



The 2010 C-Class

Mercedes-Benz



Racy. Refined. And ready for changing times.

A new era has begun. What drives you today is likely not the same as a few years ago. Impulse became insight. Acquiring turned to appreciating. Has it changed what you drive? From sporty and daring to sophisticated and safe? Instant satisfaction to lasting enjoyment? Can one car answer today's pressing needs and still fulfill your lifelong driving passion? Since inventing the first car – and winning the first auto race – Mercedes-Benz has engineered cars to pass countless trials of performance, but most of all the test of time. This is the 2010 C-Class.

For more information, please visit www.mbusa.com

C 300 Sport Sedan shown on cover with optional Obsidian Black metallic paint, Panorama sunroof and Premium 2 Package.
C 300 Sport Sedan shown at left with optional Iridium Silver metallic paint and Premium 2 Package.



Energetic yet efficient, a choice of V-6 engines — a 228-hp 3.0-liter and a 268-hp 3.5-liter — deliver smooth, torque-rich response across a wide range of rpm.

C300 models offer the all-season, all-road confidence of 4MATIC all-wheel drive. It's compact and lightweight, for rewardingly balanced handling on dry roads, too.

Staggered-width 17" alloy wheels and tires on C-Class Sport models are wider at the rear for greater launch grip, and narrower up front for crisper steering feedback.

The optional Dynamic Handling Package¹ adds 18" AMG wheels,² faster steering, paddle shifters and a Sport mode that firms up the suspension, throttle response and gearshifts with one button.

C 300 Sport Sedan

Engine 3.0-liter V-6, 228 hp @ 6,000 rpm, 221 lb-ft net torque @ 2,700-5,000 rpm

Transmission 6-speed manual or optional 7-speed automatic

Wheels Staggered-width 17" 5-spoke

Suspension Sport-tuned with AGILITY CONTROL

Drivetrain Rear-wheel or 4MATIC all-wheel drive

C 300 Luxury Sedan

Engine 3.0-liter V-6, 228 hp @ 6,000 rpm, 221 lb-ft net torque @ 2,700-5,000 rpm

Transmission 7-speed automatic

Wheels 17" split 5-spoke

Suspension Comfort-tuned with AGILITY CONTROL

Drivetrain Rear-wheel or 4MATIC all-wheel drive

C 350 Sport Sedan

Engine 3.5-liter V-6, 268 hp @ 6,000 rpm, 258 lb-ft net torque @ 2,400-5,000 rpm

Transmission 7-speed automatic

Wheels Staggered-width 17" AMG twin 6-spoke

Suspension Sport-tuned with AGILITY CONTROL

Drivetrain Rear-wheel drive



Studies the road. Outsmarts the class. Its AGILITY CONTROL suspension reads the road surface, and instantly adapts to match wits. Its available new Dynamic Handling Package¹ puts its grip within your grasp, with driver-adjustable damping. Its 7-speed automatic transmission takes constant notes on your driving style, and patterns its shifting to keep pace. Or it can put the pleasure of all that power directly into your hands, with a short-throw 6-speed manual in the C 300 Sport. And with V-6 power, 17" alloy wheels and your choice of sporty rear-wheel drive or available 4MATIC all-wheel drive,³ every C-Class aces any driving test.

C 300 Sport Sedan shown above with optional Obsidian Black metallic paint, Panorama sunroof and Premium 2 Package.

C 350 Sport Sedan shown at right with optional Palladium Silver metallic paint and Premium 2 Package. Please see endnotes in back of brochure.



The C-Class Sport Sedans. At first glance you notice the wide, slotted grille flashing the Three-Pointed Star. Chiseled lower bodywork locks in your gaze as the deep front air dam sweeps past staggered-width wheels into a rear apron pierced by the polished chrome tips of a sound-optimized exhaust. On the C 350, a subtle lip spoiler salutes the Sport Sedan's wind-tunnel-honed shape. Step on the accelerator, and that's when everyone takes notice.

The Sport Sedan's stable stance is more than just appearance. Its AGILITY CONTROL suspension is lowered and sport-tuned for sharper reflexes and cornering feedback.

Hit 60 mph in just 7.1 seconds in the C 300, 6.1 seconds in the C 350.⁴ Hit the brakes and perforated front discs help to shed all that speed even more rapidly.



