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.
Standard and available equipment may vary by model. Please see back of brochure.
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The 2018 C-Class

You could have flown in, gone to the event, and flown home. But reunions have a way of making you do some accounting of your life—the plans you’ve accomplished, the dreams fulfilled, and the wishes still held. You’ll no doubt be comparing notes during the event and after it, but as you do, one thing will become clear in your head: It’s nearly impossible to imagine where you’re going without appreciating where you came from. Right now, one realization rings true above all: No matter how impressive life’s milestones are, they didn’t make you who you are. The miles in between did.

Windshield to your future.
Instead of sitting in airport parking, your new C-Class is enjoying a multi-state run this weekend. And instead of sitting in 4A and 4B, the two of you have a front-row view of a world that feels bigger than usual today, but more inviting, too. Under the wide sky, the road is a ribbon, continuously unwrapping the gift of scenery. The enjoyable act of driving draws you closer to your destination. The art of conversation draws you closer to each other. Your contentment in the present lets you laugh about the past, and smile about the future.

In a quiet moment, your hand moves from the wheel to adjust an air vent. Leather, wood and aluminum return your caress—as if your C-Class knows you, and understands why you chose it to join you on this journey. Like you, its inner strength comes from its family. Its world view looks far ahead, yet it cherishes certain traditions. It even matches your mix of playful and practical. Your conversation resumes. And you find yourself relishing not just the moment you’re in, but all the moments. And the miles in between.

Athletic, elegant and intelligent:
The family traits that the six sedans, five coupes, and five cabriolets of the C-Class have in common set them apart from every other car on the road.
KEY FEATURES

PERFORMANCE
Turbo-fed power—or a plug-in hybrid sedan—collaborates with a range of road-taming chassis setups. Five drive modes, from Comfort to Sport+, team up with you.

> Inline-4 turbo, AMG V6 biturbo, AMG V8 biturbo, or gasoline/electric plug-in hybrid power
> 7-speed, 9-speed, AMG-enhanced 9-speed or AMG SPEEDSHIFT® MCT 7-speed transmission
> DYNAMIC SELECT drive modes
> Confident 4MATIC® permanent all-wheel drive*

DESIGN
Muscle-toned, wind-carved and undeniably sporty lines make every sedan, coupe and cabriolet a visual knockout. Styling and wheel options let you make yours a standout.

> 17” to 20” alloy wheels*1
> A variety of grille designs, all integrating the iconic Star
> LED headlamps* and taillamps
> AMG Line and Night Package* (C300 models)
> AMG Carbon Fiber and Night Packages (AMG models)
> 3-layer power soft top (Cabriolets)

SAFETY
Groundbreaking safety advancements watch the road and the driver. Active and semi-autonomous systems add to your comfort, confidence and driving enjoyment.

> Radar-based COLLISION PREVENTION ASSIST PLUS
> PRE-SAFE® and ATTENTION ASSIST®
> Rearview camera, or Surround View System*
> Intelligent Drive suite of active safety systems*
> Front seat-belt presenters (Coupes, Cabriolets)
> Pop-up roll bars* (Cabriolets)

LUXURY
Spacious 5-passenger sedans, stylish 4-seat coupes, and cabriolets tailored for four are all rich in innovation, generous with comfort, and invigorating to all of your senses.

> Power driver seat with memory, split-folding rear seats
> Digital dual-zone climate control
> Power glass sunroof (Sedans) or Panorama roof*
> Heated and ventilated front seats*
> 13-speaker Burmester® Surround Sound System*
> AIRMATIC® neck-level heating* (Cabriolets)

TECHNOLOGY
User-friendly innovations help keep you connected, engaged and entertained. Intuitive controls help you stay in command of your car and in touch with your world.

> 7” or 8.4” color screen and central controller
> mbrace® featuring Mercedes me smartphone app with Remote Start, in-car Internet, and 4G LTE WiFi®
> COMAND® navigation® or Garmin MAP PILOT®
> Apple CarPlay® and Android Auto®
> KEYLESS-GO® with HANDS-FREE ACCESS trunklid

*Optional or not available on some models. Please see back of brochure.
INVIGORATING CONFIDENCE

You know this road. You’ve traveled it more times for more reasons than you can count: It’s been a workaround for weekday traffic, your Saturday shortcut to the mall, and a scenic escape when you just feel like going for a drive. Every curve is etched in your muscle memory. There’s one stretch where the engine’s rums reverberate off the hillside. At one corner, where the motorcycle officer sits, you pass by—going exactly 45—and lift four fingertips from the wheel to give a friendly wave. You know this road in the rain. And by dark of night. Still, today it feels like you’re going somewhere new.

Shifting moods
It’s just you and your C-Class on this ride. You let your hand fall toward the console, and your finger goes right to an aluminum-clad switch—more of a paddle, really—that bears the label DYNAMIC. With a few taps, you exit the “ECO” mode you use whenever your carpool buddy is on board, and watch the dash until “Sport” shows up. Instantly, you feel the steering flex its muscle. With a turbo-infused growl, the 9-speed* grabs a lower gear, and the throttle feels directly connected to your foot, and to your pulse.

You start to think about everything that must be going on under the hood, and how quickly it all syncs with your chosen mode. But a C-Class continually fine-tunes itself anyway, even before you invoke a change of mood. Its Direct Injection and multipoint ignition can adjust the fuel spray and fire it four times in a row—all in the milliseconds of a combustion cycle. The transmission adapts to your driving style, and the suspension can firm up instantly in corners.

