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2017

C

C-CLASS COUPE



Mercedes-Benz





Standard and available equipment vary by model. Please see back of brochure.





A COUPE AHEAD

IT'S ALL ABOUT *OPENING* IT UP



A Mercedes-Benz coupe is never a mere cut-down take on a sedan. The new C-Class Coupe wraps its sensuous standout of a body around stellar performance, far-reaching innovation, and deliciously crafted refinement. Its beauty may be visible in its body. It's revealed in its soul.

If you were to ask yourself why you want a coupe, you wouldn't start by counting its doors. More likely, you'd cast your gaze upon its presence, and let the car lead your eyes. If it also perks up your heart, and your imagination, you'd open one of those doors, take your place behind the wheel, and head for your favorite road.

What you'll find in the new C-Class Coupe is that, no matter where your eyes start exploring, it's alluring and appealing from every angle. Its wide grille, outstretching hood and arching LED front lights sweep seamlessly into its wind-honed profile. Flared arches embrace standard 18" wheels, staggered in width to hug the road. Sunlight and shadows outline the muscular rear shoulders, the fastback roofline flowing perfectly into the short rear deck and wraparound LED taillamps. Before you know

it, you're back at the front, taking another visual lap to absorb its impeccable details—like the diamond-block texture in its grille, the aerodynamic refinement in the mirrors, or the only power Panorama roof in its class.

It's only when you dive deeper into the C-Class that you realize what you admire in its body is the pure reflection of the character within: The three-dimensional flow and fine tailoring of its four-seat cabin. Innovations in safety and luxury that advance the entire auto industry—from standard collision-avoidance radar to available in-cabin aromatherapy. And most of all, the euphoria of opening it up on the road—turbocharged thrust, agile footwork, and a spirit that's simultaneously easygoing and fiercely competitive. What defines a great sport coupe? It's not just how you get into it. It's how much you do.

KEY FEATURES

WHEN YOU DON'T *WAIT* FOR
OTHERS TO MAKE PROGRESS,
IT *AUTOMATICALLY*
PUTS YOU IN THE *LEAD*

PERFORMANCE

More exuberant, more efficient power, matched with more precise, polished handling. Five drive modes, from Comfort to Sport+.

Inline-4 turbo, V6 biturbo, or handcrafted AMG V8 biturbo engine

DYNAMIC SELECT drive modes

4-wheel multilink suspension

AIRMATIC® air suspension*

Confident 4MATIC® all-wheel drive*

DESIGN

Sleek enough to slip through the wind virtually unnoticed. Stylish enough to do just the opposite no matter where it goes.

Sleek new design with hardtop-style frameless doors

18" to 20" wheels*¹

LED headlamps and taillamps

Diamond-block grille in black or with chrome pins*

Sport, Night and AMG Carbon Fiber Packages*

SAFETY

Groundbreaking safety systems that watch the road ahead, and all around. Active and autonomous systems to follow through.

Radar-based COLLISION PREVENTION ASSIST PLUS

ATTENTION ASSIST®

PRE-SAFE®

Intelligent Drive suite of active safety systems*

Rearview or 360° camera system*

LUXURY

Four sport seats, with power adjustment and memory for the driver. A giant glass Panorama roof for all to enjoy.

Four individually contoured seats

Power tilt/sliding Panorama roof

Heated and ventilated front seats*

Multicolor LED ambient lighting*

13-speaker Burmester® Surround Sound*

TECHNOLOGY

User-friendly innovations to keep you connected, engaged and refreshed. Intuitive controls to keep your world within reach.

7" color screen, or COMAND® with navigation, touchpad and 8.4" color screen*

Mercedes me with smartphone app, in-car Internet and 4G LTE WiFi²

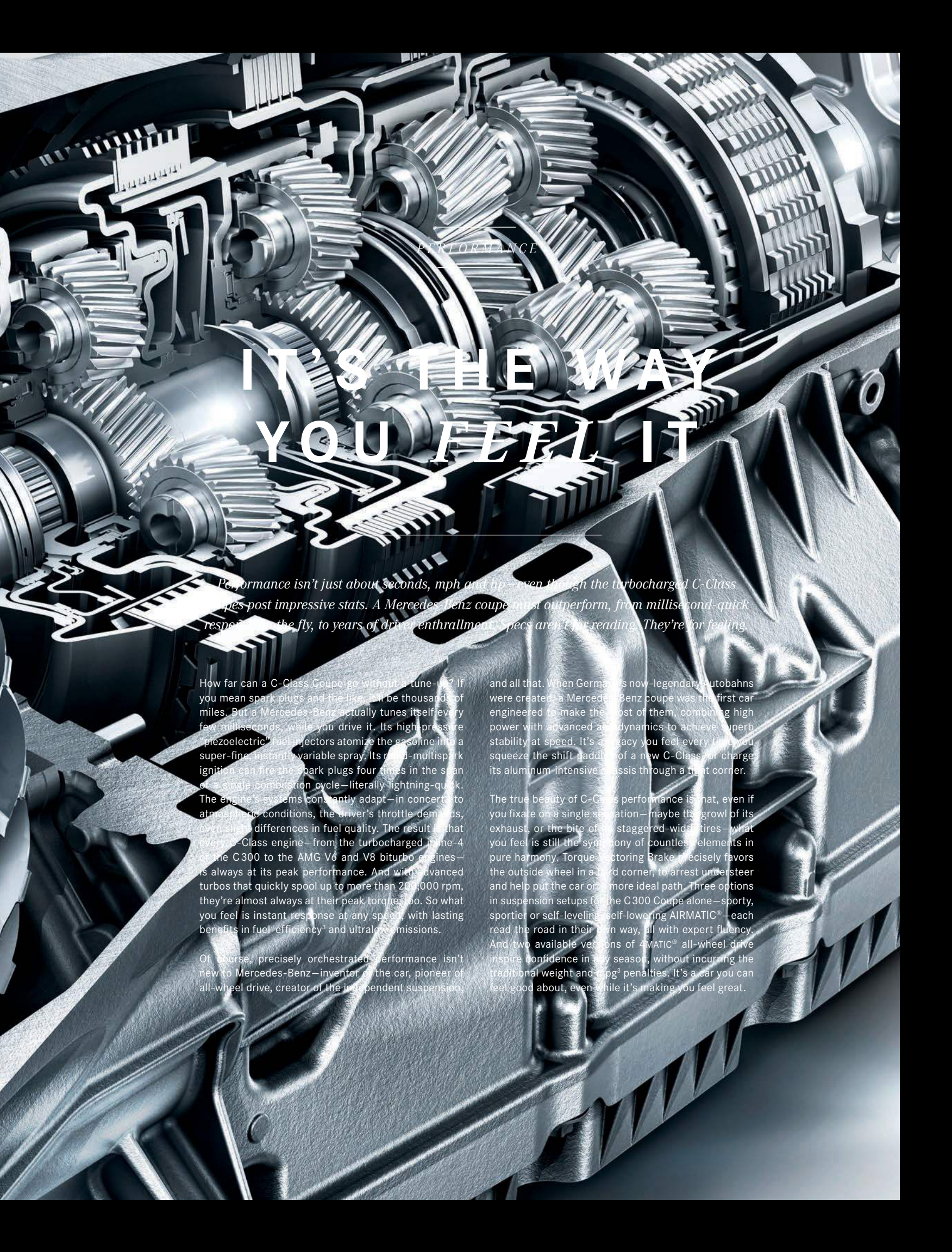
KEYLESS-START

KEYLESS-GO with HANDS-FREE ACCESS trunklid*

*Optional or not available on some models. Please see back of brochure.







