

Mercedes-Benz  1968



Legendary Mercedes-Benz 540K, a limited-production model in 1936.

Mercedes-Benz 1968:

A story of 10,000 welds,
unburstable engines, disc brakes,
and no shortcuts.

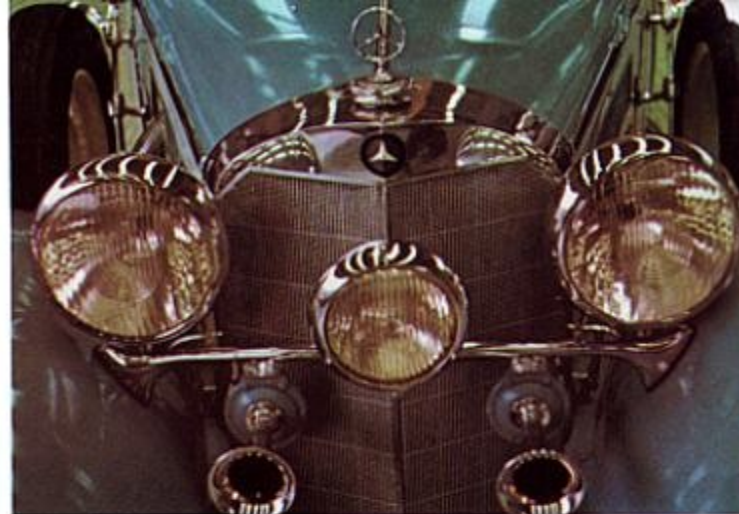
The Mercedes-Benz automobiles shown on the following pages come from the workshops of Daimler-Benz in Stuttgart Untertürkheim. The world's oldest maker of automobiles, Daimler-Benz was founded by the two men who share credit for inventing the world's first successful gasoline-powered motor vehicle in 1886.

Gottlieb Daimler and Karl Benz were not financial wizards or industrial tycoons, but hard-headed mechanical engineers. They insisted on technical perfection and flawless workmanship above all else. Today, more than 80 years after Daimler and Benz began building motor cars, the company they founded continues to stress efficiency and attention to detail.

"The prime concern of Mercedes-Benz has always been engineering—not styling, or sales, or what the rest of the industry is doing," observes *Automobile Quarterly Magazine*. "Unlike many companies who seem all too eager to be carried away by the public's whims, Mercedes-Benz have continued to build what they think the public needs, not what the public thinks it wants."

The result of this philosophy speaks most clearly in the way Mercedes-Benz cars are put together.

No shortcuts: Construction of every Mercedes-Benz begins in a shower of sparks from a battery of welding rigs. The body shell—the



backbone of any car—consists of more than 90 heavy-gauge steel panels, welded into a single, cage-like structure. This structure in turn is welded to a reinforced frame floor. Together, they form a structural unit of immense strength and rigidity. This "unitized" construction results in a car that will be quiet years afterward; there are no bolts that can work loose over the miles to squeak, groan or rattle.

10,000 welds: The welding is done partly by hand, partly in an electronic welding jig. There are more than ten thousand welds in every body.

After the welding stops, the body is gone over by hand with a soft glove. Bumps and burrs are spotted and smoothed away, vital seams are packed with pewter and buffed to

invisibility.

Grease and grime are then rinsed off in a seven-stage phosphate bath. Next, the raw body plunges into a 52-ton primer tank. It emerges later with 24 pounds of rust protection. After this primer coat is baked in, another coat is sprayed on.

Then comes painting, a hand-sanding job between each coat, and the final enamel layer, sprayed by hand. (The paint alone on a Mercedes-Benz weighs more than 35 pounds.)

As a final flourish in its armament against corrosion, every Mercedes-Benz gets a 24-pound slathering of plasticized undercoating at the factory. Bring on the rain, snow and road silt; your Mercedes-Benz is fully armed to fight it.

Unburstable engines: Mercedes-Benz engines match that sturdy coachwork for longevity. They're designed and assembled to cruise for hours on end at full throttle without strain—and, on the wide-open highways of Europe, they often do.

It's reassuring to know that every Mercedes-Benz engine gets at least one hour and 40 minutes of bench-testing before it's approved for installation in a car; that racing-engine tolerances are still used during manufacture (for instance, bearings are machined to within 4/10,000ths of an inch; pistons and connecting rods are hand-matched and balanced; crankshafts are electronically

balanced); and that engine design includes features such as single overhead camshafts that were first proved on Mercedes-Benz World Champion racing machines.

In view of this performance, it is fascinating to observe that Mercedes-Benz fuel economy rivals many domestic compacts.

Boofy brakes: Every Mercedes-Benz uses the same brake system now employed on those 200-mph Grand Prix and Indianapolis racing cars: 4-wheel caliper-type disc brakes.

Tandem master cylinder brake system is standard. And so is power assistance.

It's good to know that in a

Mercedes-Benz, the brakes are the equal of the engine.

Sports car suspension: You will be amazed at how adroitly your Mercedes-Benz disposes of bumps and ruts. You may be even more amazed to find that you can hurtle the car through curves in perfect calm. An automotive engineer could quickly explain why Mercedes-Benz sedans handle like sports cars: they sit on fully independent suspension systems, the type sports and racing cars use for maximum road-holding and minimum lurch, wallow and sway.

Just as taut as that suspension is the steering system, a patented

Daimler-Benz recirculating-ball mechanism. You're in full control; no sloppy "play" in the wheel. It is actually fun to thread a Mercedes-Benz through the corkscrew turns of a mountain road.

The resourceful engineers even built a shock absorber into this steering system, to damp out road bumps before they can reach the wheel.

Flat-out in comfort: Your Mercedes-Benz is as livable as it is roadworthy. "There is as little inside noise at 100 mph as at a standstill," reported an American journalist after test runs on a racing circuit.

Noises and jolts are soaked up before they can reach the car's occupants by rubber "doughnuts," placed throughout the chassis and at suspension and engine mounting points.

Probing with stethoscopes, the engineers tracked down and winnowed out harmonic vibrations in bodywork and drive train—even in the 90-mph range.

