For a small blue planet

The 124-year heritage of Mercedes-Benz is rich with evidence of our respect for the earth and its inhabitants, both in the vehicles we make and in the ways we make them. We introduced the world’s first CFC-free car, not just in its air conditioning but throughout its entire manufacturing process. We’ve been using water-borne paints for years, and source the wood for our interior trim from responsibly sustained forests. We’ve been pioneering advanced powertrains for generations, from today’s new hybrid models and 50-state clean diesels to the fuel cell vehicles of tomorrow. Mercedes-Benz is also legendary for producing automobiles of extraordinary durability, with 90% of the vehicles sold in the last 20 years — and a remarkable 75% of all the vehicles we’ve ever sold in the U.S. — still on the road. After all, it takes virtually the same amount of energy to build vehicles that last as ones that won’t.

Our new, more compact brochures consume fewer resources as well, starting with the recycled coated paper they’re printed on. It contains at least 10% post-consumer waste, has earned Chain of Custody certifications from the Sustainable Forestry Initiative® (SFI) and Forest Stewardship Council® (FSC), and is produced using Green-e® certified renewable energy. And the brochures are printed in facilities that purchase renewable energy — including wind, solar, and hydropower — and use technologies that reduce both their carbon footprint and the emission of volatile organic compounds (VOCs) into our small blue planet’s atmosphere. Caring innovation comes from blue-sky thinking — sometimes quite literally. It’s what you can expect from the automaker who’s been sharing this planet with you for longer than anyone.

This is who we are. This is Mercedes-Benz.
Who could have imagined? When Mercedes-Benz created an entirely new class of automobile more than 60 years ago, nobody predicted it would come to define not just the brand that invented the first car, but a standard by which all cars are measured. For eight generations, the E-Class has been more than a car drivers dream about. It’s what other cars dream they could be. For 2010, it all begins anew, with what is perhaps the most technologically advanced production automobile ever. It does things you never imagined a car might do. Which is exactly what one automaker has always done. This is the new E-Class.

This is Mercedes-Benz.

For more information, visit www.mbusa.com/e-class
The car of tomorrow is the right car for today. From the seemingly limitless endurance of the 1950s “Ponton” body, to the much-copied style of the 1970s 280 Sedan, to the 1980s 300E that AUTOMOBILE Magazine called “true greatness,” the E-Class has long defined what other cars will someday become. The 2010 E-Class Sedans and Coupes are showcases of futuristic technology, indeed. But their greatest innovation is demonstrating that you can love driving, care for your family, respect the earth and even spend wisely. All at once, like no car before. Let the imitation begin.

Iconic. Idolized. And soon to be imitated. Again.

E 350 Coupe shown above with optional Palladium Silver metallic paint and Premium 2 Package.

E 350 Sport Sedan shown at right with optional Iridium Silver metallic paint, Wheel Package and Premium 2 Package.
It has the power to motivate every car that follows it.

Someday, other cars will drive like this. Imagine an advanced AGILITY CONTROL or AIRMATIC suspension that reacts to the road surface, instantly recalibrating for the most gratifying balance of sharp and supple. A 7-speed automatic transmission that adapts to your driving style, shifting as your mood does. Engines that only call on their alternator and power steering pump as needed, sipping less gasoline whenever they’re not fueling your exuberance. The E-Class will lead other automakers to the future. But first, it will stop them in their tracks.

Compellingly powerful gasoline engines — a 268-hp V-6 and a 382-hp V-8 — offer low emissions and improved fuel efficiency.

The 50-state BlueTEC clean diesel V-6 sedans generate massive torque with lower greenhouse-gas emissions than comparable gasoline engines.

E 350 and E 550 4MATIC Sedans offer the all-season, all-road confidence of an all-wheel drive system that adds minimal weight.

The E 550 Coupe’s Dynamic Handling suspension alters the damping rates, accelerator response and shift points, all at the touch of a single button.

E 550 Sport Sedan shown with optional Obsidian Black metallic paint and Premium 2 Package. Please see endnotes in back of brochure.
It can predict the future. And change history.

Foresight with fortitude. Its PRE-SAFE® system can detect an impending collision, while its optional DISTRONIC PLUS helps brake the car if its ATTENTION ASSIST can tell you’re getting sleepy on a long drive. Its adaptive Bi-Xenon headlamps continuously vary the shape of their beams, to brighten more of the road while reducing glare to oncoming drivers. If all that’s not enough, it has up to 11 air bags — including new pelvic air bags for the front seats. Even by looking just a few milliseconds ahead, the new E-Class can alter the course of your future.
Engineered to enlighten. Even in the middle of the night, the new E-Class doesn’t leave you in the dark. Ensconced amid the warm glow of its cabin, the E-Class brings visionary new driving capabilities to light. An elegant central controller provides intuitive access to your entertainment with a twist of your hand. Other available systems help you back up, or maneuver into a parking space, or spot pedestrians at night using imperceptible infrared light. The E-Class sheds new light on what a car can do for you. It will show you things you’ve never seen.

