



Mercedes-Benz

The new Mercedes-Benz S-Class Cabriolet

Press Information

Open-top luxury

2 September 2015

Stuttgart. The new S-Class Cabriolet is the fourth variant of the current S-Class family in the U.S. market and the first open-top flagship four-seater from Mercedes-Benz since 1971. It offers a distinctive, sensual and exclusive design, the cutting-edge technology of the S-Class and a comprehensive warmth and wind protection concept which includes intelligent climate control for convertibles. The elegantly sporty model will have its world premiere at the Frankfurt International Motor Show in September. Also on display in Frankfurt will be a superlative dream car from Mercedes-AMG in the guise of the S63 4MATIC Cabriolet. Its 5.5-liter V8 biturbo engine offers an output of 577 hp and peak torque of 664 lb-ft, AMG Performance 4MATIC all-wheel drive with rear-biased torque split as standard and acceleration from 0 to 60 mph in 3.9 seconds.

"After 44 years we are once again able to offer Mercedes aficionados an open-top car in the S-Class. The new S-Class Cabriolet symbolizes our passion for individual and timelessly exclusive mobility, which we share with our customers," remarks Ola Källenius, Board Member of Daimler AG, Mercedes-Benz Cars Sales.

The new S-Class Cabriolet is exceptionally rigid. Innovative solutions such as the luggage compartment bulkhead made of aluminium and magnesium as well as the aluminium rear floor also lower the bodyshell weight to the level of the S-Class Coupe. The standard-fit roll-over protection system behind the rear head restraints features pyrotechnic initiation of the actuators for the first time, in addition to the roll bars themselves which are moved into position by a gas generator.

"Two years after its launch, the S-Class family is now complete. We have never offered six models worldwide in the luxury class before - and never before have we enjoyed such success," says Prof. Dr. Thomas Weber, Member of the Daimler Board of Management responsible for Group Research and Head of Mercedes-Benz

Cars Development. "The S-Class sets the pace on the global market when it comes to safety, efficiency and comfort."

Page 2

Mercedes-Benz lays claim to building the world's most comfortable convertible. When it comes to climate comfort, the enhanced automatic wind protection system AIRCAP, the AIRSCARF neck-level heating system, the heated armrests, the seat heating for front and rear passengers and the intelligent climate control ensure that this is indeed the case. In contrast to conventional systems, the climate is controlled fully automatically. This means that the driver does not need to select a mode for closed or open top, nor is it necessary to save a temperature setting for these driving conditions.

A keen attention to detail is also evident in the luggage compartment concept: when the soft top is opened, it folds away into part of the luggage compartment. The soft top is separated from the remaining luggage compartment space by means of an electrically operated retractable cover which encloses the soft top. This luggage compartment partition extends automatically during opening of the soft top, providing added convenience because the driver no longer needs to stop and exit the vehicle in order to operate the luggage compartment cover manually. The partition will not be activated if the luggage compartment is loaded such that there are objects in the area of the partition. When the soft top is closed, the luggage compartment partition can be retracted by pressing a button in the inner panelling of the trunk lid, increasing the available luggage space.

Additional details which are standard are electro-hydraulic remote locking for the luggage compartment and a through-loading facility into the interior.

Dynamic profile, superlative class: The design

"With its sensual and pure design idiom, our new S-Class Cabriolet is one of the most beautiful and exclusive S-Class cars of all time," says Gorden Wagener, Head of Design at Daimler AG. "It embodies modern luxury in a very special way and is an expression of both effortless superiority and progressivity."

The centerpiece of the front end is the black diamond radiator grille featuring the Mercedes star and a single louvre in silver with chrome inserts. The hood adds dynamic touches with two powerful character lines. The striking front bumper incorporates large air intakes in the middle and at the sides. The chrome trim adds a sporty finishing touch to the front end. The LED Intelligent Light System can be

ordered with optional exquisite Swarovski crystals for the turn signals and daytime running lamps further showcasing the car's elegance in glittering style.

Page 3

The side design of the S-Class Cabriolet presents a thrilling dynamic coupe-style profile when the soft top is closed. Features of the side design include a low greenhouse, the dropping line of the side wall descending towards the rear and the fully retractable side windows. The multilayer, taut soft top underscores the vehicle's elegance when closed. The soft top is available in black, dark blue, beige and dark red.