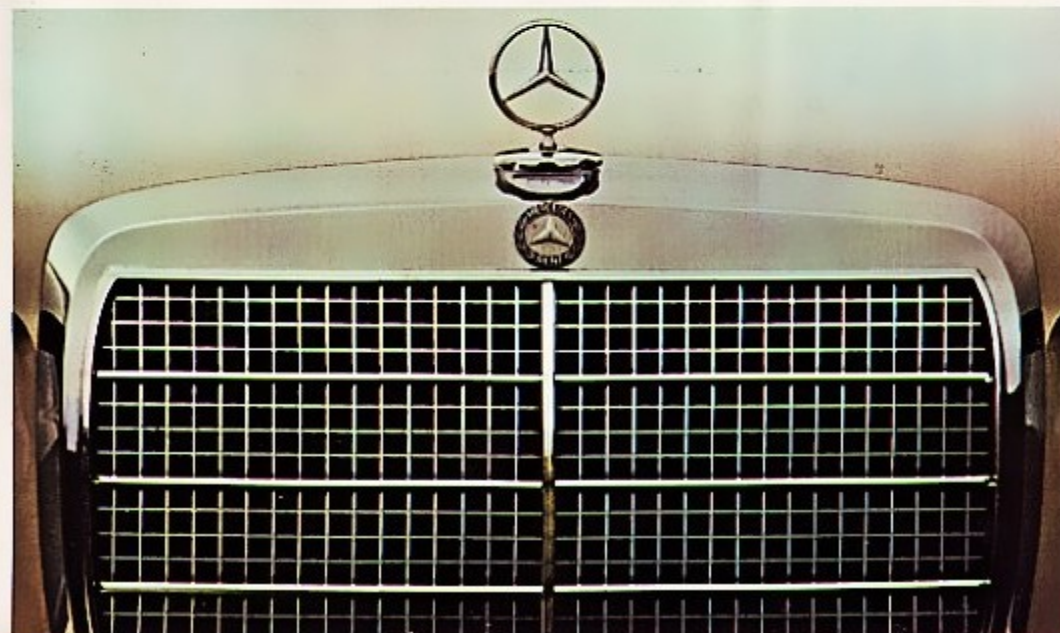
Seats, not armchairs: You relax in seats designed with the guidance of orthopedic physicians. The springs inside these seats have actually been tuned to the car's suspension motions, cancelling out thousands of tiring vibrations every mile.

And all this engineering skill is translated into finished automobiles with uncompromising care. Shabby workmanship is unknown at Mercedes-Benz, and one of every 11 workers is an inspector, just to make sure that things stay that way.

A note on safety: Mercedes-Benz has received widespread publicity about its safety engineering achievements over the past several years.

All new Mercedes-Benz passenger cars comply with the latest U.S. Government regulations concerning motor vehicle safety.

Work continues to make Mercedes-Benz cars even safer, both in avoiding trouble and in protecting you if trouble should occur.



Traditional Mercedes-Benz radiator shell graces new 230 model.



280SE

Two swift and stately Mercedes-Benz models from two different eras. Background: the classic 540K Cabriolet of 1936. Foreground: the new 280SE.



Broad-shouldered stance keeps 280SE planted on road.

280SE

"Swift, safe, unflappable... the Mercedes-Benz 280SE ranks as the most roadworthy car in the luxury class."

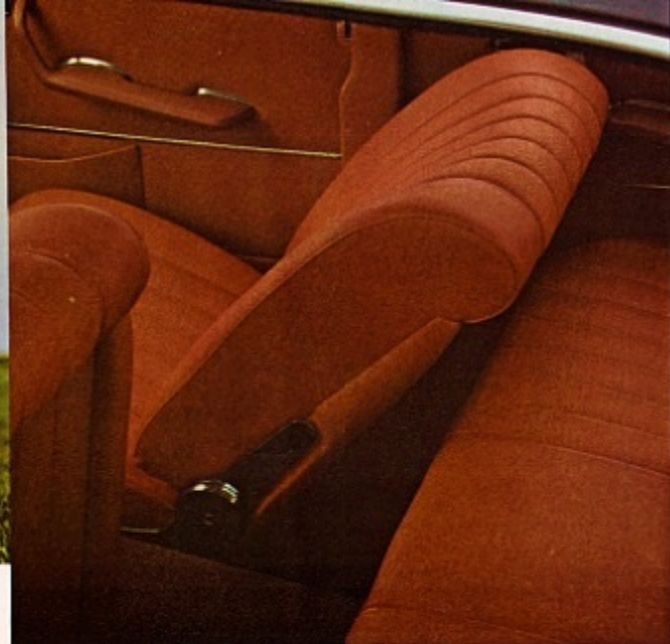
280S

"The same car is available without the fuel injection feature as the 280S. Not quite as powerful, but somewhat less costly."

Short of the limousine class, you are unlikely to find a more comfortable or better-made motor car than the Mercedes-Benz 280SE displayed here.

But the engineers have given you a stronger reason for ownership than mere luxury. Swift, safe and unflappable, the 280SE ranks as the most roadworthy automobile you can buy in the so-called "fine car" field.

It is built to be run long and hard by demanding drivers. You will travel relaxed and arrive refreshed, whatever the mileage. Your passengers will feel more secure. And you will soon find that you have rediscovered the lost pleasures of driving; unlike most luxury cars, the 280SE is keenly responsive. The Mercedes-Benz engineers refused to sacrifice quick



Seats are orthopedically designed; backrest recline for catnaps.

reflexes for a billowy ride.

An investment of this importance prompts the natural question: will your 280SE be protected from rapid depreciation?

The answer is an unqualified "yes." The demand for Mercedes-Benz cars exceeds the supply, and resale value is accordingly healthy.

And since Mercedes-Benz plans no annual model changes, your 280SE will not be obsolete next year or the year after. Small wonder that so many owners keep their Mercedes-Benz cars for a decade or more; it is a wise investment indeed.