C 350 Sport Sedan shown with Black interior and optional Premium 2 Package. Please see endnotes in back of brochure.

C-Class Sport Sedans. When you're driving a car that performs like this, it's all about control. And the C-Class delivers it in every category. Start with your command post, fine-tuning the standard 8-way power sport seat for the ideal reach to the rubber-studded aluminum pedals and the multi-adjustable, multifunction steering wheel trimmed in soft Premium leather. On the console, your hand falls naturally to both the shifter and the central controller. Standard 11-way air bag protection with a new driver's knee air bag, as well as enhanced tire pressure monitoring, add to your peace of mind. From a Bluetooth® interface⁵ to a hard-drive-based navigation system⁶ with digital music storage, C-Class technology keeps you fully charged and in charge.

Ergonomic cockpit with central controller. Designed to put functionality at your fingertips while minimizing driver distraction, a console-mounted controller and high-mounted color-LCD screen deliver intuitively easy access to multiple cockpit features.

Sport details. Modern aluminum trims the console and doors of the C 300 Sport, while Black Birdseye Maple wood enhances the C 350. Burl Walnut wood trim is optional for either model.

Multimedia Package. This option includes COMAND: hard-drive-based navigation plus entertainment and information features, all unified with a vivid 7" display. In-dash 6-DVD/CD player, memory card reader and 6GB of onboard music storage are also included.

Premium 1 Package. Standard on the C 350 and a C 300 option is an array of driving assets: SIRIUS® Satellite Radio⁷ with SIRIUS Traffic.™ Heated front seats. Garage door opener. Rain-sensing wipers. Auto-dimming mirrors. A compass in the inside mirror. And 4-way power lumbar support and memory for the driver seat.



The C-Class Luxury Sedan. Nobody buys a luxury car to feel old or clumsy. That's why the C 300 Luxury Sedan delivers the crisp handling precision of our AGILITY CONTROL suspension underpinning a highly rigid body structure, and the spirited power of a 228-hp V-6 with a driver-adaptive 7-speed automatic transmission. In the Luxury Sedan, it's all been exclusively calibrated for smooth refinement, then elegantly presented by the legendary Star standing atop a chrome grille and riding on 17" split 5-spoke alloy wheels. But there's one type of comfort that Mercedes-Benz never treats like a luxury: advanced safety engineering. It, too, has been enhanced for 2010 with individual tire pressure monitoring and 11-way air bag protection that includes a new driver's knee air bag.

The convenience of KEYLESS-GO is now a C-Class option. It lets you unlock the car, start the engine and drive off without taking the key from your pocket or purse.

The C 300 Luxury Sedan is a car for any occasion. And with the added handling confidence of optional 4MATIC all-wheel drive, it's ready for any season as well.

The C 300 Luxury Sedan boasts the only 7-speed automatic transmission in its class. It continually adapts to your driving style, for smooth response at any speed.

Standard power-adjustable side mirrors are heated to help clear mist and fog. A sleek new aerodynamic design features stylishly integrated LED turn indicators.



C-Class Luxury Sedan. Thoughtful engineering defines the spacious cabin of the C300 Luxury Sedan, from the 8-way power driver seat to the dual-zone climate control. Innovative ways to feel at one with the world range from a standard hands-free Bluetooth® interface⁵ to an optional full-glass Panorama sunroof that brings the sky inside. And elegance is evident in the polished Burl Walnut wood trim, the finely detailed gauges and the 4-spoke multifunction steering wheel swathed in soft Premium leather. It's one performance car that performs wonders for your sense of well-being.

COMAND with central controller. Available with or without an optional navigation system⁶ are such entertainment upgrades as a 7" power-retractable color display, in-dash 6-DVD/CD changer, and a memory card reader to play your digital music files.

Rear view camera. New for 2010 on cars equipped with the 7" COMAND display, an optional rear view camera helps to make backing up easier. A live color image is automatically shown on the large in-dash screen when you shift the car into reverse.⁸

Multifunction display. Elegantly integrated with the speedometer, the multifunction display lets you monitor or program a variety of vehicle functions without taking your hands off the steering wheel.

Premium 1 Package. Added luxury and driving ease abound in an option combining heated front seats, driver-seat memory system and 4-way power lumbar support, rain-sensing wipers, auto-dimming mirrors, a compass in the inside mirror, SIRIUS® Satellite Radio⁷ with SIRIUS Traffic,[™] and a garage door opener.