The switch in the center console can be used to open and close the soft top while on the move up to a speed of 37 mph. Opening and closing takes under 20 seconds. The soft top is deposited above the automatically extending luggage compartment partition. The newly developed soft top from Mercedes Benz is a tensioning-arm top. When closing the soft top, the required closing forces are generated by moving the tensioning arms beyond the dead center position – a process known as 'overcentering'. This avoids the need for any additional closures on the soft top compartment lid, consistent with the high design quality embodied by the S-Class Cabriolet. With the electronic key, opening and closing are also possible from outside the vehicle.

The rear end underscores the impression of width with flat LED tail lights and muscular shoulders. The closed soft top with glass window blends harmoniously into the rear view. The soft top compartment lid is framed by a wide chrome trim element. The rear bumper with diffuser-look lower section, two visible tailpipe trims and a horizontal chrome trim element add a sporty finish. The Mercedes star is hinged and performs several functions: it serves as a handle for manual opening of the trunk lid and is also the cover for the reversing camera and the optional Surround View Camera System.

Inside, the S-Class Cabriolet boasts a luxuriously sporty design idiom and fine materials, conjuring up an exceptionally refined interior setting. The soft top opens up to create an open-air lounge that exudes a yacht-like atmosphere. The carefully matched choice of colors and materials and the high-quality controls in real metal or in chrome look underscore the vehicle's highly exclusive character. To enable the broadest scope for individualization, there is a choice of nappa leather or *designo* Exclusive nappa leather plus six different interior color concepts, including a maritime-inspired combination of deep-sea blue and porcelain. The materials feature the highest standard of workmanship and are hand-crafted in character.

With a C_d value of 0.29, aerodynamics world champion Mercedes-Benz sets a new benchmark in this segment with the S-Class Cabriolet. The excellent air flow characteristics can be attributed to the underbody panelling concept with extensive engine compartment and main floor panelling, the extensive rear axle cladding, the aerodynamically optimized wheel spoilers, the aerodynamic shape of the exterior mirrors and the well-balanced power split between the front and rear axle.

The S-Class Coupe has the quietest interior of any series production car, and the open four-seater continues this family tradition by offering excellent noise-related comfort as well. A three-layer acoustic soft top comes as standard. The outer fabric cover incorporates a butyl layer as a water barrier on the inside, as opposed to the previous neoprene layer. This lowers noise levels, as does the enhanced upholstery matting and the acoustically optimized roof lining. The insulating layer also ensures that the elegant profile silhouette is not spoiled by bows that are visible from the outside.

Bodyshell measures, the sealing concept for the doors and the double glazing of the windows are also crucial to the low wind noise level in the interior. In addition to noise-related comfort, the aerodynamics engineers have also devoted special attention to maintaining a draft-free interior. The new S-Class Cabriolet is fitted with the AIRCAP automatic wind protection system as standard. This can be extended at the touch of a button to reduce turbulence in the interior. AIRCAP consists of two components: a wind deflector with a net, set into the roof frame that can be extended by 2.8 inches, plus a similarly extendable draft-stop behind the rear seats with a convex contour and stainless steel trim. The innovative diffuser ribs on the bottom edge of the front louvre are a further development. They produce specific turbulence effects to reduce the noise level. The wind deflector is finished in the body color on the S-Class Cabriolet.

Another standard comfort feature is the AIRSCARF neck-level heating system. This extends the convertible season by enabling comfortable open-top driving even at low outside temperatures. With this patented neck-level heating system, warm air circulates around the head and neck areas of the occupants from the head restraints.

The new S-Class premieres an intelligent climate control system, which in the future will provide for ideal climate comfort coupled with maximum user-friendliness in all open-top vehicles from Mercedes-Benz. The air conditioning experts at Mercedes-Benz developed a new software architecture specifically for this system, which underwent rigorous testing on state-of-the-art "hardware-in-the-loop" test stands prior to fine-tuning in the climate tunnel and on test drives.

In contrast to conventional systems, the climate is controlled fully automatically. This means that the driver does not need to select a mode for closed or open top, nor is it necessary to save a temperature setting for these driving conditions. An overlapping function performs the considerable feat of achieving an unnoticeable transition between closed and open top (and vice-versa) for maximum climate comfort. The Cabriolet benefits here from the sophisticated climate control concept for the S-Class, which enables automatic individual control of each vent.

