compartments also lock. The available new Active Parking Assist surveys parking spots as you drive by, and tells you which one's a good fit. When you're ready to back in, shift to Reverse and the system can take over the steering and braking—expertly parking the car for you. It's teamed with PARKTRONIC, which can alert you to nearby obstacles during low-speed maneuvers via audiovisual indicators in the cabin.





E350 Coupe shown with Black upholstery,
Burl Walnut wood trim, and optional Active
Ventilated front seats, KEYLESS-GO,
PARKTRONIC, and Premium 1 Package.
Please see endnotes on back cover.



E 350 Cabriolet shown above with Deep Sea Blue/Silk Beige upholstery, Burl Walnut wood trim, and optional Active Ventilated front seats, and Driver Assistance Package. E 350 Coupe shown at right with Natural Beige/Black upholstery. Please see endnotes on back cover.

Always ahead of its timelessness.

The two-door models of the E-Class impart an invigorating sense of freedom like no ordinary automobiles. But they do it by strictly adhering to a rich legacy, and embodying the soul of the most desirable and dynamic cars in the history of the Star. What defined those cars in their day remains fully in effect today: Unfading confidence in their performance, matched with impeccable refinement for their passengers. The E-Class Coupes and Cabriolets ensconce their four inhabitants in luxury that honors history by advancing it. It's why such innovative amenities as multicontour and Active Ventilated seats still receive their leather fitments with the careful touch of an artisan's hands. And why the glow of its multicolor fiber-optic LED lighting so perfectly complements its hand-finished wood trim. At Mercedes-Benz, passion for the open road is a value that never wavers. But it's never stopped racing ahead, or raising every standard it has ever set.

Embracing support, enduring comfort.

Racing-inspired front sport seats feature deep side bolsters and integrated head restraints. Each seat power-adjusts 14 ways, including 4-way lumbar supports, and features 3-stage heating. The 3-position memory saves your favorite settings, and stores the power steering column and side mirror settings for the driver. Optional Active Ventilated front seats enhance comfort in any season. With the Sport Package, multicontour front seats let you fine-tune the lumbar, shoulder and thigh supports. The new electronic shifter lets the wood-trimmed center console offer more room for covered storage, cupholders and an enhanced central controller.

Individually tailored, uniquely outfitted.

In true Mercedes-Benz coupe fashion, the rear cabin is a special place all its own. Entry and exit are eased by front seats that shift forward as you fold their seatbacks. And like the front cabin, the twin rear seats are deeply contoured and divided by a wood-trimmed center console and folding center armrest. The rear seats on the Coupes integrate their head restraints, racing-style. And their seatbacks fold down in a 1/3:2/3 split, so you can extend the trunk space while still carrying a passenger in comfort. The Cabriolets feature a pass-through to the trunk behind the center armrest, plus pop-up roll bars^c concealed within their head restraints.



An air of luxury, the aura of innovation.

The digital dual-zone automatic climate control offers precisely tailored comfort year-round. Its combination filter helps remove dust, pollen and airborne odors from the cabin. Sensors also monitor humidity and the angle of the sun, to help prevent overdrying of the air, minimize window fogging, and maintain more consistent cabin comfort. Both the heat-reflecting tinted glass of the Coupes' standard Panorama roof and the triple-layer Cabriolet soft top fend off the elements in their own ways. In either, you'll be able to enjoy the summer sun, evening stars and even winter's crispness in cozy comfort.

Finished by hand, rewarding to touch.

Impeccably top-stitched upholstery is hand-fitted to each seat. Supple, richly grained leather—offered in a diverse palette of new colors for 2014—is standard. Smoother, even softer Nappa leather is an indulgent option. Whether you prefer the warmth of Burl Walnut or the drama of Black Ash, the abundance of wood trim is polished by hand to highlight its exquisite grain. You can also opt for a classic wood/leather steering wheel in place of the standard Nappa leather-trimmed wheel. And to complete the stylish ensemble, the Cabriolet soft tops are offered in four fashionable colors, including a richer, darker new Brown fabric.



