



# New E-Class Coupé





## New E-Class Coupé



### Introduction

#### **A coupé of distinction**

When a car looks as muscular and powerful as the stunning new E-Class Coupé, low fuel consumption and emissions are probably the last things you expect. But they're exactly what you get, with a choice of BlueEFFICIENCY engines offering cleaner, greener performance. The E 250 CDI, for example, has CO<sub>2</sub> emissions from just 143 g/km with low Benefit-in-Kind of 19%.

In addition, Agility Control suspension with optional Dynamic Handling Package ensures exhilarating driving while an array of innovative safety technology includes new Attention Assist, Adaptive High Beam Assist and Active Bonnet.

Fleet News were moved to say "The E-Class Coupé's size and scale makes it feel as though it exists in a sector above the competition, even if it is priced keenly against them, making it a superb new addition to the corporate choice list."



## New E-Class Coupé



### BlueEFFICIENCY

#### High performance, lower costs

Our dedicated Design for Environment team is constantly developing new ways to reduce the environmental impact of our vehicles from production through to recycling.

The new E-Class Coupé is no exception, with a choice of BlueEFFICIENCY-optimised engines offering reduced fuel consumption and CO<sub>2</sub> emissions without compromising on power. For example, the E 250 CDI uses 4-cylinder sequential turbo technology to maximize performance and efficiency. The result is combined fuel consumption of 52.3mpg and CO<sub>2</sub> emissions of just 143 g/km. Benefit-in-Kind is 19% with a generous 20% write down allowance.

This model will join our launch 6-cylinder BlueEFFICIENCY models such as the E 350 CDI, which produces just 179g/km CO<sub>2</sub> and achieves 41.5 mpg (combined).



## New E-Class Coupé



## Innovations

### A helping hand

We've packed the new E-Class Coupé with innovative technology to help ensure peace of mind for drivers and fleet managers alike. Sophisticated systems include new Attention Assist, which recognises the signs of driver fatigue and alerts the driver accordingly. Other standard features include Advanced Parking Guidance, which helps prevent costly bumps and scrapes, and the Active Bonnet, which helps reduce the risk of seriously injuring pedestrians in a collision.

Options include Adaptive High Beam Assist (standard for the Sport model), which automatically dips your high beam to prevent dazzling other road users, then reactivates it when the road ahead is clear. DISTRONIC Plus is another invaluable option, using radar technology to help you maintain a safe distance to the vehicle in front.



## New E-Class Coupé



### Safety

#### Prevention and protection

Combining established Mercedes-Benz equipment such as ESP® with a raft of new technologies, the E-Class Coupé offers exceptional safety for fleet drivers. Standard features range from new Attention Assist to flashing Adaptive Brake Lights that help prevent rear-end collisions.

Pre-Safe® is another key feature, initiating pre-emptive safety measures such as seat-belt pre-tensioning in critical situations. Should an accident prove unavoidable, the E-Class Coupé's advanced bodyshell design absorbs and redistributes impact energy, minimising the danger to the vehicle's occupants. A range of airbags, including a new driver knee airbag, further enhance the coupé's all-round safety credentials.





## New E-Class Coupé



### Comfort & Driving Dynamics

#### Enjoy every moment

When a car looks this good, you expect a driving experience to match – and the new E-Class Coupé doesn't disappoint.

Fitted as standard, the Agility Control suspension with selective damping system delivers flawless handling and response, adjusting shock absorption to suit the driving situation. For added adrenalin, the Dynamic Handling Package – an option on the Sport model – features a manually selectable sport mode with 50% quicker shift times.

Inside the sporty coupé cabin, comfort levels are superb with convenient automatic seat-belt feeders and multi-function steering wheel fitted as standard. Stylish heated front seats with integral headrests offer electrical height/back adjustment and manual lumbar support while multi-contour seats are standard on the Sport model.