280SE vs. 280S: The "E" in the 280SE's name stands for "Einspritzmotor," or fuel injection engine. Fuel injection is an ingenious method to boost horsepower by nearly 15% without adversely affecting fuel economy. If you do not need this extra power, a tidy saving may be realized by ordering the 280SE without fuel injection. Just ask for the 280S. It's exactly the same car except that the engine is rated at 157 hp at 5400 rpm, torque is 181 lbs./ft. at 3800 rpm, compression ratio is half a point lower, and a pair of fine dual-throat Zenith carburetors



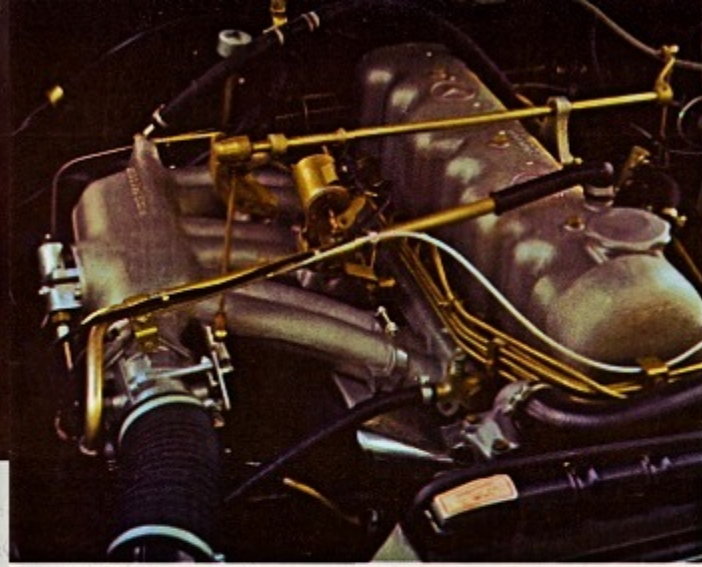
Bumpers are protected by rubber inserts.

substitute for the 280SE's fuel injection system. A very robust power unit.

All-steel chassis: Reinforced flat frame floor with welded-on body forming a rigid "unit" structure. Engine and front suspension are mounted on a separate subframe, bedded in rubber to damp out shocks.

Fully independent suspension: 4-wheel all-independent suspension with coil springs and heavy-duty shock absorbers. Front: unequal-length A-arms and anti-sway bar to reduce body lean in corners. Rear: patented Daimler-Benz low-pivot swing axle with a built-in hydro-pneumatic compensating spring. This device automatically adjusts to abnormal trunk or rear-seat loads by pumping itself up and maintaining a level ride.

Steering: Daimler-Benz recirculating-ball steering mechanism,



Fuel injection improves performance, maintains fuel economy.

4 turns lock-to-lock, with built-in steering shock absorber. Power steering is optional at extra cost.

Overhead camshaft engine: Single overhead camshaft, 6-cylinder in-line, 2.8 liter (169.5 cu. in.) Bosch 6-plunger fuel injection, 7-main-bearing crankshaft, oil cooler, cooling fan with power-saving viscous drive.

Compression ratio is 9.5 to 1 and maximum torque, 193 lbs./ft. at 4500 rpm. This engine is bench-tested for over 2 hours before installation and is guaranteed to develop 180 horsepower (SAE) at 5750 rpm. Maximum speed is in excess of 110 mph.

4-speed transmission: A 4-speed, all-synchromesh manual transmission is standard on the 280SE. You can specify a column or floor-mounted

shift at no extra charge.

You may choose the Daimler-Benz 4-speed automatic transmission, at extra cost. The shift lever can be either column or floor-mounted, as you prefer.

Disc brakes: Caliper-type disc brakes are fitted at all 4 wheels. Power assist and tandem master cylinder brake system are standard.

Coachwork: 4-door sedan body with separate front seats and bench-type rear seat.

Recessed floor pan and curved side windows allow maximum interior width of 61.2 in., front seat headroom of 37.8 in., and rear seat headroom of 34.0 in.

Appointments: Both individual



Optional air conditioner fits neatly into padded dashboard.

bucket front seats are equipped with fully reclining backrests. The driver's seat can be manually adjusted for height. Both seats are adjustable over a wide range, fore and aft. A fold-down center armrest is provided for the rear seat.

Deep-twist carpeting matched to upholstery color is fitted to the floor and transmission tunnel. The rear window package shelf is also carpeted.

Padded armrests on all 4 doors, large open map pockets on front doors, assist grips mounted over all except driver's door. An accessory tray is set between the front seats, on the transmission tunnel.

Speedometer, all gauges, and an electric clock are mounted in round dials and positioned directly in line with the driver's forward vision in a raised binnacle. Upper and lower instrument panel surfaces are padded.

Even the underside is fully trimmed.

A built-in ventilation system ensures a constant supply of fresh air, even with all windows rolled up. Stale air is exhausted via hidden vents at the rear window. Nozzles set at extreme ends of the instrument panel aim warm air at the side windows for defrosting.

Windshield and window frames are trimmed in hand-cut, hand-fitted walnut. The instrument panel is also walnut-faced.

Options: Daimler-Benz 4-speed automatic transmission, power-assisted steering, air conditioning, power-operated sliding steel sunroof, leather upholstery, power windows, AM-FM radio, whitewall tires, tinted glass.

See your Mercedes-Benz dealer for a more comprehensive listing.



Grille is virtually unchanged from 1912.



280SL

Background: the Mercedes-Benz 300SLR, World Champion sports-racing car in 1955. Foreground: the new 280SL, its direct descendant.



Instrumentation of 280SL includes 7000 rpm tachometer.

280SL

"The 280SL is the sum total of everything the Mercedes-Benz engineers have learned about high-performance sporting machinery."



280SL's snout comes from Mercedes-Benz sports/racing cars.

The new Mercedes-Benz 280SL shown here is the latest descendant of a sports car dynasty whose lineage traces back to 1894, when a Daimler-powered motor car won the world's first recorded automobile race.

(The sporting history of Daimler-Benz in the following 74 years includes more than 4,400 competition victories, including a pair of back-to-back World Championships.)

The 280SL is the sum total of everything that Mercedes-Benz engineers have learned about high-performance sporting machinery. Not surprisingly, experts classify the 280SL among the best-handling

cars of its type in the world.

Yet these same experts balk at calling the 280SL a true sports car in the classic tradition. "It can't be," they protest. "It's just too comfortable!"

In so saying, they bring to light the car's true genius. The 280SL is one thoroughbred sporting machine that isn't stark or hard-riding or cramped, and that doesn't make you pay for soul-stirring performance with ringing ears and stiff joints.

All-steel chassis: Reinforced flat frame floor with welded-on body forming a rigid "unit" structure. Engine and front suspension are mounted on a separate subframe,



Bucket seats cradle you firmly.

bedded in rubber to damp out shocks.

Fully independent suspension: 4-wheel all-independent suspension with coil springs and heavy-duty shock absorbers. Front: unequal-length A-arms and anti-sway bar to reduce body lean in corners. Rear: patented Daimler-Benz low-pivot swing axle.

