



Mercedes-Benz: The standard by which other cars are judged

At Mercedes-Benz, form follows function. It has since Daimler and Benz invented the motorcar in 1886. It does today—it will tomorrow. The quest for perfection has always been an inherent part of the Mercedes-Benz philosophy. Consequently, every new Mercedes-Benz is an exercise in self-improvement.

Perhaps that is why so many other automobile manufacturers position Mercedes-Benz as the standard by which their own cars are judged. In fact, 8 different automobile manufacturers have publicly used Mercedes-Benz as the benchmark for comparison (who can be more keenly aware of what an automobile can and should be than another manufacturer?).



The most copied sedans in the world

Perhaps it is the application of "*form follows function*" that makes the automobiles of Mercedes-Benz the most copied cars in the world.

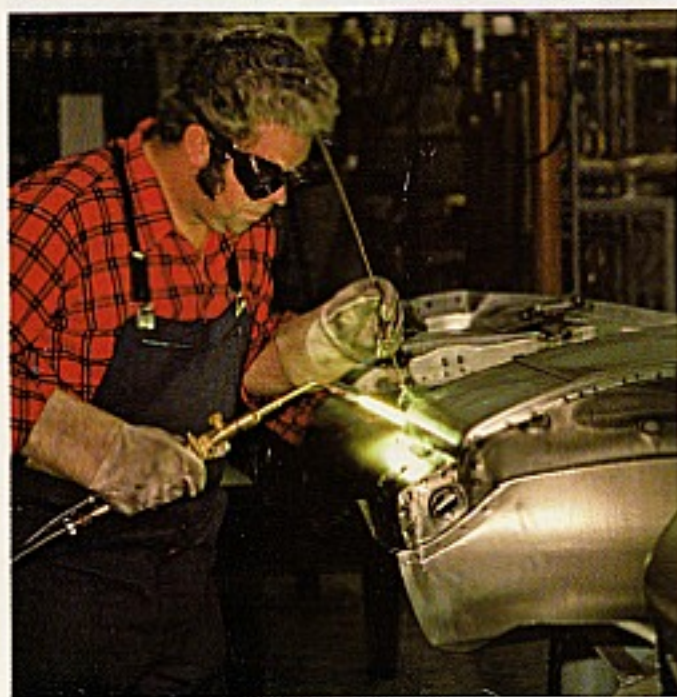
However, some may copy the look of a Mercedes-Benz, and some may copy an engineering feature or two, but it is neither the appearance nor some single feature that distinguishes a Mercedes-Benz from the rest.

faddish products offered in the annual domestic automotive rites. At any motor show, Mercedes-Benz continues to be an oasis of rational engineering.

Many manufacturers are pulling out the stops to fundamentally redesign their cars for the 80's. To replace behemoth engines with smaller, more efficient units—the types of 4-cylinder, 6-cylinder and diesel engines Mercedes-Benz has used for years in their trim five-passenger sedans.

Enviably standards

It is a small wonder that Mercedes-Benz often finds itself as the automobile most revered and copied by other manufacturers.



What makes a Mercedes-Benz is synergism—the way things work together to make the whole greater than the sum of its parts. That is the very essence of a Mercedes-Benz.

Automobiles of the caliber of Mercedes-Benz come from a desire not merely to sell cars, but to advance automotive technology and technique. After all, Mercedes-Benz has a unique legacy: its founders invented the automobile.

