





Introduction

With BlueEFFICIENCY energy-saving technology, our aim is to make Mercedes-Benz vehicles as clean, green and cost-efficient as possible without compromising performance, luxury, safety or style.

BlueEFFICIENCY can now be found across most of our model range, including the A-Class, B-Class, CLC-Class, C-Class, E-Class, R-Class, S-Class, GL-Class and ML-Class. And over the last year we've developed and improved the technology, helping to further reduce emissions and fuel consumption on many of our most sought-after fleet models. For example, the C 220 CDI Saloon with manual transmission now emits just 127 g/km CO₂, resulting in a Benefit in Kind tax position as low as 18%.

Of course, BlueEFFICIENCY is just one element of our long-term strategy to achieve truly sustainable mobility. We are continually working to reduce our vehicles' environmental impact throughout their lifecycle, from production right through to disposal.



BlueEFFICIENCY benefits

The reduced emissions and fuel consumption afforded by the latest BlueEFFICIENCY technology clearly have major benefits for the environment. But they also present businesses with significant cost-saving opportunities.

These financial rewards range from reduced taxation to strong residual values and lower fuel costs across the fleet. For example, with their low CO₂ emissions, most BlueEFFICIENCY models fit into the 20% write-down allowance bracket – and this includes supremely luxurious vehicles such as the E-Class Cabriolet.

What's more, advances in BlueEFFICIENCY technology – from improved aerodynamics to ultra-efficient sequential turbochargers – are enabling us to achieve even lower emissions figures. On the C-Class and E-Class, such energy-saving measures have resulted in CO₂ emissions as low as 127 g/km and 137 g/km respectively.

Consequently, these vehicles attract low Benefit-in-Kind payments with the CO₂ - based element of fleet drivers' liability starting at just 18 % for the C 220 CDI BlueEFFICIENCY with manual transmission. This same model achieves exceptional fuel economy of up to 58.9 mpg yet performance is uncompromised – 170 hp, 400 Nm of torque, and 0-62 mph in an impressive 8.4 seconds.

[Click here to explore the Mercedes-Benz models with a 20% write down allowance.](#)



BlueEFFICIENCY technology

BlueEFFICIENCY technology	Description
ECO Start / Stop function	A simple but effective system that saves fuel by stopping the engine whenever the vehicle is stationary. Currently available on the A-Class, B-Class and now C-Class, the system provides a seamless stop and start transition, so driving enjoyment is unimpaired.
Advanced aerodynamics	Seemingly minor details such as smaller, more streamlined wing mirrors help improve aerodynamic performance. The class-leading E-Class Saloon, for example, has a drag co-efficient of just 0.25, leading to significant fuel cost savings.
Weight reduction	Innovative measures include reduced windscreen thickness and thinner, lighter alloy wheels. Along with specially designed energy efficient tyres, the reduced weight means less rolling resistance.
Pioneering engine technology	Lower displacement engines maintain the same power and torque but are cleverly refined to minimise internal friction. Direct injection petrol engines and powerful diesel engines deliver low CO ₂ emissions and highly competitive fuel economy.
Twin turbochargers	Both the E-Class and C-Class offer three 4-cylinder diesel units that use twin turbochargers to optimise efficiency. The smaller charger ensures there is zero turbo lag while the second, larger charger delivers consistently high power output and torque.



C-Class

Over the last 18 months, BlueEFFICIENCY has progressively been introduced to the C-Class range and is now available across the Estate, Saloon and Executive SE line-ups. With the exception of the C 350 petrol and the C 63 AMG, every C-Class engine now features BlueEFFICIENCY energy-saving measures, which include twin-turbo technology on the C 220 CDI and C 250 CDI.

In addition, C-Class automatic models deliver considerable savings compared to their BMW and Audi counterparts. For instance, the C 250 CDI BlueEFFICIENCY SE falls within the 22% CO₂ tax band whereas the BMW 325d SE is in the 24% band and the Audi 2.7 TDI V6 SE 190 PS is in the 25% band.

