

Mercedes-Benz 1980



240D

Since introducing the first production Diesel passenger car the world had ever seen in 1936, Mercedes-Benz has steadily expanded and deepened its commitment to the concept that motoring can be both frugal and elegant. And no Mercedes-Benz Diesel more eloquently expresses this concept than the 240D for 1980.



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

Power boost for 1980

The heart and soul of the 240D is a 2.4-liter, four-cylinder Diesel engine tirelessly developed and honed for tireless reliability and efficiency; despite its solid 1.5 tons and first-class accommodations, the 240D has a reputation—unique among fine cars—for *sipping* fuel. For 1980, a series of shrewd technical steps preserves that reputation while increasing power output by 8 percent, an advance even economy lovers can enjoy.

There are still no spark plugs to replace, no carburetors to adjust, and conventional tune-ups are unheard of in the 240D because there is no conventional ignition system to demand them.

The 240D can be ordered with a four-speed manual transmission to eke maximum efficiency from that engine. As an extra-cost option, a four-speed automatic is available.

The 240D has a small appetite for fuel and maintenance, but is decidedly *not* a small car. There is ample space inside for you and four adults and you ride on a comfortably uncramped 110-inch wheel base.



Heating system lets you select separate temperatures for right and left sides of car. Radio and air conditioner shown optional at extra cost.

Time for the 240D

After 44 years of development, the 240D represents the state of the art in the Mercedes-Benz concept of basic Diesel passenger car transportation. After long years of waiting in the wings, it is clearly an idea whose time has now come. There have always been frugal cars, and there have always been elegant cars—but a frugal *and* elegant car: how timely.



280 E

The 280E combines a potent six-cylinder gasoline engine with the most compact sedan chassis in the Mercedes-Benz line—producing an automobile that is as pleasurable to drive as it is efficient.

An educated engine

Tucked behind that renowned Mercedes-

Benz grille is no ordinary six-cylinder engine but a spirited, *double overhead camshaft*, 2.8-liter six-cylinder engine with sophisticated C.I.S. fuel injection.

More efficient for 1980

And this efficiency has been *enhanced* in 1980—now, due to subtle engineering refinements, fuel efficiency is up by over *14 percent* Federal version and over *6 percent* California version.

The 280E is a *civilized* machine to drive and to ride in; even bi-level climate control and a vacuum-powered central locking system are standard.

Elegant as that interior may appear, the primary aim was safety. In fact, the 280E incorporates no fewer than 120 individual safety features—helping show that a safety-minded automobile need be neither ugly nor ungainly.

Even pedestrian safety has been considered. There are no sharp edges or creases on the exterior surfaces of the car. The outside rear view mirror gives way if struck fore or aft. Even the renowned Mercedes-Benz star is on a special

spring-mounted ball joint, to bend away if struck.

The 280E Sedan is a car that does a remarkable number of things, remarkably well—even for a Mercedes-Benz.



Spacious rear seat has steel spring construction for firm support.



Trunk has over 12.57 cubic feet of unobstructed luggage space.



280 CE

Mercedes-Benz Coupes have never been mere two-door versions of a sedan. This 280CE is no exception; it is a singular automobile that becomes more singular the more it is examined.

The shape is that of a subtle wedge, for instance—a shape too efficient to become outdated. Within it is passenger space for four adults; within the trunk, room for their luggage.



Unusually wide doors help create easy access to rear seat area of the 280CE.

More efficient by 14%

Resting within the engine compartment is an eager 2.8-liter, twin overhead camshaft, fuel-injected six. And for 1980, fine-tuning by the engineering wizards of Mercedes-Benz has seen its fuel efficiency jump more than *14 percent* Federal version and over *6 percent* California version—notable progress in a car that could hardly be termed wasteful of fuel in the first place.

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 a concern for performance first and cosmetics a distant second. And note that this rakish coupe is built with a concealed “B” pillar for added side impact protection.

The 280CE, in sum, 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.



Bi-level climate control maintains your choice of comfort through all the seasons automatically. Cassette radio shown optional at extra cost.



Sliding sun roof shown optional at extra cost.