## New E-Class Coupé



### Design

#### **Breathtaking style, inside and out**

The new E-Class Coupé is a masterpiece of dynamic, dramatic design with eye-catching touches ranging from distinctive twin-headlamps to flared rear wheel arches. A perfect balance of classic and contemporary style, the E-Class blends timeless coupé elements such as fully retractable side windows and no B-pillars with modern details such as LED taillights (plus LED daytime running lights on the Sport model).

Inside, you'll discover all the style and luxury you expect from a premium coupé. The SE cabin features a striking two-tone colour scheme and uses sumptuous materials throughout, with trim elements in aluminium or wood. Heated leather front seats with integral headrests and individual rear seats ensure total comfort for drivers and passengers alike.



## New E-Class Coupé



### Model lines

#### **Two distinctive styles, one difficult decision**

The E-Class Coupé is available in two model lines, the SE and Sport, each offering distinctive styling and generous equipment.

Highlights of the SE include 17" multi-spoke alloy wheels, bold radiator grille design and diffuser-look rear bumper. A sophisticated two-tone interior includes heated leather seats and nappa leather multi-function steering wheel as standard. Bluetooth, Advanced Parking Guidance, which helps make light work of tight parking spaces are key benefits for executive drivers. Speedtronic cruise control is another key benefit for executive drivers.

The Sport model brings even greater dynamism to the E-Class Coupé with aggressive AMG bodystyling, 18" AMG alloy wheels, and sports suspension. Interior features include multi contour seats and a 3-spoke AMG sports steering wheel. The Dynamic Handling Package is available as an option, while the Intelligent Light System comes as standard.

>





# New E-Class Coupé

## Pricing

New E-Class Coupé	Technical data	Transmission	Road Fund Licence (£) <sup>2</sup>	Recommended OTR price (£) <sup>3</sup>	P11D value (£)	CO2 (g/km)	CO2 Tax Band	Fuel consumption - Combined (mpg)
<b>SE</b>								
E 250 CDI BlueEFFICIENCY	SE Diesel - 2,143 cc, 4-cylinder, 204hp	6-speed manual	125	30280	30100	143	19%	52.3
E 350 CDI BlueEFFICIENCY	SE Diesel - 2,987 cc, 6-cylinder, 231hp	7G-Tronic 7-speed automatic	175	33285	33060	179	26%	45.6
E 350 CGI BlueEFFICIENCY	SE Petrol - 3,498 cc, 6-cylinder, 292 hp	7G-Tronic 7-speed automatic	215	35175	34910	203	28%	32.5
<b>SPORT</b>								
E 250 CDI BlueEFFICIENCY	Sport Diesel - 2,143 cc, 4-cylinder, 204hp	6-speed manual	125	32275	32095	143	19%	52.3
E 350 CDI BlueEFFICIENCY	Sport Diesel - 2,987 cc, 6-cylinder, 231hp	7G-Tronic 7-speed automatic	175	35280	35055	179	26%	45.6
E 350 CGI BlueEFFICIENCY	Sport Petrol - 3,498 cc, 6-cylinder, 292 hp	7G-Tronic 7-speed automatic	215	37170	36905	203	28%	32.5
E 500	Sport Petrol - 5,461 cc, 8-cylinder, 387hp	7G-Tronic 7-speed automatic	405	48360	47905	254	35%	25.9

## Notes

Prices effective May 2009.