PERFORMANCE

IT'S THE WAY YOU FEEL IT

Performance isn't just about seconds, mph and hp—even though the turbocharged C-Class Coupes post impressive stats. A Mercedes-Benz coupe must outperform, from millisecond-quick response to the fly, to years of driver enthrallment. Specs aren't for reading. They're for feeling.

How far can a C-Class Coupe go without a tune-up? If you mean spark plugs and the like, it'll be thousands of miles. But a Mercedes-Benz actually tunes itself every few milliseconds, while you drive it. Its high-pressure "piezoelectric" fuel injectors atomize the gasoline into a super-fine, instantly variable spray. Its multi-spark ignition can fire the spark plugs four times in the span of a single combustion cycle—literally lightning-quick. The engine's systems constantly adapt—in concert to atmospheric conditions, the driver's throttle demands, even slight differences in fuel quality. The result is that every C-Class engine—from the turbocharged inline-4 of the C300 to the AMG V6 and V8 biturbo engines—is always at its peak performance. And with advanced turbos that quickly spool up to more than 280,000 rpm, they're almost always at their peak torque, too. So what you feel is instant response at any speed, with lasting benefits in fuel efficiency³ and ultralow emissions.

Of course, precisely orchestrated performance isn't new to Mercedes-Benz—inventor of the car, pioneer of all-wheel drive, creator of the independent suspension,

and all that. When Germany's now-legendary Autobahns were created, a Mercedes-Benz coupe was the first car engineered to make the most of them, combining high power with advanced aerodynamics to achieve superb stability at speed. It's a legacy you feel every time you squeeze the shift paddle of a new C-Class, or charge its aluminum-intensive chassis through a tight corner.

The true beauty of C-Class performance is that, even if you fixate on a single sensation—maybe the growl of its exhaust, or the bite of its staggered-width tires—what you feel is still the symphony of countless elements in pure harmony. Torque Vectoring Brake precisely favors the outside wheel in a hard corner, to arrest understeer and help put the car on a more ideal path. Three options in suspension setups for the C300 Coupe alone—sporty, sportier or self-leveling self-lowering AIRMATIC®—each read the road in their own way, all with expert fluency. And two available versions of 4MATIC® all-wheel drive inspire confidence in any season, without incurring the traditional weight and mpg³ penalties. It's a car you can feel good about, even while it's making you feel great.









SURROUND SOUND

Music is an art form, and art is subjective. So the C-Class lets you choose from a near-limitless array of listening options. It can stream from your Bluetooth® phone, or via apps¹ such as iHeartRadio.® Delve into local programming via HD Radio,® or opt for nationwide SiriusXM Radio with a 6-month trial.⁴

The Burmester® Premium Surround Sound system* is visual artistry, too. Intricately drilled aluminum speaker grilles take the exquisite cabin up another notch. Germany's renowned crafters of high-end home audio have created this 590-watt, 9-channel, 13-speaker system expressly for the C-Class.

TOUCHPAD CONTROL

You won't find a touch screen in a C-Class. You won't find yourself wiping fingerprints off one, or straining your arm to change a music track or adjust a feature. A central controller on the console—where your hand falls naturally—gives you easy access to entertainment and vehicle settings. Its rotary knob intuitively controls carousel-style on-screen menus.

With COMAND® navigation,* the controller adds a touchpad that works a lot like your smartphone. You can pinch to zoom on its maps, swipe through menus, and even write an address with your finger.⁵ All while enjoying the padded armrest.

INSPIRATION IS ITS INSTINCT

HIGH-RES DISPLAY

Standing proud at center stage in the C-Class cockpit is a 7" high-resolution color screen that fits a big display in a slim, sleek housing. It's designed to stay sharp in any light without a bulky visor, which also lets it be positioned higher, so it's nearer to your view of the road. And its menus are especially clear as well, with lifelike illustrations and animations that make it easy to find features, change settings, or view info.

With COMAND navigation, the screen is supersized to 8.4" of vivid color. Maps offer 3D views, building profiles, and lane guidance before a turn. In any sense, it's a smooth approach.

BELT PRESENTERS

Even with all the advanced safety systems in a Mercedes-Benz, using your seat belt is still one of the most important basics of driving. A two-door coupe, however, poses special challenges. Its doors are longer than a sedan's, anchoring the shoulder belt farther behind the driver and front passenger. Most coupes just loop the belt near the top of the seat. But tip that seat forward for rear-seat passengers to enter, and the belt hangs in the way. The C-Class Coupe's seat-belt presenters solve both. Close the door, and a mechanical arm extends to hand you the belt. When retracted, the belt hangs behind the door opening, clearing a path for rear-cabin entry.

INNOVATION IS ITS NATURE

SPORTY CONTROLS

The C-Class cockpit's abundance of high-tech conveniences might make you feel totally connected, but its driver controls will create a passionate bond. It starts with the way they reach your senses. Nappa leather is hand-sewn to the thick rim of the steering wheel. Its spokes are positioned perfectly for your fingertips to use the shift paddles, and your thumbs to use its multifunction controls. The Sport Package* adds a racy flat-bottom design. You can power-adjust the wheel for height, reach, and an ideal view of the crisp analog gauges, then save it in the seat memory. What the wheel brings you is even more memorable: the rewards of C-Class handling.

IMPECCABLE TAILORING

Industry-leading innovation and class-exclusive luxuries are nice, but what fun would all that be without a cabin that sets a new standard in its segment? The automotive press—and even those non-car types who publish their opinions—are in rare consensus about the C-Class cabin's design, materials and craftsmanship. The cascading console sweeps from its satin metallic vent rings to the central controller, outlined at night by multicolor LED lighting* that also sets the footwells and door controls aglow. And no fewer than four trim choices, including natural-grain woods hand-finished in a low sheen, complement the wide spectrum of hand-fitted upholstery.



*Optional or not available on some models. Please see back of brochure.





DRIVING PERFORMANCE

WHERE IT'S FROM

Affalterbach, Germany, is an orchard town where trophies are harvested. It's the home of AMG, where for nearly 50 years championship racecars have been created by a team of people who are not just racers. They're dreamers. Visionaries. And perfectionists. They develop technologies that heighten power, like patented NANOSLIDE® cylinder walls that slash friction and wear. They shatter limitations: Rear-biased AMG Performance 4MATIC® clings to pavement yet delivers nimble balance. And they turn victory on the track—breaking Formula 1® records and by far the most winning name in the DTM (German Touring Car Championship)—into vehicles that conquer the streets of the world, and the hearts of its most passionate drivers.