E-Class Saloon and Estate

Elegant styling. Class-leading luxury. State-of-the-art technology. Impeccable safety. Sublime driving dynamics. The E-Class Saloon and Estate have it all. What's more, the majority of models now offer a choice of BlueEFFICIENCY-optimised engines, each delivering leaner, greener performance and the associated financial benefits.

These BlueEFFICIENCY models incorporate a range of innovative design features to further reduce emissions and improve fuel economy. These vary from smaller, more aerodynamic exterior mirrors to tyres that produce 17% less rolling resistance.

As a result, the E-Class Saloon's CO₂ emissions start at just 139 g/km on the E 220 CDI and E 250 CDI, with fuel consumption at 53.3 mpg combined. This enables companies to enjoy Benefit in Kind from 19% and a 20% write-down allowance.

Similarly, the E-Class Estate offers CO₂ emissions as low as 150 g/km – impressive for a vehicle that also offers a class-leading load capacity of 1,950 litres. Benefit-in-Kind tax starts at 22% and, as with the Saloon, write-down allowance is from 20%. So fleet customers can enjoy supreme versatility coupled with outstanding cost-efficiency.



E-Class Coupé and Cabriolet

With their dynamic, muscular looks and sumptuous interiors, you may not expect frugal performance from the E-Class Coupé and Cabriolet. Yet both vehicles offer BlueEFFICIENCY-optimised engines on the majority of models, ensuring impressive fuel economy and reduced emissions.

The E 220 CDI Coupé, for example, offers combined fuel consumption of 53.3 mpg and CO₂ emissions as low as 139 g/km. This brings Benefit-in-Kind tax down to 19% with a 20% write-down allowance.

The E 220 CDI Cabriolet is not far behind, emitting just 143 g/km of CO₂ with Benefit-in-Kind of 20% and combined fuel consumption of 52.3 mpg – quite exceptional for a luxury soft-top of this type.

What's more, even the higher powered V6 models – the C 350 CDI Coupé and Cabriolet – incorporate BlueEFFICIENCY technology.



A-Class and B-Class

Versatility and economy combined with comfort, class-leading safety, and sheer driving enjoyment – these are the qualities the A-Class and B-Class bring to a corporate fleet.

Tailor-made for city streets but equally at home on the open road, both vehicles offer a range of BlueEFFICIENCY variants to maximise economy and minimise environmental impact.

The petrol-driven BlueEFFICIENCY models – the A 160, A 180, B 160 and B 180 – all include ECO start / stop technology, which significantly reduces fuel consumption and emissions simply by cutting the engine when it's not in use. This comes into its own during urban driving with frequent periods of idling, whether at traffic lights or caught in congestion.

Other BlueEFFICIENCY measures range from weight reduction to improved aerodynamics and together they contribute to outstanding performance figures. The 5-door A 160 CDI BlueEFFICIENCY achieves an amazing 62.8 mpg combined with CO₂ emissions of 118 g/km. And the B 160 CDI offers combined fuel consumption of 44.8 mpg and emissions of 146 g/km – equally impressive, given its larger dimensions and greater power.



Other models

CLC Coupé BlueEFFICIENCY

Petrol engines for the CLC Coupé include the latest CLC 160 BlueEFFICIENCY. Like its predecessor, it features energy-saving measures such as improved aerodynamics and a reduced engine displacement. We've also introduced new 16" 10-spoke alloy wheels with reduced rolling resistance as standard on the SE model, which cut CO₂ emissions by 5 g/km for all engines.

On the CLC 160 BlueEFFICIENCY, this brings CO₂ emissions down to 156 g/km with Benefit-in-Kind at 20%. Yet performance is uncompromised, with the vehicle retaining its 129 hp output.

S-Class BlueEFFICIENCY

Our flagship saloon, the S-Class blends exceptional luxury with cutting-edge technology and class-leading safety. Its superb fleet credentials are further enhanced by the addition of a BlueEFFICIENCY engine to the line-up.

The S 350 CDI BlueEFFICIENCY achieves 37.2 mpg combined – lower than its BMW 7 Series counterpart – with sub-200 g/km CO₂ and 31% Benefit-in-Kind. What's more, a V8 model with start / stop and BlueTEC technology – which cuts nitrogen oxide and other emissions – will soon join the range.



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