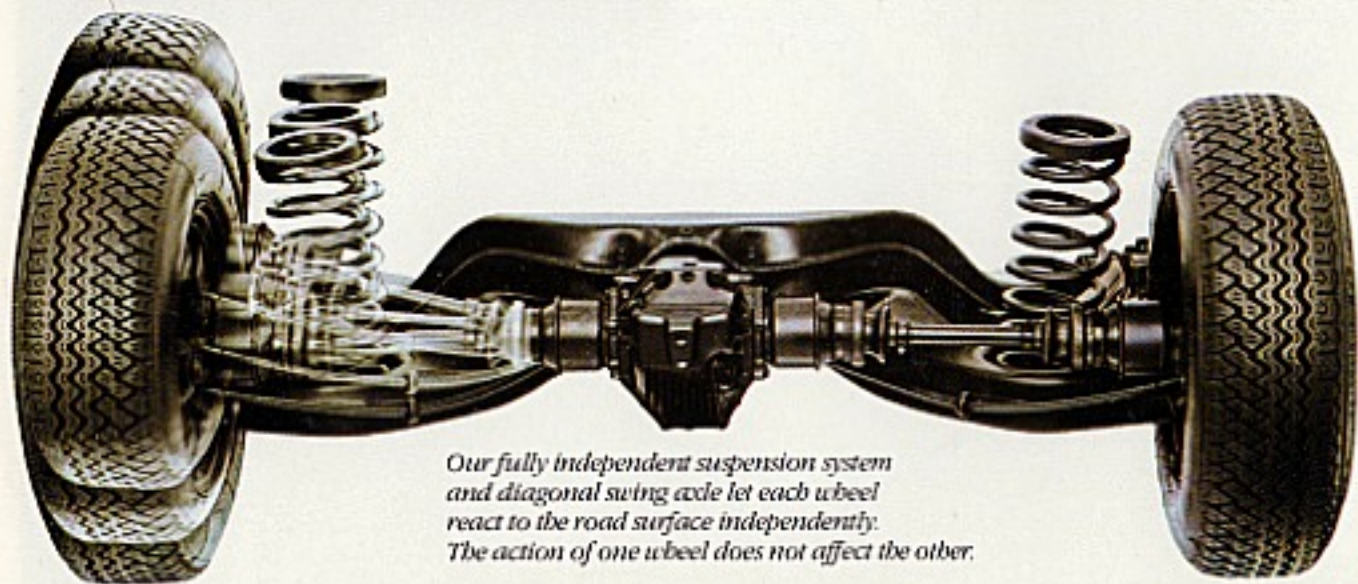
Precision engineering and foresight

Since 1886, Mercedes-Benz has never ceased its quest to design and construct automobiles that are, quite simply, precision machines. Every new Mercedes-Benz defies the conventions that result in the



And while some of their cars may look vaguely like a Mercedes-Benz, they're not *engineered* like a Mercedes-Benz. And there's a sinfully easy way to spot the imitators.

Look for the three-pointed star. It's the emblem that marks an automobile of consequence.



Our fully independent suspension system and diagonal swing axle let each wheel react to the road surface independently. The action of one wheel does not affect the other.





240D

Since Mercedes-Benz introduced the first production diesel passenger car in 1936 they have had an unerring commitment to the concept. The evolution of this concept, exemplified in its most basic form for 1978, is the 240D.

Here is a car that, for all its practicality,



Wide front doors are padded for safety, map pockets and armrests for convenience and comfort.

is a Mercedes-Benz—from its precise styling to its independent rear suspension. Great skill has been exercised to make it a comfortable, secure, refined, and superb handling sedan in the tradition of Mercedes-Benz.

An engine that's as undemanding as it is tireless

The heart and soul of the 240D is a highly refined 2.4-liter, four-cylinder diesel engine. Pre-chamber fuel injection sparingly feeds fuel to the undemanding overhead cam engine. There is no ignition system to require conventional tune-ups. No spark plugs to replace. No carburetor to maintain. It has all the reliability and ease of maintenance associated with diesels, plus the convenience of key starting.

The injection pump and ignition fuel system only require an initial inspection at 12,000 miles and no regularly scheduled maintenance thereafter. Chassis lubrication is *never* required.

This is the only Mercedes-Benz for which you can specify four-speed manual transmission. A four-speed automatic with



Trunk has over 12.5 cubic feet of unobstructed luggage space.

torque converter is available as an option.

Time for the 240D

After 40 years of development, the 240D represents the current state of the art for the Mercedes-Benz idea of basic diesel transportation. It's a concept whose time has come.

And the owner of a 240D is someone who understands that their desires and the demands of an energy-hungry world need not be at odds.

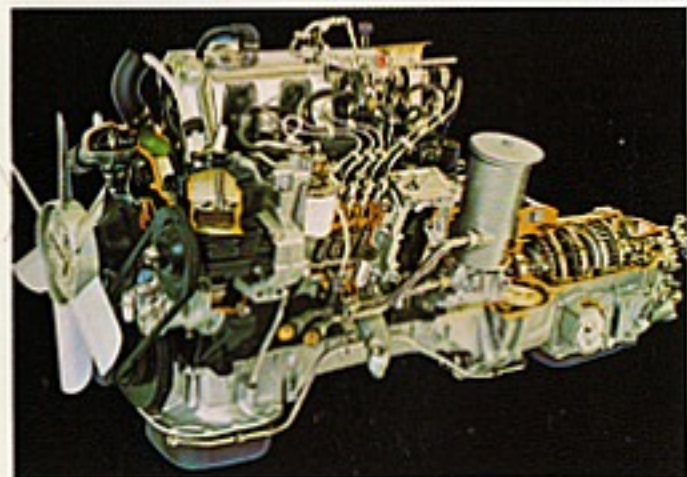


300D

The diesel engine that astounded the automotive world

Powering the 300D is the famous Mercedes-Benz fuel-injected overhead camshaft, five-cylinder diesel engine.