Seven or nine speeds, one or a pair of turbos, and a choice of five driving modes all add up to a feeling of oneness with your C-Class and the road.*

*Optional or not available on some models. Please see back of brochure.
Decades of prep, moments of proof.
Safety engineers at Mercedes-Benz have spent nearly 80 years preparing for these life-changing milliseconds. They didn’t just dream of an accident-free future. They’ve been bringing us closer to it with ongoing innovation. They crash-test thousands of real and virtual vehicles. They build robots and algorithms to simulate human nature. They learn from dummies. And they help make every car safer, since what starts in a Mercedes-Benz often becomes the standard for all cars—If you wait a few years. This morning, you’re glad you didn’t wait.

The network of sensors in a C-Class, from radar to cameras, is designed to see more than a human, and process what it sees faster. Its standard systems watch traffic ahead and help you see out back.1 Options can look out for pedestrians, look into your blind spots, and look at where you’re going relative to the lanes of the road. If they see danger coming, they can help prepare the car to better see you through it—closing seat belts, closing windows, or holding the brakes if you’re about to get rear-ended. So much can change in the blink of an eye. That’s why Mercedes-Benz engineers keep innovating: to preserve your status quo.

The inventors of the crumple zone, seat-belt pretensioners, and electronic stability control have spent their lifetimes looking out for yours.
TANGIBLE AMBIANCE

You’ve probably listened to this album a hundred times. It’s been years, however, since you’ve played it start-to-finish, in the original order of the songs. And you have to admit, nine channels of digital surround sound* pays a worthy tribute to the original studio production. As the last track fades out, you decide the muffled growl of the engine can be your soundtrack for a bit.

Everything else in the cabin, you leave exactly the way you’d set it up when you started your impromptu concert: The Sport mode feels tight in your hands. The ambient lighting® is set to Solar, its warm red glow underlining the natural grain of the wood. The starry sky flickers through the trees. And every so often, a hint of jasmine and sage infuses the crisp cabin air.* As you channel your senses into the curve ahead, all you can think is “what a perfect evening for a drive.” By instinct, you reach for the button on the mirror, and that’s when you remember: The garage door you just opened—this is point B. Point A was your office. You’ve driven this route more times than you’ve listened to that album. Neither one ever felt like this before.

A sensation for every sense.
Even the most sensible C-Class is a treat for the senses, offering rewarding performance, digital dual-zone climate control, a power sunroof or soft top,* hand-finished wood trim, and enough audio features to make every ride a rock concert. But with so many ways* to make yours sensational, how can you resist Burmester® surround sound, an Air Balance fragrance atomizer, and multicolor ambient lighting? After all, what turns something from nice-to-have to a must-have is simple: Having it.

A C-Class does more than offer a sense of luxury. From audio gear that can also entice the eye, to the spa-like comfort of cabin aromatherapy, you deserve luxury for all of your senses.
Nothing says driving refinement quite like leather and wood. But when Daimler and Benz started making cars, such finery was more likely to be found in drive belts, suspension dampers and wheel spokes. It was a time long before plastics, and handcrafting was simply the way things were made.

**A tradition of tomorrows.**
Over the next century, both materials and manufacturing kept leaping ahead—as did luxury. Around the centennial of the automobile, Mercedes-Benz engineers initiated a massive effort that would embrace both its rich past and our planet’s future. By the early 1990s, long before “eco-friendly” was an industry buzzword, it had become a new way of life for Mercedes-Benz. As a major first step, chlorofluorocarbons, or CFCs, were banished from the vehicles as well as their entire manufacturing process. Sustainability is now a key focus from the start of a car’s production to the finishes you see and touch. The wood for the cabin trim is sensitively forested, for example. Beneath its beauty are components made from coconut fiber, flax and olives. Foam for padding is expanded using steam. And most of the plastic parts are code-marked to facilitate future recyclability.

Let your hand roam over the impeccably stitched seat of your C-Class, or its flowing console, and you’re touching traditions that have advanced for decades by keeping both past and future in sight—and in balance. Its upholstery is still hand-fitted, its wood trim hand-finished. But behind it all is a quest that’ll never finish. Indulging you like there’s no tomorrow. And investing in ways to help make sure there is.

**In its segment, only the C-Class is certified both for ultralow-emission performance and an allergen-friendly cabin.**
A touch more thoughtful

Ergonomic switches encircle an intuitive turn-and-click knob in the console. Teaming with the large central screen and a touchpad controller, you can operate and adjust numerous features and settings while your hand rests comfortably.

MODES FOR EVERY MOOD

The DYNAMIC SELECT paddle lets you set up the car’s driving systems to suit the situation and your desires. Modes from green-minded ECO to red-blooded Sport vary the feel of the throttle, shifting, handling and more. You can even set up your own Individual mode.

PAUSE FOR SAVINGS

The standard ECO Start/Stop system can automatically switch off the engine while you’re waiting at a red light, saving fuel and emissions. When the light turns green, the engine instantly fires back to life as you lift your foot from the brake pedal.

IN TUI TIVE CONTROL

Illustrated and animated menus match their appearance to the way you move the rotary controller, making it easy to adjust audio or navigation, personalize features, and more. The touchpad lets you use fingertip gestures like swiping, or pinching to zoom on a map.