Your world, your way.

It's more than your car. It's your life, on the go.

Where will you go next? Whether you're meeting friends, picking up the kids, or just out and about, Mercedes-Benz mbrace[®] can make any trip easier, more productive and more enjoyable.⁸ mbrace2[™] connects you and your car with the devices you already rely upon to get around—your smartphone and computer. It also brings the Internet and an ever-growing array of useful apps to your car, so you can use familiar services like Google Maps[™] and Yelp to start navigating with just a few clicks. Friends can send their location to your car with just a text message. You can lock your car's doors, flash its lights, or find it in a parking lot—all from your smartphone. When your teenager takes the wheel, mbrace2 can deliver peace of mind via your computer. It can bring the assistance of live experts right to your car—from last-minute theater tickets to help in an emergency. And it can all be updated remotely, over the air. So wherever the world goes, mbrace will keep making it yours.



From your car.

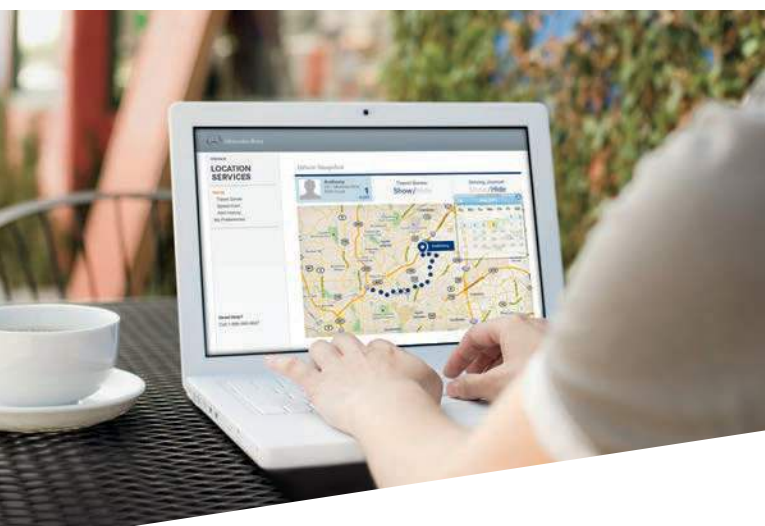
With Cloud-based apps, mbrace2 brings the Internet into your Mercedes-Benz. Using the available COMAND[®] navigation system, you can find friends from their Facebook check-ins, search for restaurants on Yelp, or use Google Maps, Local Search and Street View. Instead of entering an address, you can start navigating with just a few clicks. New apps let you check the weather, view traffic cams, find and book a hotel room, and even keep an eye on the stock market. And three buttons in your car can connect you to emergency services, our 24-hour Customer Assistance Center, our Roadside Assistance,¹⁹ or our mbrace PLUS Concierge.

From your smartphone.

The mbrace Mobile Application for iPhone[®] and Android[™] phones lets you send addresses directly to your navigation system, locate your car, lock or unlock its doors, flash its lights, or monitor it when you valet-park. With just a touch, you can find a dealer, and contact Roadside Assistance, Concierge services or Mercedes-Benz Financial Services. Drive2Friend[™] lets someone upload their location directly to your navigation system, simply by responding to a text message that you send them. New enhancements to the app also let you monitor the Curfew Minder, activate and deactivate mbrace features, and receive push notifications.²⁰

From your computer.

You can send addresses—or even exact routes—to your car's navigation system in a number of ways: From the Send2Benz[™] website. From Google Maps, via Search & Send[™] and Route2Benz. And with a browser toolbar widget that lets you highlight any address on your screen and send it with just two clicks. For added peace of mind when your kids use the car, mbrace can alert you if they drive faster, farther or later than you prefer. Your car can even send a monthly Vehicle Health Report on its service needs, right to your email inbox. And you'll find a world of support at the mbrace website, accessible through MBUSA.com/mbrace.



mbrace2

For more information and a complete list of mbrace services, visit MBUSA.com/mbrace

mbrace Package

6-month trial included

*Advanced features you'll enjoy every day.
Support you can count on when you need it most.*

Safety and Security

From Roadside Assistance to antitheft measures to emergency aid, mbrace looks after you, your passengers and your Mercedes-Benz.