Quick steering: Daimler-Benz recirculating-ball steering mechanism, 4 turns lock-to-lock, with built-in steering shock absorber. Power steering optional at extra cost.

Overhead camshaft engine: Single overhead camshaft, 6-cylinder



AM-FM radio options are available.

in-line, 2.8 liter (169.5 cu. in.) displacement, Bosch 6-plunger fuel injection, 7-main-bearing crankshaft, oil cooler, cooling fan with power-saving viscous drive.

Compression ratio is 9.5 to 1 and maximum torque, 193 lbs./ft. at 4500 rpm. Each fresh engine is bench-tested for over 2 hours before installation and is guaranteed to develop 180 horsepower (SAE) at 5750 rpm. Maximum speed is in excess of 120 mph.

4-speed transmission: A 4-speed, all-synchromesh manual transmission with floor-mounted shift is standard. You may specify Daimler-Benz 4-speed automatic transmission, also with floor-mounted shift lever, at extra cost.

Disc brakes: Caliper-type disc



4-speed automatic is optional.

brakes are fitted at all 4 wheels. Power assist and tandem master cylinder brake system are standard.

Coachwork: 2-seater, open cabriolet body with folding convertible top fitted is standard. A removable steel hardtop is available at extra cost (fitted as a replacement for, or in addition to, the convertible top). An occasional rear jump-seat may be ordered for the area behind the driver's and passenger's seats.

Appointments: Two contoured bucket-type seats with reclining backrests, adjustable fore and aft, are provided.

The 280SL's cockpit is lavishly



Coupe is instant convertible: just remove all-steel hardtop.

finished. Deep-twist carpeting is hand-fitted to the floor, transmission tunnel and behind-seats area. You will find padded armrests, assist grips, and large open map pockets on both doors — which are fully upholstered and padded on their sills. A walnut accessory tray is set between the seats, on the transmission tunnel.

High-legibility white-on-black instruments include large round tachometer and speedometer, water temperature, oil pressure and fuel level gauges, and an electric clock. Upper and lower instrument panel edges are padded. Even the underside is fully trimmed and finished.

Separate heating and ventilation controls are furnished for driver and

passenger. Nozzles at extreme instrument panel ends defrost side windows. Nearby adjustable vents admit cooling air.

The doors are edged with chromium plates; the thresholds trimmed in stainless steel. Amid all this comfort, it hardly comes as a shock to find that you enjoy more forward legroom in the 280SL than in a Rolls-Royce.

Options: Daimler-Benz 4-speed automatic transmission, power-assisted steering, air conditioning, removable steel hardtop, leather upholstery, AM-FM radio, rear jump-seat, whitewall tires, roof ski brackets. See your Mercedes-Benz dealer for a more complete listing.



High-speed radial-ply tires are standard.



250

The engineers of Mercedes-Benz created the 300SLR in the foreground—and won a world racing title. The same men created the new 250 at center.



Even the ashtray is padded.



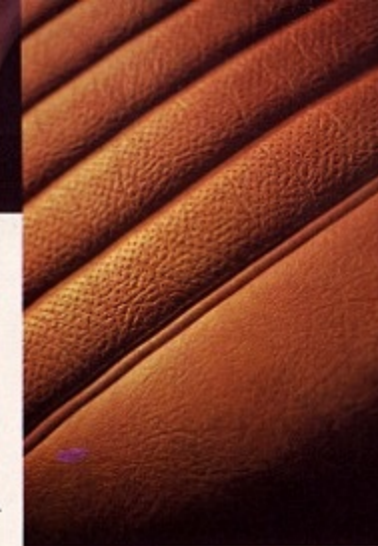
An enduring nameplate.



Twist the knob; seat backs recline.



Rubber inserts save chrome.



Upholstery "breathes" to keep you cool.



Nubby, hand-fitted carpeting.



Recessed door handle prevents snags.



Noteworthy: large glass area, uncluttered lines, and lack of body overhang.

250

"The new Mercedes-Benz 250, released after a 5-year incubation period, almost rivals the 280SE in finish, performance, and handling."

The Mercedes-Benz engineering staff only released the new 250 sedan for production after an incubation period of more than 5 years. In its official debut, the new 250 was the sensation of the 1968 Brussels Auto Show.

The enthusiasm is understandable. This 3000-pound, 5-passenger sedan almost rivals the elegant 280SE in finish and performance. Power flows from one of the liveliest 6-cylinder, overhead camshaft engines Mercedes-Benz has ever created outside the field of motor racing. The newly developed diagonal-pivot swing-axle rear suspension is a technical coup in this automotive class. Passenger comfort and road-holding are improved, equalling those of the larger models. And the car's functional, no-nonsense appearance, devoid of faddish touches, will be as pleasing years later as it is today.

Comfort, performance, and the Mercedes-Benz nameplate—all at a price you would ordinarily expect to pay for an everyday, mass-produced sedan.

There is extra assurance in knowing that the 250 was evolved carefully and methodically, in the Mercedes-Benz tradition, not spawned overnight in a rush to meet an annual introduction date. This "all-new" car reaches your hands as a mature and proven design. Included in it are some of the best ideas to come out of Stuttgart-Untertürkheim in the past decade.

All-steel chassis: Reinforced flat frame floor with welded-on body forming a rigid "unit" structure. Engine and front suspension are mounted on a separate subframe, bedded in rubber to damp out shocks.

Fully independent suspension: 4-wheel all-independent suspension with coil springs and heavy-duty shock absorbers. Front: unequal-length A-arms and anti-sway bar to reduce body lean in corners. Rear: patented Daimler-Benz diagonal-pivot swing axle and anti-sway bar.

Quick steering: Daimler-Benz recirculating-ball steering mechanism, 4.6 turns lock-to-lock, with built-in

steering shock absorber.

Power-assisted steering is optional at extra cost.

Overhead camshaft engine: Single overhead camshaft, 6-cylinder in-line, 2.5 liter (152.3 cu. in.) displacement, 2 dual-throat Zenith carburetors, 7-main-bearing crankshaft, cooling fan with power-saving viscous drive.

Compression ratio is 9.0 to 1 and maximum torque, 161.0 lbs./ft. at 3800 rpm.

This engine is bench-tested for up to 2 hours before installation and is guaranteed to develop 146 horsepower (SAE) at 5600 rpm. Maximum speed is in excess of

110 mph.

