



2015 | *C-Class Coupe*



C350 Coupe shown on cover with optional Steel Grey metallic paint, Red/Black leather upholstery, 18" AMG 7-spoke wheels, KEYLESS-GO, and Driver Assistance and Lighting Packages. C350 Coupe shown at right with optional Iridium Silver metallic paint, PARKTRONIC, Driver Assistance and Lighting Packages, and Sport Package. Please see endnotes at back of brochure.



170

GERMAN TOURING CAR
CHAMPIONSHIP RACE WINS



Competition is in its soul.

Its ancestors won history's first auto race, and set countless racing records. In its German racing league, it leads in fastest laps, in checkered flags, and in championships. To a C-Class Coupe, competitiveness is more than a streak.

C 250. A 201-hp Direct Injection turbo-4, sport-tuned multilink suspension with AGILITY CONTROL® and staggered-width 17" wheels¹ team up for eager performance. Its four racing-style sport seats allow you and your team to share the enthusiasm.

C 350. A 302-hp Direct Injection V-6 and 18" wheels¹ convert power to performance via nimble rear-wheel drive or the all-season confidence of available 4MATIC® all-wheel drive.²

C 63 AMG. From its handcrafted 451-hp AMG V-8 engine and exclusive chassis to its impeccable cockpit, every element is calibrated to turn a stampede of power into steadfast control. If you crave something beyond superlative, the Edition 507 is named for its 507 horses, and outfitted to let you rein it in.

*It didn't invent motion.
It just keeps reinventing it.*

Mercedes-Benz engineers have long believed that the best way to stand apart from the crowd is to leap ahead of it. It's how they set speed records 60 years ago that remain unbroken to this day. Or how inventing the multivalve engine, the 4-wheel independent suspension and fuel injection decades ago sparked the performance advances under the sleek sheet metal of today's C-Class. To make history, you have to look ahead. Of course, it doesn't hurt to look good doing it.



C250 Coupe shown with optional Diamond Silver metallic paint, KEYLESS-GO, Lighting Package and Sport Package Plus. Please see endnotes at back of brochure.

22

PERFORMANCE
BREAKTHROUGHS



Revolutions per millisecond.

The performance of a C-Class Coupe isn't measured only in 0-to-60 times—although you'll be very pleased with those figures. To fully appreciate the magnitude of its powers, you'll need to think on some entirely different scales. Like 2,900 psi of pressure—how the Direct Injection literally squeezes more torque from every droplet of fuel. Or the 0.00025-second flash in which the multispark ignition can fire a spark plug a second, third or even fourth time to reduce emissions. Or the critical extra inch of width that helps the rear wheels transfer power to the road—while letting the front tires transmit steering feedback fluently. With every rotation of its cams, every turn of its flat-bottom steering wheel, and every sweep of its tach, the way a C-Class Coupe moves is an orchestra of revolutions. How it moves you, on the other hand, is a revelation.





Thrust without thirst. The inline-4 in the C250 Coupe teams a quick-spooling intercooled turbocharger, high-pressure Direct Injection and rapid-multispark ignition to evoke 201 hp from a compact 1.8 liters. Its impressive 229-lb-ft torque peak is at your command from a mere 2,200 rpm all the way up to 4,300 rpm, so you're almost always in the throttle's "sweet spot." The result is an irresistible mix of response and responsibility: up to 31 mpg on the highway,³ 0 to 60 mph in 7.1 seconds,⁴ and ultralow emissions.

Progressive powerhouse. The 3.5-liter V-6 in the C350 also employs Direct Injection and multispark ignition to generate strong power and rich torque from a leaner, greener fuel-air mixture. With 302 hp on tap, it can accelerate to 60 mph in just 5.9 seconds, but still return up to 28 mpg on the highway and certified ultralow emissions anywhere.



All-road confidence. An alluring option on the C350 Coupe is 4MATIC[®] all-wheel drive. One of the most lightweight and compact systems in its class, 4MATIC automatically sends the engine's torque to the wheels that have the best grip—whether that's all four wheels, two of them, or even just one. It's also nimble, flexible and quick to respond, so 4MATIC enhances handling in any season, from a wet highway in winter to your favorite back road on a sunny summer day.²

Greener red lights. While you're waiting for a light to change or for traffic to get going, an ECO Start/Stop system on the C350 Coupe can automatically switch off its engine, helping save fuel and cut emissions. When you're ready to get going, the V-6 automatically fires back to life as you lift your foot from the brake, or the instant you press the accelerator.



Fingertip 7-speed. The sporty, smooth and efficient automatic transmission features a leather-trimmed Touch Shift gear selector in the console and a pair of shift paddles on the steering wheel. At any time, a tap of either paddle gives you instant manual control. Fully automatic shifting resumes after a few seconds of paddle inactivity. And a pushbutton Sport setting raises the shift points to higher rpm, ideal for more spirited driving.

Poised performance. With a lowered stance and sport tuning, the 4-wheel multilink suspension combines crisp feedback with a refined ride. Innovative AGILITY CONTROL[®] continually reads the road surface via the movement of each shock absorber. It can instantly firm up for sharper response in corners, while maintaining a composed ride on rough or uneven roads. With the C250 Sport Package Plus, a racing-inspired suspension features components and calibration set up by the performance experts at AMG. On all C-Class Coupes, staggered-width wheels enhance launch grip without compromising steering feel. In addition to the standard 17" (C250) and 18" (C350) wheels, an array of 18" options includes four AMG[®] designs!¹

MAN

ENGINE



C 63 AMG Edition 507 Coupe shown with Mars Red paint, and optional 19" AMG forged-alloy wheels in Black, and Lighting Package. Please see endnotes at back of brochure.



Handcrafted horsepower.

For 47 years, AMG has been creating championship racecars and thoroughbreds for the street. Every trophy earned, and each lesson learned, has shared the same starting line: an engine crafted by the hands of its own master. “One man, one engine” is more than a guiding philosophy—it’s a pedigree of performance that’s evident throughout the car. And it’s a promise made during the rigors of competition that every Mercedes-AMG fulfills even in the routine of a daily commute. Is it a racecar for the road? No. It’s an automobile that can conduct itself with absolute authority in any arena of driving.