The air conditioning control unit is fully networked and communicates with numerous vehicle components. In all, 12 sensors and 18 actuators help provide the ideal climate in all conditions. In addition to interior and exterior temperature, the sensors also detect the level of solar radiation. A sensor for air quality and harmful gases constantly monitors the quality of the outside air being drawn in. To effectively prevent the windows from fogging up, a dewpoint sensor measures the absolute humidity on the front windscreen. Two solar sensors on the dashboard and on the rear shelf ensure that the blower level and temperature are adjusted to the selected settings in a short amount of time in response to any changes in solar irradiation.

With two climate zones and three climate styles (diffuse, medium or focused), the standard-fit THERMOTRONIC automatic climate control system enables an individual feel-good climate on board. The driver and front passenger are able to control the temperature, airflow and air distribution and to vary the temperature of their footwells in five levels, independently of each other. The status of the soft top influences air distribution, blower operation and temperature control. The new THERMOTRONIC with intelligent climate control follows the Mercedes-Benz philosophy of supplying cold air quickly after starting up the vehicle and subsequently controlling the climate as inconspicuously as possible.

The optionally available Warmth & Comfort package provides even cozier conditions. For instance, the armrests on the center console and the doors as well

as the multifunction steering wheel can be heated in addition to the standard seat heating. The driver and front passenger can choose between three different heating levels at the touch of a button. The standard AIR-BALANCE package features fragrance and ionization as well as additional air cleaning by an activated charcoal filter. PACIFIC MOOD is a new fragrance that is available exclusively for the Cabriolet.

Drive, suspension, active safety: a fully-fledged member of the S-Class family

The V8 engine of the S550 Cabriolet has an output of 449 horsepower. The displacement stands at 4663 cc, and the engine produces peak torque of 516 lb-ft from 1800 rpm. The innovative 9G-TRONIC 9-speed automatic transmission supports both a dynamic and a fuel-saving driving style.

The S-Class Cabriolet is fitted with standard AIRMATIC semi-active air suspension that features infinitely variable damping control. This system sets standards with respect to road roar and handling stability. It can be set to a sportier or more comfort-oriented mode, according to personal tastes. The four-link front axle impresses with a high level of driving comfort, plus precise suspension action.

Like the S-Class Sedan and Coupe, the new Cabriolet is available with numerous new assistance systems that make driving even more comfortable and safer. Intelligent Drive systems include PRE-SAFE® Brake with pedestrian detection, DISTRONIC PLUS with Steering Assist, Brake Assist BAS PLUS with Cross-Traffic Assist, Active Lane Keeping Assist, Adaptive Highbeam Assist Plus and Night View Assist Plus. In addition to a distance and collision warning function in conjunction with Adaptive Brake Assist, which offers collision protection from speeds as low as 5 mph, the standard COLLISION PREVENTION ASSIST PLUS system also features an additional function: when a danger of collision persists and the driver fails to respond, the system is able to carry out autonomous braking at speeds of up to 65 mph, thereby reducing the severity of collisions with slower or stopping vehicles. At speeds of up to 31 mph the system also brakes in response to stationary vehicles, and is able to prevent rear-end collisions at up to around 25 mph.

The PRE-SAFE® preventive occupant protection system has been upgraded to PRE-SAFE® PLUS. PRE-SAFE® PLUS can recognize an imminent rear-end collision and warn following traffic by flashing the rear hazard warning lights at a high frequency. When a danger of collision persists, the system can "lock" the brakes of the stationary vehicle prior to a rear-end collision and activate the PRE-SAFE® belt tensioners immediately before impact. This action minimizes the risk of whiplash

injury by reducing the forward jolt caused by the impact and ensuring that the occupants are in the best possible position.

Page 7

Intelligent lightweight design: extremely rigid, remarkably light

As the sixth variant of the current S-Class worldwide and the fourth available in the U.S. market, the new S-Class Cabriolet (length/width/height: 197.9/74.7/55.8 inches or 5027/1899/1417 mm) is a member of the world's largest luxury model family. Its closest relative is the S-Class Coupe, from which the Cabriolet adopts around 60 percent of its bodyshell components. A completely new feature is the rear floor, produced in aluminium for the first time. This raises the share of this lightweight metal in terms of surface area to over 50 percent in the overall intelligent mix of materials.