Night View Assist PLUS. By projecting infrared beams that are invisible to human eyes, and reading them with a special camera, this E-Class Sedan option displays a clearer view of the road during darkness. It can even identify and point out pedestrians.9

Rear view camera and PARKTRONIC. The optional camera™ projects a live color image on the in-dash LCD monitor. Optional PARKTRONIC with rear Parking Guidance can help the driver maneuver into a parking space and avoid obstacles that might be out of view.

COMAND with central controller. A high-resolution color/LCD display and a central-rotated controller deliver intuitive access to virtually all functions of the audio and optional navigation systems.

Ambient lighting. A network of efficient LEDs and fiber optics casts a gentle glow beneath the dash and door trim of the new E-Class Sedans, to help make nighttime driving feel more secure.
The E-Class Sedans. From their four aggressively squared headlamps and arrow-shaped hood to their wide LED taillamps, the six sedans of the E-Class take a modern, muscular stance and express it with brilliant detail. Sport Sedans take to the road with 18” wheels and a sport-tuned chassis, while Luxury Sedans feature more comfort-oriented tuning and elegant 17” wheels. The E 550 Sedans ride on AIRMATIC adaptive air suspension.

Choices in power include a 50-state BlueTEC clean diesel, plus gasoline V-6 and V-8 models that are also available with 4MATIC all-wheel drive.

<table>
<thead>
<tr>
<th>Model</th>
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<td>E 350 Sport Sedan</td>
<td>3.5-liter gasoline V-6, 268 hp @ 6,000 rpm, 258 lb-ft net torque @ 2,400–5,000 rpm</td>
<td>7-speed automatic</td>
<td>18” 5-spoke</td>
<td>Sport-tuned with AGILITY CONTROL</td>
<td>Rear-wheel or 4MATIC all-wheel drive</td>
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<td>E 350 Luxury Sedan</td>
<td>3.5-liter gasoline V-6, 268 hp @ 6,000 rpm, 258 lb-ft net torque @ 2,400–5,000 rpm</td>
<td>7-speed automatic</td>
<td>17” split 5-spoke</td>
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<td>3.0-liter BlueTEC diesel V-6, 210 hp @ 3,800 rpm, 400 lb-ft net torque @ 1,600–2,400 rpm</td>
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<td>7-speed automatic</td>
<td>17’ split 5-spoke</td>
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14-way power front seats. Using the signature seat-shaped controls pioneered by Mercedes-Benz, each front seat includes 4-way power lumbar support and 3-position memory. NECK-PRO active front head restraints help reduce whiplash injuries.

Harman/Kardon® sound. Enhancing the standard in-dash 6-disc DVD/CD changer is an available 610-watt LOGIC7® audio system with Dolby® Digital 5.1 surround sound, plus SIRIUS® Satellite Radio13 and SIRIUS Traffic™ service.

Navigation. Using the standard 7” color-LCD display and a 40GB hard drive, the available navigation system14 includes Zagat® Survey ratings for restaurants, hotels and golf courses. It’s easily operated by an advanced voice control system.

Multimedia entertainment. Navigation-equipped models let you bring your own music on CDs, DVDs, memory card, iPod®15 — or even store it on a 6GB portion of the in-dash hard drive.

Paddle shifters. For one-touch control and a roomier console, E-Class Sedans feature a steering-column-mounted gearshift lever and paddle shifters that put gear selection at your fingertips.
The E-Class Coupes. At Mercedes-Benz, there is only one way to build a true coupe. With a wind-taming design, a windowswept pillarless profile, and winning performance. The first E-Class Coupe in 15 years earns its grille-mounted Star on all counts. Its aggressively chiseled body achieves a drag coefficient of just 0.28. Its four elegantly arched side windows fully retract for an airy span from windshield to rear window, crowned by a standard all-glass Panorama sunroof. And because it’s the new E-Class, it’s as dynamic as it is aerodynamic. It’s panoramic. Pillarless. And peerless.
E-Class Coupes. Long, low and wide, the E-Class Coupes strike an aggressively confident stance. Staggered-width wheels — 17” on the E 350 and 18” on the E 550 Coupe — wear wider tires at the rear for more surefooted acceleration and crispier steering feedback. LED tailamps wrap dramatically into the muscular rear quarters. Dual polished exhaust tips, trapezoidal on the E 550, hint at the power within. Underpinning it all is the AGILITY CONTROL suspension of the E 350, or the E 550 Coupe’s lowered, sport-tuned Dynamic Handling suspension, upgraded brakes and sculpted lower bodywork.