C63 AMG Coupe. One of the most powerful naturally aspirated V-8s in production, each C63 AMG engine is handcrafted and signed by its own master engine builder. Its 451 hp and 443 lb-ft of torque catapult the coupe to 60 in 4.4 seconds.⁴ Developed from its oil pan up by AMG, the V-8 features such race-proven technology as self-adjusting bucket-type valve followers and an auxiliary oil cooler. Its cylinder walls are plasma-sprayed using an AMG-patented process that nearly obliterates friction. The AMG[®] Sport exhaust is mellow in relaxed cruising, but awakens with a growl at startup, and unleashes a snarling crescendo under acceleration and during gear changes.

Aggressive stance. An exclusively developed front axle widens the track by 1.4," and sets the 18" AMG wheels ideally within the flared front fenders and sculpted lower bodywork.

Modes for many moods. The 7-speed AMG SPEEDSHIFT[®] MCT transmission features a wet startup clutch and four selectable modes. The paddle-shifted Manual mode delivers 100-millisecond upshifts and rev-matched downshifts. A 3-stage ESP[®] system includes Sport and Off modes.² And a limited-slip differential is an enticing performance option.

Edition 507. Engine enhancements derived from the SLS AMG elevate the C63 AMG to a 507-hp pinnacle of power. Forged pistons, new connecting rods and a lightened crankshaft shave nearly 7 lbs from the V-8’s reciprocating mass. Ducts in the aluminum hood help extract heat. Forged-alloy 19" AMG wheels—in Silver or Black—frame compound brakes with red calipers. Gloss Black elements express its dominating power inside and out. Exclusive cockpit details deliver it right to your hands.

5,500

VIRTUAL CRASH TESTS

It's even more powerful from 60 to 0.

Mercedes-Benz engineers have spent decades preparing for a performance test that's often over before you even know it started. The safety breakthroughs they innovate often go on to become the standard for every car on the road. Many of them help drivers avoid accidents, from shortening panic stops to controlling skids. Countless others help protect you if a collision is unavoidable, from advancements of the seat belt and air bag, to ongoing evolution of the crumple zone they patented in 1951. Mercedes-Benz is also a pioneer of crash testing—a regimen the C-Class endured 5,500 times in computer simulations involving nearly 2,000,000 elements, followed by an extensive series of actual tests. A car's acceleration figures show off the peak of its power. How a C-Class decelerates reveals the depth of its character.



C 250 Coupe shown with optional Palladium Silver metallic paint, rear spoiler, and Appearance and Lighting Packages.

Calm, collected wisdom.

It's not hard to appreciate how a car's accident avoidance reflexes are related to its sporty, confident handling. But in truth, every aspect of safety in a Mercedes-Benz is inherently connected to its performance. That includes its legacy of safety leadership, with many of its innovations directly inspired by—and proven in—the grueling trials of motorsports. Conversely, many safety advances have also elevated the car's athletic ability, from the handling precision that results from its highly rigid body to numerous advancements of its powerful, fade-resisting brakes. In a Mercedes-Benz, safety is not just a list of features—long as that list may be. It's an integrated system—engineered to look ahead yet act in the moment. And prepared to summon hundreds of elements, and decades of knowledge, for one reassuring goal: protecting your well-being.

*Learn more about the many safety innovations
in the C-Class Coupe at MBUSA.com/C*

Eyes to your sides.

No matter how carefully you adjust your mirrors and check over your shoulders before changing lanes, you cannot control the actions of other drivers. When optional Blind Spot Assist detects a vehicle to either side, it illuminates an icon in the mirror to alert you. If you signal for a lane change, the icon flashes and a warning tone sounds. The system is also available with active technology that can selectively brake individual wheels, to help guide you back into your lane automatically.⁵



Please see endnotes at back of brochure.



Brighter by day, and by night. The Daytime Running Lamps, taillamps and rear turn signals feature LED technology. With the Lighting Package, Bi-Xenon headlamps generate light that more closely resembles natural daylight. The package also includes Active Curve Illumination and Adaptive Highbeam Assist, both of which continuously vary the beams to maximize illumination without creating glare for other drivers.



Cruise control that stops and goes. Available DISTRONIC PLUS[®] uses radar to adapt your set cruising speed in response to the flow of traffic ahead. It can slow the vehicle automatically—or brake to a full stop—then resume with a tap.⁵ Even if you're not using cruise control, PRE-SAFE[®] Brake can alert you to stopped traffic, and automatically apply up to 100% braking force to help prevent or reduce the severity of an impact.⁷



A watchful eye when's it time for a rest. ATTENTION ASSIST[®] is a Mercedes-Benz innovation that can alert you if it detects signs of drowsiness on long drives. It measures more than 70 variables, starting in the first minutes of a drive, to establish a pattern. By continually monitoring a variety of driving behaviors along your trip, it can offer a warning tone and encourage taking a rest if it senses you're getting drowsy.⁸