300 D

Five years after its introduction to a startled automotive world, the 300D's five-cylinder Diesel engine not only retains the excitement of a breakthrough design—but for 1980, refreshes it. Painstaking engineering effort has produced a 7.8 percent boost in power in the 1980 version, while that renowned Diesel fuel efficiency continues to work its wonders, gallon after gallon after gallon.

Diesel virtues intact

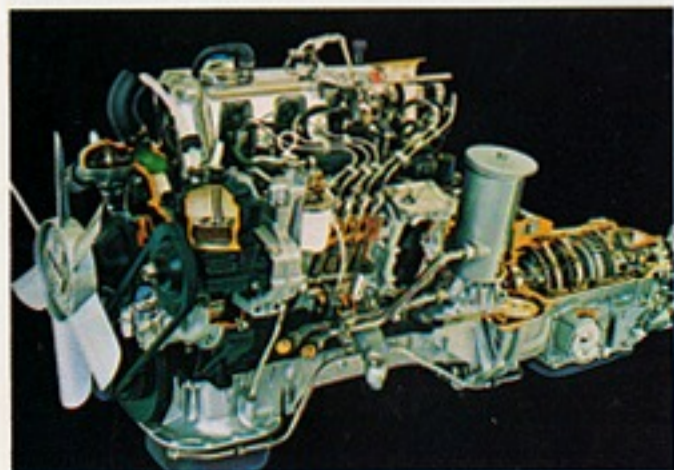
To describe it as a fuel-injected, overhead camshaft, five-cylinder Diesel design is to barely scratch the surface of this engine's appeal. "You have to drive it to believe it" was never more true. Noise and vibration have been so suppressed that a 300D owner may occasionally forget that he's even driving a Diesel as it hums along at speed.

Yet those traditional Diesel advantages remain. No conventional tune-ups, increased reliability, and lower fuel costs—even in this time of rising fuel prices. It is an added pleasure to realize that one fill-up can take you hundreds and hundreds of miles in your 300D.

Mercedes-Benz engineers fretted over and polished the 300D's engine and chassis design for six years before it was finally released for production. Their ingenuity and elbow grease shows, from stem to stern.

A timely statement

With its advanced five-cylinder Diesel engine and its equally advanced body and chassis, the 300D Sedan is a remarkable statement of automotive design—a statement of efficiency, practicality, soundness and common sense that answers the needs of the times.



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



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



300 CD

One of the latest ideas from Mercedes-Benz is this extraordinary coupe. The idea was to fit a five-cylinder Diesel engine into a limited-production two-door automobile.

And one of the latest ideas for this two-door automobile is more power for 1980. The 300CD's precedent-shattering five-cylinder, three-liter engine has been judiciously honed and modified to generate more horsepower — 7.8 percent more horsepower, to be precise.



Complete instrumentation is organized for quick, easy readability.

With its unique five-cylinder configuration, its overhead camshaft and pre-chamber fuel injection—and now with its added thrust—this singular powerplant allows coupe devotees to combine thrift with elegance, and sober common sense with vivid performance.

Taut profile, superb handling

The coupe's rakish shape, 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. Under these good looks is something even more beautiful—a front suspension that links zero-offset front axles with a sway bar to produce extraordinary tracking and sure-footedness on any road surface.

The 300CD: The Diesel coupe with a pedigree

The 300CD reflects Mercedes-Benz experience in building Diesel automobiles *and* in building fine cars. It is more than merely a "personal" car—it is a pathfinding car, the intelligent answer for devotees of exclusive coupes who wish to combine their taste for the exotic with their sense of the practical.



Two-plus-two seating arrangement doesn't stint on rear section; your extra passengers even enjoy a fold-down center arm rest.



Anatomically contoured front seats are adjustable six ways.



300TD

Commonplace station wagon thinking had no place at all in the formulation of this, the first Mercedes-Benz station wagon.

First and foremost, the objective was to make it a *Mercedes-Benz*—with the same regard for safety, for structural integrity and for civilized motoring that distinguishes all cars bearing the three-pointed star.