When introduced, it provided acceleration never before attainable in a diesel sedan. Yet it still delivers all the traditional advantages of a diesel—no conventional tune-ups, increased reliability and lower fuel costs.



The 300D's revolutionary five-cylinder diesel engine.

Noise and vibration have been so well suppressed that a 300D owner may even forget he's in a diesel, as it whispers along at speed.

The comfortable way to enjoy a diesel

There's more to the 300D than a fifth cylinder and diesel frugality. The standard equipment is virtually the same as on some of the most expensive cars offered by Mercedes-Benz.

The individual front seats are anatomically designed to give firm support. They adjust up and down and the backs adjust from vertical to horizontal.

Standard equipment includes: 4-speed automatic transmission, power windows, cruise control with a "memory," an AM/FM stereo radio, and bi-level climate control, (where all you do is dial any temperature between 65 and 85 degrees and let two internal and one external sensor do the rest).

A central system locks all the doors, trunk lid, and the fuel filler port whenever the driver's door is locked.

The 300D: An engineering masterpiece

Without question this is a landmark automobile. From its five-cylinder diesel engine to its supreme creature comforts and elegant design, the 300D is a prime example of dedicated automotive engineering. It proves that common sense needn't be ordinary and luxury needn't be wasteful.



1936—the 260D was the world's first production diesel passenger car.



Light alloy wheels shown available at added cost.

300 CD

The newest car from Mercedes-Benz is this extraordinary coupe. It is the first limited production two-door automobile in history to reject convention and rely on five-cylinder diesel power.

Back in 1974 Mercedes-Benz added the fifth cylinder, and with that unique three-liter engine, lifted the diesel sedan out of the utilitarian world and into a class of its own. Now it has created another genre of automobile: the world's first pillarless diesel coupe.



Even though it's a coupe, the rear seats are spacious and comfortable.



Complete instrumentation is organized for quick, easy readability.

Five cylinders, three liters

The unique five-cylinder 3.0-liter diesel engine, with an overhead camshaft and pre-chamber fuel injection, allows coupe devotees to combine thrift with elegance—performance with common sense.

Taut new profile—superlative handling

The rakish shape of the new coupe, built on a wheelbase 3.3 inches shorter than the sedan, has a purity that won't diminish with time. The pillarless design and graceful arc of the roofline echo the beauty of the famous 450SLC. Underneath these good looks is something even more beautiful—a front suspension that links zero-offset front axles with a sway bar to provide extraordinary tracking and sure-footedness on any road surface.

The 300CD: The diesel coupe with style

The installation of the extremely advanced five-cylinder engine in this rakish new coupe is revolutionary. The result—a car that is absolutely unique yet conventional in all the qualities that are basic to every new Mercedes-Benz.

The 300CD—an epic diesel coupe and a singularly unusual expression of the personal car concept.



Directional vents allow precise control of airflow.



280E

The 280E is a true sports sedan. It has the lively qualities of a sports car with seats for five adults and virtually all of the elegant refinements found in the most prestigious Mercedes-Benz sedans.

The educated six-cylinder engine

Tucked behind the famous Mercedes-Benz grille is a spirited double overhead cam-

shaft, 2.8-liter six-cylinder engine with C.I.S. fuel-injection. It develops 142 horsepower.

The fuel-injection deserves special mention. It's a third-generation, mechanically controlled continuous injection system that meters fuel extremely precisely and efficiently. As a result, it enables the engine to deliver more power than conventional carburetors.

The power is transmitted through a Mercedes-Benz four-speed automatic transmission that also lets you shift manually; either way, it's matched to the torque of the engine. Road tests have produced 0 to 55 m.p.h. in under 11 seconds and for the autobahns of Germany a 280E is designed to cruise at speeds in excess of 100 m.p.h. It is truly a car for all the world.

A grand touring chassis

The 280E's 142 horsepower would be wasted if the chassis wasn't in the same league. In the tradition of Mercedes-Benz the chassis is more than a match for the power of the engine.

The 280E: A thoroughbred sports sedan

The 280E blends the agility of a sports car with the practicality of a five-passenger sedan.

And it does it beautifully.