IN TOUCH WITH YOUR VEHICLE

The configuration of satellite switches is based on the specific equipment on your C‑Class. For example, you can manually extend the seat-belt presenters on coupes and cabriolets, adjust the C350e Sedan’s AIRMATIC® air suspension, or dial in the performance of AMG models. You can even customize a menu of “favorite” features.

*Optional or not available on some models. Please see back of brochure.
UNDERSTATED BRILLIANCE

Does it seem that a lot of cars today have taken their styling to extremes, as if their “design language” is shouting in all caps? A Mercedes-Benz expresses itself in its own way—in part because its design is driven by the way it drives. The athletic elegance of a C-Class comes from within, and comes alive in its stylish body. Crisp lines sweep from its iconic grille to its muscular tail. In between, instead of overdone details, it’s more of a “no detail overlooked” approach.

Reflections and projections.
Do your homework and then you can play, your parents used to tell you. As you know now, that level of discipline proved rather effective. The C-Class had to spend time in laboratories and the wind tunnel before it could go running on the track. That’s why it’s not only sleek and trim but smart, too. Meticulous aerodynamic refinement helps it save fuel, hold the road better, wrap you in quiet comfort, and even deflect rain from the mirrors and windows. Intelligent use of diecast and extruded aluminum and ultrahigh-strength steel help make it more rigid and better at managing impacts, even while saving weight. And tiny ceramic particles in its nanotechnology paint help fend off chips, scratches and other challenges to its showroom shine. Homework done, a C-Class loves to play—especially with light. LEDs help get you noticed by day or night. They can even greet you at the front door by projecting the iconic Star on the ground.

Of course, the Star in the grille makes its own statement: It quietly asserts that true style comes from substance. And it leads the way with innovation, and inspiration.

In the C-Class diamond-block grille, each of its 241 hexagonal pins has been carefully shaped, sized and placed by the eye of the car’s designer.
The Sedans

Look forward to what’s next. Advanced technology and ever-fresh style deliver on the same promise in a C-Class sedan. You could call it enjoying the road ahead, or a bright future, but it’s meant to be savored very much in the here and now. What the C 300, C 300 4MATIC and C 350e Sedans have in common also makes each one a standout: Their spirit is playful, with turbo power that can whisk you to 60 in 5.8 seconds.7 Their amenities are thoughtful, with a power glass sunroof, driver-seat memory and rich wood trim, all standard. And their safety systems are watchful, teaming radar, camera and other technology to help keep your outlook bright.

Drive to be different. How do you like your performance served? In any C-Class it’s well-done, but you get to pick a flavor: The sporty balance of rear-wheel drive, or add 4MATIC® all-wheel drive to a C 300 for added reassurance on wet, wintry or winding roads.1 Both C 300 models expand their smooth, swift response from seven speeds to nine with a new 9G‑TRONIC transmission. And the C 350e doesn’t just take charge—it’s a plug-in hybrid, so it can literally take a charge and convert it into added power, torque and fuel-efficiency. A 60 kW electric motor joins forces with a turbo gas engine to generate up to 443 lb-ft of torque, or up to 61 MPG on the highway.2 Its lithium-ion battery can be charged by the gas engine as you drive, or you can plug it in at home or at public charging stations.3 And while DYNAMIC SELECT lets you alter the driving character of any C-Class to suit your mood, the C 350e adds electric bonuses: Its Radar-based Regenerative Braking can optimize the energy recaptured to charge the battery as you decelerate. And options can collaborate even more intelligently with COMAND® navigation or DISTRONIC PLUS® adaptive cruise control to further extend your range on battery power.

Flex your muscle. With their grille-mounted Star, 17” wheels and an innovative selective damping suspension that can firm up in sharp turns, the C 300 sedans take a confident stance. The AMG Line adds more aggressive AMG body styling, 18” AMG® wheels and sporty enhancements from chassis to cabin. The Night Package clouds all that in bold gloss black accents. With standard 18” wheels and self-leveling, multmode AIRMATIC® air suspension, the C 350e offers a hybrid of responsive handling and refined comfort.

More than a sneak preview of what’s next, a C-Class Sedan is a personal joyride to its world premiere.
The engineering and craftsmanship of a C-Class sedan work as one because Mercedes-Benz engineers and artisans also do.

Put the world at your fingertips. The standard rotary controller on the console and a vivid 7" color screen mounted high at center stage make it easy to enjoy the audio system and personalize many vehicle settings. Three navigation options are available: The Garmin® MAP PILOT™ is an SD card-based system that integrates with the standard controls, offers voice command and provides traffic information. Apple CarPlay® and Android Auto pair your iPhone® or Android® phone with the car’s display and controls to bring you their own unique interfaces, apps and voice control. And COMAND® upsizes the screen to 8.4", adds a touchpad to the controller, and includes voice control that can learn how you talk, three years of map updates, and five years of SiriusXM Traffic and Weather.

Mercedes me puts a world of convenience into a smartphone app—like Remote Start. It comes with five years of Mercedes-Benz mbrace® Connect services, which include in-car MB Apps like a fuel-price finder.