C 300 Sport Sedan shown with optional Obsidian Black metallic paint and Premium 2 Package. Please see endnotes in back of brochure.

C-Class options and packages. Every C-Class comes generously equipped with features and systems to enhance every drive with performance, luxury and security – from automatic light-sensing headlamps to 11-way air bag protection including front pelvic air bags and a new driver’s knee air bag. Other refinements include dual-zone climate control, a 4-way adjustable steering column and a multifunction steering wheel wrapped in Premium leather. To tailor your C-Class Sport or Luxury Sedan even more precisely to your wish list, a wide selection of innovations, enhancements and conveniences are offered as individual options, or packaged together at a significant savings. **For more information, visit www.mbusa.com**

C 300 LUXURY	C 300 SPORT	C 350 SPORT	
INDIVIDUAL OPTIONS			
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	iPod® Integration Kit (in glovebox) ⁹
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Rear view camera ⁸ (requires COMAND or Multimedia Package)
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Tele Aid System ¹⁰
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Panorama sunroof
<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Burl Walnut wood trim
-	<input type="radio"/>	<input type="radio"/>	18" AMG twin 5-spoke wheels ²
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	KEYLESS-GO (not available with manual transmission)
<input checked="" type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	7-speed automatic transmission
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Metallic paint
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	harman/kardon LOGIC7® surround-sound system with Dolby® Digital 5.1 (requires COMAND or Multimedia Package)
<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	SIRIUS® Satellite Radio ⁷ with SIRIUS Traffic™
<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Heated front seats
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Rear side-impact air bags
<input type="radio"/>	<input type="radio"/>	-	4MATIC all-wheel drive
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Leather upholstery

C 300 LUXURY	C 300 SPORT	C 350 SPORT	
OPTION PACKAGES			
<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Premium 1 Package: <ul style="list-style-type: none"> Garage door opener Auto-dimming mirrors Rain-sensing windshield wipers Heated front seats Compass integrated in inside rear view mirror SIRIUS Satellite Radio⁷ with SIRIUS Traffic™ Driver-seat memory with 4-way power lumbar support and power steering column
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Premium 2 Package: Includes all items in Premium 1 Package, plus: <ul style="list-style-type: none"> Split-folding rear seats Power rear-window sunshade Bi-Xenon headlamps Heated headlamp washers Corner-illuminating front foglamps LED rear turn signals
-	<input type="radio"/>	<input type="radio"/>	Dynamic Handling Package: <ul style="list-style-type: none"> Driver-adjustable suspension with continuously variable damping Speed-sensitive power steering with more direct steering ratio Steering-wheel-mounted shift paddles (with automatic transmission) 18" AMG alloy wheels with all-season tires²
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	COMAND Package: <ul style="list-style-type: none"> COMAND system 6GB hard drive with Music Register for upload of MP3 files 7" power-retractable color display In-dash memory card slot iPod/MP3 media interface (in glovebox)⁹ In-dash 6-DVD/CD changer
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Multimedia Package: (requires SIRIUS Satellite Radio, or Premium 1 or Premium 2 Package.) <ul style="list-style-type: none"> COMAND System with hard-drive-based navigation Voice control for audio, telephone and navigation¹¹ 6GB hard drive with Music Register for upload of MP3 files 7" power-retractable color display Gracenote media database In-dash memory card slot iPod/MP3 media interface (in glovebox)⁹ In-dash 6-DVD/CD changer

Mercedes-Benz European Delivery Program. Pick up your new Mercedes-Benz in Germany and take advantage of exclusive savings,¹² unforgettable experiences and the many benefits of European Delivery. **For additional information, visit www.mbusa.com/edp**