The 300TD gives the same feel of the road to its driver, the same tenacity in curves, the same serene ability to travel vast distances with restful ease, that marks automobiles built by Mercedes-Benz. Yet it is a *practical* station wagon—from roof rails to cargo hatch to fold-down rear seat.

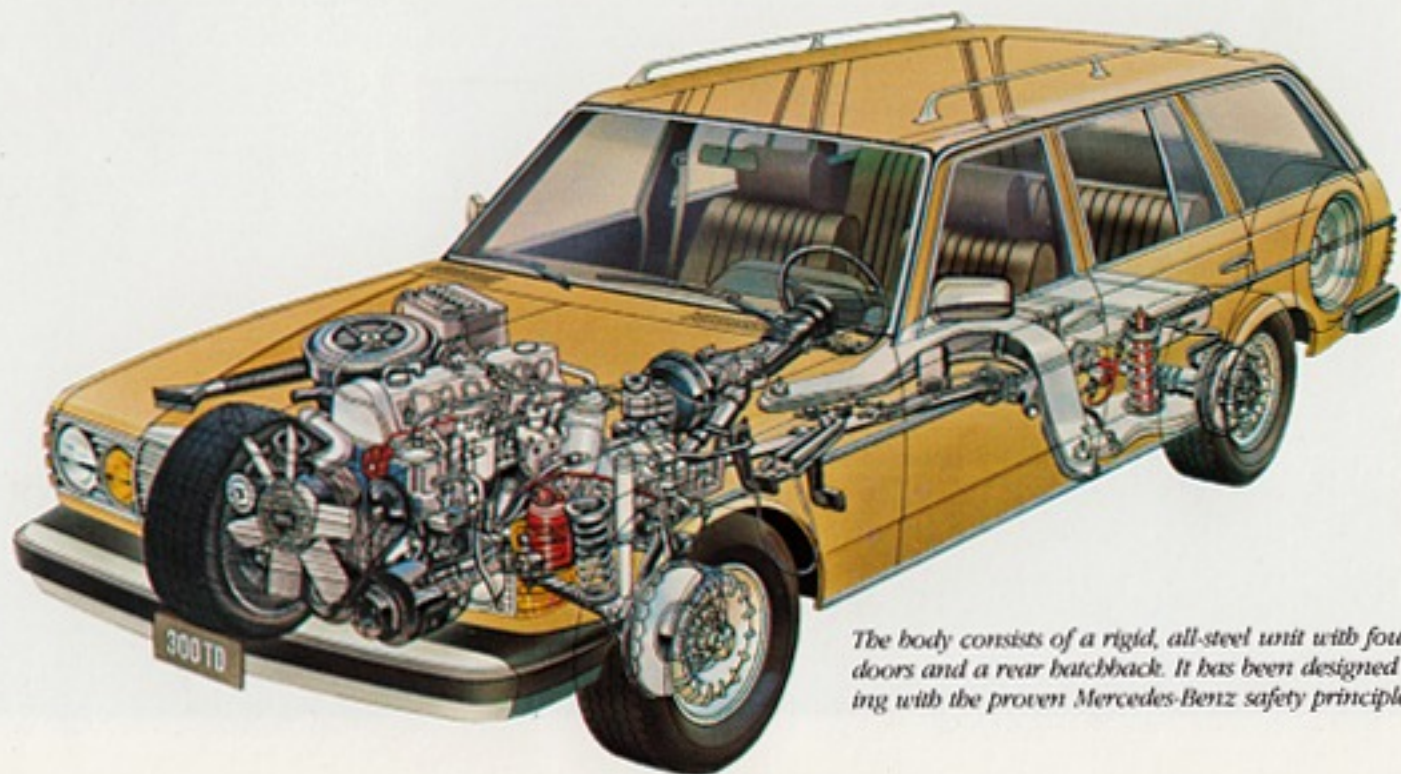
Increased power, standard

The 300TD's smoothly efficient five-cylinder Diesel engine is more remarkable than ever for 1980: 7.8 percent more remarkable, reflecting the 7.8 percent increase in power that engineering ingenuity has supplied.

Supporting the 300TD is perhaps the most sophisticated chassis ever engineered for a station wagon, and assisting in its specialized chores are many unique engineering features. For instance, an automatic leveling system to help keep the wagon riding level, even under heavy loads.