4-speed transmission: A 4-speed, all-synchromesh manual transmission is standard on the 250. You can specify a column or floor-mounted shift, at no extra charge.

You may instead choose the Daimler-Benz 4-speed automatic transmission, at extra cost. The shift lever can be either column or floor-mounted, as you prefer.

Disc brakes: Caliper-type disc brakes are fitted at all 4 wheels. Power assist and tandem master cylinder brake system are standard.

Coachwork: 4-door sedan body with individual front bucket seats for driver and passenger, and bench-type rear seat.

Recessed floor pan and curved side windows help allow maximum interior width of 58.7 in., front seat headroom of 36.6 in. and rear seat headroom of 34.0 in.

Front and rear bumpers and side chromium rub rails are inlaid with rubber as a protective device in parking.

Appointments: Both individual bucket front seats are equipped with reclining backrests and are adjustable

over a wide range, fore and aft. A fold-down center armrest is provided in the rear seat.

Deep-twist carpeting matched to upholstery color is fitted to the floor and transmission tunnel. The rear window package shelf is also carpeted.

Standard fittings include padded armrests on all 4 doors, large open map pockets on front doors, assist grips mounted over all except driver's door, ashtrays in both rear doors, front vent window levers, electric clock, padded steering wheel hub and child-proof rear door locks.

Speedometer and all gauges are mounted in circular dials and positioned directly in line with the driver's forward vision, in a raised binnacle. Upper and lower

instrument panel surfaces are padded. Glare-free materials are used throughout the instrument panel and controls.

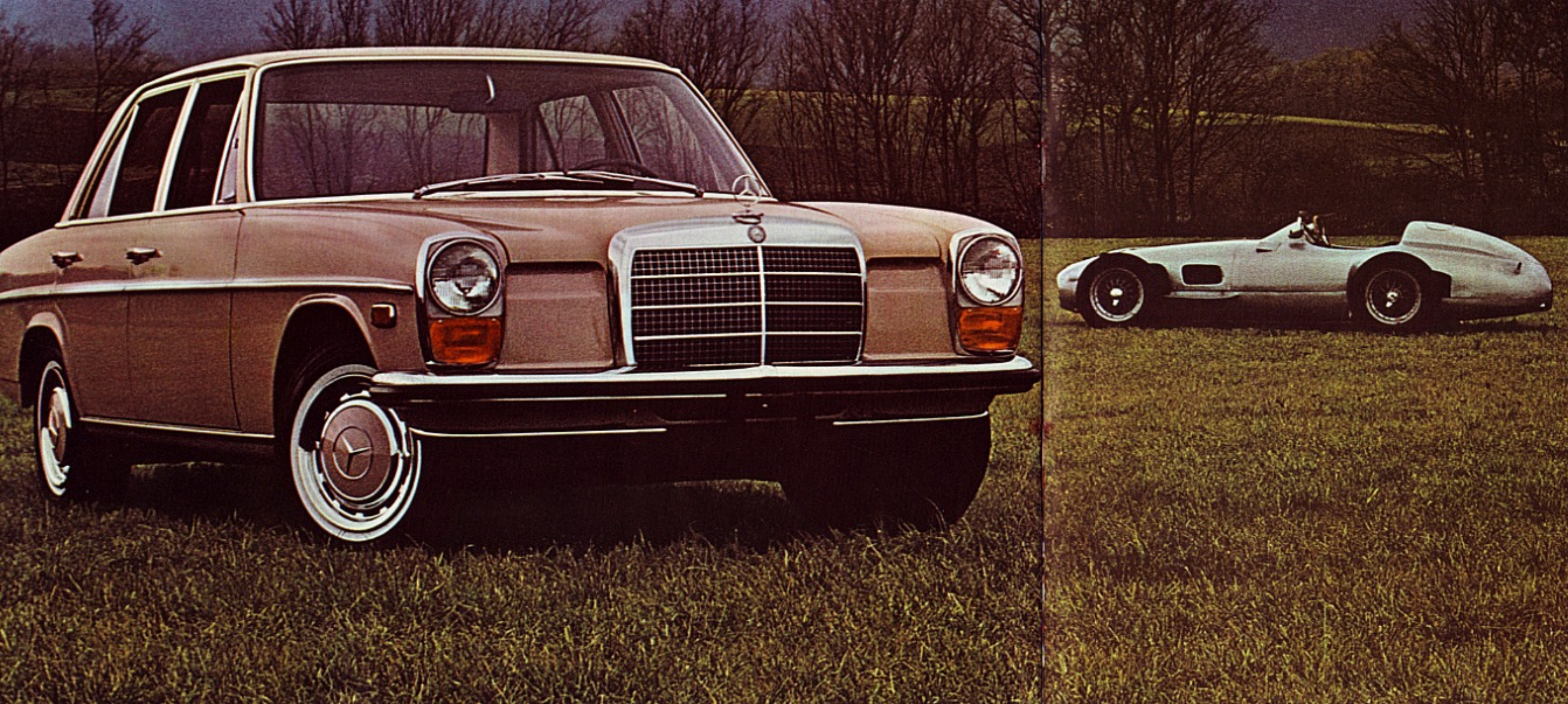
A built-in ventilation system ensures a constant fresh air supply, even with all windows rolled up. Stale air is exhausted via hidden vents at the rear window. Large nozzles set in the instrument panel aim cool or warm air in virtually any direction, for added personal comfort.

A center console incorporates a radio mounting, ashtray and air conditioner controls. It extends to the

transmission tunnel and provides an accessory tray between the individual front seats.

Options: Daimler-Benz 4-speed automatic transmission, power-assisted steering, air conditioning, sliding steel sunroof (manual or power-operated), leather upholstery, power windows, AM-FM radio, whitewall tires, tinted glass.

For a more comprehensive listing, see your Mercedes-Benz dealer.



230

High performance from engines of unprepossessing size is a Mercedes-Benz hallmark. Background: the 2.5-liter Grand Prix racing car, World Champion in 1955. Foreground: the new 2.3-liter 230, engineered to the same standards.



New 230's final coat of paint is hand-sprayed.

230

"The new Mercedes-Benz 230 is ideal for the buyer who insists on the highest engineering standards, even in a moderately priced car."

Patented "safety-cone" door lock.

The new 230 uses the same body shell, same new suspension system and running gear, many of the same interior appointments as the 250 described on the previous pages.