● Standard ○ Optional - Not available

Color and Trim

INTERIOR UPHOLSTERY



Almond/Mocha³



Black



Grey/Black

INTERIOR TRIM



Aluminum¹⁴

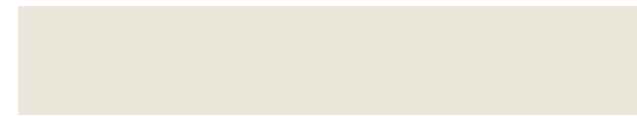


Black Birdseye Maple wood¹⁵



Burl Walnut wood¹⁶

EXTERIOR PAINTWORK, NON-METALLIC



Arctic White



Black

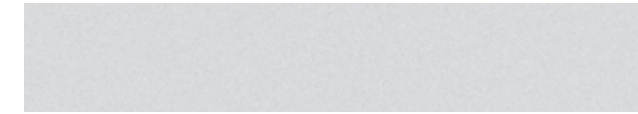


Mars Red¹⁷

EXTERIOR PAINTWORK, METALLIC¹⁸



Capri Blue



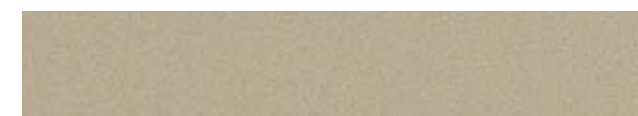
Iridium Silver



Obsidian Black



Palladium Silver



Pearl Beige



Quartz Blue



Sand Beige¹⁹



Steel Grey

ENDNOTES

- Optional Dynamic Handling Package available on rear-wheel drive models only. Not available with Almond/Mocha interior. Paddle shifters and Sport-mode shifting program included only when equipped with automatic transmission.
- 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.
- 4MATIC all-wheel drive available on C 300 models only.
- Stated rates of acceleration are based upon manufacturer's track results and may vary depending on model, environmental and road surface conditions, driving style, elevation and vehicle load.
- Bluetooth® does not provide phone charging or external antenna. Voice interactivity feature is dependent on

selected handset. Visit www.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.
- SIRIUS® hardware and subscription required. Other fees and taxes may apply. Subscription governed by SIRIUS Terms & Conditions at sirius.com/serviceterms. Prices and programming are subject to change. SIRIUS Radio U.S. service only available in the 48 contiguous United States and the District of Columbia. Service available in Canada; see www.siriuscanada.ca.

8 Rear view camera does not audibly notify driver of objects outside the system's field of vision, which includes nearby objects, and is not a substitute for actively checking around the vehicle for an obstacles.

- All iPod® devices are sold separately. Feature not compatible with iPod Shuffle. See dealer for details.
- When equipped with Mercedes-Benz Tele Aid, first year's Mercedes-Benz Tele Aid service provided at no additional cost with subscription. Subscription and acquaintance call required for service to be active. Service operates only where cellular and GPS coverage are available and requires adequate power supply. Owner must authorize vehicle tracking by providing password and a valid stolen vehicle police report number. Password required to activate Remote Door Unlock. See dealer for details of telematics services.
- Performance of the automated voice system varies depending on the noise level in and around the vehicle.
- European Delivery Program discount of 7% available on select models, other models offered at MSRP. Please see your dealer for details.

13 Requires optional Burl Walnut wood trim on Sport Sedans.

- Standard on C 300 Sport Sedan.
- Standard on C 350 Sport Sedan.
- Standard on C 300 Luxury Sedan, optional on Sport Sedans.
- Available only on Sport Sedans.
- Extra-cost option.
- Available only on Luxury Sedans.
- Durability is based on longevity, as determined by MBUSA sales records 1952–2008 and R.L. Polk & Co. Vehicles In Operation as of 2008.



For a small blue planet

The 124-year heritage of Mercedes-Benz is rich with evidence of our respect for the earth and its inhabitants, both in the vehicles we make and in the ways we make them. We introduced the world's first CFC-free car, not just in its air conditioning but throughout its entire manufacturing process. We've been using water-borne paints for years, and source the wood for our interior trim from responsibly sustained forests. We've been pioneering advanced powertrains for generations, from today's new hybrid models and 50-state clean diesels to the fuel cell vehicles of tomorrow. Mercedes-Benz is also legendary for producing automobiles of extraordinary durability, with 88% of the vehicles sold in the last 20 years – and a remarkable 75% of all the vehicles we've ever sold in the U.S. – still on the road.²⁰ After all, it takes virtually the same amount of energy to build vehicles that last as ones that won't.

Our new, more compact e-brochures consume fewer resources as well. Each one has been designed to be enjoyed on virtually any computer screen, even a laptop, so you need never print a paper copy at all. By doing so, together we are saving the energy associated with conventional printing, and eliminating the waste and emissions as well. Caring innovation comes from blue-sky thinking – sometimes quite literally. It's what you can expect from the automaker who's been sharing this small blue planet with you for longer than anyone. This is who we are. This is Mercedes-Benz.

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