



## The C-Class Executive SE





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### Introduction

#### **Tailor-made for business**

Already a fleet favourite, the C-Class has a new addition to its model line-up – the C-Class Executive SE. Designed with business in mind, the C-Class Executive SE goes into production in November and is available in both Saloon and Estate versions.

Powered by the C 180 K BlueEFFICIENCY 156 hp engine, the SE Executive Saloon will emit just 154 g/km CO<sub>2</sub>, with 18% Benefit in Kind. The Estate will emit just 156 g/km with 19% Benefit in Kind – and offer 1,500 litres of loadspace to boot, complemented by an automatic powered tailgate.

P11D pricing starts at just £23,010.64 for the Saloon model, with specification enhancements including a Sport grille, exclusive 16" Pristix wheels, and COMAND multimedia and navigation system. In total, a saving of over £2,200 compared to purchasing the equipment separately. Which all adds up to an unbeatable combination when coupled with this business model's outstanding Whole Life Costs.



## The C-Class Executive SE

### Enhanced equipment

#### Style and substance

The C-Class Executive SE has a range of distinctive exterior styling features, including the sport grille with integrated Mercedes-Benz star and chrome trim on the boot-lid and exhaust pipe. Exclusive 16" Pristix alloy wheels enhance the aesthetics without compromising the fuel efficiency and CO2 emissions.

Inside, drivers will appreciate the added convenience of the COMAND multimedia system, complete with 6GB music register for storing your favourite tracks. The eye-level 7" display, Linguatronic voice control, and 12 button multi-function steering wheel help keep attention focused firmly on the road ahead.

Naturally, the C-Class Executive SE includes standard SE equipment such as hard-wearing Brighton cloth seats and automatic climate control. Extensive standard safety features include Pre-Safe® and ESP® while the Agility Control Package adjusts damping to suit the road surface, ensuring precise handling and superior comfort.





## Safety

### Duty of care made easy

As with all C-Class models, the Executive SE comes with comprehensive safety equipment as standard. Features range from the unique Pre-Safe® anticipatory system to Neck-Pro head restraints that help reduce the risk of whiplash injury. A driver's knee airbag is also included.

ESP® (Electronic Stability Programme) - a Mercedes-Benz innovation - is another key feature, selectively braking individual wheels and adjusting engine torque to help maintain control in critical situations. ESP® is standard across the range and will be required by law from 2011.

Further peace of mind is provided by the Adaptive Brake system, which includes brake priming and brake drying functions to ensure optimum brake power is always available when needed. During emergency braking, flashing brake lights help reduce the risk and severity of rear-end collisions.





## Comfort and agility

### Enjoy the ride

When clocking up business miles, comfort is essential - and the C-Class Saloon offers this in abundance. It also offers dynamic handling and incredible agility, adding to the sheer joy of driving.

Standard	Features Benefits
<b>Agility Control Package with Selective Damping System</b>	Adapts to changing road conditions for the ultimate in ride comfort, safety and agility. The enhanced short-throw manual transmission, direct steering rack and Selective Damping System combine to ensure that the optimum mix of comfortable ride and responsive drive is assured.
<b>Manual transmission with Hill Start Assist</b>	Manual transmission now includes Hill Start Assist. This detects when the car is on an incline, and holds the vehicle on its brakes for long enough for the driver to move his foot from brake to accelerator without using the parking brake.
<b>Multi-function wheel</b>	Keep firmly in control when changing the radio station, adjusting the volume, making a telephone call and operating many other vehicle functions, all without the driver needing to take their hands off the wheel.
<b>Two-zone automatic climate control</b>	Independent driver and front passenger zones, enjoy the perfect atmosphere.
<b>Driver lumbar support</b>	Adjustable support and comfort for the lower back, long-journeys feel shorter.



# The C-Class Executive SE

## Pricing

Consult the table below for basic pricing for the new C-Class Executive SE.