Figures in brackets denote automatic transmission

<sup>1</sup>RRP represents the recommended retail price and is featured throughout this price list

<sup>2</sup>Quoted Road Fund Licence applies to model with standard equipment. Please refer to RFL table to calculate the actual Road Fund Licence applicable

<sup>3</sup>Recommended on-the-road price: these prices reflect the Road Fund Licence applicable to the standard model plus £613.93 additional costs necessary to put your car on the road. Included are a standard UK delivery charge (£489.36 incl. VAT), new vehicle registration fee (£55.00), number plates (£19.57 incl. VAT) and fuel (£50.00 incl. VAT). VAT is calculated at the standard rate of 15.0%



# New E-Class Coupé

## Whole Life Costs

Model	E 350 CDI Sport BlueEFFICIENCY	Audi A5 Coupé TDI DPF quattro SE 240	BMW 3 Series Coupé 330d SE Highline	E 350 CGI SE BlueEFFICIENCY	Audi A5 Coupé FSI quattro SE	BMW 3 Series Coupé 335d SE
Fuel type	Diesel	Diesel	Diesel	Petrol	Petrol	Petrol
Style	2 dr Coupé	2 dr Coupé	2 dr Coupé	2 dr Coupé	2 dr Coupé	2 dr Coupé
Engine Capacity (cc)	3.0 DT Auto	3.0 DT Tipt	3.0 DT Step	3.5 Auto	3.2 Tipt	3.0 DT Step
P11D Value (£)	35,055	34,400	35,125	34,910	34,250	36,265
MPG	41.5	40.9	45.6	32.5	31.4	42.2
CO2 (g/km)	179	182	164	203	215	177
Resale Value (£)	15,750	13,875	13,900	13,975	13,175	13,750
Depreciation (£)	19,305	20,525	21,225	20,935	21,075	22,515
SMR (£)	2,684	2,625	2,824	2,536	2,593	2,492
Fuel (£)	6,703	6,802	6,100	7,804	8,078	6,592
Finance (£)	4,732	4,644	4,742	4,713	4,624	4,896
Ins (£)	4,296	3,408	3,408	4,296	3,261	4,296
NI (£)	3,635	3,699	3,237	3,888	4,209	3,760
VED (£)	575	575	460	705	705	575
Registration Fee (£)	55	55	55	55	55	55
Cost Per Mile (p)	<b>69.98</b>	<b>70.56</b>	<b>70.09</b>	<b>74.89</b>	<b>74.33</b>	<b>75.3</b>

### Notes

36 Months - 20,000 miles p.a.  
 Data Source: KWIKCarCost 1 May 2009  
 Petrol: 93 PPL  
 Diesel: 102 PPL  
 Finance: 4.50%  
 Vehicle NI Included



# New E-Class Coupé

## Benefit in kind

The New E-Class Coupé compares favourably with the competition, on paper as well as on the road.

Model	E-Class Coupé	Audi A5	BMW 3 Series Coupé	E-Class Coupé	BMW 3 Series Coupé	Audi A5
	E 350 CDI BlueEFFICIENCY	3.0 TDI quattro	330d SE	E 350 CGI SE Auto	330i SE Auto	A5 3.2 FSI quattro
Fuel type	Diesel	Diesel	Diesel	Petrol	Petrol	Petrol
OTR (List) Price (£) <sup>1</sup>	33,285	33,260	33,025	35,175	33,990	33,150
P11D Value (£)	33,060	33,030	32,820	34,910	33,760	32,880
Engine capacity (cc)	2,987	2,967	2,993	2,967	2,996	3,197
Power output (hp)	231	240	245	233	272	265
Acceleration 0-62mph (secs)	6.7	5.9	6.0	6.3	6.2	6.1
Fuel consumption (Combined mpg) <sup>2</sup>	41.5	42.8	49.6	32.5	39.2	31.7
CO2 (g/km) <sup>2</sup>	179	172	152	203	173	213
CO2 tax band <sup>2</sup>	26%	25%	21%	31%	22%	30%
BIK example (£) p/a (20% Tax)	1,719	1,652	1,378	2,164	1,485	1,973
BIK example (£) p/a (40% Tax)	3,438	3,303	2,757	4,329	2,971	3,946

## Notes

Prices effective May 2009.