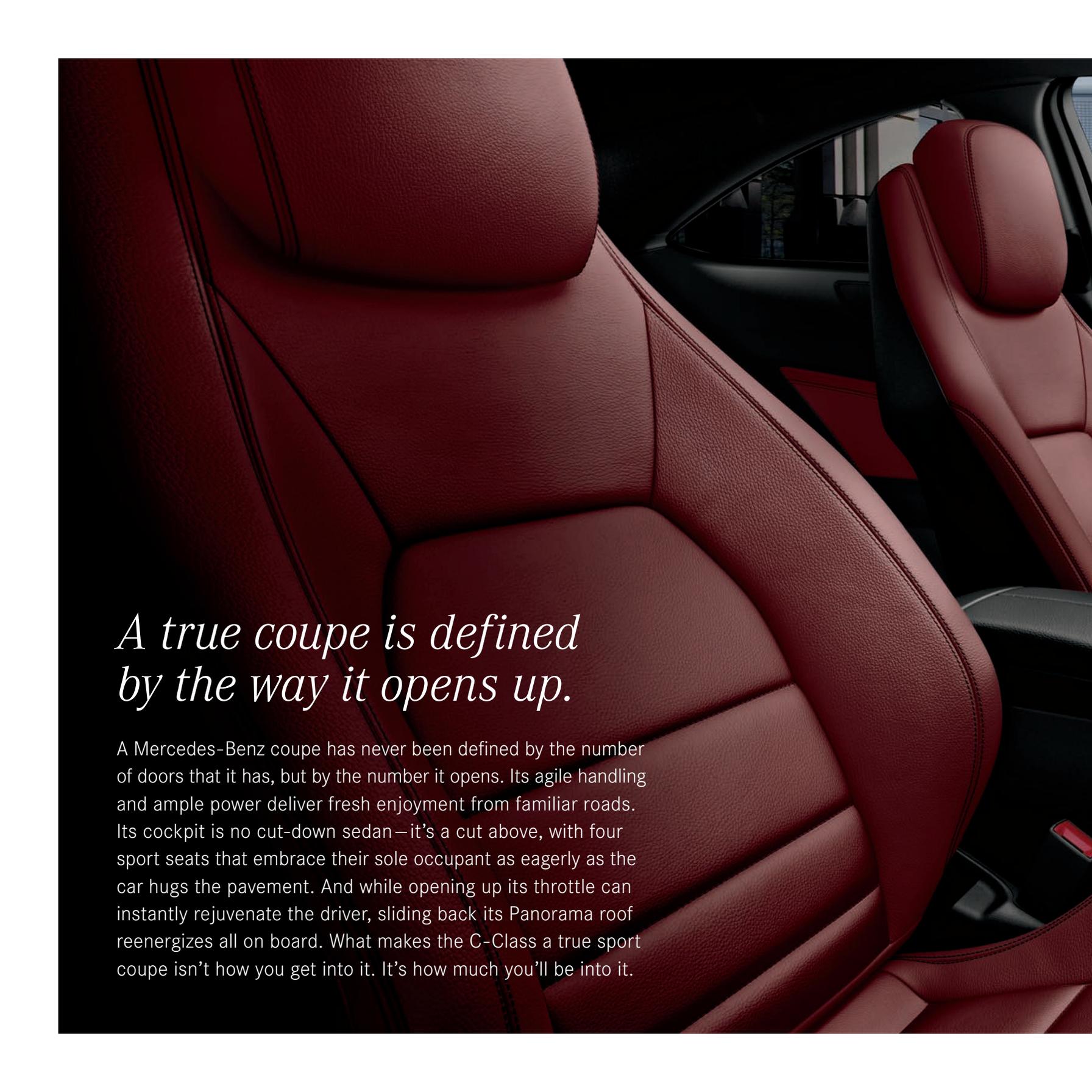
A better view of what's around you. When backing up, the available rearview camera shows a live view of the area just behind your C-Class on the in-dash screen.⁹ To help negotiate tight spaces, optional PARKTRONIC's ultrasonic sensors and color LED displays help alert you to nearby objects in low-speed maneuvers. Its Parking Guidance feature displays steering instructions to help you parallel-park the car.



Brakes that adapt to you. Adaptive braking technology helps make driving more reassuring and relaxing. Predictive Brake Priming precharges the brakes if you lift off the accelerator quickly. In the rain, Automatic Brake Drying periodically sweeps water buildup from the discs. Hill-Start Assist helps prevent unwanted rollback on uphill starts. And a HOLD feature lets you keep the brakes applied with your foot off the pedal.⁷



Multilane multitasker. Optional Active Lane Keeping Assist uses a camera to monitor the car's position in relation to visible lane markings. If you start to drift out of your lane without using a turn signal, it can alert you by vibrating the steering wheel. If you disregard the system's alerts, its advanced active technology can also gently apply the brakes to individual wheels, to help draw the vehicle back into its original lane.⁸

A close-up photograph of the interior of a Mercedes-Benz C-Class coupe. The focus is on the front passenger seat, which is upholstered in a rich, dark red leather with a fine, pebbled texture. The seat features a multi-panel design with visible stitching. In the background, the driver's seat and the rear passenger area are also visible, showing the same red leather upholstery. The car's interior is dark, with black plastic trim and a red emergency release button visible on the door panel. The lighting is soft, highlighting the contours and texture of the leather.

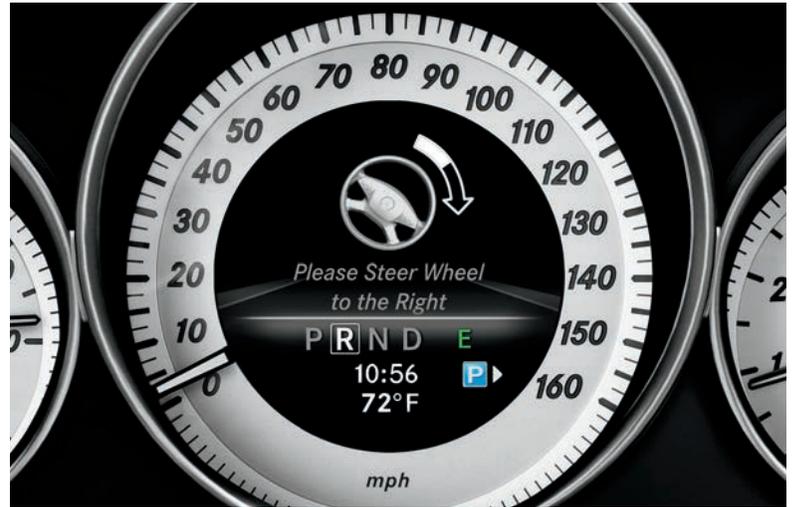
*A true coupe is defined
by the way it opens up.*

A Mercedes-Benz coupe has never been defined by the number of doors that it has, but by the number it opens. Its agile handling and ample power deliver fresh enjoyment from familiar roads. Its cockpit is no cut-down sedan—it's a cut above, with four sport seats that embrace their sole occupant as eagerly as the car hugs the pavement. And while opening up its throttle can instantly rejuvenate the driver, sliding back its Panorama roof reenergizes all on board. What makes the C-Class a true sport coupe isn't how you get into it. It's how much you'll be into it.

INDIVIDUAL
SEATING FOR

4

C350 Coupe shown with optional Red/Black
leather upholstery and aluminum trim.



Travel at the speed of life.

It'll play the music on your phone without a cable, or from a station on another continent. It can learn how you speak, and respond to your voice. It can dodge a traffic jam, and find a parking spot. It can even put the Internet in your dash, with the social and search apps you already use to stay in step with your world.