IS WHAT IT DOES

Each of the three AMG C-Class coupes⁴ is infused with the DNA of racing champions and the hardware to bring it to life: massive brakes, taut suspensions, aggressively aerodynamic bodywork, 18" to 20" AMG® wheels,¹ and exclusive cockpits. In the AMG C 43, a 362-hp biturbo V6 teams with a paddle-shifted 9-speed sport automatic and AMG Performance 4MATIC to hit 60 mph in 4.6 seconds.⁷ A diamond-block grille and distinctive styling conceals an exclusive front axle and adaptive damping. Handcrafted biturbo V8s thrust the 469-hp AMG C 63 and 503-hp C 63 S to class-leading power and torque, and 0-60 in as little as 3.8 seconds. Exclusive bodywork details each C 63, with an "A-wing" front air dam, a power-dome hood, and four flared fenders—necessary to clear their 2.6"-wider chassis. AMG Performance options on all three models include racing-style front seats and a multimode active exhaust system.



DYNAMIC SELECT

A *MODE* FOR EVERY *MOOD*

All roads are not created the same. Nor all days, or – most importantly – all drivers. With DYNAMIC SELECT, the flip of a console paddle engages any of four performance profiles for the throttle response, shifting and handling feel. You can even customize a mode of your own.



Some cars are sporty. Some cars are refined. Some are efficient. One of the most compelling reasons to drive a Mercedes-Benz is the way it does all of these, satisfying your cravings, wishes and needs by keeping them in balance, not by compromising one for another.

Some roads are smooth. Some roads are curvy. Some are slippery. And sometimes you just want to make the same road you drive every day feel different – savoring its apexes on a Saturday, coddling your passengers on a Sunday, and sipping fuel on your midweek commute.

DYNAMIC SELECT lets you tune the driving character of your C-Class to all of these factors at the flip of a switch. Five programs – from Comfort to Sport+ to an à la carte Individual mode you can set up to your liking – adapt the throttle mapping, shift points, steering feel, ECO Start/Stop, and AIRMATIC® air suspension.*

AMG DYNAMIC SELECT on the three Mercedes-AMG coupes lets you further dial in the shifting, adaptive damping, exhaust sound and more – plus a RACE mode in the C63 S. Adjacent pushbuttons offer direct access to the suspension settings and Manual shift mode.

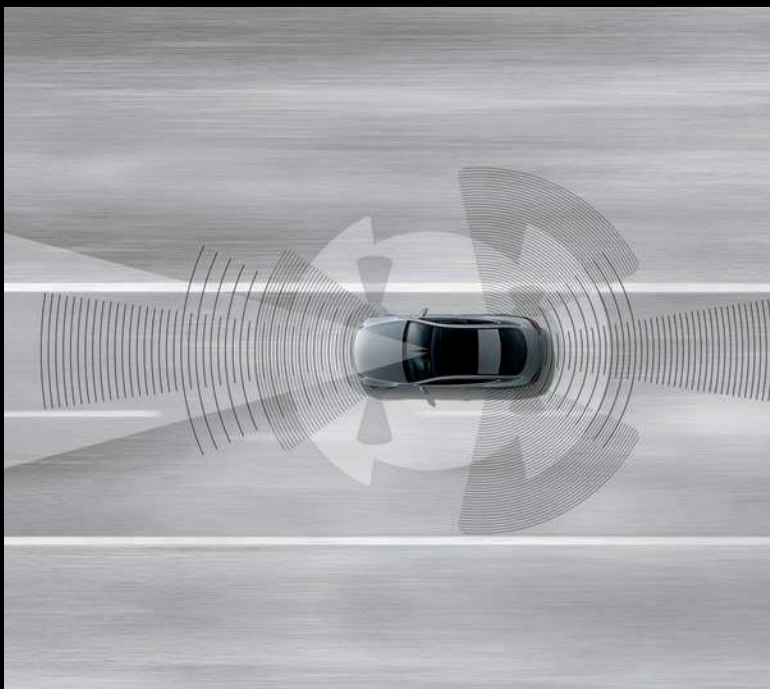


*Optional or not available on some models. Please see back of brochure.



WHAT *LOOKS*
LIKE SWAGGER
IS LEGITIMATE
CONFIDENCE





LED LIGHTING

Coming or going, night or day, the C-Class Coupe's all-LED exterior lighting helps you see and be seen in the best possible light. Standard LED headlamps pierce the night with a color more like natural daylight. Integrated bright white LED Daytime Running Lamps capture the attention of oncoming motorists, while luring admiring eyes to the car's sculpted profile. Dynamic LED headlamps* swivel their beams as you steer, and adapt the high beams to traffic ahead. They help put more light where you need it, without causing glare for other drivers. Wide, wraparound LED taillamps—a Mercedes-Benz coupe signature—feature a bold “twin torch” design.

AMG BODY STYLING

From the large, functional mesh air intakes in the front apron to the diffuser vanes of the lower rear valance, AMG® body styling* expresses the purebred performance of the C-Class Coupe. Along with sculpted side sills and 18" or 19" AMG wheels, the C300 Sport Package complements its sharpened looks with chrome-tipped pins in the diamond-block grille and Sport brakes. The AMG C43 and C63 models each wear their AMG pedigrees in distinctive style. To add even more drama to any of the coupes, the Night Package renders numerous exterior elements in a gloss black finish. Many of these accents are standard on the AMG C43.

PANORAMIC IN ITS OUTLOOK

AIR BALANCE

With just a few taps of the elegant console switches, the dual-zone climate control lets the driver and front passenger enjoy a more peaceful coexistence. Standard filtration sweeps dust and pollen particles as tiny as 0.0002" from the cabin air, while using activated charcoal to help counteract odors.

The Air Balance system* elevates comfort to well-being. Its ionizer uses an electric charge and dual charcoal filters for freshness like you feel after a summer storm. And from an elegant, LED-backlit vial in the glovebox, the cabin air can be infused with any of five subtle, non-lingering fragrances.

360° CAMERAS

A rearview camera* can show a live color view of the area behind your C-Class on the central in-dash display when you shift to Reverse.⁸ Steering-dependent on-screen guidelines make it easier to negotiate parking spaces and avoid curbs. The camera retracts within the trunk Star to help stay clean.

With the Parking Assist Package, the Surround View System composes four cameras into a single birdseye view of your car and surroundings. PARKTRONIC with Active Parking Assist uses sonar to help you detect nearby obstacles and size up open parking spaces. It'll even park the car automatically.⁹

VISIONARY IN ITS PERCEPTION

INTELLIGENT DRIVE

An advanced network of multirange radar, stereo cameras and other sensors, Mercedes-Benz Intelligent Drive includes industry-leading standard and available assists that can help make driving safer, less stressful, or simply more enjoyable.

