

[The new Mercedes-AMG C43 Cabriolet INFORMATION ADAPTED FOR THE U.S. MARKET – EMBARGOED UNTIL Monday, Feb. 29 at 2:00 pm EST](#)

Press Information

29 February 2016

Open for maximum driving pleasure

Affalterbach. Mercedes-AMG is unveiling the first open-top member of the still young C-Class family in the shape of the new C43 Cabriolet. Just like the C43 Coupe, the all-season Cabriolet features a combination of a 362 hp 3.0-liter V6 Biturbo engine, fast-acting 9G-TRONIC automatic transmission and standard-fit AMG Performance 4MATIC all-wheel drive. The open-air enjoyment for four people is backed by the brand's hallmark Driving Performance thanks to discrete suspension with stiffer elastokinematics unique to AMG and three-stage adjustable damping.

Mercedes-AMG is bringing two models from the C-Class performance family to the 2016 Geneva Motor Show. In addition to the C43 Coupe, the sports car and performance brand based in Affalterbach is now also showcasing the C43 Cabriolet. "The AMG product portfolio will continue to grow rapidly this year, making the world of Driving Performance more diverse than ever.

Our new product line continues to expand at a fast pace and, with the C43 Cabriolet, we are offering a younger target group yet another alternative to discover the fascinating world of AMG," says Tobias Moers, Chief Executive of Mercedes-AMG GmbH.

The 3.0-liter V6 Biturbo engine provides impressive performance with 362 hp and peak torque of 384 lb-ft, sprinting from 0-60 mph in 4.7 seconds and on to a top speed of 155 mph (electronically limited). The agile driving experience is mainly thanks to the standard-fit AMG Performance 4MATIC all-wheel drive with rear-biased torque distribution, newly developed front axle, stiff elastokinematics and highly precise steering.

Key data

	Mercedes-AMG C 43 Cabriolet
Engine	3.0-liter V6 Biturbo
Displacement	2996 cc
Output	362 hp @ 5500-6000 rpm
Peak torque	384 lb-ft. @ 2000-4200 rpm
Acceleration 0-60 mph	4.7 s
Top speed	155 mph*

* Electronically limited

The highlights

- 3.0-liter V6 Biturbo engine with modified engine control unit for increased boost and high-revving ability
- 9G-TRONIC automatic transmission with double-declutching function when shifting down and exhilaratingly short response times in "Sport Plus" mode
- AMG Performance 4MATIC all-wheel drive with rear-biased torque distribution of 31 to 69 percent (front axle to rear axle)
- AMG RIDE CONTROL sport suspension with adaptive variable damping in three stages; mode can be selected via button, adopted from Mercedes-AMG C63
- AMG DYNAMIC SELECT switch for dynamic, individually-selectable driving experience with five drive modes and AMG-specific tuning
- Three-stage ESP® Electronic Stability Program
- Front axle with newly developed steering knuckles and load-bearing joints on the spring link. Elastokinematic adjustments to the links have been adopted from the Mercedes-AMG C63
- Rear axle with elastokinematics tailored to higher driving dynamics
- Large braking system with internally ventilated compound brake discs, perforated at the front with a diameter of 14.2", and with a diameter of 12.6" at the rear
- AMG styling with distinctive front and rear bumper as well as special tailpipes

- Diamond radiator grill with chrome-plated pins and louvers in high-gloss black
- 18" AMG light-alloy wheels in 5-spoke design, painted high-gloss black with a high-sheen finish
- AMG instrument cluster with checkered flag design with 180 mph scale and AMG main menu
- Multifunction sports steering wheel in leather with deep embossing in grip area, flattened bottom section and red contrasting topstitching
- Upholstery in MB-Tex / DINAMICA microfiber in black with sport seat upholstery layout and red topstitching
- Fully automatic all-season fabric soft top offering outstanding climate comfort and an exceptionally low noise level, which can be opened or closed in just 20 seconds when driving at a speed of up to 31 mph

AMG-specific: the 3.0-liter V6 Biturbo engine

The C43's 3.0-liter V6 Biturbo engine has seen several technical advances including a modified boost pressure allowed AMG engineers to increase the engine's power output and torque as well as its dynamism and flexibility to AMG levels. With 362 hp and 384 lb-ft, the V6 engine sets new standards in its segment. The NANOSLIDE® coating of the cylinder liners is also used in the Formula One engines of the MERCEDES-AMG PETRONAS team. Especially tough and wear-resistant, this coating reduces friction, thereby contributing to higher efficiency. The AMG powerplant can be identified by the red aluminum insert in the engine cover.

Short shift times, high efficiency: 9G-TRONIC

The 9G-TRONIC automatic transmission is especially matched to the demands of the Mercedes-AMG C43. Thanks to the model-specific software application, AMG developers managed to substantially reduce the shift times of the 9-speed transmission. The ability to downshift multiple gears at once allows for even faster short bursts of speed, while the double-declutching function in the "Sport" and "Sport Plus" transmission modes makes for an even more emotional driving experience. Defined ignition adjustments also provide faster gearshifts in the "Eco" and "Comfort" modes.