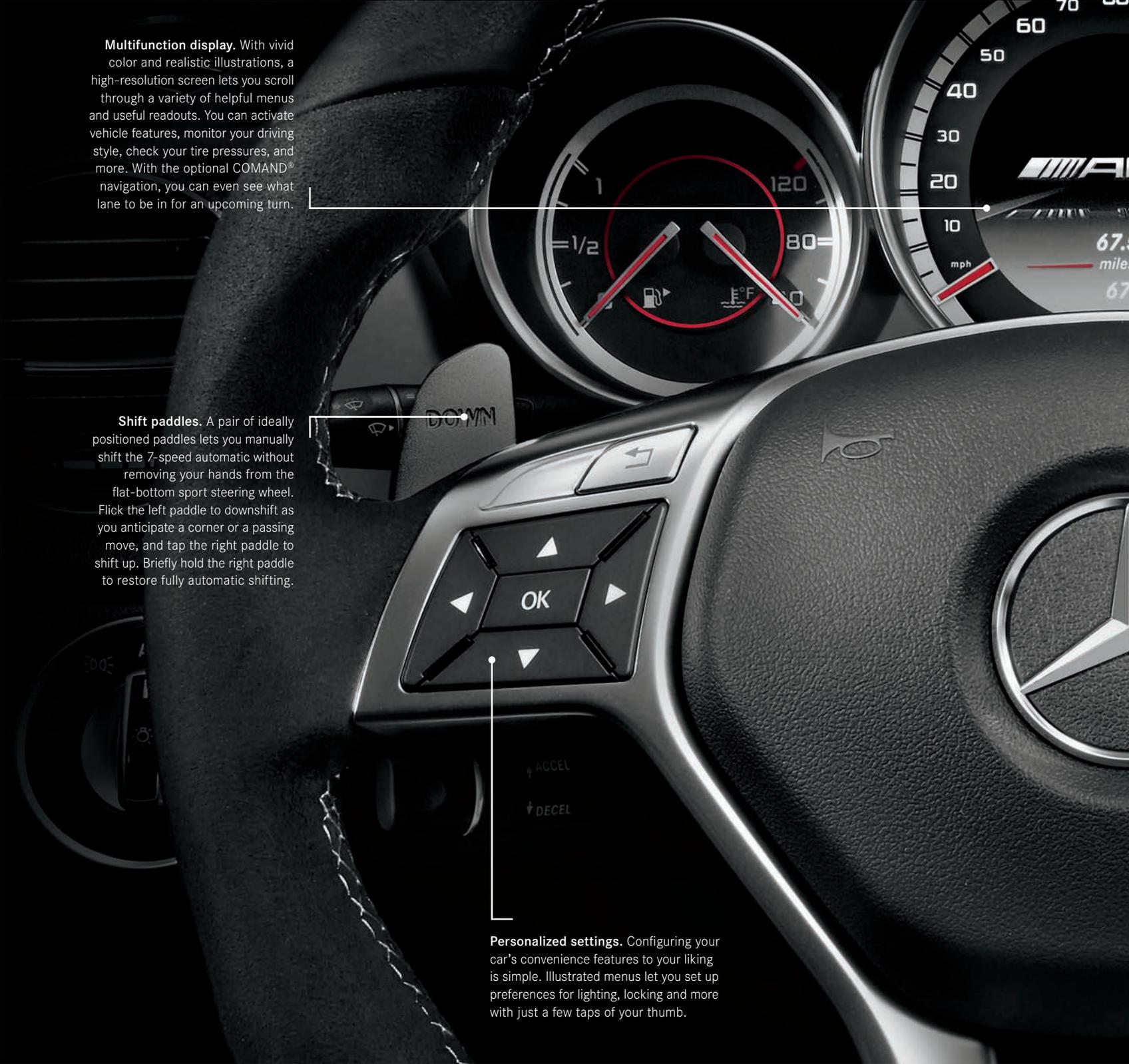
Cockpit and driver: live, in concert. The sporty multifunction steering wheel and console-mounted central controller unify all your options in entertainment, navigation, information and personalized vehicle settings. Crisp gauges and two color screens—a standard 5.8" central display plus an illustrated multifunction readout within the speedometer—are ideally aligned at the same height and focal distance. The C-Class won't make you stretch to reach a touchscreen, nor will you have to wipe fingerprints from one. Standard Bluetooth® lets you make hands-free calls or stream digital music wirelessly.¹⁰

Virtuoso sound, virtually unlimited playlist. The standard audio gear offers an extended set of listening choices. You can tune in local HD Radio™ stations, or nationwide SiriusXM Radio with a 6-month trial of their All Access plan so you can also listen on your smartphone and tablet.¹¹ Bring your own music on CD or audio DVD, via USB connection, or using the standard Media Interface to link your iPod® or other MP3 device with the car's displays and controls.¹² Also standard on every 2015 C-Class Coupe, a harman/kardon LOGIC7® system immerses you in 450 watts of surround sound. Opt for the Multimedia Package to add a 10GB Music Register for storing your digital music files on an in-dash hard drive, an SD card reader, and Dolby® Digital 5.1 sound. And with the Mercedes-Benz Apps Package¹³ of mbrace®, you can enjoy thousands of global Internet radio stations via TuneIn.®

Nationwide travel, online access. The Multimedia Package also brings you the COMAND® system, including navigation¹⁴ with a 7" screen, a fast 80GB hard drive, and 3D maps with building profiles. Map updates are provided at no charge for three years. Its advanced voice control system can learn how you speak in your everyday voice. Three years of SiriusXM Traffic and Weather are included, with real-time automatic rerouting around traffic jams.¹¹ The Cloud-based apps of mbrace deliver the Internet directly to your dash, so you can easily search destinations from your car, your computer or your smartphone, and be on your way with just a few clicks.¹³

Alternative routing. The Becker® MAP PILOT is an advanced navigation upgrade for the standard 5.8" screen. It integrates with the car's displays and controls, and offers voice control, vivid maps and lane advice as you approach turns. Lifetime service from the Traffic Message Channel (TMC) and Becker's 45-day "fresh map guarantee" are included. Its removable module is easy to update via the Internet and your computer.¹⁵

All-access pass, with preferred parking. Innovative options help to make your every move smoother. KEYLESS-GO® lets you unlock and drive your C-Class without removing the key from your pocket. The Advanced Parking Guidance feature of PARKTRONIC sizes up open parking spaces as you drive by, letting you know which one's a good fit. Steering instructions displayed in the gauge cluster help you back in with finesse.