COLLISION PREVENTION ASSIST PLUS uses radar to help sense if you're approaching slower traffic ahead too quickly. It can alert you to brake, or even start braking autonomously.¹⁰ ATTENTION ASSIST® helps detect if a driver is getting drowsy on a longer trip by monitoring up to 70 parameters of driving behavior. Both of these innovations are standard equipment.

ADVANCED ASSISTS

The Premium 3 Package adds a suite of advanced driver assistance systems. DISTRONIC PLUS® cruise control uses radar to adapt your speed to the flow of traffic, even if it's stop-and-go.¹¹ Its Steering Assist feature helps keep you centered between lane markings automatically as you cruise.

Active Blind Spot¹² and Lane Keeping Assists¹³ help ease driving on multilane roadways. And thanks to its cameras and sensors, groundbreaking systems of Intelligent Drive can alert you to cross-traffic or pedestrians in your path ahead, or help prepare for an impending collision from behind.¹⁴

MODELS

C 300

241-hp 2.0L inline-4 turbo engine
7G-TRONIC 7-speed automatic transmission
Rear-wheel drive
Staggered-width 18" 5-spoke wheels¹
0-60 mph in 5.9 seconds⁷

C 300 4MATIC

241-hp 2.0L inline-4 turbo engine
7G-TRONIC 7-speed automatic transmission
4MATIC[®] all-wheel drive
Staggered-width 18" 5-spoke wheels
0-60 mph in 5.9 seconds



CHOOSE
WHAT YOU
CRAVE

AMG C 43

COMING FALL 2016

362-hp AMG-enhanced 3.0L V6 biturbo engine
9G-TRONIC 9-speed sport transmission
AMG Performance 4MATIC with 3-stage ESP[®]
Staggered-width 18" AMG[®] 5-spoke wheels
0-60 mph in 4.6 seconds

AMG C 63

COMING SUMMER 2016

469-hp handcrafted AMG 4.0L V8 biturbo engine
AMG SPEEDSHIFT[®] MCT 7-speed sport transmission
Rear-wheel drive with 3-stage ESP[®]
Staggered-width 18" AMG twin 5-spoke wheels
0-60 mph in 3.9 seconds

AMG C 63 S

COMING SUMMER 2016

503-hp handcrafted AMG 4.0L V8 biturbo engine
AMG SPEEDSHIFT[®] MCT 7-speed sport transmission
Rear-wheel drive with 3-stage ESP[®]
Staggered-width 19" AMG twin 5-spoke wheels
0-60 mph in 3.8 seconds



SPECIFICATIONS		C 300 Coupes	AMG C 43 Coupe ⁶	AMG C 63 Coupe ⁶	AMG C 63 S Coupe ⁶
Engine	Type	2.0L inline-4 turbo w/Direct Injection	3.0L V6 biturbo w/Direct Injection	Handcrafted AMG 4.0L V8 biturbo w/Direct Injection	Handcrafted AMG 4.0L V8 biturbo w/Direct Injection
	Power	241 hp @ 5,550 rpm	362 hp @ 5,500–6,000 rpm	469 hp @ 5,500–6,250 rpm	503 hp @ 5,500–6,250 rpm
	Torque	273 lb-ft @ 1,300–4,000 rpm	369 lb-ft @ 2,000–4,200 rpm	479 lb-ft @ 1,750–4,500 rpm	516 lb-ft @ 1,750–4,500 rpm
Transmission		7G-TRONIC 7-speed automatic w/shift paddles	9G-TRONIC 9-speed sport automatic w/shift paddles	7-speed AMG SPEEDSHIFT [®] MCT w/shift paddles	7-speed AMG SPEEDSHIFT MCT w/shift paddles
Acceleration	0–60 mph ⁷	5.9 sec	4.6 sec	3.9 sec	3.8 sec
Wheels		18" 5-spoke w/all-season Extended Mobility tires ¹	18" AMG [®] 5-spoke w/all-season tires ¹	18" AMG twin 5-spoke w/high-performance tires ¹	19" AMG twin 5-spoke w/high-performance tires ¹
Suspension		4-wheel multilink w/selective damping	4-wheel multilink AMG RIDE CONTROL sport suspension	4-wheel multilink AMG RIDE CONTROL sport suspension	4-wheel multilink AMG RIDE CONTROL sport suspension
Drivetrain		Rear-wheel drive or 4MATIC [®] all-wheel drive	AMG Performance 4MATIC all-wheel drive	Rear-wheel drive	Rear-wheel drive

KEY STANDARD FEATURES

C 300	AMG C 43	AMG C 63	AMG C 63 S	PERFORMANCE AND EFFICIENCY
●	●	●	●	ECO Start/Stop system
●	—	—	—	DYNAMIC SELECT
—	●	●	●	AMG DYNAMIC SELECT
—	—	—	●	Active engine mounts
○	—	—	—	4MATIC all-wheel drive
—	●	—	—	AMG Performance 4MATIC all-wheel drive
●	●	●	—	Torque Vectoring Brake
—	—	●	—	Limited-slip differential
—	—	—	●	Electronically controlled limited-slip differential

SAFETY AND SECURITY				
●	●	●	●	COLLISION PREVENTION ASSIST PLUS
●	●	●	●	ATTENTION ASSIST®
●	●	●	●	PRE-SAFE®
●	●	●	●	Electronic Stability Program (ESP®)
●	●	●	●	Adaptive braking technology: Predictive Brake Priming, Automatic Brake Drying, Hill-Start Assist, brake HOLD feature
●	●	●	●	Emergency-sensing Brake Assist (BAS®)
●	●	●	●	Advanced Tire Pressure Monitoring System
○	●	●	●	Rearview camera ⁸
○	●	●	●	Blind Spot Assist ¹²
●	●	●	●	8 air bags offering 10-way protection
●	●	●	●	Automatic front seat-belt presenters
●	●	●	●	LED Daytime Running Lamps
●	●	●	●	LED headlamps
●	●	●	●	LED taillamps
●	●	●	●	SmartKey remote locking w/KEYLESS-START
○	●	●	●	KEYLESS-GO®
●	●	●	●	Antitheft alarm system w/remotepanic feature

C 300	AMG C 43	AMG C 63	AMG C 63 S	COMFORT AND CONVENIENCE
●	●	●	●	Power front sport seats w/3-position driver-seat memory
○	●	●	●	3-position memory for front passenger seat
○	●	●	●	Heated front seats
●	●	●	●	Individual rear seats w/center storage console
●	●	●	●	40/20/40-split folding rear seatbacks
●	●	●	●	Power tilt/telescoping steering column
●	●	●	●	Multifunction steering wheel w/Nappa leather trim
○	●	—	—	Sport steering wheel
—	—	●	—	AMG Performance steering wheel
—	○	○	●	AMG Performance steering wheel with DINAMICA side grips
●	●	●	●	Panorama roof w/power tilt/sliding panel
●	●	●	●	Dual-zone automatic climate control
●	●	●	●	Rain-sensing windshield wipers
●	●	●	●	Integrated garage-door opener
●	●	●	●	Heated power side mirrors
●	●	●	●	Auto-dimming driver-side and inside rearview mirrors