- ▶ Call for assistance after an accident or in any emergency situation. If an air bag is activated, your Mercedes-Benz can place an SOS call automatically, even if you can't
- ▶ Directly connect with Mercedes-Benz Roadside Assistance for help with a dead battery, flat tire or other car trouble
- ▶ Get notified if your car's alarm is set off, and let your car's built-in GPS help authorities with stolen vehicle recovery
- ▶ If you ever find yourself unable to drive, let an mbrace specialist help arrange alternate transportation home

Remote Connections to Your Vehicle

Interact with your vehicle's features, and send addresses to its available navigation system, from your iPhone, Android or computer.

- ▶ Send destinations and even exact routes to your COMAND navigation system from your computer or smartphone
- ▶ Locate your vehicle from the Mobile App on your phone when you can't remember where you parked
- ▶ Remote-lock and unlock your car's doors
-  Sound your car's horn and flash its lights to help spot it in a crowded lot, or to call attention to a hazardous situation
-  Receive a monthly email health report from your car, so you can check under the hood without opening the garage

mbrace PLUS

3-month trial included

*Personal assistance to make your life easier.
Helpful ways to look after your loved ones.*

Personal Concierge

Enjoy virtually unlimited assistance from an actual person with the knowledge and resources to help with almost any request.

- ▶ Let an expert Concierge help you stay more productive on the road, or from the Mobile App on your smartphone
- ▶ Get expert recommendations and reservations for dining out, tickets to events, and answers to most any question

Family Driver Monitoring

Let mbrace add to your peace of mind when the secondary drivers in your household use the family Mercedes-Benz.

- ▶ Set speed limits and receive reports if they're exceeded
- ▶ Set up virtual boundaries and be alerted if they're crossed
- ▶ Receive an alert if the car is started after curfew
- ▶ See where your vehicle's been driven on an online map

Advanced Travel Assistance

Keep your eyes on the road with agent-assisted route guidance based on where you are, or plan a trip to somewhere far away.

- ▶ Receive spoken assistance in your car with weather and traffic conditions, point of interest information, and turn-by-turn driving directions to your destination
- ▶ Let your Concierge book and change airline, hotel and rental car reservations from your car or the Mobile App

Mercedes-Benz Apps

3-month trial included

*The convenience of the Internet in your car.
Connections to your friends and favorites.*

In-Vehicle Internet

Access in-car Internet-based connections to the interests you enjoy, the information you need, and the world you call your own.

- ▶ Search restaurant and business reviews with Yelp, and navigate directly to them with just a few clicks
- ▶ Stay connected to friends with Facebook, and navigate directly to places where they've checked in
- ▶ Find and view local points of interest through Google™ Local Search, Street View and Panoramio
- ▶ Keep up-to-date on the latest news from around the world
- ▶ Follow your favorite stocks through Morningstar
- ▶ Log in to your Mercedes-Benz Financial Services account
- ▶ Search for hotel rooms by distance and price, and book them, powered by HRS—Hotel Reservation Service⁹
- ▶ View local traffic cams in many major metropolitan areas⁹
- ▶ Check local, regional and national weather reports⁹
- ▶ Enjoy an ever-expanding variety of new apps⁹

 **Special feature of mbrace2**

Please see endnotes at back of brochure.



Every owner deserves Star treatment.

From the moment you first lay eyes on the Mercedes-Benz of your dreams, to miles down the road, you're more than a customer. You're part of a family who values your well-being and your time. You're driving automotive history, carrying its rich heritage into tomorrow with innovations that don't yet exist in any other car. And you're taking a journey that aims to be not merely enjoyable but truly memorable. Of all the treasures one might find behind the Three-Pointed Star, none means more to us than the driver.