Figures in brackets denote automatic transmission

<sup>1</sup>RRP represents the recommended retail price and is featured throughout this price list

<sup>2</sup>Quoted Road Fund Licence applies to model with standard equipment. Please refer to RFL table to calculate the actual Road Fund Licence applicable

<sup>3</sup>Recommended on-the-road price: these prices reflect the Road Fund Licence applicable to the standard model plus £613.93 additional costs necessary to put your car on the road. Included are a standard UK delivery charge (£489.36 incl. VAT), new vehicle registration fee (£55.00), number plates (£19.57 incl. VAT) and fuel (£50.00 incl. VAT). VAT is calculated at the standard rate of 15.0%



Contact



## Legal Information

### Copyrights

Copyright 2003-2008 Daimler AG. All Rights Reserved. The text, images, graphics, sound files, animation files, video files and their arrangement on Daimler AG Internet sites are all subject to Copyright and other intellectual property protection. These objects may not be copied for commercial use or distribution, nor may these objects be modified or reposted to other sites. Some Daimler AG Internet sites also contain material that is subject to the copyright rights of their providers.

### Product variations

Some of the product information, illustrations and images contained on this Internet site may have been prepared for generic use on Daimler AG Internet sites maintained in different countries around the world. Consequently, some of the information and/or accessories which are not available in some countries or which, in order to satisfy local market demand or regulatory controls in such countries, may only be available in different specifications or configurations.

If you are interested in any vehicle model, paint, option or accessory shown on the Internet site and are unsure of its availability or specification in your locality, you should contact Daimler AG and/or a local authorized dealer for the relevant product, for information of current details in your locality.

### Prices

All prices specified are recommended retail prices. Prices are current at the time of publication and subject to change without notice.

### Trademarks

Unless otherwise indicated, all marks displayed on Daimler AG Internet sites are subject to the trademark rights of Daimler AG, this applies especially to its model name plates, and its corporate logos and emblems.

### No Licenses

Daimler AG has thought to achieve an innovative and informative Internet site. We hope that you will be as enthusiastic as we are about this creative effort. However, you also need to understand that Daimler AG must protect their Intellectual Property, including their patents, trademarks and copyrights. Accordingly, you are hereby on notice that neither this Internet site, nor any material contained therein shall in any way grant or be taken to grant any person a license to Daimler AG's Intellectual Property.

### Cautions regarding forward-looking statements

Internet pages, investor relations releases, annual and interim reports, outlooks, presentations, audio and video files of events (live or recorded) and other documents on this website contain among other things forward-looking statements that reflect management's current views with respect to future events. The words 'anticipate,' 'assume,' 'believe,' 'estimate,' 'expect,' 'intend,' 'may,' 'plan,' 'project' and 'should' and similar expressions identify forward-looking statements. Such statements are subject to risks and uncertainties, including, but not limited to: an economic downturn in Europe or North America; changes in currency exchange rates, interest rates and in raw material prices; introduction of competing products; increased sales incentives; the successful implementation of the new business model for smart; and decline in resale prices of used vehicles. If any of these or other risks and uncertainties occur (some of which are described under the heading 'Risk Report' in Daimler AG's most recent Annual Report and under the heading 'Risk Factors' in Daimler AG's most recent Annual Report on Form 20-F filed with the Securities and Exchange Commission), or if the assumptions underlying any of these statements prove incorrect, then actual results may be materially different from those expressed or implied by such statements. We do not intend or assume any obligation to update any forward-looking statement, which speaks only as of the date on which it is made.

### No warranties or representations

The information on this Internet site is provided by Daimler AG 'as is' and to the extent permitted by law, is provided without warranty of any kind, expressed or implied, including but not limited to any implied warranties of merchantability, fitness for any particular purpose, or non infringement. While the information provided is believed to be accurate, it may include errors or inaccuracies.

This Internet site contains links to external sites, which are not under the control of Daimler AG. Therefore we are not responsible for the contents of any linked site. Daimler AG is providing these links to you only as a convenience, and the inclusion of any link does not imply endorsement by Daimler AG of the linked site.