Unlimit your listening. The C-Class offers nearly endless choices in audio enjoyment. Along with standard HD Radio stations and Bluetooth® wireless audio streaming, the award-winning FrontBass® system utilizes the car’s rigid front body structure as the chambers for a subwoofer. Optional nationwide SiriusXM Radio includes a 6-month trial of their All Access plan. With the mbrace Entertain package you get Internet radio and in-car 4G LTE WiFi. And you can fill the cabin with 590 watts of rich, life-like surround sound from Burmester.® One of Germany’s most respected names in high-end home audio, the 13-speaker system they’ve crafted for the C-Class also rewards your eyes with its intricately drilled metal speaker grilles.

Treat yourself to something special. The cabin is spacious, stylish and a treat for your senses. The power front seats are contoured for enduring support. A memory system for the driver seat lets you save three sets of settings for your seat, the side mirrors and the 4-way power steering column. The power-folding mirrors can also be set to retract as you lock the car.

Two leather options are available, including exquisitely supple designo Nappa with diamond-pattern inserts. The front seats are also available with soothing heat and cooling ventilation. Heating of the steering wheel is an option with most interiors, too. The rear cabin welcomed three adults. Its 40/20/40 split seatbacks fold for various combinations of people and packages.

A power tilt/sliding glass sunroof is standard for 2018, or you can treat everyone in the cabin to the sun and stars with the available Panorama roof. Its expanse of heat-rejecting tinted glass features a power front section as well. The standard dual-zone climate control fits the cabin air for dust and pollen. While the refreshing Air Balance option can ionize it with an electrical charge, then infuse it with any of six subtle fragrances that won’t linger on clothing or cabin surfaces. And multicolor LED ambient lighting is an option that you can vary to suit your mood, or even inspire a new one.

Plan for the unexpected. Standard COLLISION PREVENTION ASSIST Plus uses radar to scan the road ahead. If it detects you’re closing in on another vehicle too quickly, it can alert you. If you don’t respond, it can start braking to help prevent or lessen a collision. ATTENTION ASSIST® helps sense a driver becoming drowsy on a longer trip. And a rearview camera is standard, too. Optional systems can also keep virtual eyes out for vehicles in your blind spot,® and pedestrians or cross-traffic in your path. Others can help keep you from drifting across lane markings,® or prepare for an imminent rear impact.® And advanced driving assists can ease your way along the open highway, in stop-and-go traffic,® or when parking.®

Whether on your first drive or years down the road, the C-Class will share with you the secret of time well spent: Making every moment count.
C-Class Sedans
Since 1967, AMG has turned victory on the track into passion on the streets of the world.

Three thundering thoroughbreds, all born from a 50-year legacy of turning Mercedes-Benz sedans into championship racers. Since its debut in the DTM (German Touring Car Championship), the AMG C-Class has won countless racing trophies. In street form, the AMG C 43, C 63 and C 63 S Sedans are crafted to win the hearts of the most passionate drivers with thundering power and lighting-quick reflexes. In the biturbo V6 C 43, 362 AMG-trained horses, nine speeds and AMG Performance 4matic^®^ team up for 0–60 in 4.7 seconds. Handcrafted biturbo V8s are even stronger and quicker: the 469-hp C 63 can reach 60 mph in 4.0 seconds, the 503-hp C 63 S in 3.9. Distinctive appointments, from 18” or 19” AMG wheels1 to exclusive body and cockpit detailing, set each model apart.

FORTIFIED

With higher boost and lower friction, the C 43’s biturbo V6 sends 384 lb-ft of AMG-enriched torque to all four wheels. The C 63 and C 63 S each feature a pair of turbos set inside the “hot V” of their handcrafted V8s. The configuration slashes lag and losses, for immediate response. Multitooth AMG SPEEDSHIFT® TCT 7-speeds channel power via limited-slip diffs to the cars’ rear wheels.

FOCUSED

A thick, flat-bottom steering frame channel the analog gauges and a color screen with exclusive AMG performance menus. Sport front seats embrace you in corners, or opt for AMG Performance seats modeled after racing shells. Exclusive colors and details highlight the cabin and the aer-o-enhanced exterior, with carbon fiber among numerous functional and stylish options for both.

FINESSED

Substantial AMG® brakes lurk behind AMG wheels in a range of styles. Both are sized to suit each model, from the standard 18” wheels and 14.2” multipiston front brakes of the C 43 and C 63, to the 19” wheels and 15.4”/16” pistons comprising an optional AMG Ceramic Composite front brakes2 of the C 63 S. Each model also offers a range of 19” wheel options in silver and black.
The C 350e Sedan offers plug-in hybrid perks like no other C-Class. Along with the advantages of every other C-Class.

C is never for “compromise.” Ready for a test of character? Here goes: What would you be willing to sacrifice if you could get 45 MPG around town, and as much as 111 miles per gallon on the highway? A tradeoff? A little zoom? Some cabin room? Maybe some style, or a little luxury?

Mercedes-Benz engineers aren’t fond of words like sacrifice and compromise. They prefer words like ideal, best and balanced. Which is why the plug-in hybrid C 350e is every bit as quick, as roomy inside, and as rewarding to look at, touch, and ride in as its gasoline-only C 350 Sedan stablemate. And with a 204-kW electric motor and compact, lithium-ion battery, you’ll enjoy class-leading power and torque (275 hp and 443 lb-ft) while retaining nearly 94% of its trunk space as well as the versatility of its 40/20/40-split folding rear seatbacks.2

“e” stands for more than efficiency. With 18" wheels and adaptive, self-leveling AIRTRAMATIC® suspension standard, a C 350e can elevate its driver and enthrall its passengers. You can charge its battery easily and quickly in a variety of ways: Less than 2.5 hours at a public charging station3 can deliver a full charge. You can plug in the included charger at home for a full charge in less than 4.5 hours. And the gas engine also charges it as you drive. Radar-based Regenerative Braking helps extend battery range by optimizing how the car recovers energy as you decelerate. Also standard are automatic gas-free coasting, as well as a “haptic” accelerator pedal that can help you save gas with a gentle underfoot pulse.