Striking new components are the longitudinal members in die-cast aluminium, based on a technology which was developed for the current SL. With the aid of a sand core, the longitudinal member is produced as a closed cast body which is hollow inside. This enables various components to be integrated in the longitudinal member, while also making varying wall thicknesses possible. This means a functionally ideal and weight-optimized design for the longitudinal member. In order to attain the high functional objectives (noise, vibration, durability and crash characteristics), the multifunction well (previously: spare wheel well) is welded in place in the bodyshell.

Another noticeable new feature is the rear wall behind the rear seats, which serves to reinforce the body while at the same time supporting the pyrotechnically extending roll bars and also incorporating a through-loading opening into the luggage compartment. This rear wall consists of aluminium sections whose characteristic shape has earned this component the internal nickname "hockey goal". Two shear panels, in the form of the magnesium rear wall and a cover consisting of aluminium sections, assure this assembly of high rigidity. The rear wall is attached via two additional large cast aluminium parts to the side wall. There are also numerous reinforcements on the underfloor to enhance the four-seater convertible's rigidity.

In all, the body engineers have achieved two essentially contradictory aims: in terms of torsional stiffness, the S-Class Cabriolet even attains values on a par with those of the S-Class Coupe which was superseded last year, while at the same time the bodyshell weight of the current closed sister model has been maintained. The weight-saving measures also include ingenious solutions such as the vibration

absorber which the hydraulic pump of the automatic soft top uses as additional weight, thereby saving around 15.4 lbs.

Page 8

Standard-fit roll over protection system: Fully pyrotechnic

On detecting an impending danger of the vehicle rolling over, the airbag control unit sends a corresponding signal to the roll over protection system. This is quickly extended behind the rear head restraints, helping to maintain a safe passenger compartment. The roll bars are extended not by spring force, but – for the first time on a Mercedes-Benz – by pyrotechnical means, using a gas generator.

This is made possible by state-of-the-art yaw rate sensors which, in contrast to the previously employed tilting cone sensors, virtually rule out incorrect actuation. In keeping with the S-Class Cabriolet's high design quality, there are no tear lines in the panelling behind the rear head restraints.

Heritage: coveted dream cars of the 1960s

The new S-Class Cabriolet is carrying the long and successful tradition of Mercedes-Benz luxury-segment cabriolets into the future. Even back in the 1920s the luxury cabriolets from Stuttgart combined the freedom of open-top motoring with the comfort and safety of a Mercedes-Benz Sedan. From the start of post-war production the top models from Mercedes-Benz were also available in the particularly exclusive variant as a cabriolet. These included the 170 S (W 136) from 1949, the 220 (W 187) from 1951 and the 300 S (W 188) from 1952.

After the "Ponton" cabriolets 220 S (W 180) and 220 SE (W 128) built from 1956 to 1960, in 1961 the 220 SE Cabriolet of the model series W 111 was launched, a particularly elegant, open-top four-seater, whose design is still considered timeless to this day.

In this ten-year production period Mercedes-Benz offered five different models in these model series: the 220 SE, 250 SE, 300 SE (W 112), 280 SE and, as a late top model, the eight-cylinder 280 SE 3.5 – in total 7,013 units of these five cabriolets were manufactured in Sindelfingen. For the time being there was no open-top luxury-segment car in the Mercedes-Benz model range to follow this generation: rather, it is the new SL from model series 107 from 1971 onwards which cultivated the tradition of open-top motoring in the Stuttgart brand's cars – as a two-seater.

The cabriolets from Mercedes-Benz are today amongst the most sought-after classic cars - and the prices have developed accordingly. For instance, values of Cabriolets from the 111 model series, with are cited by the renowned American Hagerty Insurance's price guide. In its estimation a 280 SE 3.5 from the final year of construction, 1971, in condition 2 today has a value of around \$290,000 USD - ten years ago the figure was some \$115,000 USD. But that is by no means the pinnacle: for instance, a specimen of this model in excellent condition was auctioned last August by RM Auctions for \$429,000 USD.

The last six-cylinder 280 SE model (1969) in the same condition is valued today by Hagerty at approx. \$75,000 USD - about \$45,000 USD ten years ago. Early 220 SE models are around the same level, with a current value of some \$84,000 USD.