ENTERTAINMENT AND NAVIGATION				
●	●	●	●	7" freestanding high-resolution color central screen
●	●	●	●	Console-mounted central controller
●	●	●	●	High-resolution color multifunction display
○	●	●	●	Burmester® Premium Surround Sound System
●	●	●	●	FrontBass® system
●	●	●	●	Bluetooth® audio streaming
●	●	●	●	Hands-free Bluetooth interface
●	●	●	●	Dual USB ports
●	●	●	●	In-dash CD player and SD card reader
○	●	●	●	SiriusXM Radio with 6-month All Access trial ⁴
●	●	●	●	HD Radio™ receiver
●	●	●	●	Prewiring for Garmin® MAP PILOT®
●	●	●	●	Mercedes-Benz mbrace®
●	●	●	●	5 years of mbrace Connect services ²

DIMENSIONS		C 300 Coupes	AMG C 43 Coupe ⁶	AMG C 63 Coupe ⁶	AMG C 63 S Coupe ⁶
Wheelbase		111.8"	111.8"	111.8"	111.8"
Overall length		184.5"	184.9"	187.0"	187.0"
Overall height		55.3"	55.3"	55.1"	55.2"
Overall width	w/ mirrors	79.4"	79.4"	79.4"	79.4"
	w/o mirrors	71.3"	71.3"	73.9"	73.9"
Curb weight	RWD	3,638 lbs	—	4,074 lbs	4,096 lbs
	4MATIC	3,770 lbs	3,935 lbs	—	—
Headroom	front/rear	38.8" / 35.6"	38.8" / 35.6"	38.8" / 35.6"	38.8" / 35.6"
Legroom	front/rear	42.0" / 32.0"	42.0" / 32.0"	42.0" / 32.0"	42.0" / 32.0"
Shoulder room	front/rear	54.8" / 51.7"	54.8" / 51.7"	54.8" / 51.7"	54.8" / 51.7"
Cargo capacity		10.5 cu ft	10.5 cu ft	10.5 cu ft	10.5 cu ft

C 300	AMG C 43	AMG C 63	AMG C 63 S	OPTION PACKAGES
☐	☒	☒	☒	Premium 1 Package <i>NA w/Premium 2 or Premium 3 Pkg.</i> <i>C 300 requires heated or ventilated front seats.</i> - Blind Spot Assist - Rearview camera - KEYLESS-GO - Burmester Premium Surround Sound - SiriusXM Radio with 6-month All Access trial
☐	☐	☐	☐	Premium 2 Package <i>NA w/Premium 1 or Premium 3 Pkg.</i> <i>Requires rearview camera or Parking Assist Pkg.</i> <i>C 300 also requires heated or ventilated front seats.</i> - Blind Spot Assist - KEYLESS-GO - Burmester Premium Surround Sound - SiriusXM Radio with 6-month All Access trial - Electronic trunk closer with HANDS-FREE ACCESS - Power-folding side mirrors - Multicolor LED ambient lighting - COMAND[®] hard-drive navigation⁵ with 8.4" screen - Touchpad controller - Voice control w/learning feature 3 years of no-charge navigation map updates 5 years of SiriusXM Traffic and Weather service⁴
☐	☐	☐	☐	Premium 3 Package <i>NA w/Premium 1 or Premium 2 Pkg.</i> <i>Requires rearview camera or Parking Assist Pkg.</i> <i>C 300 also requires heated or ventilated front seats.</i> - All items in Premium 2 Package - Air Balance cabin fragrance system - Air Balance cabin-air purification system - Active LED headlamps with Adaptive Highbeam Assist - DISTRONIC PLUS[®] with Steering Assist - BAS PLUS with Cross-Traffic Assist - PRE-SAFE Brake with Pedestrian Recognition - PRE-SAFE PLUS w/rear collision detection and preparation - Active Blind Spot Assist - Active Lane Keeping Assist - Speed Limit Assist
☐	☐	☐	☐	AIRMATIC Package - AIRMATIC[®] air suspension - DYNAMIC SELECT suspension modes
☐	☐	☐	☐	Parking Assist Package <i>Requires Premium 2 or Premium 3 Pkg.</i> - PARKTRONIC with Active Parking Assist - Surround View System
☐	☐	☐	☐	Sport Package - AMG body styling 18" AMG 5-spoke wheels - Sport-tuned suspension - Sport brake system - Sport interior with flat-bottom steering wheel - Topstitched MB-TEX upper dash trim - Brushed aluminum pedals

C 300	AMG C 43	AMG C 63	AMG C 63 S	OPTION PACKAGES continued
☐	☐	☐	☐	Night Package <i>C 300 requires Sport Pkg.</i> - Gloss Black exterior accents <i>Elements vary by model</i> 18" AMG 5-spoke wheels (Black/Polished) <i>C 300 only</i>
☐	☐	☐	☐	AMG Exterior Carbon Fiber Package 1 - Carbon fiber front A-wing, side-sill inserts and rear valance trim - Silver-chrome grille crossbar surround
☐	☐	☐	☐	AMG Exterior Carbon Fiber Package 2 Carbon fiber side mirror housings and rear spoiler

				INDIVIDUAL OPTIONS
☐	☒	☐	☐	4MATIC all-wheel drive <i>AMG Performance 4MATIC on AMG C 43</i>
☐	☐	☐	☐	AMG Performance Exhaust
☐	☐	☐	☐	AMG Carbon-Ceramic Front Braking System ¹⁵
☐	☐	☐	☐	Extreme-performance sport tires ¹ <i>Requires 19"/20" f/r wheels</i>
☐	☒	☒	☒	Heated front seats
☐	☐	☐	☐	Heated and ventilated front seats <i>Requires leather upholstery</i>
☐	☒	☒	☒	3-position memory for front passenger seat
☐	☐	☒	☒	AMG illuminated door sills
☐	☐	☐	☒	AMG Performance Nappa/DINAMICA steering wheel
☐	☐	☐	☐	AMG Performance front seats ¹⁶ <i>NA with ventilated seats</i>
☐	☒	☒	☒	Black, red, or silver ¹⁷ seat belts <i>Varies with interior color</i>
☐	☐	☐	☐	Head-Up Display ¹⁸
☐	☒	☒	☒	Rearview camera <i>Also in Premium 1 Package</i>
☐	☐	☐	☐	18" twin 5-spoke wheels ¹
☐	☐	☐	☐	19" twin 5-spoke wheels ¹
☐	☐	☐	☐	19" AMG multi-spoke wheels ¹ (Silver) <i>Requires Sport Pkg.</i>
☐	☐	☐	☐	19" AMG multi-spoke wheels ¹ (Black/Polished) <i>Requires Night Pkg.</i>
☐	☐	☐	☐	19" AMG multi-spoke wheels ¹ (Titanium or Black)
☐	☐	☐	☐	19" AMG split 5-spoke wheels ¹ (Titanium or Black)
☐	☐	☐	☐	19" AMG cross-spoke forged wheels ¹ (Titanium or Black)
☐	☐	☐	☐	19"/20" f/r AMG cross-spoke forged wheels ¹ (Titanium or Black)
☐	☐	☐	☒	Leather upholstery
☐	☐	☐	☐	<i>designo</i> Nappa leather upholstery <i>Bengal Red/Black only</i>
☒	☒	☒	☒	Aluminum/Gloss Black trim
☐	☐	☐	☒	Natural Grain Black Ash wood trim <i>C 300 requires Sport Pkg.</i>
☐	☐	☐	☒	Linden wood trim
☐	☐	☐	☐	Natural Grain Brown Ash wood trim
☐	☐	☐	☐	Carbon fiber trim
☐	☐	☐	☐	Silver fiberglass trim
☐	☐	☐	☐	Metallic or <i>designo</i> paintwork