Innovative options let its advanced driver assists elevate efficiency while they ease your journey: The longer-range radar of DISTRONIC PLUS® cruise control4 teams with the regenerative brakes and 7-speed transmission for even smoother response and greater energy recuperation. And the COMMAND® navigation5 adds Route-Based Battery Optimization. It taps into the map data for your route to optimize the use of gas and electric power based on terrain, city and highway portions, and more. Even when you’re not using route guidance, it “looks ahead” up to four miles to help extend battery range and efficiency. All from a cabin that’s a hybrid of sporty and sumptuous. In a C 350e, you’ll appreciate your environment in entirely new ways.
A body that reveals the soul.

"Coupe" comes from a French word meaning "cut." But if there’s one thing a C-Class Coupe is not, it’s a cut-down version of its sedan counterpart. It has its own muscular physique, honed by the wind. A cabin with four sport seats, tailored to fit. Staggered-width wheels and tires, to carve through corners. If there’s any cutting going on, it’s the C-Class showing who has the edge.

The C 300 and C 300 4MATIC Coupes—plus their AMG siblings—also stand a cut above their competition with features some of them don’t offer at any price. Like a paddle-shifted 9-speed transmission, a power Panorama roof, or hand-finished wood trim with an elegant analog clock—all standard. And options from a cabin-air ionizer and aromatherapy system, to adaptive cruise control with steering assist, to a choice of three navigation systems.

The shape you’re in.

A diamond-block grille, the iconic Star in its center, anchors an outstretched hood. The 18" wheels and fastback profile give it an athletic stance befitting how it moves. LED headlamps, Daytime Running Lamps and taillamps wrap around the ends. For even more brilliance, the AMG Line adds chrome grille pins, 18" AMG® wheels, AMG lower body styling, a rear spoiler, sport brakes, and an even sportier cockpit. The Night Package takes all that to the dark side with elements rendered in Gloss Black.

A true sport coupe isn’t defined by the number of doors it has. How you get into it isn’t nearly as important as how into it you get.

The power to move you.

The turbocharged C 300 models send their 241 hp and 273 lb-ft of torque to the rear wheels or, with 4MATIC® all-wheel drive, to all four wheels. Lightweight, nimble and fuel-efficient, 4MATIC elevates your driving confidence when the weather turns, and heightens your fun when the road turns. And along with no penalty in mpg rating, both the C 300 and C 300 4MATIC Coupes can whisk you from 0 to 60 in 5.9 seconds.

Nine speeds and a pair of shift paddles on the steering wheel add up to both smooth and sporty. The 9G-TRONIC transmission is a silky automatic that can deliver quick response like a manual with just the flick of your fingers. And with the most gears in its class, it’s energetic at launch, relaxed on the highway, and refined around town.

Standard DYNAMIC SELECT lets you tune the driving character to suit the situation. ECO, Comfort, Sport and Sport+ modes vary the throttle feel, gear-shifting, ECO Start/Stop system, steering feel and more to optimize fuel-efficiency, refinement or performance. There’s also an individual mode you can set up à la carte, including purely manual shifting via the paddles.
numbers may show how a car performs, but a C-Class Coupe is designed to outperform. You don’t read its specs—you feel them.

For your auditory pleasure, you can bring your own playlist with Bluetooth® wireless audio streaming, tune in the fee-free local programming of HD Radio® stations, or opt for nationwide SiriusXM Radio with a 6-month trial of their All Access plan—which lets you listen online or via their smartphone app. And the Entertainment package of Mercedes-Benz mbrace® gets you Internet radio and in-car 4G LTE WiFi. Standard FrontBass® uses the car’s front frame members as subwoofer resonance chambers, enriching sound while saving space. To reward your ears and your eyes, Germany’s Burmester® has developed an available 590-watt, 13-speaker surround sound system that visually enriches the cabin with drilled metal speaker grilles.

Available multicolor LED ambient lighting can enhance any mood. And let the Air Balance option soothe your sense of well-being: It adds an ionizer and a fragrance atomizer to the dual-zone climate control’s standard filtration for dust and pollen.

And for your sense of style, your interior options including a range of color choices plus two grades of leather—including soft, diamond-quilted designer Nappa leather—and three types of hand-finished wood trim.

Technology for human nature. An advanced network of standard and available technologies use radar, cameras and other sensors to help you avoid accidents, or reduce their severity. Standard systems include radar-based COLLISION PREVENTION ASSIST PLUS,® ATTENTION ASSIST® to help detect a drowsy driver, and a rearview camera concealed behind the Star in the trunk to help stay clean. Options can watch your blind spot; look out for pedestrians or cross-traffic in your path, help keep you from drifting out of your lane, or prepare for a rear impact.