#

The ultimate dream car

Affalterbach. Mercedes-Benz is presenting a superlative dream car in the guise of the S63 4MATIC Cabriolet. For the first time in its 48-year history, Mercedes-Benz's sports car and high-performance brand is offering a four-seater Cabriolet in the S-Class segment, adding to its product portfolio an attractive alternative for automobile enthusiasts with a desire for performance and luxury. The new model also offers its driver and up to three passengers space to travel in style. Its high-caliber statistics: 5.5-liter V8 biturbo engine with an output of 577 hp and peak torque of 664 lb-ft, AMG Performance 4MATIC all-wheel drive with rear-biased torque split as standard, acceleration from 0 to 60 mph in 3.9 seconds and a high-performance composite brake system for optimum deceleration.

High-performance technology coupled with expressive exterior and interior design: It is immediately apparent that the new S63 4MATIC Cabriolet is built by car enthusiasts for car enthusiasts. "The new S63 Cabriolet is another fascinating AMG dream car from Affalterbach," says Tobias Moers, Chairman of the Board of Management of Mercedes-AMG GmbH. "The new model demonstrates in impressive style that we are keeping our foot firmly on the gas in 2015. We are continuing our model initiative with a vengeance - in all market segments."

AMG Lightweight Performance

The basis for the vehicle's superior and dynamic character is provided by the particularly rigid bodyshell structure featuring innovative solutions such as the luggage compartment bulkhead made of magnesium.

The increase in weight, which is inherent to the design of a convertible, has been limited through the use of a lightweight lithium-ion battery, AMG light-alloy wheels produced by means of a sophisticated forging process and the weight-optimized AMG high-performance composite brake system. In addition, large parts of the shell and the front section are made of aluminium, as is the vehicle's rear end.

AMG 5.5-liter V8 biturbo engine: superior and efficient

In terms of maximum output, torque and fuel consumption, the AMG 5.5-liter V8 biturbo engine remains one of the most efficient series-produced V8 engines in the world. With an output of 577 hp and 664 lb-ft of torque, the AMG eight-cylinder

engine meets the very highest standards. And the same goes for its performance: the S63 Cabriolet accelerates from 0 to 60 mph in 3.9 seconds and has a top speed of 186 mph (electronically limited).

The data at a glance:

	Mercedes-AMG S63 4MATIC Cabriolet
Displacement	5461 cc
Output	577 hp at 5,500 rpm
Peak torque	664 lb-ft at 2,250 – 3,750 rpm
Acceleration 0-60 mph	3.9 s
Top speed	186 mph*

* Electronically limited.

Exhaust system with automatic exhaust flaps

The S63 Cabriolet also adapts to the driver's individual wishes in terms of its engine sound – from emotional and sporty to a more restrained alternative suitable for long journeys. The exhaust system has automatic logic-controlled exhaust flaps in both rear silencers. When the transmission is in "C" (Controlled Efficiency) mode, the flaps remain closed in most situations, in which case the eight-cylinder biturbo engine's sound is more understated. In "S" (Sport) and "M" (Manual) modes, the exhaust flaps open earlier and more spontaneously, especially if the driver prefers a dynamic driving style. This results in an emotional, signature AMG engine sound.

"One man, one engine": a tradition of hand-built excellence

The biturbo eight-cylinder engine of the S63 Cabriolet is fitted by hand in the hand-finishing section of AMG's production plant in Affalterbach. Highly qualified engine fitters assemble the engines according to the strictest quality standards based on the "one man, one engine" philosophy. Apart from serving as an AMG hallmark confirming superlative precision and production quality, the AMG engine plate bearing the engine technician's signature also alludes to the peerless DNA of Mercedes-Benz's sports car and high-performance brand.

The AMG SPEEDSHIFT MCT 7-speed sports transmission combines perfectly with the V8 biturbo engine. Maximum agility and exciting dynamics are the two key strengths of this transmission, which is used exclusively at AMG. Drivers can configure their own personal set-up, depending on their driving style. There are three modes to choose from: "C" (Controlled Efficiency), "S" (Sport) and "M" (Manual). The standard ECO start/stop function is activated in transmission mode "C".