**E 350 Coupe**

- **Engine**: 3.5-liter gasoline V-6, 268 hp @ 6,000 rpm, 258 lb-ft net torque @ 2,400–5,000 rpm
- **Transmission**: 7-speed automatic
- **Wheels**: 17” split 5-spoke
- **Suspension**: AGILITY CONTROL
- **Drivetrain**: Rear-wheel drive

**E 550 Coupe**

- **Engine**: 5.5-liter gasoline V-8, 382 hp @ 6,000 rpm, 371 lb-ft net torque @ 2,800–4,800 rpm
- **Transmission**: 7-speed automatic with paddle shifters
- **Wheels**: 18” split 5-spoke
- **Suspension**: Sport-tuned with Dynamic Handling
- **Drivetrain**: Rear-wheel drive
14-way power sport front seats. Deeply contoured sport front seats feature rich leather, NECK-PRO active head restraints, 4-way power lumbar support and 3-position memory.

Split-folding rear seats. Performance need not overpower practicality. The coupes’ rear seatbacks can be folded down in a 2⁄3:1⁄3 split to expand the already generous trunk space.

harman/kardon® sound. Enhancing the E-Class Coupes’ standard in-dash 6-disc DVD/CD changer is an available 450-watt LOGIC7® system with Dolby® Digital 5.1 surround-sound. This option also comes with SIRIUS® Satellite Radio® and SIRIUS Traffic™ service.

Navigation and multimedia music. The optional hard-drive-based navigation system can store up to 6GB of music from your CDs on its 40GB hard drive. It includes iPod® integration and an in-dash memory card reader, too.

Multifunction steering wheel. Wrapped in soft Premium leather, the 3-spoke wheel places audio, Bluetooth®, and many other controls close at hand. The E 550 Coupe adds paddle shifters.

E 550 Coupe shown with Almond Beige interior, Burl Walnut wood trim and optional Appearance and Premium 2 Packages. Please see endnotes at back of brochure.
E-Class options and packages. Every E-Class comes generously equipped with standard features and systems to enhance every drive with performance, luxury and security—from their automatic light-sensing headlamps to their LED taillamps. Refinements include digital dual-zone climate control, rain-sensing windshield wipers, auto-dimming mirrors and 14-way power front seats with a 4-way power steering column and memory system. To tailor your E-Class even more precisely to your wish list, a wide selection of innovations, enhancements and conveniences are offered as individual options, or packaged together at a significant savings over their individual value. For more information, visit www.mbusa.com/e-class.
4 PRE-SAFE® closes the side windows and sunroof when the system's sensors detect side movement that suggests a possible accident.

5 Note: 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 countries throughout the world.

6 Driving while drowsy or distracted is dangerous and should be avoided. ATTENTION 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.

7 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 tires are 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.

8 Warning System before braking, as that may not afford sufficient time and distance to brake safely. After braking the car for 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. After braking the car for objects, nor recognize or predict the curvature and lane layout of the road 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. After braking the car for

9 Option requires Premium 2 Package. Night View Assist does not replace the use of headlamps and should not be used as the primary visual source for the driver.

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

11 SIRIUS® hardware and subscription required. Other fees and taxes may apply. Subscription governed by SIRIUS Terms & Conditions at sirius.com/serviceterms. Prices and programming are subject to change. SIRIUS Radio U.S. service only available in the 48 contiguous United States and the District of Columbia. Service available in Canada; see www.siriuscanada.ca. SIRIUS® is not available in ships registered in the 50 United States or the District of Columbia. Some programming is not available on selected handset. Visit www.siriuscanada.ca/formobile for details. Phone sold separately. For details on setup of approved entertainment systems.

12 Driving while drowsy or distracted is dangerous and should be avoided. 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.

13 SIRIUS® is provided by SIRIUS XM Radio Inc. XM Radio is a registered trademark of Sirius XM Radio Inc. SIRIUS is a registered trademark of Sirius XM Radio Inc.

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 countries throughout the world.

15 All iPod® devices are sold separately. Feature not compatible with iPod Shuffle. See dealer for details.

16 M-B Tex upholstery standard on E 350 and E 350 BlueTEC Sedans. Leather upholstery standard on all Coupes and E 550 Sedans, optional at extra cost on E 350 and E 350 BlueTEC Sedans.

17 Extra-cost option.

18 Diamond White is available on coupes only and not available on Sport Sedans. See Options and Packages listing.

19 Burl Walnut wood trim only available in combination with Almond/Black interior on E-Class Sport Sedans.

20 Durability is based on longevity, as determined by MBUSA sales records 1952–2008 and R.L. Polk & Co. Vehicles installed on appropriately sized and approved wheels are recommended for driving in those conditions.
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