2021 CLA COUPE
STYLISH LOOKS
GOOD ON YOU
What if every day could feel a little more special, and far less “everyday?” Wouldn’t that be beautiful? It doesn’t have to start with a trust fund or a lucky lottery ticket. Just find what suits and satisfies you, and wear it well. The CLA, for example, wraps innovations you’ll love in a shape you can’t resist. All at a price within reach. Style, it turns out, pairs very well with substance. And that’s a thing of beauty.
The seduction of the CLA only starts with its looks and price. Turbo power performs with enthusiasm. A virtual voice assistant responds with intelligence. Innovative luxuries answer your needs and desires.
SENSIBLE AND SENSUAL IN PERFECT PROPORTIONS

There are things you do because you have to, and some because you want to. Some are both at once, like your workout regimen or dining adventures. Some vary from day to day: Will you just get dressed, or get dressed up? Driving is, well, all over the map, no pun intended. Your car can feel like your escape module even on the evening commute. It can inspire you to turn around for an extra glance before you leave the garage. It can turn a traffic jam into a solo karaoke session. It can be your loyal sidekick on the trip of a lifetime, and a royal chariot on the most important day of your life. And it can, or should, be a steady source of moving joy.

Can one car exude passion and excel logically—not merely as a compromise, but intensely both? One car just might. It’s a sleek and stylish coupe, from its sharknose grille to its arching profile, yet it has four doors and seating for five. It’s agile and sporty, yet reassuring and solid. Its digital cockpit, touch controls and voice assistant are at the forefront of thinking. Yet it’s also thoughtful—with memory front seats, a giant glass sunroof, and nearly all the advanced driver assists* of its larger siblings. The CLA is that one car—actually four, including two AMG models—that can win over your brain and heart not just with its body, but from its soul.

MODELS

CLA 250 COUPE
221-hp inline-4 turbo, 7-speed dual-clutch automatic, front-wheel drive
CLA 250 4MATIC COUPE
221-hp inline-4 turbo, 7-speed dual-clutch automatic, variable-torque 4MATIC® all-wheel drive
AMG CLA 35 COUPE
AMG-enhanced 302-hp inline-4 turbo, 7-speed AMG SPEEDSHIFT® DCT dual-clutch automatic, AMG Performance 4MATIC all-wheel drive
AMG CLA 45 COUPE
Handcrafted AMG 382-hp inline-4 turbo, 8-speed AMG SPEEDSHIFT DCT dual-clutch automatic, AMG Performance 4MATIC+ all-wheel drive with AMG TORQUE CONTROL

*Some features are optional. Please see Build Your Own and endnotes at back of brochure.
Every point of contact in the CLA cabin is intended to connect with you on a distinctly rewarding level. Seat-shaped switches—a design originally patented by Mercedes-Benz—are literally icons of intuitive ergonomics. Touchpads on the steering wheel and console let you swipe through menus on the dual dash displays, simplifying a world of luxury features and settings. Dash vents evoke an executive jet’s, further set aglow by 64-color ambient lighting you can use to set a new mood on demand. Activated charcoal and micron filters help the climate control refresh you, while the standard Panorama roof can offer a sunny breeze, starlit sky, or cool shade. The CLA’s luxuries strive to be a touch more rewarding.

**A CLASS OF TOUCH**

**LUXURY HIGHLIGHTS**

- Power front seats with 3-position memory
- Heated, ventilated and/or multicontour front seats*
- AMG Performance front seats with multicontour adjustment (AMG models)*
- Dual-zone climate control with dust, pollen and activated-charcoal odor filters
- Burmester® Surround Sound*
- 64-color LED ambient lighting, including dash vents
- Heated steering wheel*
- Power tinted-glass Panorama roof
- Aluminum or natural-grain wood* cabin trim

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*Optional or not available on some models. Please see endnotes at back of brochure.
Every CLA has two clutches. But there’s no clutch pedal. Internally, the fully automatic gearbox starts to engage the next gear before leaving the current gear. Which means it can shift faster than a human. A pair of paddles behind the steering wheel let you manually shift anytime with a finger flick. But leave it in D and it’s an efficient – and quick – automatic.

Every measure of CLA performance takes on extra dimensions of quickness. A twin-scroll turbo turns a small engine into upsized power and torque. Their Direct Injection and multispark ignition can self-tune in milliseconds, as you drive. And selectable modes let you tune your CLA’s driving character from ECO to Sport to custom Individual with a few quick taps.