Spacious rear seat has steel-spring construction for firm support.



Large glass area allows unobstructed view to the rear.



Light alloy wheels shown available at added cost.

280 CE

Mercedes-Benz Coupes have never been mere two-door versions of a sedan. This new 280CE is no exception. It is a singular automobile and a rather remarkable one at that.

Here is a coupe that steals the eye and then guides it easily over one of the most beautiful profiles on four wheels. The unhurried arc of the roofline and the sweep of the pillarless side glass accent its



Anatomically contoured front seats are adjustable six ways.

understated wedge shape. A shape that will never become outdated.

More than just a pretty face

Resting potently within the engine compartment of the 280CE is the 2.8-liter, twin overhead camshaft, fuel-injected six. The breakerless transistorized ignition and third-generation C.I.S. mechanical fuel-injection system offer the kind of performance engineering that just begs to be put to the test.

A four-speed automatic transmission complements the power curve of the engine; when you summon the spirit of the 280CE, the response is immediate. The automatic transmission can be shifted as if it were manual—so, if the occasion demands, this coupe can be even more sporting than it looks.

Mercedes-Benz builds cars with extensive consideration for safety.

Even though it has no side window center pillar, the 280CE is designed with a concealed "B" pillar to provide added side impact protection.



Center console is trimmed with selected burl walnut.

Greatest Mercedes-Benz Coupe ever?

The 280CE is a limited production automobile worthy of Europe's finest coach-builders.

Seldom has there been a car like the 280CE. In fact, seldom has there been a Mercedes-Benz like the 280CE.



280SE

The 280SE is the middle-sized Mercedes-Benz sedan. It is positioned nicely between the 280E sedan and the 450SEL limousine. To accomplish this, the 280SE combines the power of the 142 horsepower twin overhead camshaft six-cylinder engine and the elegant spaciousness of the Mercedes-Benz high-line series.

A classic Mercedes-Benz from bumper to bumper

The stylish body comfortably accommodates five adults with all the luxury and safety elements you've come to expect from Mercedes-Benz.

The rigid passenger compartment is a single entity, welded together and designed to form a strong and rattle-free structure. Many exterior seams are hand-soldered and parts of the body hand-finished before it is chemically cleansed, primed in an immersion bath and receives the *first* of four coats of rich enamel.

Take a close look at the 280SE and you'll notice some unique features—shared only with other Mercedes-Benz models. Features like skillfully designed exterior channels to funnel rain away from the windows. A body rub strip that is mounted on rubber so there's no metal-to-metal contact that can cause chipping and lead to rust. The segmented-function tail lights are horizontally ribbed and use airflow to prevent the build-up of dirt and grime.

The 280SE: A car for the seventies

The 280SE is a splendid combination of Mercedes-Benz virtues: a spacious, comfortable automobile that presents superb handling characteristics and sensible performance in a style as timeless as the silver star itself.



Bi-level climate control provides a new world of driving comfort.



Complete instrumentation includes a tachometer and quartz chronometer.



450SEL

The legendary Mercedes-Benz 450SEL can lead a dual life; functioning on one hand as an elegant limousine with spacious rear seating and superior appointments—and on the other hand as a *driver's* car.

The 450SEL is a fleet, precision machine with performance characteristics that have led many authorities to include it among the best cars in the world.

The 450SEL is impressive—even where you can't see it

To isolate any *single* feature of this automobile would fail to do it justice. The *most* impressive thing about the 450SEL is how it works as a *whole*.

If you were to focus on a single aspect of the 450SEL, the engine would be a perfect place to start.

Fairly bristling with technical sophistication, the 4.5-liter overhead cam V-8 delivers a generous helping of silky smooth power with the aid of a third-generation C.I.S. fuel-injection system. It is undoubtedly one of the most advanced V-8's of its type in the world.



Parcel nets provide a convenient place to store odds and ends.



Individually controlled rear reading lights are standard.



Convenience controls are conveniently located in the wood paneled console.

The 450SEL: Where it all comes together

There is no other car in the world quite like the Mercedes-Benz 450SEL. It is a precise and remarkable machine with a dual personality. The sum of its parts is complete and the only appropriate adjective is "superlative."



450 SL

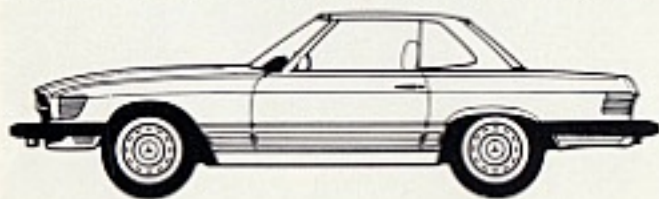
Elegant, luxurious, two-seater open roadsters—there used to be many makes to choose from. Now there's only one to choose: the beautiful Mercedes-Benz 450SL.