A detailed close-up of a car's interior, focusing on the instrument cluster and steering wheel. The instrument cluster features a tachometer on the left with a red needle and a speedometer on the right with a white needle. The steering wheel is black with silver accents and features several control buttons, including a central 'OK' button with four directional arrows, and 'ACCEL' and 'DECEL' buttons below it. A 'DOWN' paddle is visible on the left side of the steering wheel. The Mercedes-Benz logo is partially visible on the right side of the steering wheel.

Multifunction display. With vivid color and realistic illustrations, a high-resolution screen lets you scroll through a variety of helpful menus and useful readouts. You can activate vehicle features, monitor your driving style, check your tire pressures, and more. With the optional COMAND® navigation, you can even see what lane to be in for an upcoming turn.

Shift paddles. A pair of ideally positioned paddles lets you manually shift the 7-speed automatic without removing your hands from the flat-bottom sport steering wheel. Flick the left paddle to downshift as you anticipate a corner or a passing move, and tap the right paddle to shift up. Briefly hold the right paddle to restore fully automatic shifting.

Personalized settings. Configuring your car's convenience features to your liking is simple. Illustrated menus let you set up preferences for lighting, locking and more with just a few taps of your thumb.



Steering-wheel controls. Two sets of buttons on the multifunction steering wheel are easy for your thumbs to reach, and your mind to grasp. They grant you access to key features like audio volume or your phonebook contacts without having to take your hands from the wheel.

Voice control. Included with the Multimedia Package, the advanced voice control system lets you say commands for the navigation and audio systems in everyday language. Entering a navigation destination, for example, is as easy as reading the address on an envelope out loud.¹⁴

Hand-eye coordination.

With crisp gauges and vivid displays aligned high in the dash, intuitive steering-wheel controls, and sporty shift paddles, it's easy to get in perfect sync with your C-Class Coupe. And it's hands-on proof that how it feels is as rewarding as its looks.

Rousing support in every corner.

True racing fans know the excitement of cheering on a favorite driver as they brake into each corner, nail the apex, and power out without missing a beat. It's a choreography of traction, torque and tenacity—both the driver's and the car's—that turns tense muscle into elegant motion. From any corner of the C-Class cockpit, it quickly becomes clear where its inspiration came from. In the Mercedes-Benz coupe tradition, the cabin feels as if the car was built around its four individual seats. But for the driver, it feels as if there's only one seat—like a racecar—that's been purpose-built for pure driving control. The C-Class embraces that philosophy while infusing it with luxury and style. You might say it brings racy refinement to a new apex.





Tailored for an athletic fit. The new Appearance Package adds AMG-design sport front seats, as well as DINAMICA microsuede seat and door inserts with topstitching in distinctive Blue and Ash thread. The Ash stitching extends to the gear selector and its boot, with matching borders for the floor mats. KEYLESS-GO® and two-tone 18" AMG® 7-spoke wheels¹ complete this exciting upgrade for your C 250 or C 350 Coupe.

Added sportiness, and then some. The Sport Package brings the racing spirit of the C 350 to its surface. Black DINAMICA seat inserts are set off by red topstitching on the seats, doors, steering wheel and gear selector. Red leather outlines the floor mats, and you can choose red or black seat belts. Bold black/polished 18" AMG twin 7-spoke wheels¹ set it apart at first glance. For the C 250, the Sport Package Plus includes all of that, plus: a racing-inspired suspension and constant-ratio Direct-steer system, a performance-tuned exhaust, enlarged brakes, and a rev-matching Sport shift mode. A rear spoiler and Gloss Black side mirrors distinguish its exterior.



Open season for stargazing. There are times when Mercedes-Benz engineers apply their ingenuity purely in pursuit of fun. Pioneering the all-glass Panorama roof is a perfect example. The expanse of heat-rejecting tinted glass includes a power front section that slides back or tilts up, so all four passengers can take in the sun and the stars—with or without a breeze. You can also have shade at the touch of a button. You'll find this giant power sunroof on every C-Class Coupe, but you won't find it on any competitor.

Two for the road, or for longer loads. Echoing the sporty front seats, the twin rear seats are individually contoured and feature racy integrated head restraints. A center console offers covered storage and cupholders, while dual adjustable air vents are provided on the back of the front console. The seatbacks fold down in a 60/40 split, extending the spacious trunk to accommodate longer cargo yet still leave room for a rear passenger.¹⁶



Memorable comfort. For 2015, every C-Class Coupe is outfitted with a richer degree of refinement, including heated 14-way power front seats standard. A 3-position memory system for the driver seat recalls your settings for the power steering column and side mirrors, too. Sleek, modern brushed aluminum door, dash and console trim is standard on the C 250 and C 63 AMG, and available at no charge on the C 350. Hand-polished Burl Walnut wood is standard on the C 350 and optional on the others. The Sport and Appearance Packages feature the aluminum trim as well, to complement their sharp focus on performance.

Agreeable ambience. The dual-zone climate control lets the driver and front passenger fine-tune their comfort, but every occupant can enjoy the system's benefits. An integrated filter sweeps dust and pollen as small as 0.0002" from the cabin air. And a humidity sensor helps maintain passenger comfort year-round. It helps prevent overdrying of the air in summer, and helps keep the windows from fogging in cold or damp weather.

mbrace®

Mercedes-Benz mbrace® can make any trip easier, safer, more productive and more enjoyable.¹³ It brings you a world of security and convenience. It brings the Internet to your dashboard. It connects you to your car, from your smartphone or computer. It even updates over the air.

For more information and a complete list of mbrace services, visit MBUSA.com/mbrace

Please see endnotes at back of brochure.

mbrace Package 6-month trial included

Advanced features you'll enjoy every day.
Support you can count on when you need it most.

Safety and Security

From Roadside Assistance¹⁷ to anti-theft measures to emergency aid, mbrace looks after you, your passengers and your Mercedes-Benz.