Other high-tech options can help make almost any part of a drive easier—from HANDS-FREE ACCESS trunk opening, to DISTRONIC PLUS® adaptive cruise control with Steering Assist, to PARKTRONIC® and a multicamera Surround View System. And Mercedes me puts a world of convenience in your pocket. Its smartphone app provides Remote Start and other features. It comes standard, along with five years of Mercedes-Benz mbrace® services.

When you don’t wait for others to make progress, it automatically puts you in the lead.
C-Class Coupes
The magic that comes out of a Mercedes-AMG is irrefutable proof of what goes into it.

From half a century of competition comes a triple threat of coupes—one with the most power in its class, one with even more. The AMG C 43, C 63 and C 63 S coupes carry more than just the racing spirit of Mercedes-AMG. Beneath their seductive bodies you'll find track-born technologies from friction-reducing NAWSS®DEP® cylinder walls to a new AMG Track Pace App.15 The C 43’s 363-hp biturbo V6, 9-speed and Performance 4MATIC® all-wheel drive are all infused with AMG know-how. Packing handcrafted biturbo V8s under their twin-power-dome hoods, the 469-hp C 63 and 503-hp C 63 S are the two most powerful cars in their competitive set.17 AMG® wheels1 from 18” or 19” with options up to 20”, team up with distinctive details inside and out, to make each AMG coupe as strong visually as it is physically.

**ENRICHED**
Deeply contoured sport front seats feature distinguishing details for each model, from standard red topstitching in the C 43 to embossed AMG crests in the C 63 S head restraints. Racing-style AMG Performance seats are available on all three coupes, for maximum support when exercising the 3-stage adaptive damping of the standard AMG RIDE CONTROL Sport Suspension.

**INFORMED**
Analog gauges flank a color multifunction display whose exclusive AMG screens help keep you on top of vital performance data. An AMG Head-Up Display is also available. The AMG Track Pace App for your iPhone® syncs with the optional COMAND® system to let you store, study and share driving data. You can even shoot video with your iPhone or a compatible GoPro® camera.

**UNFAZED**
Proven AMG® wheels and brakes are precisely matched to each model’s capability. The C 43 and C 63 come standard with 18” wheels and 14.2” multipiston front brakes, with several 19” wheel options for both. The C 63 S rolls 19” wheels and 15.4”/16-piston composite front brakes as standard, with AMG Ceramic Composite front brakes15 and forged 19”/20” rear wheels optional.
Motoring in its purest form. Nothing celebrates the open road like the open sky, especially with nothing but you and your C-Class Cabriolet in between. If the sun’s warm glow doesn’t brighten your face, surely some turbo power will.

Each of five cabriolets—the sporty C 300, the confident C 300 4MATIC, and the trio of biturbo AMG models—take the athletic prowess, progressive engineering and elegant proportions of the C-Class family to new dimensions of driving enjoyment and motoring style. Distinguishing details help make each one special, while the virtues they share set them apart from other cars. Their soft tops are impeccably tailored in any of four colors of rich, enduring fabric. A single power control lowers the windows and stows the top under a sleek cover that elegantly flows with the decklid and wraps the cabin in a ring of brushed metal. LED headlamps, Daytime Running Lamps and taillamps are like functional jewelry.

Brilliance in the details. C 300 models greet the eye and the wind with a wide grille, its gloss black “diamond blocks” radiating from the chrome star. Wheels are in a staggered configuration—wider at the rear axle—and range from a standard new 18” split 5-spoke design to several 19” options. The extra-sporty AMG Line wraps 18” or 19” AMG® wheels with ground-hugging AMG lower body styling, and tips each of the grille pins in glistening chrome. The option also includes sport brakes, brushed-metal pedals, and a racy flat-bottom steering wheel.

Responsive in the moment. A 2.0L inline-4 turbo engine whisks both C 300 cabriolets from 0 to 60 mph in just 6.3 seconds. Their 241 hp and 273 lb-ft of torque are sent to the rear wheels in the C 300, and to all four wheels in the C 300 4MATIC®—another reason this is a convertible you can enjoy driving all year long.

Both models also put their power at your fingertips: Shift paddles behind the upper steering-wheel spokes let you take charge of a transmission whose nine speeds are yet another class-leading claim. And like every C-Class, a few taps of the DYNAMIC SELECT switch on the console lets you tune the car’s performance parameters to suit the road or your driving mood. Multiple modes range from Comfort to Sport+.

Driving under the blue sky is how the first car was born. It’s how the first race was won. And it’s still a sure way to turn horsepower and sunshine into miles of smiles.

Please see endnotes at back of brochure.
A 4-passenger cabriolet is one of the greatest pastimes under the sun. And a long-standing tradition under the Three-Pointed Star.

Refreshing in every season.

A C-Class Cabriolet is engineered to be far more than a summer fling, too. Front seats include standard heating and AIRSCARF®—a season-stretching innovation that emits warm air from beneath the head restraints. Enveloping your shoulders and neck like a virtual scarf, it can turn a chilly evening or autumn day into top-down driving weather.

In lieu of the standard removable windshield blocker,2 the available AIRCAP® system pairs a speed-sensitive airfoil that rises above the windshield with a sea-through wind deflector in between the rear seats. Together they help to keep the cabin quiet and calm, even at highway speeds.

Top-up, triple-layer construction provides excellent thermal and acoustic insulation while smoothly concealing the roof frame. Along with the large windows—including flush-bonded, heated rear glass—it offers coupelike comfort, style and views.