But the 230 boasts one major difference. Its 6-cylinder engine is 204 cubic centimeters smaller in displacement and is somewhat simpler to manufacture—and this means that you can own the 230 for a significantly lower basic price.

The 230 will make great good sense if you need a comfortable, 5-passenger sedan with good performance—but don't demand the level of performance offered in the 250 series.

And the 230's comfort is surprising. In shoulder room, hip room, rear seat headroom, trunk room and other vital statistics, it equals (and in certain respects actually surpasses) most rivals in this price field.

The surprise comes when you run a tape measure outside, from front to rear bumper. You'll be amazed to find that the 230's overall length comes to

Pull-down armrest in rear is standard.

15½ feet—or 2 feet less than its domestic rivals.

At Mercedes-Benz, the stylists don't rule the roost. There are no compromises forced in passenger space for the sake of a sleek roof line or a longer profile. The 230, like all Mercedes-Benz cars, was designed around *people*, not a styling theme. A refreshing approach.

All-steel chassis: Reinforced flat frame floor with welded-on body forming a rigid "unit" structure. Engine and front suspension are mounted on a separate subframe, bedded in rubber to damp out shocks.

Fully independent suspension: 4-wheel all-independent suspension with coil springs and heavy-duty

Rubber inlay protects bumpers.

shock absorbers. Front: unequal-length A-arms and anti-sway bar to reduce body lean in corners. Rear: patented Daimler-Benz diagonal-pivot swing axle and anti-sway bar.

Quick steering: Daimler-Benz recirculating-ball steering mechanism, 4.6 turns lock-to-lock, with built-in steering shock absorber.

Power-assisted steering is optional at extra cost.

Overhead camshaft engine: Single overhead camshaft, 6-cylinder in-line, 2.3 liter (140.7 cu. in.) displacement, 2 dual-throat Zenith carburetors, 4-main-bearing crankshaft, cooling fan with power-saving viscous drive.

Compression ratio is 9.0 to 1 and maximum torque, 145 lbs./ft. at 3800 rpm.

This engine is bench-tested for up to 2 hours before installation and is guaranteed to develop 135 horsepower (SAE) at 5600 rpm. Maximum speed is in excess of 100 mph.

Integrated headlights and directionals.

4-speed transmission: A 4-speed, all-synchromesh manual transmission is standard on the 230. You can specify a column or floor-mounted shift, at no extra charge.

You may instead choose the Daimler-Benz 4-speed automatic transmission, at extra cost. The shift lever can be either column or floor-mounted, as you prefer.

Disc brakes: Caliper-type disc brakes are fitted at all 4 wheels. Power assistance and tandem master cylinder brake system are standard.

Coachwork: 4-door sedan body with individual front seats for driver and passenger, and bench-type rear seat.

Recessed floor pan and curved side windows help allow maximum

4-speed automatic is optional.

interior width of 58.7 in., front seat headroom of 36.6 in. and rear seat headroom of 34.0 in.

Front and rear bumpers and side chromium rub rails are inlaid with rubber as a protective device in traffic and parking.

Appointments: Both individual bucket front seats are equipped with reclining backrests and are adjustable over a wide range, fore and aft. A fold-down center armrest is provided in the rear seat.

Deep-twist carpeting, matched to upholstery color, is fitted to the floor and transmission tunnel. The rear window package shelf is also carpeted.

Standard fittings include padded armrests on all 4 doors, large open map pockets on front doors, assist grips mounted over all except driver's door, ashtrays in both rear doors, front vent window levers, electric clock, padded steering wheel hub and child-proof rear door locks.

Speedometer and all gauges are mounted in circular dials and positioned directly in line with the

For maps: a pair of map pockets.

driver's forward vision, in a raised binnacle. Upper and lower instrument panel surfaces are padded. Glare-free materials are used throughout the instrument panel and controls.

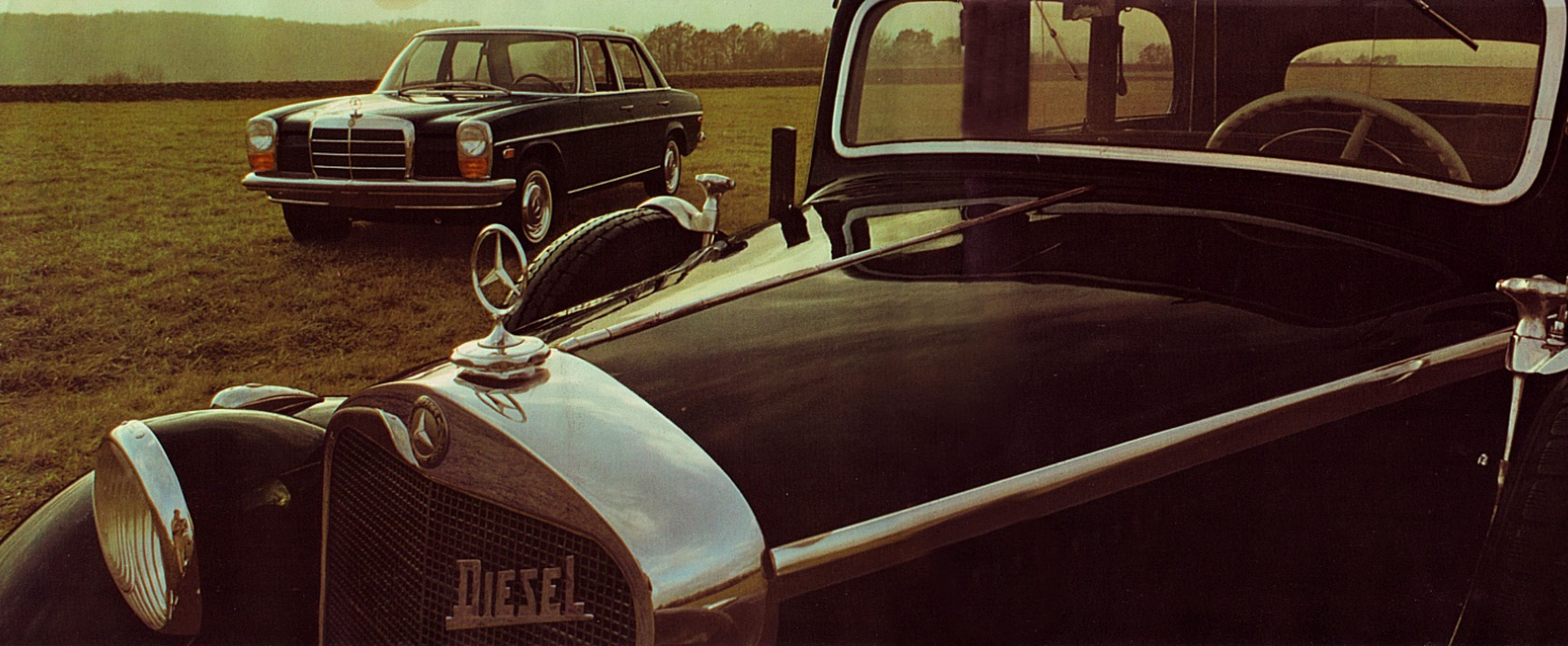
A built-in ventilation system ensures a constant fresh air supply, even with all windows rolled up. Stale air is exhausted via hidden vents at the rear window. Large nozzles set in the instrument panel aim cool or warm air in virtually any direction, for added personal comfort.