UPHOLSTERY:

MB-Tex
● C 300



UPHOLSTERY:

Leather
○ C 300



UPHOLSTERY:

designo Nappa Leather
○ C 300
Available only in Bengal Red/Black



UPHOLSTERY:

MB-Tex/DINAMICA
● AMG C 43
● AMG C 63



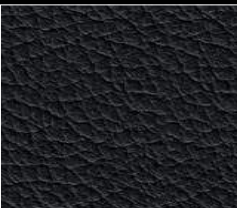
UPHOLSTERY:

Leather
○ AMG C 43



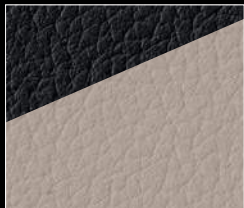
UPHOLSTERY:

Nappa leather
● AMG C 63 S
○ AMG C 63



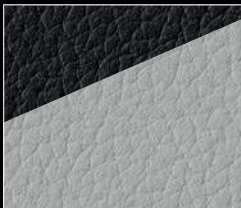
**UPHOLSTERY
COLOR:**

Black
MB-Tex/Leather/AMG
Exclusive Nappa leather



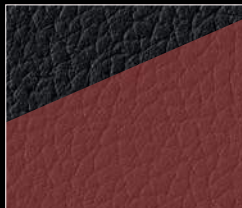
**UPHOLSTERY
COLOR:**

Silk Beige/Black
MB-Tex



**UPHOLSTERY
COLOR:**

Crystal Grey/Black
MB-Tex
Leather



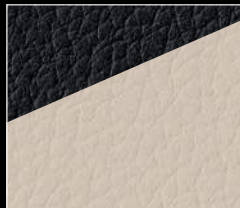
**UPHOLSTERY
COLOR:**

Cranberry Red/Black
Leather



**UPHOLSTERY
COLOR:**

Saddle Brown/Black
MB-Tex
Leather



**UPHOLSTERY
COLOR:**

Porcelain/Black
Leather



**UPHOLSTERY
COLOR:**

Black
MB-Tex/DINAMICA
(AMG C 63)



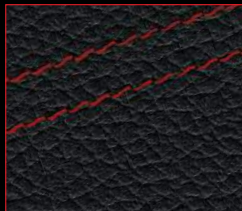
**UPHOLSTERY
COLOR:**

Red Pepper/Black
Nappa leather
(AMG C 63, AMG C 63 S)



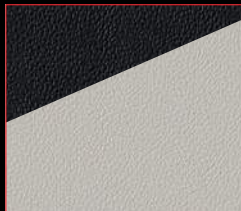
**UPHOLSTERY
COLOR:**

Black w/red stitching
MB-Tex/DINAMICA
(AMG C 43)



**UPHOLSTERY
COLOR:**

Black w/red stitching
Leather
(AMG C 43)



**UPHOLSTERY
COLOR:**

Platinum White/Black
Nappa leather
(AMG C 63, AMG C 63 S)



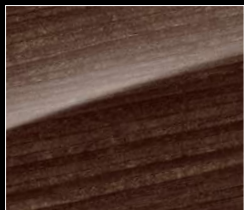
**UPHOLSTERY
COLOR:**

Black w/Grey accents
Nappa leather
(AMG C 63 S)



TRIM:

Aluminum/Gloss Black



TRIM:

Linden wood



TRIM:

Natural Grain
Black Ash wood



TRIM:

Natural Grain
Brown Ash wood
(C 300)



TRIM:

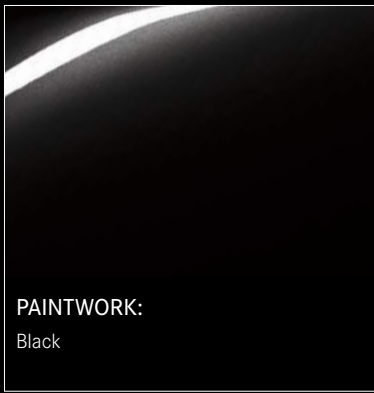
Carbon fiber



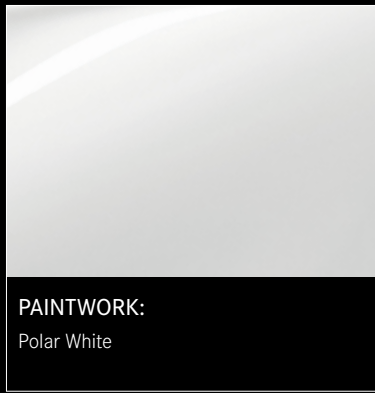
TRIM:

Silver fiberglass

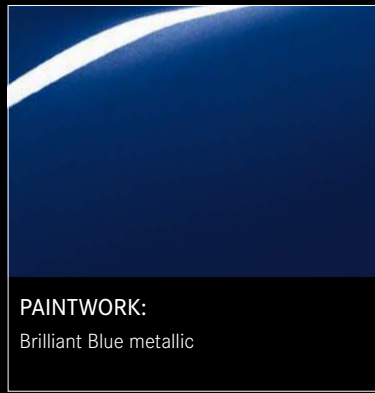




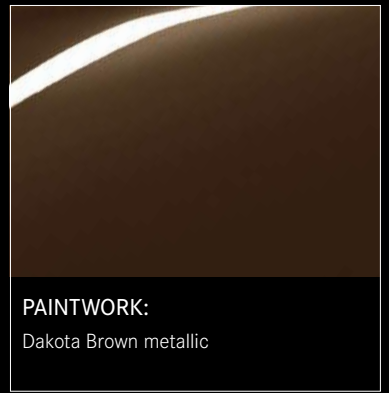
PAINTWORK:
Black



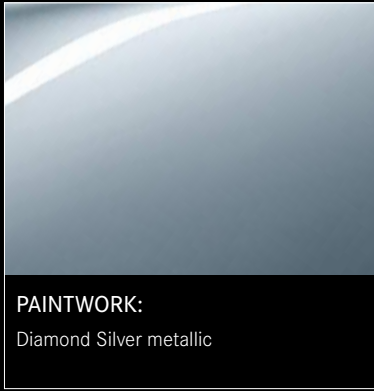
PAINTWORK:
Polar White



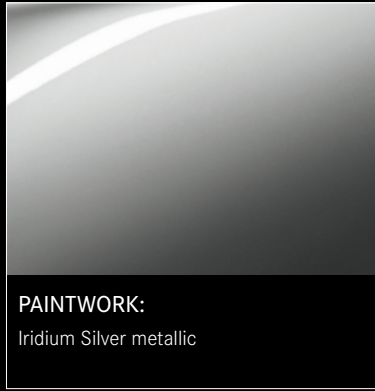
PAINTWORK:
Brilliant Blue metallic



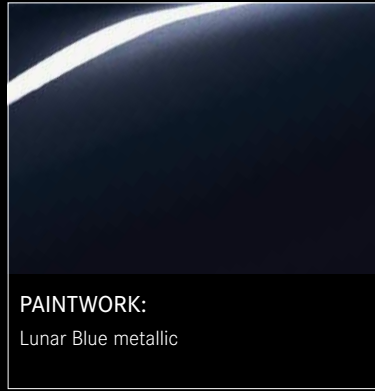
PAINTWORK:
Dakota Brown metallic



PAINTWORK:
Diamond Silver metallic



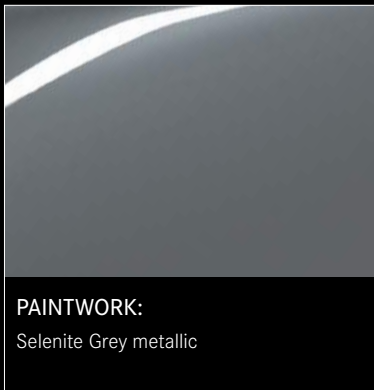
PAINTWORK:
Iridium Silver metallic



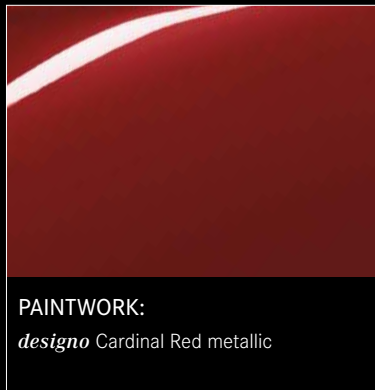
PAINTWORK:
Lunar Blue metallic



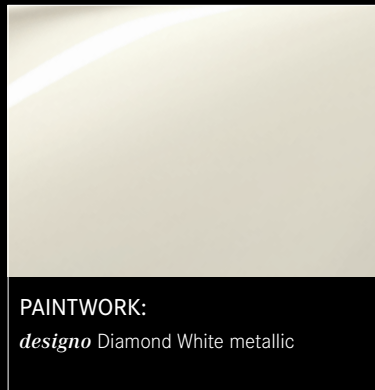
PAINTWORK:
Obsidian Black metallic



PAINTWORK:
Selenite Grey metallic



PAINTWORK:
designo Cardinal Red metallic



PAINTWORK:
designo Diamond White metallic



PAINTWORK:
designo Iridium Silver Magno[®]



WHEEL:
18" 5-spoke
● C 300



WHEEL:
18" twin 5-spoke
△ C 300



WHEEL:
18" AMG 5-spoke
Silver or Black/Polished
○ C 300



WHEEL:
19" twin 5-spoke
○ C 300



WHEEL:
19" AMG multispoke
Silver or Black/Polished
○ C 300



WHEEL:
18" AMG 5-spoke
Black
● AMG C 43



WHEEL:
19" AMG split 5-spoke
Titanium or Black
○ AMG C 43



WHEEL:
19" AMG multispoke
Titanium or Black
○ AMG C 43



WHEEL:
18" AMG
twin 5-spoke
● AMG C 63



WHEEL:
19" AMG cross-spoke
Titanium or Black
○ AMG C 63



WHEEL:
19" AMG
twin 5-spoke
● AMG C 63 S



WHEEL:
19"/20" f/r forged
AMG cross-spoke
Titanium or Black
○ AMG C 63 S





Mercedes me makes it easy to stay connected to your car, and your life. It can make any trip easier, more enjoyable, or more entertaining. And it'll bring you a world of rewards for being part of the family.

CHANGING WHAT'S REMOTELY POSSIBLE

Any time, any place

Life is better when you're connected. You don't have to leave your world behind when you're in your Mercedes-Benz. And you can have access to your car even after you park and walk away. It's all possible with *Mercedes me*.²

Convenience at your fingertips

The *Mercedes me* website and smartphone app let you control features of your vehicle, interact with your dealer, and more. Your own homepage and the free app for Android® and iPhone® make it easy to plan ahead or be spontaneous.

Your car in your pocket

With the *Mercedes me* app,[†] you can remote-start your car, lock or unlock its doors, and keep an eye on it if you valet-park. And you can look up a destination or address and send it to your car's navigation system, all from your phone.

INSPIRING THE JOURNEY

Be part of something special

When you drive a Mercedes-Benz, you're part of the family. *Mercedes me* lets you follow along on featured road trips, learn about special events, and find out how you can join in on them.

Get the Star treatment

Get exclusive perks at world-class resorts when you stay at a partner hotel of *Mercedes me*. Visit MBUSA.com/mercedesme to find out more.

Enjoy the personal touch

Beyond its advanced, user-friendly technology, *Mercedes me* is a team of helpful people who genuinely care. Expert concierges are always on call to help you—from reservations to travel plans to assistance with virtually any request. And you can reach them anytime from wherever you use your smartphone.

SMOOTHING THE WAY

Ownership, simplified

From managing your Mercedes-Benz Financial Services account to reaching out to your dealer, *Mercedes me* makes it easy. Even if you have more than one Mercedes-Benz, you can access them all from the same app.

Technology, demystified

Get the most from the innovative features in your vehicle with helpful how-to videos and downloadable manuals—from your computer or the mobile app. You can even reach out to your dealer's expert Product Concierge.

Service, on your side

Is it time for service or maintenance? You can make an appointment right from the *Mercedes me* app. Flat tire, dead battery, or out of fuel? You can summon Mercedes-Benz Roadside Assistance to your side, 24/7, with a few taps.¹⁹



TOGETHER WHEREVER: mbrace

It's perfectly natural to develop an emotional attachment to your Mercedes-Benz. With mbrace, enjoying a technological connection is just as easy.