A movable partition lets you increase the trunk space with the top up. It’s available with new automatic electric operation, too—lowering as you retract the top, or alerting you if your luggage is in the way. For extra cargo versatility, the twin rear seats fold down in a 50/50 split.1 And if the traffic light turns green as you’re raising or lowering the power top, you can accelerate to 37 mph without interrupting its operation.

Engineered from the road up.

While it draws from generations of C-Class values—luxury with a sporty edge, inspiring safety innovation, secure handling, and a long, proud career in motorsports—the C-Class cabriolet has been engineered from road to sky as a purebred convertible.

Its high-strength body structure combines excellent rigidity with light weight, for tight handling and refined comfort. Twin pop-up roll bars, concealed beneath the sculpted rear deck, are designed to deploy within a third of a second of a detected rollover.1

Automatic seat-belt pretensioners graciously extend the belts toward the driver and front passenger for easy fastening, yet retreat from the open doorway to allow rear-seat passengers to enter and exit gracefully.

Legendary for luxury.

A Mercedes-Benz cabriolet puts its stylishness on full display when the top is down, but you can enjoy it for yourself anytime. Hand-fitted upholstery and hand-finished wood trim are offered in the same palates as the coupes, further accented by your choice of four soft-top colors. The wealth of advanced yet user-friendly technologies in its cabin corresponds as well, with a few adaptations for the open-air models. The touchpad central controller is standard, while both the 7” and available 8.4” color screens assure crisp readability even on a sunny day. The digital dual-zone climate control automatically adapts when you lower the top, and it’s available with the Air Balance system’s ionizer feature.

And both the body-integrated FrontBass® subwoofers and the available 13-speaker, 590-watt, 9-channel Burmester® Surround Sound System are designed to fill the air with rich music, top-up or top-down.

Safety in the family tradition.

Even a soft-top Mercedes-Benz adheres to the rigid safety standards that have long made the Star in its grille a guiding light for the industry. Standard and available technologies coordinate a network of radar, cameras and other sensors to help you avoid accidents, or reduce their severity. Standing guard on every C-Class Cabriolet are radar-based COLLISION PREVENTION ASSIST PLUS,16 ATTENTION ASSIST® to help sense if you’re getting drowsy behind the wheel,17 and a rearview camera.18 Blind Spot Assist® is standard on all cabriolets, too. And like every C-Class, advanced options can watch for traffic or pedestrians crossing in your path,17 help correct lane drift,16 prepare for a rear impact, and more.

Season-extending innovation means a C-Class Cabriolet can bring you the stars on a chilly night, and let the autumn leaves turn before your eyes.
The racing-bred performance of a Mercedes-AMG is born to be enjoyed wide-open.

The three AMG C-Class Cabriolets can turn a breeze into a rush. And while they all have a power top, two are also tops in power. If you need any reminder that driving is an outdoor sport, just open up an AMG C 43, C 63 or C 63 S Cabriolet. Between the road below and the sky above, there’s a legacy proven on the tracks – along with AMG technology born and bred there, too. AMG enhancements to the C 43’s biturbo V6, 9-speed transmission and Performance 4MATIC® all-wheel drive result in 362 well-trained horses. And you’ll find the two most potent engines in their class21 sending 469 hp to the rear wheels of the C 63, and 503 hp in the C 63 S, both via multicontrol AMG SPEEDSHIFT® 7-speeds. Top-up or top-down, from the driver seat of their AMG-detailed cockpits, their racing pedigree is incontrovertible.

EMBRACING
Deep sport seats, or optional racing-style AMG Performance front seats, hold you in corners as the 3-stage adaptive damping of AMG RIDE CONTROL hugs the pavement. A wider stance and more rigid components make the most of the solid construction of the C-Class cabriolets. The multiple drive modes of AMG DYNAMIC SELECT let you make the most of its drivetrain’s flexibility.

GRIPPING
With a flat-bottom rim and shift paddles, the steering wheel can be hand-stitched in supple Nappa leather, grippy DINAMICA® microsuede or both, depending on model. Power and handling go hand-in-hand with AMG Performance 4 Matic in the C 43, or a limited-slip differential in the C 63 models. Electronic control of the C 63 S diff helps it apportion torque even more precisely.20

TENACIOUS
Staggered AMG® wheels1 and substantial brakes are tailored to each model. For the C 43 and C 63, 14.2" multi-piston front brakes team with standard 18" wheels or an array of 19" options. For the C 63 S, 19" wheels and 15.4"/16"-piston composite front brakes are standard, while AMG Ceramic Composite front brakes21 and forged-alloy 19" front/20" rear wheels are optional.