Prepare to be fascinated.

The experience of driving a new Mercedes-Benz begins before you get behind the wheel. Pay a visit to MBUSA.com to learn about the full line of models, as well as the innovative thinking and unmatched heritage behind every one. The Mercedes-Benz USA apps for the iPad® bring you useful tools and enlightening videos, all free from the Apple iTunes® Store. And be sure to check out the MBUSA YouTube channel, like us on Facebook, and follow us on Twitter. You'll find our social media addresses on this brochure's back cover.

Meet your car at its birthplace.

When you buy a new Mercedes-Benz (select models only), why not savor your first drive in its natural habitat? Take delivery in Germany through the original manufacturer-sponsored tourist delivery program, and you'll receive significant savings²² and other benefits—along with the unforgettable experience of a European vacation with your own new Mercedes-Benz. You can even opt for an exciting and scenic Black Forest–Alps Rally Package. Visit MBUSA.com/edp to learn more about European Delivery and available models.

Expect to be well-supported.

Our 24-hour Customer Assistance Center is always here for you at **1-800-FOR-MERCEDES**. And a library of owner tools are waiting for you at MBUSA.com: Watch helpful how-to videos to get the most from your car's features. Download a digital copy of your Operator's Manual—or in most models, access it from your car on the in-dash COMAND screen. Manage your Mercedes-Benz Financial Services account and enjoy many features of mbrace® via our smartphone apps. To get even more from your ownership experience, join Owners Online.

Travel in style across the U.S.

With the Mercedes-Benz Hotel Program, you can enjoy exclusive benefits and the opportunity to experience a variety of available Mercedes-Benz vehicles while staying at participating luxury hotels and resorts. Benefits may include room upgrades (when available) and Mercedes-Benz courtesy shuttles, with many properties offering a selection of the latest Mercedes-Benz models to drive. Availability may vary and restrictions may apply, so please visit Owners Online at MBUSA.com/owners to learn more about the Hotel Program.

Plan on being delighted.

Beyond the reassuring coverage of the 4-year/50,000-mile New Vehicle Limited Warranty,²¹ your authorized Mercedes-Benz dealer is prepared to outperform your expectations. From well-informed sales professionals to service technicians who are continually re-certified, you'll encounter people who appreciate not just your business but the value of your time. We call it **My Service**, and you'll feel it in everything from the personalized attention to the free in-dealer WiFi. Top-notch service starts and ends with how we take care of you.

Sharpen your driving skills.

An open invitation to enthusiasts from the AMG Driving Academy: The capabilities of AMG vehicles are waiting to meet—and raise—your own on some of the most legendary racetracks in the U.S. Whether you're an AMG owner or a fan, you'll push your abilities to the limit in a selection of AMG models, with the guidance of professional instructors. And to help young drivers develop their skills and confidence, the Mercedes-Benz Driving Academy offers a unique coaching approach. Visit AMGacademy.com and MB-drivingacademy.com.

Count on help at any time.

Even the most well-engineered car can suffer a flat tire, a dead battery or an empty fuel tank. That's why you can rely on the original manufacturer-sponsored Roadside Assistance Program to come to your rescue. It's still the only such service that doesn't expire, as long as you take your vehicle to the dealer for service once every 18 months.¹⁹ At any time of day or night, every day of the year, our expert technicians and dedicated support vehicles are on call for you. Just pick up your phone, or press the mbrace Wrench button® in your vehicle.

Touch history, or take it home.

No automaker has a deeper, or more enthralling, heritage than the inventor of the car itself. The Mercedes-Benz Classic Center in Irvine, CA, lets you experience some of the illustrious highlights for yourself. In addition to the meticulous restoration of classic Mercedes-Benz automobiles, the center offers an unparalleled selection of genuine parts for many vintage models, as well as expert appraisals. They can even host a special event for your car club or other group. Learn more at MBUSA.com/classic or call 1-866-MB-CLASSIC.





Express yourself.