The 450SL combines the appointments of a grand touring coupe with the agility and unabashed fun of a convertible sports car.

A dynamic, refined V-8 engine

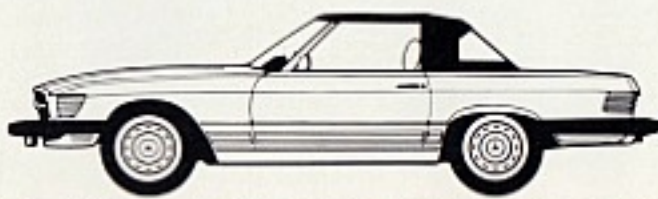
The 450SL is powered by the extremely sophisticated Mercedes-Benz 4.5-liter V-8 engine—with overhead cams, fuel-injection, breakerless transistorized ignition, sodium-filled exhaust valves and positive valve rotators. A list of engineering features guaranteed to warm the heart of any sports car enthusiast.

This great engine has the ability to deliver generous amounts of turbine-like power. The purists may balk at the thought



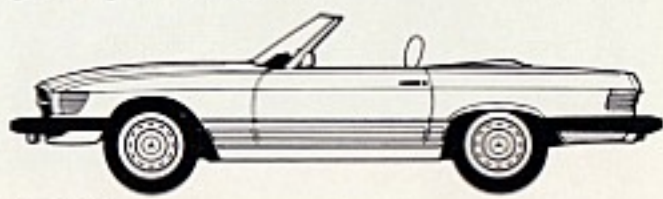
A sports car with the amenities of a luxury sedan.

of automatic transmission, but many a sporting driver has been converted by this Mercedes-Benz three-speed automatic. It's effortless if need be, but can be manually shifted should you feel so inclined.



The 450SL: A singular automobile

Every ounce of engineering expertise would be wasted if the 450SL wasn't fun to drive. It is strictly a two-seater. It is strictly for hedonists. It is the last of the truly elegant open roadsters.



The 450SL converts from a hardtop to a convertible coupe to an open roadster.



450SLC

Is the Mercedes-Benz 450SLC a glorious coupe that carries four adults in the lap of luxury? Or is it a sports car in the tradition of the 300SL? The answer is yes.

**Limited production,
unlimited pleasure**

The first thing you notice about the 450SLC is its distinctive shape; others have tried to copy that "look" but the purity of the line continues to escape them.

Its classic proportions make it a very personal type of car. Those who are fortunate enough to drive a 450SLC are keenly aware that its beauty is more than skin deep.

The interior is stylish without frills. Instrumentation includes a tachometer, a speedometer calibrated in miles per hour and kilometers per hour, a full array of warning lights and, needless to say, all are readable at a glance. The front seats adjust six ways and the rear seats have a fold-down armrest. There are cleverly recessed rear foot wells that create space without stealing it from the front seat passengers.

Matched hides of fine grain leather give the seating areas a special touch, but, if you



Center console with logically positioned controls is finished in burled walnut.

prefer, you may have a lush velour fabric at no additional cost. Metallic paintwork is also available at no additional cost.

The climate-control system is a model of operational simplicity and efficiency. Even the front doors are part of the system. Their panels literally breathe—surrounding the occupants with wisps of cool or warm air.



Light alloy wheels provide additional cooling air to the four disc brakes.

The 450SLC: Something special

The 450SLC is one of the most exclusive coupes in the world. Built in limited numbers, it offers the sensations of a true sports car with the refinements of a four-seater grand touring coupe. It delivers a very special driving experience—one that can be shared.



6.9

The 6.9 represents the state of the art of automotive engineering as expressed by Mercedes-Benz. It glides along on a futuristic suspension that "thinks"—and is all but oblivious to bumps, curves and the speedometer needle—a blend of stability and soft ride that inspires awe. So does the performance. This 2-ton machine can move from standstill to 55 miles per hour in much less time than you will take to read this sentence.

A "thinking" suspension system

There are no conventional springs or shock absorbers on the 6.9. Instead, a unique hydropneumatic system.

Before you can even turn the ignition key, the hydropneumatic suspension system has set itself in motion. It had felt the car imperceptibly sink from normal height as you boarded. Now it exerts *hydraulic pressure* to gently, silently raise the entire car back up to normal again.