**TIME IN A SHIFT**

**PERFORMANCE HIGHLIGHTS**

2.0L inline-4 twin-scroll turbo engine: 221 hp (CLA250); AMG-enhanced 302 hp (CLA35), or handcrafted 382 hp (CLA45)

Transmission: 7G-DCT dual-clutch 7-speed automatic with shift paddles (CLA250); 7-speed (CLA35) or 8-speed (CLA45) AMG SPEEDSHIFT® DCT with shift paddles

Front-wheel drive, or variable-torque 4MATIC® or AMG Performance 4MATIC all-wheel drive*

DYNAMIC SELECT driving modes

18” or 19” alloy wheels**

4-wheel independent suspension; AMG Sport Suspension or AMG RIDE CONTROL with 3-stage damping* (AMG models)

*Optional or not available on some models.
Please see endnotes at back of brochure.
Artificial intelligence helps the CLA’s virtual voice assistant learn over time. Real ingenuity and continual innovation help a CLA detect imminent danger. It’s all part of a neverending investment in making every moment matter.

SAFETY HIGHLIGHTS
- Radar-based Active Brake Assist with Frontal Collision Mitigation
- Blind Spot Assist with Exit Warning Assist
- Parking Pilot w/Active Parking Assist and Surround View System
- Rearview Camera

TECHNOLOGY HIGHLIGHTS
- Mercedes-Benz User Experience (MBUX) with natural voice assistant, touchscreen, console touchpad, and steering-wheel Touch Controls
- Dual 7” or 10.25” displays: reconfigurable instrument cluster, multimedia touchscreen
- MBUX Interior Assistant (gesture control)
- Over-the-air software updating
- MB Navigation w/augmented video using live imagery of surroundings
- Apple CarPlay™ and Android Auto
- Four USB-C ports; wireless charging
- Head-Up Display

COORDINATION OF SENSE
- MB Navigation w/augmented video using live imagery of surroundings
- Apple CarPlay™ and Android Auto
- Four USB-C ports; wireless charging
- Head-Up Display

FUTURE FOR THE OUTLOOK
Even the most attentive human can’t look multiple ways, all the time. So Mercedes-Benz engineers developed a network of radar, cameras and other sensors that are like unblinking virtual eyes on your real world. Every CLA can watch ahead and your blind spots to help avoid accidents, and warn you if it’s not ok to open a door after parking.

Options include hands-free parking, and a new built-in dashcam. Another package can adapt your cruise speed as the limit changes, let you change lanes by tapping a turn signal, help keep you from turning across oncoming traffic, and trigger your ears’ natural defenses for loud noises before a crash. A CLA looks out for your outlook.
Generously appointed from the get-go, a menu of options and thoughtfully curated packages let you tailor your CLA to be a perfect fit.

**EXTERIOR LIGHTING PACKAGE**
- Active LED headlamps
- Adaptive Highbeam Assist

**PREMIUM PACKAGE**
- Auto-dimming inside and left-side mirrors
- Power-folding side mirrors
- CLA 250 also includes:
  - 10.25" digital instrument cluster display
  - 10.25" touchscreen multimedia display
- CLA 35 adds:
  - KEYLESS-GO®
  - HANDS-FREE ACCESS trunk opener
- (All items standard on CLA 45)

**STYLING PACKAGES**
- AMG Line (CLA 250):
  - AMG body styling
  - Chrome diamond-block grille
  - 18" AMG® twin 5-spoke wheels
  - Sport steering wheel
  - Brushed stainless steel pedals
  - AMG floor mats
- Night Package adds:
  - Gloss-black exterior and wheel accents

Please see endnotes at back of brochure.
INSPIRED DESIGN

CLA 250 / CLA 250 4MATIC

IGNITES DESIRE
CLA 250 Coupe  **SPECIFICATIONS**

/ **ENGINE**  2.0L inline-4 turbo
/ **TRANS**  7G-DCT 7-speed auto
/ **POWER**  221 hp @ 5,500 rpm
/ **0–60 MPH**  $\rightarrow$  6.3 sec$^{14}$
/ **DRIVE**  Front-wheel or 4MATIC® all-wheel
/ **WHEELS**  18" multispeke$^{1}$