Model	Technical data	Transmission	Road Fund Licence	OTR Price* incl. VAT (£)	P11D Value incl. VAT (£)	CO <sub>2</sub> (g/km)	CO <sub>2</sub> Tax Band	Fuel consumption - Combined (mpg)
C 180 K BlueEFFICIENCY Executive SE Saloon	<i>Petrol - 1597 cc, 4-cylinder, 156 hp</i>	<i>6-speed manual</i>	150	23,215.64	23,010.64	154	18%	44.8
C 180 K BlueEFFICIENCY Executive SE Estate	<i>Petrol - 1597 cc, 4-cylinder, 156 hp</i>	<i>6-speed manual</i>	150	24,390.11	24,185.11	156	19%	42.8



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## Benefit in Kind

Comprehensive specification at a highly competitive price.

Model	Mercedes-Benz	BMW	Audi	Mercedes-Benz	BMW	Audi
	C 180 K BlueEFFICIENCY	3 18i SE	A4 TFSI	C 180 K BlueEFFICIENCY	3 18i SE	A4 2.0 TFSI
	Executive SE	Business Edition	Executive SE 120	Executive SE	Business Edition	Executive SE
	Manual Saloon	Manual Saloon	Manual Saloon	Manual Estate	Manual Touring	Manual Avant
Fuel type	Petrol	Petrol	Petrol	Petrol	Petrol	Petrol
OTR (List) Price (£) <sup>1</sup>	23,216	23,820	22,105	24,390	24,985	23,280
P1 1D Value (£)	23,011	23,640	21,900	24,185	24,805	23,050
Power output (hp)	156	143	120	156	143	120
Fuel consumption (Combined mpg) <sup>2</sup>	44.8	44.8	39.8	42.8	42.8	39.2
CO <sub>2</sub> (g/km) <sup>2</sup>	154	146	164	156	155	169
CO <sub>2</sub> tax band <sup>2</sup>	18%	17%	17%	19%	19%	21%
BIK example (£) p/a (20% Tax)	829	804	745	919	943	968
BIK example (£) p/a (40% Tax)	1,657	1,608	1,489	1,838	1,885	1,936





# The C-Class Executive SE

## Whole Life Cost

View the table below to compare the running costs of the new C-Class Executive SE against it's competitors.

Model	Mercedes-Benz	BMW	Audi	Mercedes-Benz	BMW	Audi
	C 180 K BlueEFFICIENCY	318i SE	A4 TFSI	C 180 K BlueEFFICIENCY	318i SE	A4 2.0 TFSI
	Executive SE	Business Edition	Executive SE 120	Executive SE	Business Edition	Executive SE
	Manual Saloon	Manual Saloon	Manual Saloon	Manual Estate	Manual Touring	Manual Avant
<b>Fuel type</b>	Petrol	Petrol	Petrol	Petrol	Petrol	Petrol
<b>P11D Value (£)</b>	23,011	23,640	21,900	24,185	24,805	24,654
<b>MPG</b>	44.8	44.8	39.8	42.8	44.8	39.2
<b>CO2 (g/km)</b>	154	146	164	156	147	169
<b>Resale Value (£)</b>	9,475	9,150	8,000	9,750	9,750	9,025
<b>Depreciation (£)</b>	13,536	14,490	13,900	14,435	15,055	15,620
<b>SMR (£)</b>	1,958	2,343	2,661	1,958	2,419	2,676
<b>Fuel (£)</b>	6,514	6,154	7,332	6,818	6,514	7,444
<b>Finance (£)</b>	3,106	3,191	2,956	3,265	3,349	3,327
<b>Ins (£)</b>	2,397	2,379	2,253	2,397	2,379	2,442
<b>NI (£)</b>	1,590	1,634	1,766	1,857	1,715	2,082
<b>VED (£)</b>	375	375	460	460	375	535
<b>Registration Fee (£)</b>	55	55	55	55	55	55
<b>Cost Per Mile (p)</b>	49.22	51.64	52.31	52.08	53.10	56.97

### Notes

**Data Source:** KWIKCarCost 14 October 2009

**Petrol:** 107 PPL

**Diesel:** 107 PPL

**Finance:** 4.50%

Vehicle NI Included





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