Genuine Mercedes-Benz Accessories help you make your coupe or cabriolet the perfect expression of your style. A wide selection of accessories lets you enhance your vehicle's appearance, expand its versatility, or offer it some extra protection in everyday use. From the new Illuminated Star and stylish alloy wheels to cargo innovations and state-of-the-art multimedia systems, they're all exclusively engineered to fit your car as well as they fit your life. It's a great way to make your E-Class unmistakably yours while keeping it genuinely Mercedes-Benz.

See the entire accessory selection at MBUSA.com/E

Rear spoiler.

Aerodynamically contoured to highlight the sporty lines of the E-Class, the spoiler is designed for a perfect fit and secure attachment to the trunklid without drilling.

19" 5-double-spoke alloy wheels.

Enhance your car's poise and performance while preserving its precise engineering. Five arch-shaped spokes echo the sweeping lines of the redesigned E-Class. They're polished to a high-shine finish and set off by contrasting Himalaya Grey inlays.¹

Drive Kit Plus for the iPhone.

Your iPhone connects you to your world. Now you can stay connected on the road. The Drive Kit Plus for the iPhone® allows you to easily enjoy your favorite features of the iPhone²³ from the comfort of your Mercedes-Benz. It seamlessly integrates a variety of social, navigation and media apps—including Facebook, Twitter and Google Places,[™] along with Internet radio and AUPEO![™] Personal Radio—with the multimedia system and controls in your car, and the powerful voice control of Siri.[™]

Cargo area tray and cargo box.

Help protect your trunk carpeting from spills and soiling with this large, easy-to-clean cargo tray. Custom-formed to fit your vehicle, it's molded with 2" sides. To help keep taller items in place, a convenient cargo box is available as a separate accessory.

Illuminated Star.

Let your E-Class welcome you back to the world of Mercedes-Benz every time you remote-unlock its doors. LED technology illuminates the Star in a gentle white glow.²⁴

Please see endnotes on back cover.





Build your own.

MBUSA.com/E

Option Packages

Premium 1 Package

- Hard-drive-based navigation¹⁸ with 10GB Music Register for storing MP3 files
- harman/kardon LOGIC7[®] surround-sound system with Dolby[®] Digital 5.1
- SiriusXM Radio, Traffic and Weather¹⁵ (with 6 months of service)
- Enhanced Voice Control for audio, telephone and navigation
- Rear view camera¹²
- Power rear-window sunshade (Coupes)
- AIRSCARF[®] neck-level heating system (Cabriolets)

Lighting Package

- Full-LED headlamps with Active Curve Illumination and corner-illuminating front lamps
- Adaptive Highbeam Assist

Parking Assist Package⁹

- PARKTRONIC with Active Parking Assist
- Surround View System

Sport Package

- 18" AMG twin 5-spoke wheels¹ (standard on E550)
- Perforated front brake discs with painted calipers (standard on E550)
- Driver-selectable Manual mode for transmission (standard on E550)
- 3-spoke flat-bottom sport steering wheel (standard on E550)
- Sport-tuned AGILITY CONTROL[®] suspension (E350 only)
- Multicontour front seats
- Rubber-studded aluminum pedals

Lane Tracking Package

- Blind Spot Assist¹⁴
- Lane Keeping Assist¹³

Driver Assistance Package⁹

- DISTRONIC PLUS[®] with Steering Assist, PRE-SAFE[®] Brake, Cross-Traffic Assist and Pedestrian Recognition¹⁰
- PRE-SAFE PLUS
- Active Blind Spot Assist¹⁴
- Active Lane Keeping Assist¹³

Individual Options

	E350 Coupe	E350 Cabriolet	E550 Coupe	E550 Cabriolet
4MATIC [®] all-wheel drive	○	—	—	—
PARKTRONIC with Active Parking Assist ⁹	○	○	○	○
KEYLESS-GO [®]	○	○	○	○
Active Ventilated front seats (requires Premium 1 Package)	○	○	○	○
Wood/leather steering wheel	○	○	○	○
Metallic paint	○	○	○	○
Nappa leather upholstery	○	○	○	○

○ Optional — Not Available

E 350 Cabriolet shown with optional Dune Silver metallic paint, Deep Sea Blue/Silk Beige upholstery, and optional Driver Assistance, Lighting and Parking Assist Packages.