Mercedes-Benz mbrace® puts the power of *Mercedes me* to work for you—from apps to WiFi—when you're in your car, and remote vehicle features when you're not.² Four mbrace packages let you tailor its many benefits to fit your life.

5 years of mbrace Connect included

Every new Mercedes-Benz comes with five years of mbrace Connect at no additional charge. It's the core mbrace package but it's far from basic, with remote features and in-car Internet.

Mercedes me app includes:

Remote Start
Remote Door Lock/Unlock
Remote Horn & Lights
Send2Benz™
Valet Protect
Vehicle Finder
Curfew Minder
and more

In-car features include:

Gas Stations & Fuel Prices
HERE™ Local Search
Remote Diagnostics
Roadside Assistance
Point-of-Interest Download
Traffic Cameras
Yelp
and more

mbrace Secure 6-month trial included

Peace of mind comes from automatic SOS calling after an accident, stolen vehicle tracking, and other security benefits.

Features include:

Automatic Alarm Notification
Automatic Collision Notification
SOS/Emergency Call
Stolen Vehicle Location Assistance
Agent-assisted Remote Door Lock/Unlock
Agent-assisted Vehicle Information
Safe Ride
and more

mbrace Concierge 3-month trial included

Live assistance from trained professionals, from tickets to a show to travel planning. An expert can even help you find a point of interest, and then guide you there, turn-by-turn.

Features include:

Mercedes-Benz Concierge
Point of Interest Destination Download
Turn-by-Turn Route Assistance
Location-based Traffic and Weather

mbrace Entertain 3-month trial included

Streaming audio and in-car WiFi for you and your passengers.

Features include:

iHeartRadio®
TuneIn® world radio
In-vehicle WiFi

[†]Available Summer 2016.

GENUINE ACCESSORIES

Genuine Mercedes-Benz Accessories are engineered to exacting standards of quality, appearance and fit. They help make your car more of what you want or need it to be—from grille to trunklid, wheels to roof racks, cabin to cargo area. There's no better way to make your car all your own, while keeping it 100% Mercedes-Benz.

C-Class Coupe accessories include:

A selection of alloy wheels

Illuminated Star *NA with Premium 3 Package*

Roof rack basic carrier

Ski/snowboard rack *Requires basic carrier*

Bicycle rack *Requires basic carrier*

Rear spoiler, or rear and roof spoilers

Front lower spoiler trim

All-season floor mats

Cargo area tray

Cargo box

Coat hanger *Requires Base Module*

Cargo net



The personal rewards of striving to be the best are even more meaningful in the development of young people than they are for automobiles. Instilling the values of leadership, goal-setting, discipline and teamwork in youth is an investment in everyone's future. It's why Mercedes-Benz USA is collaborating with the Laureus Sport for Good Foundation, with an ongoing commitment to train and place hundreds of coaches for after-school and in-school sports programs in communities around the country. Sports offer kids more than the chance to be physically active and have fun. It's also an opportunity to have a mentor who can guide them, help them learn how to deal with major life issues, and help them grow stronger not just physically but in their character. As a Mercedes-Benz driver, you become a part of this effort to give hundreds of thousands of kids a better life today, and all of us a brighter tomorrow. *Learn more about how Mercedes-Benz USA believes in giving back at MBUSA.com/community*

ENDNOTES

- * Item is optional or not available on some models. See Packages and Options listing in this brochure or visit MBUSA.com for more information.
- 1 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.
- 2 *Mercedes me* and Mercedes-Benz mbrace® services operate only where cellular and GPS satellite signals are available, which are provided by third parties and not within the control of Mercedes-Benz USA, LLC. Five years of the mbrace Connect package are included with new-vehicle sales and leases at an authorized Mercedes-Benz dealer. Subscriber Agreement is required for service to be active. Secure, Concierge and Entertain services require acceptance of the complimentary mbrace Connect services, and paid subscriptions after their trial periods. Some services are only available on select vehicles. Your PIN is required to use certain services. WiFi and streaming apps require Premium 2 or Premium 3 Package, and an mbrace Entertain subscription. Connection may be limited by cellular signal. Apps may be introduced, updated or deleted at varying dates, and may also require a vehicle software update. Some services may be limited or restricted in some areas. Driver is responsible for complying with traffic and other laws. Mobile app is compatible with Apple iPhone® models running iOS 7.0 or later, and Android-based phones running OS 2.3 or later. See your dealer or MBUSA.com/mercedesme for details.
- 3 2017 EPA estimated fuel economy is 23 mpg city/30 mpg highway for C300, 23 mpg city/29 mpg highway for C300 4MATIC. Figures for AMG models not available at time of publication. Please see your dealer. 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.
- 4 The purchase of a new, satellite radio-enabled vehicle includes a 6-month introductory subscription to the Sirius All Access package, as well as a 5-year introductory subscription to SiriusXM Traffic and SiriusXM Weather when equipped with the Premium 2 or Premium 3 Package. SiriusXM Traffic and Weather services are available for select markets. SiriusXM Satellite Radio, SiriusXM Traffic and SiriusXM Weather subscriptions are sold separately or as a package after trial period. If you decide to continue your subscription after your trial, the plan you choose will automatically renew and you will be charged according to your chosen payment method at then-current rates. Fees and taxes apply. To cancel you must call SiriusXM at 1-866-635-2349. See SiriusXM Customer Agreement for complete terms at siriusxm.com. All fees and programming subject to change.
- 5 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. Online features require a subscription and one or more mbrace Packages.
- 6 Introduction dates vary. See your dealer.
- 7 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.
- 8 Rearview 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.
- 9 Active Parking Assist is not a substitute for driver attention to the immediate surroundings, as well as any people, animals or vehicles in or approaching the vehicle's maneuvering range. System cannot determine if a space is legally available or of a suitable surface for parking. See Operator's Manual for additional information, tips and warnings.
- 10 COLLISION PREVENTION ASSIST PLUS 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. See Operator's Manual for system's operating speeds and additional information and warnings.
- 11 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 system's alerts before braking, as that may not afford sufficient time and distance to brake safely.
- 12 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. See Operator's Manual for system's operating speeds and additional information and warnings.
- 13 Driving while drowsy or distracted is dangerous and must be avoided. 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. See Operator's Manual for system's operating speeds and additional information and warnings.
- 14 System cannot prevent a collision, and does not alert the driver of an impending collision or system activation. It does not intervene if vehicle is backing up, and does not apply the brakes if the driver is accelerating or if Active Parking Assist is operating.
- 15 The carbon-ceramic brakes are designed expressly for high-performance braking. It is a characteristic of their materials and design that brake noise/squeal may result, along with differing brake pedal feel at lower brake temperatures compared to higher operating temperatures.
- 16 AMG Performance seats are available in select colors. See your dealer or visit MBUSA.com.
- 17 Silver seat belts available only on AMG C63 S.
- 18 Head-Up Display may not be visible with certain eyewear, including polarized glasses.
- 19 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.