One passenger, five passengers, heavy trunk load, no trunk load—this suspension will react to each such fluctuation in weight: rising up, settling down, resting only when it has returned to the exact

height above ground that its instincts know is correct.

6.9 liters of cultured power

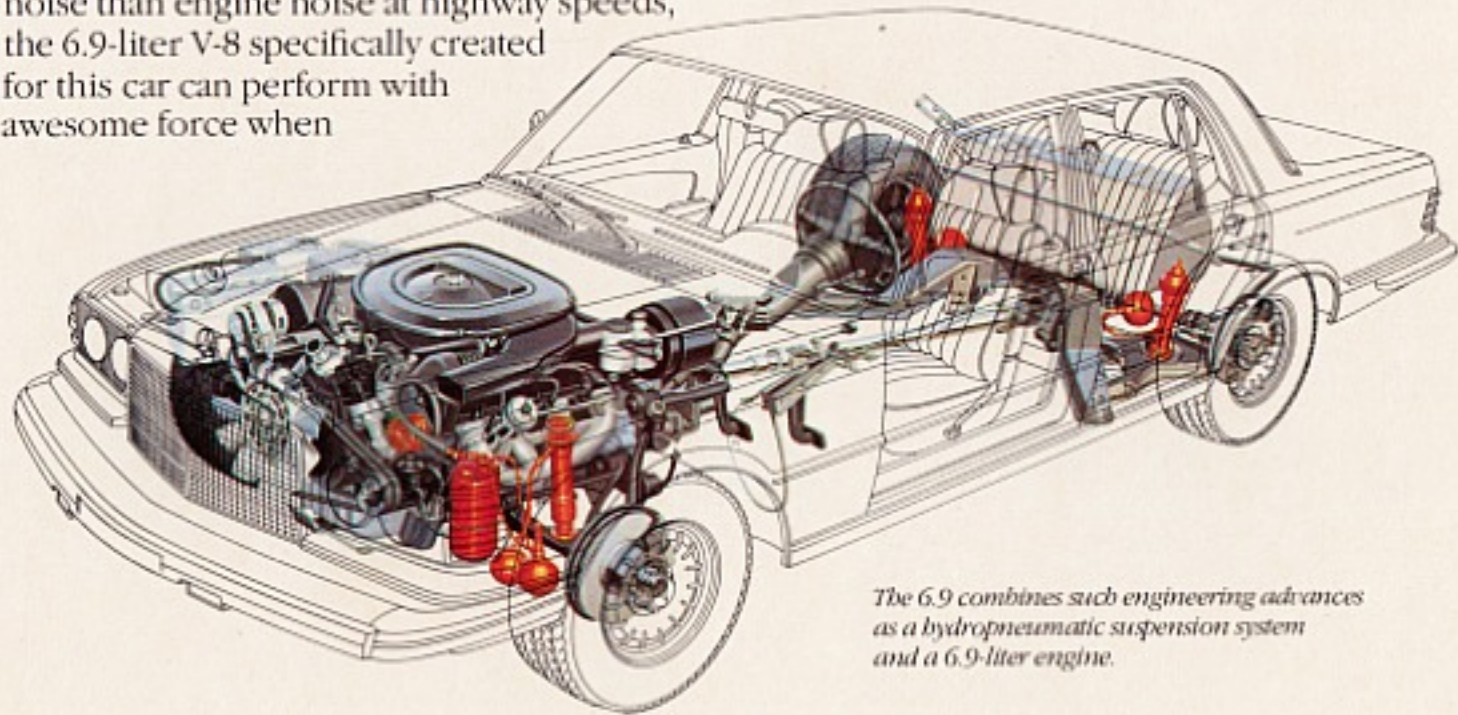
Precedent says that soft-riding cars forfeit any ambitions in the performance area; that superb comfort and peak response don't mix.

The Mercedes-Benz engineers ignored precedent. Result: although it's so quiet that you will probably hear more wind noise than engine noise at highway speeds, the 6.9-liter V-8 specifically created for this car can perform with awesome force when

required—as in that sudden hazardous situation when you need a crisp extra burst to propel you to safety.

The car that had to be built

Like its predecessor, the 6.3, the 6.9 is destined to become an automotive classic. It is a state-of-the-art automobile. Some may describe it as anachronistic—but it represents a Mercedes-Benz ideal in this decade of hobbled wheels.



The 6.9 combines such engineering advances as a hydropneumatic suspension system and a 6.9-liter engine.



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