Specifications

		<i>E 350 Coupe and Cabriolet</i>	<i>E 550 Coupe and Cabriolet</i>
Engine		3.5-liter gasoline Direct Injection V-6 302 hp @ 6,500 rpm 273 lb-ft torque @ 3,500–5,250 rpm	4.6-liter biturbo gasoline Direct Injection V-8 402 hp @ 5,000 rpm 443 lb-ft torque @ 1,600–4,750 rpm
Transmission		7-speed automatic with shift paddles	7-speed automatic with shift paddles
Wheels		18" twin 5-spoke ¹	18" AMG® twin 5-spoke ¹
Suspension		4-wheel multilink with AGILITY CONTROL	Sport-tuned 4-wheel multilink with Dynamic Handling suspension
Drivetrain	Coupe	Rear-wheel drive or 4MATIC all-wheel drive	Rear-wheel drive
	Cabriolet	Rear-wheel drive	Rear-wheel drive

Dimensions

		<i>Coupes</i>	<i>Cabriolets</i>
Wheelbase		108.7"	108.7"
Overall length		185.0"	185.0"
Overall height		54.8"	55.0" (top up)
Overall width (w/mirrors)		79.3"	79.3"
Curb weight ²⁵	E 350	3,869 lbs	4,101 lbs
	E 350 4MATIC	4,001 lbs	—
	E 550	4,156 lbs	4,387 lbs
Headroom	front/rear	36.8" / 35.5"	36.8" / 35.5"
Legroom	front/rear	42.0" / 32.6"	42.0" / 30.1"
Shoulder room	front/rear	54.1" / 48.9"	54.1" / 47.8"
Cargo capacity		13.3 cu ft	11.5 cu ft (top up)
			8.8 cu ft (top down)

Please see endnotes on back cover.



Color and trim.

To appreciate the way an E-Class is finished, you have to look at where it starts. Certainly there are faster, easier ways to build an automobile than fitting its upholstery and polishing its wood trim by hand. And there are finishes whose luster seems nearly as deep as the ceramic-infused nanotechnology paintwork pioneered by Mercedes-Benz. What you see on the surface of a Mercedes-Benz reflects something far deeper: a tradition of extraordinary craftsmanship, and a belief that timeless design and lasting performance deserve an equally enduring showcase.

Leather upholstery.



Black



Deep Sea Blue/Silk Beige



Espresso Brown/Black



Espresso Brown/Silk Beige (requires Burl Walnut wood trim)



Grey/Black



Natural Beige/Black



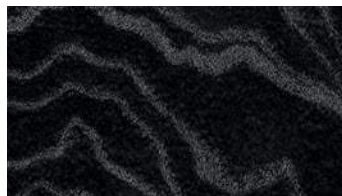
Red/Black (requires Black Ash wood trim)



Silk Beige/Espresso Brown (requires Burl Walnut wood trim)

Please see endnotes on back cover.

Interior trim.



Black Ash wood



Burl Walnut wood

Wheel choices.



18" twin 5-spoke (E 350 models)



18" AMG® twin 5-spoke (E 550 models, E 350 Sport Package)

Cabriolet soft tops.



Black



Blue (not available with Espresso Brown/Black, Espresso Brown/Silk Beige or Red/Black interior)



Brown



Red (not available with Deep Sea Blue/Silk Beige interior)

Paintwork.



Black



Diamond Silver metallic



Diamond White metallic²⁶



Dolomite Brown metallic



Dune Silver metallic⁹



Iridium Silver metallic



Lunar Blue metallic



Mars Red



Obsidian Black metallic



Palladium Silver metallic



Polar White



Steel Grey metallic



For a small blue planet.