"Manual" mode can be enabled by pressing a button on the center console. The gear changes are based on the selected transmission mode, and the driver can

change gears using the paddles on the steering wheel. Moreover, the transmission stays in the selected gear and does not automatically shift up when the engine speed reaches redline.

Page 4

With automatic adjustable damping: the sport suspension

Equipped as standard with the AMG RIDE CONTROL sport suspension with adaptive three-stage adjustable damping, the Mercedes-AMG C43 Cabriolet has all the right ingredients to deliver outstanding driving dynamics and exceptionally high comfort on long journeys. The front axle has been provided with stiffer steering knuckles, improved elastokinematics and increased negative camber. In combination with the likewise newly developed wishbone guide bearings, this design results in significantly more agile cornering plus more precise and direct suspension feedback from the road. The driver can select the automatic adjustable damping system's three suspension modes "Comfort," "Sport" and "Sport Plus" using a button on the center console to fully customize the driving impression.

Characteristics at the tap of a finger: AMG DYNAMIC SELECT

With the five AMG DYNAMIC SELECT transmission modes "Eco," "Comfort," "Sport," "Sport Plus" and "Individual," the driver can tailor the characteristics of the C43 Cabriolet to further individualize the vehicle at the tap of a finger. The available range extends from efficient and comfortable to very sporty. These modes modify several key parameters, including the response of the engine, transmission, suspension and steering.

In order to increase efficiency, the ECO start/stop function and the 'sailing' function reduce fuel consumption in "Eco" mode; when the driver releases the accelerator in a speed range between 37 and 99 mph, the clutch is disengaged and the engine is decoupled from the powertrain. The electronics reduce the engine speed to idle level and driving resistance is reduced by the compression and frictional forces of the engine in overrun mode.

Direct and with clear feedback: speed-sensitive sports steering

The speed-sensitive sport steering assists the agile cornering of the new C43 Cabriolet. It stands out with its precise, highly authentic feedback. The servo assistance can be varied with the "Comfort" or "Sport" settings. The relevant characteristics are automatically activated depending on the selected DYNAMIC SELECT transmission mode or can be personalized in "Individual" mode.

Muscular with an emphasis on width: the exterior design

Page 5

The Mercedes-AMG C43 Cabriolet is likewise sporty in appearance, making it instantly recognizable as a member of the AMG family. Characteristic features include distinctive AMG styling as well as specific light-alloy wheels, underscoring the brand's progressive nature and performance. The engine cover has a red aluminum insert that accentuates the strengths of the six-cylinder Biturbo engine.

Exterior AMG styling includes the front apron with sporty distinctive air intakes, diamond meshes, silver chrome trim, as well as the rear bumper with matte iridium silver diffuser insert. The diamond radiator grill features chrome-plated pins, louvers in high-gloss black and AMG lettering. A silver-chrome front splitter ensures an optimal flow of air to various cooling modules.

Additional highlights include black exterior mirror housings as well as the two chrome-plated tailpipes with a center divider. Further striking features come courtesy of the new "BITURBO – 4MATIC" lettering on the front fenders and the "AMG" (left) and "C43" (right) lettering on the trunk lid.

AMG 5-spoke light-alloy wheels painted in high-gloss black with a high-sheen finish round off the design visually. Size 225/45 R 18 tires on 7.5 x 18 light-alloy wheels are fitted at the front, while the rear axle comes with 245/40 R 18 tires on 8.5 x 18 wheels. 19" light-alloy wheels in various designs are optionally available for even greater individualization.

Sporty look with model-specific details: the interior design

The interior reinforces the consistently dynamic bias with numerous specially designed details. Ideal for a spirited driving style, the multifunction sport steering wheel in black leather features a flattened bottom section and red contrasting topstitching.

The driver finds a secure and comfortable seating position even at speed thanks to improved lateral support provided by sport seats. The MB-Tex / DINAMICA microfiber upholstery and the instrument panel trimmed with MB-Tex create a sporty ambience. The man-made leather is also used on the upper edges of the body, the armrests, the door center panels and the center console. Red contrasting topstitching, *designo* red safety belts and black floor mats with red edging add attractive highlights. The aluminum trim pieces with light-tone longitudinal grain embedded in the instrument panel and the doors provide effective contrasts.

The AMG instrument cluster delivers all relevant information in a clearly arranged layout optimized for a dynamic driving style. An authentic sports car look and feel is provided by two tube-shaped round dials, 4.5-inch multifunction color display, RACETIMER and 180 mph scale in checkered-flag design.

Suitability for everyday use is additionally enhanced by intelligent comfort functions such as optional AIRSCARF neck-level heating, operation of the fabric soft top while driving (up to 31 mph, initiated below 3 mph) and optional automatic closing of the boot separator.

Exclusive options include the fully automatic fabric acoustic soft top, which is available in black, dark blue, brown or dark red. The multi-layered structure incorporating various insulation materials effectively reduces ambient noise and thus reduces the interior noise level.

The 2017 Mercedes-AMG C43 Cabriolet launches in the fall.