Please see endnotes at back of brochure.
True style isn’t about showing off labels or name-dropping. It radiates from within the wearer. How does a car with a glistening Star in its grille—one that dares to call its 4-door body a coupe—boldly make such a claim? Simple: For all of automotive history, the very essence of a Mercedes-Benz coupe has been a magic potion of athleticism and elegance that allows both to exist at full strength. And in a CLA 250, that magic is evident in its alluring shape, its inviting cabin, and its rewarding performance. Its lines are uncluttered by common cliché. Its iconic grille is gracefully sized and given a slight forward lean, to express the energetic turbo power under the twin-power domes of its hood. Its digital cockpit fuses ultramodern tech with humanity, not just in its virtual voice assistant but in flowing design, well-crafted feel, and thoughtful appointments from a giant glass sunroof to four USB-C ports. And it takes to the road with agility and vigor—even more so in the CLA 250 4MATIC, whose all-wheel drive can vary torque front-to-rear in response to the conditions.

Is surefootedness stylish? Confidence surely is. Style isn’t the names you wear. It’s what you make your name mean.

221-HP 2.0L INLINE-4 TURBO ENGINE. FRONT-WHEEL DRIVE OR VARIABLE-TORQUE 4MATIC® ALL-WHEEL DRIVE. POWER GLASS PANORAMA ROOF. LED HEADLAMPS AND TAILLAMPS. BLIND SPOT ASSIST W/EXIT WARNING. 18" ALLOY WHEELS (OPTIONS TO 19”). DUAL COLOR DIGITAL DISPLAYS, WITH CENTRAL MULTIMEDIA TOUCHSCREEN. MBUX WITH “HEY, MERCEDES” DIGITAL VOICE ASSISTANT. APPLE CARPLAY™ AND ANDROID AUTO™.
AMG CLA COUPE

INTENSE HEAT

AMG CLA 35 / AMG CLA 45

SPARKS PASSION
AMG CLA 45  SPECIFICATIONS

/ENGINE  Handcrafted AMG 2.0L inline-4 turbo /POWER 382 hp @ 6,500 rpm /0-60 MPH → 4.0 sec^{14} /DRIVE  Variable-torque AMG Performance 4MATIC+

/WHEELS^{1}  19"AMG® twin 5-spoke
Fame is one way to turn good looks into power. Mercedes-AMG vehicles are famous for being beautifully powerful and vice-versa. Power, of course, means more than the horses that stampede from under the hoods of the 302-hp CLA 35 and 382-hp CLA 45. It also means the tenacity to grip the pavement from launch to lateral Gs. The strength to shed speed over and over. And the most important power of all: the bond between car and driver. Each AMG CLA does this in its own way, even though they share countless elements from their muscular 4-door coupe shape to their advanced digital cockpits. The CLA 35 engine is AMG-enhanced with increased turbo boost and more. AMG Performance 4MATIC is integrated with the dual-clutch 7-speed, saving weight as it provides fully variable torque and 0–60 in 4.8 seconds.

The CLA 45’s AMG Performance 4MATIC+ offers the all-out fun of a rear-drive sports car, with the precise rear-wheel vectoring of AMG TORQUE CONTROL. The AMG DYNAMIC PLUS Package further hones its skills. And its hand-built engine features two-stage direct/port injection, a stronger chilled-cast block, and 0–60 in just 4.0 seconds. And with 30.5 psi of max turbo boost and most hp of any 4-cylinder in production, you might say it has hall-of-fame induction.

302-HP AMG ENHANCED (CLA 35) OR 382-HP HANDCRAFTED AMG (CLA 45) INLINE-4 TURBO ENGINE. AMG SPEEDSHIFT® DCT 7-SPEED (CLA 35) OR 8-SPEED (CLA 45) AMG PERFORMANCE 4MATIC® (CLA 35) OR 4MATIC+ (CLA 45) AWD. AMG DYNAMIC SELECT DRIVE MODES, AMG DRIVE UNIT*. AMG SPORT EXHAUST. AMG SPORT SUSPENSION, OR 3-STAGE AMG RIDE CONTROL*. 18” OR 19”** AMG® WHEELS.