Performance-oriented AMG 4MATIC all-wheel drive

The combination of S-Class Cabriolet with performance-oriented AMG 4MATIC all-wheel-drive is exclusive to the AMG variant. The drive distributes 33 percent of the engine torque to the front axle and 67 percent to the rear axle. This rear-biased power distribution provides for the signature AMG high driving dynamics and superlative driving enjoyment, and improves acceleration in all driving situations, including from a standing start. The all-wheel drive also enhances driving safety on wet or wintry road surfaces.

AIRMATIC air suspension

The AMG specialists have also pulled out all the stops when it comes to the suspension: The S63 Cabriolet comes with the AIRMATIC full-support air suspension featuring the adaptive damping system ADS PLUS, which can be preset to "Sport" or "Comfort". At the touch of a button, the special configurations of these two programs enable outstanding agility and dynamics or unlimited comfort on long journeys and smooth cruising at low speeds.

Specific front axle kinematics – including a higher camber, a larger anti-roll bar and a stiffer subframe carrier on the rear axle – have also been developed for the Cabriolet. The AMG-specific elastokinematics and parameterization of the continuously variable damper control, the lower air volume of the air suspension system and the progressive piston geometry nip unpleasant rolling and pitching in the bud.

It is also possible to raise the vehicle's level by 1.2 inches (30 millimetres) on poor surfaces. The chassis is lowered again automatically in "Sport" mode and from a speed of 75 mph in "Controlled Efficiency" mode.

Systematic lightweight construction: AMG forged wheels available

Page 13

Forged wheels are available as optional extras in the size 8.5 x 20 at the front and 9.5 x 20 at the rear, and these are fitted with 255/40 R 20 and 285/35 R 20 tires respectively. The 10-spoke design wheels are available in either silver or matte black.

Optional AMG high-performance ceramic composite brake system

Short stopping distances and rapid deceleration are a given for the S63 Cabriolet, which is equipped with a weight-optimized, fade-resistant high-performance composite brake system. A ceramic high-performance composite brake system is available as an option. The design, which is more than 20 percent lighter, ensures lower unsprung masses as well as enhanced driving dynamics, agility and ride comfort.

Design as an expression of sportiness and performance

The S63 Cabriolet also boasts exciting looks to emphasize its sporty performance: The design is a stage for the exciting technology at the heart of the new dream car. Numerous exquisitely designed aerodynamic elements underscore the outstanding driving dynamics: the front end is dominated by the three-dimensional "twin-blade" radiator grille in silver chrome. Under the radiator grille is the "A-wing": this three-dimensional aerodynamic feature is painted in the body color and sports the stylized "A" that is a hallmark of AMG vehicles. Large, black flics surround the outer cooling air intakes. Down below, the front splitter in silver chrome optimizes the flow of air to the cooling modules. It also makes the vehicle appear closer to the road.

A similar effect is created by the side sill panels with their high-quality, three-dimensional inserts in silver chrome. Together with the lower feature line, these inserts make the S63 Cabriolet exude dynamism even when it is at a standstill.

At the rear, the diffuser insert in high-gloss black also catches the eye straight away. The lower trim element in silver chrome is reminiscent of the A-wing at the front and provides an effective contrast. The two chromed twin tailpipes of the exhaust system with sports flaps are perfectly integrated into the diffuser insert.

Interior: beguiling luxury and sporty exclusivity

Page 14

Opening the door reveals the beguilingly luxurious interior of the S63 Cabriolet: the instrument panel almost seamlessly transitions into the doors in a wrap-around design. High-quality materials and fine workmanship are combined with a sporty, exclusive design idiom. The newly developed AMG sports seats with electrical adjustment, memory function and seat heating offer the driver and front passenger optimum lateral support.

The three-spoke sports steering wheel with its distinctively contoured rim and perforated leather in the grip area allows perfect vehicle control. Aluminium shift paddles shorten the reaction time when changing gear and enhance dynamism. Another feature displaying the hallmark AMG look is the high-resolution TFT color display as an instrument cluster with two animated round dials. In addition to the AMG-specific lettering and the needles in red/silver, further distinctive design features include the start-up display, the AMG logo in the speedometer with 200 mph scale and the "V8 BITURBO" lettering in the rev counter.

World premiere in 2015 and market launch in 2016

The S63 Cabriolet will have its world premiere at the Frankfurt International Motor Show. It will go on sale in the U.S. market in late spring.

#