For more than 125 years—longer than any other automaker—we've been sharing this planet with you. And for generations, Mercedes-Benz has been breaking new ground to help preserve the earth for future generations. We introduced the world's first 100% CFC-free car, not just in its air conditioning but in its entire production process. We've used water-borne paint since the 1990s. And our interiors have long used steam-expanded foam, sustainably forested wood, and natural products from coconut, flax and even olives. We've been pioneering advanced powertrains for generations, leading not just to today's Direct Injection gasoline, clean diesel and hybrid models, but to the electric and fuel cell vehicles of a tomorrow that's already here. Mercedes-Benz is also legendary for making cars of exceptional durability. After all, it takes about the same energy to build a car that lasts as one that won't. And along with award-winning factories and processes, we're helping to develop local infrastructures around the world to help bring a greener future to life. Like every aspect of Mercedes-Benz innovation, today's work sets the stage for the mobility—and the planet—that everyone will enjoy tomorrow.

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Endnotes.

- 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.
- Stated rates of acceleration are estimated based upon manufacturer's track results and may vary depending on model, environmental and road surface conditions, driving style, elevation and vehicle load.
- 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.
- Braking effectiveness also depends on proper brake maintenance, and tire and road conditions.
- 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 front windows and Coupe sunroof when the system's sensors detect side movement that suggests a possible rollover or side impact.
- All Mercedes-Benz mbrace® services operate only where cellular and Global Positioning System 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. Some services may be limited or restricted in some areas. Driver is responsible for complying with traffic and other laws. See your dealer or MBUSA.com/mbrace for details, including a list of compatible smartphones.
- Introduction dates vary. Please see your dealer for availability. In Option Packages containing items with later introduction dates, the other items are temporarily available individually.
- DISTRONIC PLUS® adaptive cruise control is no substitute for active driving involvement. It does not adapt cruising speed in response to stationary objects, nor does it predict the curvature and lane layout of the road ahead 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.
- COLLISION PREVENTION ASSIST may not be sufficient to avoid an accident. It does not react to certain stationary objects, nor recognize or predict the curvature and/or lane layout of the road or every 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 system's alerts before braking, as that may not afford sufficient time and distance to brake safely.
- Rear view camera and Surround View System do not audibly notify driver of nearby objects and are not a substitute for actively checking around the vehicle for any obstacles or people. Images displayed may be limited by camera field of view, weather, lighting conditions and the presence of dirt, ice or snow on the cameras.
- Driving while drowsy or distracted is dangerous and must be avoided. ATTENTION ASSIST® and/or 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. Lane Keeping Assist operates at speeds above approximately 20 mph.
- Blind Spot Assist may not be sufficient to avoid all accidents involving vehicles in your blind spot and does not estimate the speed of approaching vehicles. It must not be used as a sole substitute for driver awareness and checking of surrounding traffic conditions.
- The purchase of a new, satellite radio-enabled vehicle includes 6 months of service for SiriusXM Radio, SiriusXM Traffic and SiriusXM Weather. SiriusXM Traffic and Weather services are available in select markets. If you decide to continue your SiriusXM service at the end of this period, 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).
- All iPod® devices are sold separately. Feature not compatible with iPod Shuffle. Apple® adapter may be required for use with 8-pin "Lightning" connector. See dealer for details.
- 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.
- 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.
- 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.
- mbrace is compatible with Apple iPhone® models running iOS 4.2 or later, and Android-based phones running OS 2.1 or later. Please visit MBUSA.com/mbrace for more information.
- For full details of the New Vehicle Limited Warranty, including terms, conditions and exclusions, please see your dealer.
- European Delivery Program discount available on select models, other models offered without discount. Please see your dealer for details.
- Drive Kit Plus for the iPhone is compatible with the Apple iPhone 4 and 4S. Siri™ voice-activated functions require iPhone 4S. Dealer installation is required. For the latest information on phone compatibility, please see your dealer.
- Not available with Driver Assistance Package.
- Preliminary figures. Please see your dealer.
- Extra-cost option.