- Call for assistance after an accident or in any emergency situation. If an air bag is activated, your Mercedes-Benz can place an SOS call automatically, even if you can't
- Directly connect with Mercedes-Benz Roadside Assistance for help with a dead battery, flat tire or other car trouble
- Get notified if your car's alarm is set off, and let your car's built-in GPS help authorities with stolen vehicle recovery
- If you ever find yourself unable to drive, let an mbrace specialist help arrange alternate transportation home

Remote Connections to your Vehicle

Interact with your vehicle's features, and send addresses to its navigation system, from your iPhone, Android or computer.¹⁸

- Send destinations and even exact routes to your car's available COMAND® navigation system from your computer or smartphone
- Locate your vehicle from the Mobile App on your phone when you can't remember where you parked
- Remote-lock and unlock your car's doors
- Sound your car's horn and flash its lights to help you spot it in a crowded parking lot, or to call attention to a hazardous situation
- Receive a monthly email health report from your car, so you can check under the hood without opening the garage

Mercedes-Benz Apps 3-month trial included

Requires Multimedia Package

In-Vehicle Internet *An ever-growing variety of in-car apps, offering Internet-based connections to the interests you enjoy, the information you need, and the world you call your own.*

- Search restaurant and business reviews with Yelp, and navigate directly to them with just a few clicks
- Listen to Internet radio stations from around the globe with TuneIn® Radio
- Stay connected to friends with Facebook, and navigate directly to places where they've checked in
- Find and view local Points of Interest with Google™ Local Search with Street View and Panoramio images
- Keep up-to-date on the latest news from around the world
- Follow your favorite stocks through Morningstar®
- Access your Mercedes-Benz Financial Services account
- Search for hotel rooms by distance and price, and book them, provided by HRS—Hotel Reservation Service
- View local traffic cams in many major metropolitan areas
- Check weather locally and around the world
- Compare fuel prices at nearby filling stations
- Check the status of flights and airport conditions
- Look up showtimes at local movie theaters
- Enjoy your daily commute or any trip with audio books¹⁹
- Check out local deals when you're shopping, dining and more¹⁹
- Share your location and ETA on social media via Glympe¹⁹
- Enjoy a variety of music curated by Mercedes-Benz via Mercedes-Benz Radio¹⁹
- Keep up with your RSS feed and more¹⁹
- Enjoy even more new apps whenever they become available

mbrace PLUS 3-month trial included

Personal assistance to make your life easier.
Helpful ways to look after your loved ones.

Personal Concierge

Enjoy virtually unlimited assistance from an actual person with the knowledge and resources to help with almost any request.

- Let an expert Concierge help you stay more productive on the road, or from the Mobile App on your smartphone
- Get expert recommendations and reservations for dining out, tickets to events, and answers to most any question

Family Driver Monitoring

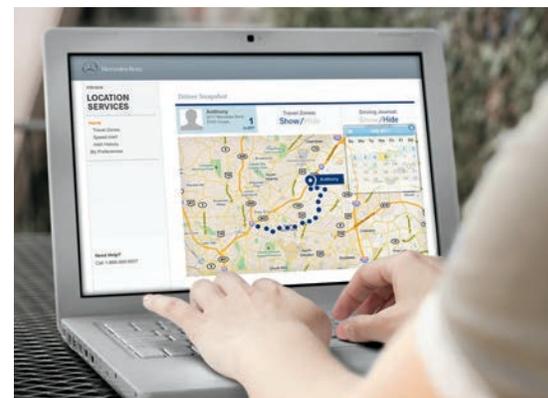
Let mbrace add to your peace of mind when the secondary drivers in your household use the family Mercedes-Benz.

- Set speed limits and be notified if they're exceeded
- Set up virtual boundaries and be alerted if they're crossed
- Receive an alert if the car is started after curfew
- See where your vehicle's been driven on an online map

Advanced Travel Assistance

Keep your eyes on the road with agent-assisted route guidance based on where you are, or plan a trip to somewhere far away.

- Receive spoken assistance in your car with weather and traffic conditions, Point of Interest information, and turn-by-turn driving directions to your destination
- Let your Concierge book and change airline, hotel and rental car reservations from your car or the Mobile App



Express yourself.

Genuine Mercedes-Benz Accessories are exclusively engineered to fit your car as well as they fit your life. A wide selection of accessories lets you enhance your coupe's appearance, expand its versatility, or offer it some extra protection in everyday use. From the artful allure of the Illuminated Star to state-of-the-art multimedia systems, they're a great way to make your C-Class unmistakably yours while keeping it genuinely Mercedes-Benz.

See the entire accessory selection at MBUSA.com/C



Becker MAP PILOT.

For C-Class Coupe models with the standard 5.8" screen, the Becker® MAP PILOT offers an advanced navigation upgrade that integrates with the car's displays and controls. Voice command, lifetime service from the Traffic Message Channel (TMC) and Becker's 45-day "fresh map guarantee" are all included. The removable module is easy to update via the Internet and your computer. And factory prewiring for this accessory is standard.¹⁵

Rear spoiler.

Aerodynamically contoured to fit the C250's trunklid, the rear spoiler is designed for secure attachment without drilling—and a perfect fit.



Illuminated Star.

As you drive, LED technology illuminates the Star in the C-Class grille with a gentle white glow, for a captivating presence on the nighttime road.²⁰

Drive Kit Plus for the iPhone.

The Drive Kit Plus allows you to easily enjoy your favorite features of your iPhone® from the comfort of your Mercedes-Benz. It seamlessly integrates a variety of social, navigation and media apps—including Facebook, Twitter and Google Places,[™] along with Internet radio and AUPEO![™] Personal Radio—with the multimedia system and controls in your C-Class. The powerful voice control of Siri[™] helps make its features even easier to use.²¹



18" twin 5-spoke alloy wheels.

Enhance your car's poise and performance without sacrificing its precise engineering. Five pairs of chiseled, asymmetrical spokes and a distinctive Grey finish give these 18" wheels a high-tech look.

All-season floor mats.

Custom-designed rubber mats feature a deep texture to help trap water, mud and melting snow before it reaches your carpeting. Easy to clean, they come in a set of four in Black, Beige or Grey.

Build your own.