A center console incorporates a radio mounting, ashtray, and air conditioner controls. It extends to the transmission tunnel and provides an accessory tray between the front seats.

Options: Daimler-Benz 4-speed automatic transmission, power-assisted steering, air conditioning, sliding steel sunroof (manual or power operated), leather upholstery, power windows, AM-FM radio, whitewall tires, tinted glass.

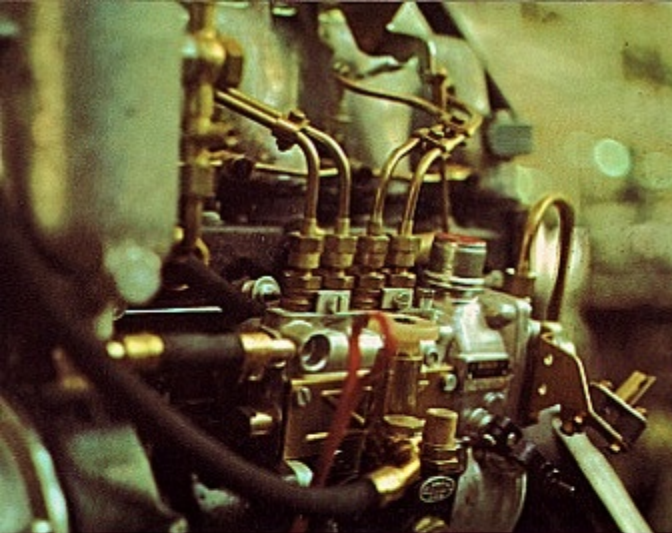
For a more comprehensive listing, see your Mercedes-Benz dealer.

Chrome wheel rings are standard.



220 Diesel

Foreground: the 1936 Mercedes-Benz 260D, world's first Diesel passenger car. Above it, the new 220 Diesel, world's newest—and quietest—Diesel passenger car.



Diesel engine's looks are unorthodox. So is its economy.

220 Diesel

"Automotive experts will tell you the new Mercedes-Benz 220 Diesel is an economy car that looks and rides like a million dollars."

220

"For those who are diffident about the virtues of the Diesel engine, the 220 is the same car except for its conventional gasoline engine."

The new 220 Diesel caps a Mercedes-Benz research and development program of more than 30 years.

The painstaking work of the engineers has paid off. Here is a car that saves you money in classic Diesel fashion, by burning cheaper Diesel fuel, and at a miserly rate; by doing away with complex bits and pieces like spark plugs and carburetors; by using "over-engineered" components to roll along thousands and thousands of miles longer.

And yet, here is a Diesel that silences most of those ancient complaints about the breed once and for all.

If you thought Diesels had to make a nerve-racking clatter, read



Seat backs are rolled and padded.

Car Life magazine's report on the 220 Diesel's predecessor: "Once underway, things quiet down and many unsuspecting passengers are surprised to learn that they've been riding in a Diesel."

Then note that the engineers made this latest version even *quieter*.

If you thought Diesels had to be sluggish highway performers, note that the new 220 Diesel, in the hands of the engineers, has been test-run for hours at cruising speeds over 80 mph. It is no hot rod; but neither is it a sloth.

Another happy surprise for those who feared Diesel frugality meant a step down in comfort: the 220 Diesel shares the same hand-finished coachwork, the same drive train and suspension, even the same interior furnishings as Mercedes-Benz gasoline-powered models in the medium price range.

The only time you'll know you own an economy car is when you add up the expenses at the end of the month. And then, you'll know you own one of the most efficient economy cars in the world.



Instrumentation is housed in binnacle.

220 also runs on gasoline: For those who would rather have their economy in the purchase price, and for those who are just plain diffident about the Diesel's virtues, the Mercedes-Benz 220 is also available with a conventional gasoline engine.

Its specifications are identical to the Diesel's, except that it has 2 single-throat Solex carburetors, 9.0 to 1 compression ratio, 116 horsepower at 5200 rpm, 142 lbs./ft. of torque at 3000 rpm, and a top speed of 100 mph. The same optional equipment is available for both cars.

All-steel chassis: Reinforced flat frame floor with welded-on body forming a rigid "unit" structure. Engine and front suspension are mounted on a separate subframe, bedded in rubber to damp out shocks.

Fully independent suspension: 4-wheel all-independent suspension

with coil springs and heavy-duty shock absorbers. Front: unequal-length A-arms and anti-sway bar to reduce body lean in corners. Rear: patented Daimler-Benz diagonal-pivot swing axle and anti-sway bar.

Quick steering: Daimler-Benz recirculating-ball steering mechanism, self-aligning, 4.6 turns lock-to-lock, with built-in steering shock absorber.

Power-assisted steering is optional at extra cost.

Overhead camshaft engine: Single overhead camshaft, 4-cylinder in-line 2.2 liter (134.0 cu. in.) displacement Diesel engine, Bosch 4-plunger fuel injection, 5-main-bearing crankshaft.

Compression ratio is 21.0 to maximum torque, 96.0 lbs./ft. 2400 rpm.

This engine is bench-tested for up to 2 hours before installation and is



Width across rear seats is 58.5 inches; pull-down bolster is standard.

guaranteed to develop 65 horsepower (SAE) at 4200 rpm. Maximum speed is in excess of 80 mph.