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

<table>
<thead>
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<th>CLA 250 / CLA 250 4matic</th>
<th>AMG CLA 35</th>
<th>AMG CLA 45</th>
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<tbody>
<tr>
<td>Wheelbase</td>
<td>107.4&quot;</td>
<td>107.4&quot;</td>
<td>107.4&quot;</td>
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<tr>
<td>Overall length</td>
<td>184.0&quot;</td>
<td>184.0&quot;</td>
<td>184.0&quot;</td>
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<tr>
<td>Overall height</td>
<td>55.3&quot;</td>
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<tr>
<td>Overall width</td>
<td>69.7&quot;</td>
<td>69.7&quot;</td>
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<tr>
<td>Curb weight</td>
<td>3,362 lb / 3,343 lb</td>
<td>3,073 lb</td>
<td>3,073 lb</td>
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<tr>
<td>Headroom</td>
<td>front: 38.3” / 33.7”</td>
<td>38.0”</td>
<td>38.0”</td>
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<tr>
<td>Legroom</td>
<td>front: 41.0” / 34.9”</td>
<td>41.0”</td>
<td>41.0”</td>
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<tr>
<td>Cargo capacity</td>
<td>16 cu ft</td>
<td>16 cu ft</td>
<td>16 cu ft</td>
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**Engine Specifications**

<table>
<thead>
<tr>
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<th>CLA 250 / CLA 250 4matic</th>
<th>AMG CLA 35</th>
<th>AMG CLA 45</th>
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<tbody>
<tr>
<td>Engine type</td>
<td>2.0L 4-cylinder + Direct Injection</td>
<td>AMG-enhanced 2.0L, inline-4 turbo + Direct Injection</td>
<td>AMG-enhanced 2.0L, inline-4 turbo + Direct Injection</td>
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<tr>
<td>Power</td>
<td>202 hp @ 5,000 rpm</td>
<td>295 hp</td>
<td>354 hp</td>
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<tr>
<td>Acceleration</td>
<td>0–60 mph</td>
<td>5.6 sec</td>
<td>4.0 sec</td>
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**Suspension**

- AMG Sport Suspension
- 4-wheel independent suspension

**Braking**

- AMG Performance Braking System
- 350 mm AMG Performance Braking

**Saftey and Security**

- Rearview camera
- Blind Spot Assist with Exit Warning Assist
- Lane Keep Assist System
- Multicontour AMG Performance front seats with memory function

**Multiplayer**

- SiriusXM® Satellite Radio
- MB-Tex upholstery
- MBUX Augmented Video for Navigation

**Key Standard Features**

- Heated power side mirrors
- Power folding side mirrors
- Auto-dimming driver side and inside rearview mirrors
- Power folding side mirrors
- Auto-dimming driver-side and inside rearview mirrors, compass

**Summary**

- Standard
- Optional
- No change option
- Not available

Please see endnotes at back of brochure.
UPHOLSTERY

MB-TEX

cla250
Black or Macchiato Beige

cla250
Neva Grey/Black; requires AMG Line

AMG CLA 35, CLA 45
Neva Grey/Black

cla250
Black w/Red topstitching; requires AMG Line

AMG CLA 35, CLA 45
Black w/Red topstitching

cla250
Requires heated and/or ventilated front seats

AMG CLA 35
Requires heated and/or ventilated front seats; includes topstitched MB-Tex dash

AMG CLA 45
Includes topstitched MB-Tex dash

AMG PERFORMANCE FRONT SEATS

AMG CLA 35, CLA 45
AMG Performance Seat Pkg, with Black MB-Tex/DINAMICA w/Red topstitching or Neva Grey/Black MB-Tex

AMG CLA 35, CLA 45
AMG Performance Seat Pkg Advanced, with Black or Bahia Brown leather; requires heated and/or ventilated seats
**INTERIOR COLORS & TRIM**

- **BLACK**
  - MB-Tex CLA 250 (NA with AMG Line)
  - Leather CLA 250 (requires AMG Line; NA with Patagonia Red metallic paint)

- **MACCHIATO BEIGE**
  - MB-Tex CLA 250 (NA with AMG Line)

- **NEVA GREY/BLACK**
  - MB-Tex CLA 250 (requires AMG Line)
  - AMG models

- **BLACK w/RED TOPSTITCHING**
  - MB-Tex/DINAMICA CLA 250 (requires AMG Line)
  - AMG models (includes red seat belts; black seat belts available for no charge)

- **BAHIA BROWN**
  - Leather CLA 250 (requires AMG Line; NA with Classic Red/Black or Titanium Grey/Black)
  - AMG models

- **CLASSIC RED/BLACK**
  - Leather CLA 250 (requires AMG Line; NA with Denim Blue metallic paint)
  - AMG models