Please see endnotes at back of brochure.
MBUSA.com/C-sedan
MBUSA.com/C-coupe
MBUSA.com/C-cab

Build your own

Specifications

C300 models
C350e Sedan
AMG C43 4MATIC models
AMG C63 models
AMG C63 S models

Type
2L 4-door sedan w/Direct Injection
2L 4-door sedan w/Direct Injection + 8-speed plug-in hybrid electric motor
2.0L 4-door sedan w/Direct Injection
2.0L 4-door sedan w/Direct Injection

Power
241 bhp (180 kW) @ 5,000 rpm
270 bhp (200 kW) @ 5,000 rpm
326 bhp (240 kW) @ 5,500 rpm
469 bhp (350 kW) @ 4,500 rpm
520 bhp (385 kW) @ 4,250 rpm

Automatic transmission
7DCT 7-speed w/shifting paddles
9DCT 9-speed w/shifting paddles
9DCT 9-speed w/shifting paddles
7DCT 7-speed w/Shifting Paddles

Acceleration
0–60 mph
5.8 sec
5.8 sec
5.8 sec
5.8 sec

Cabriolets
5.6 sec
5.6 sec
5.6 sec
5.6 sec

Wheels
17" twin 5-spoke Tree
18" twin 5-spoke Tree
18" AMG® 5-spoke Tree
18" AMG® 5-spoke Tree

Suspension
44mm w/active damping

Performance and efficiency

C300 models
C350e Sedan
AMG C43 4MATIC models
AMG C63 models
AMG C63 S models

Comfort and convenience

Power front seats w/active seat memory
3-position front passenger seat memory
3-position front passenger seat memory
3-position front passenger seat memory

Haptic accelerator pedal

Radar-based Regenerative Braking System

Heated front seats (3-zone)

Speaker Brand
Burmester®
Burmester®
Harman Kardon®

Dual-zone automatic climate control

Rain-sensing windshield wipers

2018 C-Class

Entertainment and navigation

7-inch high-resolution color screen

Convenience controls e-key or smartphone

High-resolution color display modification

Dial display

Burmester®

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63

43.9

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Upholstery

- MB-Tex
- Leather
- AMG Nappa leather
- MB-Tex/DINAMICA
- Leather
- Nappa leather

Upholstery colors

- Black
- Silk Beige/Black
- Crystal Grey/Black
- Saddle Brown/Black
- Porcelain/Black
- Cranberry Red/Black

- BlackTex/leather
- BlackTex/leather or Nappa leather
- Bengal Rod/Black
- Platinum White/Black Pearl/Black
- Red Pepper/Black
- Black w/Grey accents

Trim

- Matte Black
- Aluminum
- Natural Grain
- Dark Brown Lindern wood
- Burl Walnut veneer
- AMG Carbon Fiber
- AMG Carbon Fiber glass

Cabriolet soft tops

- Black
- Dark Brown
- Red
- Dark Blue

Paintwork

- Black
- Polar White
- Brilliant Blue metallic
- Dakar Brown metallic
- Diamond Silver metallic

- Indium Silver metallic
- Lunar Blue metallic
- Obsidian Black metallic
- Selenite Grey metallic

- designo Diamond White metallic
- designo Selenite Grey Magnesio metallic
- designo Indium Silver Magnesio metallic
- designo Cashmere White Magnesio metallic

Wheels

- 17" twin 5-spoke
- 18" twin 5-spoke
- 18" AMG 5-spoke silver
- 19" twin 5-spoke
- 19" AMG multipoke silver
- 19" AMG multipoke silver w/black accents

- 18" AMG 5-spoke w/black accents
- 18" AMG 5-spoke w/black accents
- 19" AMG multipoke silver w/black accents
- 19" AMG multipoke silver
- 19" AMG multipoke

- 18" AMG twin 5-spoke
- 18" AMG 10-spoke
- 19" AMG twin 5-spoke forged
- 19"/20" front/rear forged cross-spoke
- 19"/20" front/rear forged cross-spoke

- Standard
- Optional
- No-charge option

Appearance may vary by model and bodystyle.

Availability varies by model and may require other options. Please visit MBUSA.com or see your dealer for details.
Mercedes-Benz PhotoPass

Mercedes-Benz USA is proud to support and showcase talented photographers through the PhotoPass program on its Instagram pages. To view the latest work, search for the #MBPhotoPass tag on the Instagram app or at instagram.com/mbusa

C 300 Coupe photographed in the Florida Keys by Steven Sampang.
The power of a tap, or your voice. Mercedes me lets you remote-start your car from your iPhone® or Android® phone, plus lock, locate and monitor it via your phone, Google Home or Amazon® Alexa. You can also send a destination directly to its navigation system.

A range of benefits, to better fit you. From your smartphone and laptop to your real world, you can tailor Mercedes me and mbrace to fit the way you drive, and the way you live. The standard Connect Package also puts apps like a gas station finder in your car’s dash. Three additional packages can lighten your family’s pace of mind, place a team of expert concierges at your service, or entertain everyone in your car with online music apps and onboard WiFi.

END NOTES

1. Lower impact rates are available in some States. See Package 1 and Options listing in this brochure for complete system features.
2. Issued by the Highway Loss Data Institute. For more information, go to hldi.org. Injury rates may not reflect differences in ages and driving behaviors.
3. Mercedes me and mbrace® services operate only where cellular and GPS satellite signals are available. The ability of the forward and rear seats to adapt to the climate of the interior are limited by the climate control of the climate control of the interior. These are functions for use in extreme weather conditions. Vehicles without an available climate control system are not equipped with this feature. Distinguish between the terms Mercedez-Benz USA, LLC.
4. Some vehicles are not equipped with a spare tire. Vehicles equipped with Extended Mobility tires are not suitable for snow and ice conditions.
5. Over the most advanced safety systems may not operate as intended and an accident. Please refer to the vehicle’s Operator’s Manual for specifications or limitations.
6. The system’s operating speeds and additional information and warnings.
7. Wheel Only is limited to 70 mph. See your dealer for more information.
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