4-speed transmission: A 4-speed, all-synchromesh manual transmission is standard on the 220 Diesel. You can specify a column or floor-mounted shift, at no extra cost.

You may instead choose the Daimler-Benz 4-speed automatic transmission, at extra cost. The shift can be either column or floor-mounted, as you prefer.

Disc brakes: Caliper-type disc brakes are fitted at all 4 wheels. Power assistance and tandem master brake system are standard.

Bodywork: 4-door sedan body with individual bucket front seats for driver and passenger, and bench-type

rear seat.

Recessed floor pan and curved side windows help allow maximum interior width of 58.7 in., front seat headroom of 36.6 in. and rear seat headroom of 34.0 in.

Front and rear bumpers and side-chromium rub rails are inlaid with rubber as a protective feature in traffic and parking.

Appointments: Both individual front seats are equipped with reclining backrests and are adjustable over a wide range, fore and aft. A fold-down center armrest is provided in the rear seat.

Deep-twist carpeting, matched to upholstery color, is fitted to the floor and transmission tunnel. The rear window package shelf is also carpeted.



This, believe it or not, is the rear view of an economy car.

Standard fittings include padded armrests on all 4 doors, large open map pockets on front doors, assist grips mounted over all except driver's door, ashtrays in both rear doors, front vent window levers, electric clock, padded steering wheel hub and child-proof rear door locks.

Speedometer and all gauges are mounted in circular dials and positioned directly in line with the driver's forward vision, in a raised binnacle. Upper and lower instrument panel surfaces are padded. Glare-free materials are used throughout the instrument panel and controls.

A built-in ventilation system ensures a constant fresh air supply, even with all windows rolled up. Stale air is exhausted via hidden vents at the rear window. Large nozzles

set in the instrument panel aim cool or warm air in virtually any direction, for added comfort.

Options: Daimler-Benz 4-speed automatic transmission, power-assisted steering, air conditioning, sliding steel sunroof (manual or power-operated), leather upholstery, power windows, AM-FM radio, whitewall tires, tinted glass.

For a more comprehensive listing, see your Mercedes-Benz dealer.



Center console is standard equipment.

Technical Specifications

	220 Diesel	220	230	250	280S	280SE	280SL	
BODY & CHASSIS								
Vehicle type	Front-engine, rear-wheel-drive, 5-passenger sedan with all-steel integral body/chassis						Same, except 2-passenger sports car ⁽¹⁾	
Wheelbase (in.)	108.3 ⁽²⁾						84.5	
Track, front/rear (in.)	56.8/56.7			58.4/68.6				
Overall length (in.)	104.6			102.9 ⁽²⁾			108.7	
height (in.)	58.7						52.0	
width (in.)	60.7			71.3			69.3	
Ground clearance (in.)	7.5			6.6			4.9	
Empty weight (lbs.)	3000	2890	2945	3000	3220	3270	3000	
Trunk capacity (cu. ft.)	20.5			21.5			12.0	
Fuel tank capacity (gals.)	17.2			21.7				
Battery capacity (amp.-hrs./volts)	88/12		00/12					
ENGINE & DRIVE TRAIN								
Engine	4 cylinders, fuel injection, single overhead camshaft, 5 main bearings	4 cylinders, dual carburetors, single overhead camshaft, 5 main bearings	6 cylinders, dual carburetors, single overhead camshaft, 4 main bearings	6 cylinders, dual carburetors, single overhead camshaft, 7 main bearings	6 cylinders, fuel injection, single overhead camshaft, 7 main bearings			
bore/stroke (in.)	3.43/3.04		3.23/2.87	3.23/3.10	3.41/3.10			
displacement (cu. in.)	134.0		139.9	152.3	169.5			
compression ratio	21.0 to 1	9.0 to 1			9.5 to 1			
horsepower (bhp @ rpm)	85 @ 4200	116 @ 5200	135 @ 5600	146 @ 5600	157 @ 5400	180 @ 5750		
torque (lbs./ft. @ rpm)	96 @ 2400	142 @ 3000	145 @ 3800	161 @ 3800	181 @ 3800	193 @ 4500		
max. engine speed (rpm)	4350	6000	6300		6500			
Clutch (dia., type)	8.5-in., single dry plate			9.0-in., single dry plate				
Transmission	Daimler-Benz 4-speed manual, all-synchromesh ⁽³⁾							
Rear axle ratio	3.92		4.08					
STEERING, SUSPENSION & BRAKES								
Steering	Daimler-Benz recirculating ball with built-in shock absorber							
turns, lock to lock	4.0 ⁽⁴⁾			4.0 ⁽⁵⁾				
turning circle (ft.)	35.6			38.4			33.9	
Suspension, front	Unequal-length A-arms, coil springs, telescopic shock absorbers, anti-sway bar, self-lubricating				Unequal-length A-arms, coil springs, telescopic shock absorbers, anti-sway bar			
Suspension, rear	Daimler-Benz patented diagonal-pivot swing axle, coil springs, telescopic shock absorbers, anti-sway bar				Daimler-Benz patented low-pivot swing axle, coil springs, telescopic shock absorbers			
Tires & wheels	6.95-14, 4-ply rated, tubeless, on 5½J rims	6.95S-14, 4-ply rated, tubeless, on 5½J rims	6.95H-14, 6-ply rated, tubeless, on 5½J rims		7.35H-14, 6-ply rated, tubeless, on 6J rims	185HR-14, 6-ply, tube-type, on 6J rims		
Brakes	4-wheel caliper-type disc brakes with separate drum-type parking brake; tandem master cylinders and vacuum-servo power assistance are standard equipment							
diameter, front/rear (in.)	10.8/11.0							

⁽¹⁾ Available with either hard or soft top, or (at extra cost) both. Also available at extra cost: 3rd seat (fits crossways behind front seats).

⁽²⁾ 280SE also available with extra 4 inches in wheelbase, overall length, and interior room, at extra cost—ask your dealer about the 280SEL ("L" means "Long," or Long).

⁽³⁾ All models also available with 4-speed Daimler-Benz automatic transmission at extra cost. Floor or column shift for either type at no extra charge (except 280SL: floor shift only).

⁽⁴⁾ All models also available with power steering with 3 turns, lock-to-lock.

All illustrations and specifications contained in this brochure are based on the latest product information available at time of publication approval. Mercedes-Benz reserves the right to make changes at any time, without notice, in colors, materials, equipment and models.