- **TITANIUM GREY/BLACK**
  - Leather CLA 250 (requires AMG Line)
  - AMG models

- **ALUMINUM WITH LINEAR GRAIN**
  - All models

- **ALUMINUM WITH LONGITUDINAL GRAIN**
  - All models

- **NATURAL GRAIN BLACK LINDEN WOOD**
  - All models

- **NATURAL GRAIN BROWN WALNUT WOOD**
  - CLA 250
    - All w/Black w/Red topstitching; Classic Red/Black or Titanium Grey/Black
    - AMG models
    - All w/Classic Red/Black or Titanium Grey/Black
PAINTWORK

Polar White

Night Black

Sun Yellow

Digital White Metallic

Cosmos Black Metallic

Denim Blue Metallic

Iridium Silver Metallic

Mountain Grey Metallic

Mojave Silver Metallic

Patagonia Red Metallic

designo® Mountain Grey Magno

NA on CLA 250 with Classic Red interior

NA on CLA 250 with Bahia Brown interior

Matte finish
OWNERSHIP & EXPERIENCE

DAILY COMMUTE OR ROADTRIP, THOUGHTFUL TECHNOLOGY HELPS MAKE ANY JOURNEY A JOY.
Mercedes me connect puts a network of features in your car, on your smartphone, and in the digital world around you.1 And all of them collaborate to help keep you on track, on time, and feeling you’re on top of your real world.
• You can remote-start your car, locate where it’s parked, configure vehicle settings from your phone, and more.
• You can look up destinations on your phone and send them to the available MB Navigation system in your car.
• You can offer WiFi to your passengers, and enjoy audio from all over the planet with TuneIn Radio.
Models with Car-to-X Communication can share info on traffic, road hazards and other conditions with each other, via a central reporting base. So you might find out about a tie-up on your route before you get caught up in it.
The map database for your car’s available MB Navigation system can be updated in your driveway, over the air, up to twice a year—with no need to bring it to the dealership.

WHEREVER YOU DRIVE, THERE’S A TEAM OF SUPPORTIVE PEOPLE LOOKING OUT FOR YOU.
Mercedes-Benz was the first automaker to introduce its own Roadside Assistance Program in the US. For more than 35 years, customers have called on—and counted on—factory-trained experts in times of need.12
• A button in your car can connect you. If an air bag or seat-belt tensioner is activated, your car can place the call on your behalf, and even transmit your location.
• They can send help—usually a trained dealer service technician—to your location, even for a jump-start.
• If you see a warning light, so can the experts, and they can often help diagnose trouble over the phone.
Your Mercedes-Benz dealer is helping make service and maintenance even more convenient, with options such as Express Service, Mobile Service, pickup and delivery, online scheduling, and contactless payment. Your dealer can tell you more about the specific benefits they offer.

YOUR MERCEDES-BENZ EXPERIENCE SHOULD ALWAYS FEEL SPECIAL.
Driving a Mercedes-Benz feels like joining a club, as well as a family. Wherever you go, you’re part of a history that started with the first car, and always keeps racing ahead.
• For decades, groundbreaking innovations have protected, entertained and indulged Mercedes-Benz drivers first. While many have gone on to become the standard for all cars, you get to drive the future, today.
• From the AMG Lounge to #MBPhotoPass on Instagram, Mercedes-Benz owners have many ways to connect and interact.
Your car and your dealer are in on it, too.
• Mercedes me lets your car communicate its service needs to your preferred dealer.
• Your dealer can reach out to you to book an appointment or after drive-in service.

COMMITTED TO COMMUNITY
Mercedes-Benz USA is committed to educating and empowering the next generation of diverse leaders. To help equip them with the tools for success, MBUSA partners with two national organizations that invest in the futures of young people in communities across the country. As a Mercedes-Benz driver, you become a part of this effort to give hundreds of thousands of youth a better life today, and all of us a brighter tomorrow.
Learn more about how Mercedes-Benz USA gives back at MBUSA.com/community

Laureus Sport for Good USA is focused on improving the health, education, employment and social cohesion of youth in underserved communities. Since 2012, Laureus USA has helped nearly half a million young people in 150 cities.
To learn more, visit laureususa.com

Johnny Mac Soldiers Fund helps honor military service and sacrifice by providing scholarships to veterans and military family members—particularly the children of our nation’s fallen and disabled. Since 2014, Johnny Mac has awarded more than $16 million in scholarships to some 2,000 students.
To learn more, visit johnnymac.org