MBUSA.com/C



Option Packages

	C 250 Coupe	C 350 Coupe	C 63 AMG Coupe
Lighting Package	○	○	○
<ul style="list-style-type: none"> • Bi-Xenon headlamps with Active Curve Illumination • Adaptive Highbeam Assist 			
Multimedia Package	○	○	○
<ul style="list-style-type: none"> • COMAND® hard-drive-based navigation¹⁴ with 3 years of map updates • 7" high-resolution color screen • Rearview camera⁹ • 10GB Music Register for storing digital music files, in-dash SD memory card slot • Dolby® Digital 5.1 sound, Gracenote® media database with album cover art • Voice control with learning feature for audio, telephone and navigation • SiriusXM Traffic and Weather¹¹ (with 3 years of service) 			
Leather Package	○	○	○
<ul style="list-style-type: none"> • Leather upholstery (includes Nappa leather and Black headliner on C63 AMG) • 14-way power front passenger seat, with 4-way power lumbar support and 3-position memory 			
Sport Package	—	○	—
<ul style="list-style-type: none"> • Black/polished 18" AMG® twin 7-spoke wheels¹ • AMG-design front sport seats • Black MB-Tex upholstery with DINAMICA seat inserts, aluminum cabin trim • Red topstitching throughout cabin, black floor mats with Red leather borders, red seat belts (black seat belts optional for no charge) • Silver paddle shifters 			
Sport Package Plus <i>Also includes all items in Sport Package</i>	○	—	—
<ul style="list-style-type: none"> • Racing-inspired suspension with constant-ratio Direct-steer system • Rear lip spoiler, Gloss Black side mirrors • Larger, perforated 13.5" front and 11.8" rear brake discs • Performance-tuned exhaust and transmission (with downshift rev-matching) 			
Appearance Package <i>Not available with Sport Package</i>	○	○	—
<ul style="list-style-type: none"> • Two-tone 18" AMG 7-spoke wheels¹ • AMG-design front sport seats • Black MB-Tex upholstery with DINAMICA seat and door inserts, aluminum cabin trim • Blue/Ash topstitching on seats and doors, Ash topstitching on gear selector, black floor mats with Ash borders • Silver paddle shifters • KEYLESS-GO® 			
Driver Assistance Package	○	○	○
<ul style="list-style-type: none"> • DISTRONIC PLUS with PRE-SAFE® Brake⁶ • Active Blind Spot Assist⁵ • Active Lane Keeping Assist⁸ • PRE-SAFE predictive occupant protection system 			

Individual Options

	C 250 Coupe	C 350 Coupe	C 63 AMG Coupe
4MATIC® all-wheel drive	—	○	—
Limited-slip differential	—	—	○
AMG Performance steering wheel with DINAMICA trim <i>Also included on Edition 507</i>	—	—	○
Carbon fiber rear spoiler <i>Not available on Edition 507</i>	—	—	○
KEYLESS-GO	○	○	○
PARKTRONIC with Advanced Parking Guidance	○	○	○
Blind Spot Assist	○	○	○
AMG Performance Media	—	—	○
18" AMG 7-spoke wheels ¹	○	○	—
18" AMG twin 5-spoke wheels ¹	○	○	●
18" AMG 5-spoke wheels with Titanium or Black inlays ¹ <i>Not available on Edition 507</i>	—	—	△
19" AMG forged-alloy 10-spoke wheels, Black ¹ <i>Available only on Edition 507</i>	—	—	○
Aluminum interior trim	●	△	●
Burl Walnut wood interior trim	○	●	△
Carbon fiber interior trim	—	—	○
Metallic paint	○	○	○

● Standard ○ Optional △ No-charge option — Not available

Edition 507

C 63 AMG Coupe

- Increased power and torque (507 hp and 450 lb-ft)
- 19" AMG forged-alloy 10-spoke wheels, Silver¹
- AMG compound braking system with red calipers
- Aluminum hood with Gloss Black ducts
- Gloss Black side mirrors, front air-dam cross-strut, grille trim, Daytime Running Lamp surrounds, and rear spoiler
- Matte Grey lower body striping
- Black or Porcelain *designo* Nappa leather upholstery with Porcelain stitching, and Black DINAMICA seat and door inserts (all-Black Nappa leather optional)
- Gloss Black interior trim
- AMG instrument cluster with red indicators and accents
- AMG Performance steering wheel with DINAMICA trim
- AMG Affalterbach crest on shift knob, "Edition 507" dash emblem

○

Specifications

	C 250 Coupe	C 350 Coupe	C 63 AMG Coupe
Engine	1.8-liter turbocharged Direct Injection inline-4 201 hp @ 5,500 rpm 229 lb-ft torque @ 2,000-4,300 rpm	3.5-liter Direct Injection V-6 302 hp @ 6,500 rpm 273 lb-ft torque @ 3,500-5,250 rpm	Handcrafted 6.3-liter AMG V-8 451 hp @ 6,800 rpm 443 lb-ft torque @ 5,000 rpm
Transmission	7-speed automatic with shift paddles	7-speed automatic with shift paddles	7-speed AMG SPEEDSHIFT [®] MCT with shift paddles
Wheels	Staggered-width 17" 5-spoke	Staggered-width 18" 5-spoke ¹	Staggered-width 18" AMG twin 5-spoke ¹
Suspension	Sport-tuned AGILITY CONTROL [®]	Sport-tuned AGILITY CONTROL	AMG Sport Suspension
Drivetrain	Rear-wheel drive	Rear-wheel drive or 4MATIC all-wheel drive	Rear-wheel drive

Dimensions

	C 250 Coupe	C 350 Coupe	C 63 AMG Coupe
Wheelbase	108.7"	108.7"	108.9"
Overall length	180.7"	180.7"	185.3"
Overall height	54.8"	54.8"	54.6"
Overall width (w/mirrors)	79.1"	79.1"	79.1"
Curb weight	3,538 lbs	3,693 lbs	3,816 lbs
Headroom (f/r)	37.0" / 35.5"	37.0" / 35.5"	37.0" / 35.5"
Legroom (f/r)	41.7" / 33.0"	41.7" / 33.0"	41.7" / 33.0"
Shoulder room (f/r)	54.0" / 50.3"	54.0" / 50.3"	54.0" / 50.3"
Cargo capacity	11.7 cu ft	11.7 cu ft	11.7 cu ft

Please see endnotes at back of brochure.

Wheel choices



17" 5-spoke
(standard on C 250)



18" 5-spoke
(standard on C 350)



18" AMG 7-spoke
(optional on C 250 and C 350)



18" AMG twin 5-spoke
(optional on C 250 and C 350)



Black/polished 18" AMG twin
7-spoke (Sport Packages)



Two-tone 18" AMG 7-spoke
(Appearance Package)



18" AMG twin 5-spoke
(standard on C 63 AMG)



18" AMG 5-spoke, Titanium inlays
(no-charge option on C 63 AMG)



18" AMG 5-spoke, Black inlays
(no-charge option on C 63 AMG)



19" AMG forged 10-spoke, Silver
or Black (C 63 AMG Edition 507)

Color and trim.

C250 and C350 Coupe upholstery



Black MB-Tex (shown) or leather
(Leather upholstery includes contrasting topstitching.)



Almond Beige/Mocha MB-Tex



Ash MB-Tex or leather



Sahara Beige/Black leather



Red/Black leather

Sport and Appearance Package upholstery



Black MB-Tex/DINAMICA with Red topstitching
(Sport Package, Sport Package Plus)



Black MB-Tex/DINAMICA with Blue/Ash topstitching
(Appearance Package)

C63 AMG Coupe upholstery



Black MB-Tex/DINAMICA or Nappa leather (shown)
designo Black Nappa leather (optional with Edition 507)



designo Porcelain
Nappa leather



designo Porcelain/
Black Nappa leather



designo Sand Nappa
leather



designo Sand/Black
Nappa leather



designo Classic Red
Nappa leather



designo Classic Red/Black
Nappa leather



designo Black Nappa
leather/DINAMICA
(Edition 507)



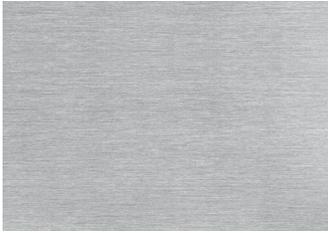
designo Porcelain/Black
Nappa leather/DINAMICA
(Edition 507)

Endnotes

- 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 No system, regardless of how advanced, can overcome the laws of physics or correct careless driving. Please always wear your seat belt. Performance is limited by available traction, which snow, ice and other conditions can affect. Always drive carefully, consistent with conditions. Best performance in snow is obtained with winter tires.
- 3 Preliminary figures based on 2014 estimates. 2015 EPA estimated fuel economy figures unavailable at time of printing. 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. Your actual highway mileage will probably be less than the highway estimate.
- 4 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.
- 5 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.
- 6 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 DISTRONIC Proximity Warning System before braking, as that may not afford sufficient time and distance to brake safely.
- 7 Braking effectiveness also depends on proper brake maintenance, and tire and road conditions.
- 8 Driving while drowsy or distracted is dangerous and must be avoided. ATTENTION ASSIST[™] and/or 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. Lane Keeping Assist operates at speeds above approximately 20 mph.
- 9 Rearview camera does not audibly notify driver of nearby objects and is 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.
- 10 Bluetooth[®] interface does not provide phone charging or external antenna. Voice interactivity feature is dependent on selected handset. Visit www.mercedes-benz-mobile.com for details. Phone sold separately. See dealer for a list of approved compatible phones.
- 11 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 3-year introductory subscription to SiriusXM Traffic and SiriusXM Weather, when equipped with Multimedia Package. SiriusXM Traffic and Weather services are available for select markets. SiriusXM Satellite Radio, SiriusXM Traffic and SiriusXM Weather subscriptions are sold separately or

Interior trim



Aluminum



Burl Walnut wood



Carbon fiber (C 63 AMG)



Gloss Black (C 63 AMG Edition 507)

Paintwork



Black



Diamond Silver metallic



Iridium Silver metallic



Lunar Blue metallic



Magnetite Black metallic



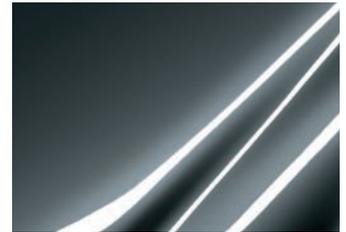
Mars Red



Palladium Silver metallic



Polar White



Steel Grey metallic



designo Diamond White metallic²²



designo Magno Platinum (matte finish, C 63 AMG Edition 507 only)²²

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.

- 12 All iPod® devices are sold separately. Feature not compatible with iPod Shuffle. Apple® adapter may be required for use with 8-pin "Lightning" connector. See dealer for details.
- 13 All Mercedes-Benz mbrace® services operate only where cellular and Global Positioning System satellite signals are available, which are provided by third parties and not within the control of Mercedes-Benz USA, LLC. An mbrace Package trial period is offered on new, Certified Pre-Owned and pre-owned sales and leases at an authorized Mercedes-Benz dealer. Subscriber Agreement is required for service to be active. Some services are only available on select vehicles. Your PIN is required in order to use certain services. Some services may be limited or restricted in some areas. Apps may be introduced and updated at varying dates, and may also require a vehicle software update. Driver is responsible for complying with traffic and other laws. See your dealer or MBUSA.com/mbrace for details, including a list of compatible smartphones. Internet-based features require Multimedia Package and an active subscription to mbrace Mercedes-Benz Apps Package. Connection may be limited by cellular signal.
- 14 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.

15 Not available with Multimedia Package.

16 Unsecured cargo can become hazardous in a collision. Always secure cargo using the floor-mounted tie-downs.

17 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.

18 The mbrace Mobile App is compatible with Apple iPhone® models running iOS 7 or later, and Android-based phones running OS 2.3 or later. Please visit MBUSA.com/mbrace for more information.

19 Introduction dates vary. Please see your dealer.

20 Not available in combination with Driver Assistance Package.

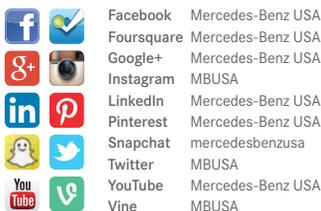
21 Drive Kit Plus for the iPhone is compatible with the Apple iPhone 4, 4S, 5, 5C and 5S. Siri™ voice-activated functions require iPhone 4S or later. Dealer installation is required. For the latest information on phone compatibility, please see your dealer.

22 Extra-cost option.



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



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