Unlike any wagon ever built

There is no other station wagon quite the same as the 300TD from Mercedes-Benz. It is built to work hard—but to work quietly, smoothly, and *satisfyingly*. If it seems to be the complete station wagon, this may simply be because it is also a complete Mercedes-Benz.



The body consists of a rigid, all-steel unit with four side doors and a rear hatchback. It has been designed in keeping with the proven Mercedes-Benz safety principles.



280 SE

The 280SE may well be the ultimate six-cylinder sedan. It represents a careful graduation in size and performance between the 280E Sedan and the sovereign 450SEL limousine; and for 1980 it reaches a new peak of rationality by showing a full 14.3 percent Federal version and 6.7 percent California version increase in fuel efficiency over the 1979 edition—hardly a “gas-guzzler” in itself.



Bi-level climate control provides a new world of driving comfort. Cassette radio shown optional at extra cost.

A classic Mercedes-Benz

The spacious body comfortably accommodates five adults with all the safety and civilization you have come to expect of Mercedes-Benz.

Consider: the rigid passenger compartment is a single welded unit, forming a strong, 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 the first of *four* rich enamel coats applied.

Take a close look at the 280SE and you will notice some unique features: features like skillfully designed exterior channels, to funnel rain away from the side windows at speed. A body rub strip that is mounted on rubber to eliminate metal-to-metal contact that might cause chipping and lead to rust. The segmented-function tail lights are horizontally ribbed, and use airflow to prevent the buildup of dirt and grime.

A car for the eighties

The 280SE is a splendid combination of Mercedes-Benz virtues: a spacious, smoothly functioning automobile that offers superb handling and pleasing performance in a manner as timeless as the silver star itself.



Complete instrumentation includes a tachometer and quartz chronometer.



Sliding sun roof shown optional at extra cost.

300SD

The 300SD Turbodiesel is perhaps the most *un-Diesel-like* Diesel passenger car ever built.

In wheelbase, in appearance, in its plush interior fittings, the 300SD Turbodiesel is all but indistinguishable from the most senior gasoline-powered Mercedes-Benz sedans—raising the once humble Diesel to virtual parity with some of the world's most elegant automobiles.

But the 300SD Turbodiesel signifies in more ways than one that the Diesel has finally arrived. It is almost equally indistinguishable from its gasoline-powered counterparts in *performance* as well.

The Turbodiesel's five-cylinder engine was already turbocharged—an engineering master-stroke that blends the most desirable traits of a gasoline and a Diesel engine into one. For 1980, careful technical refinement has further boosted this turbocharged engine's power output by a gratifying 9.1 percent while retaining its remarkable fuel efficiency.

In reconciling the demands of both



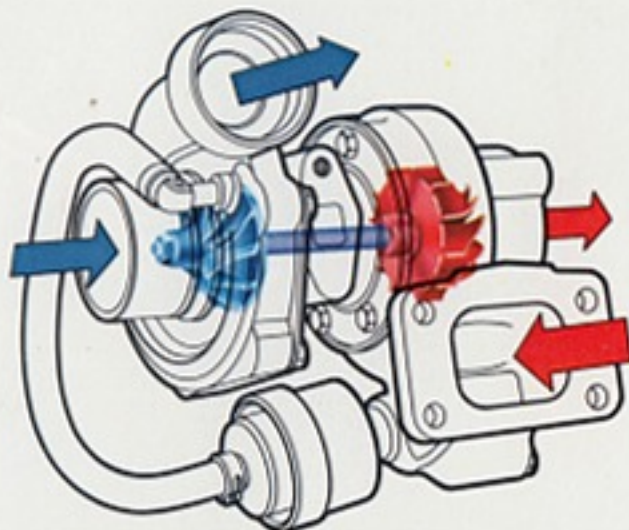
Handcrafted seats built in Mercedes-Benz own upholstery shops are anatomically designed to lessen fatigue while providing good comfort.

gasoline and Diesel engine advocates within one and the same automobile, the 300SD Turbodiesel stands as the most significant Diesel passenger car of the modern era—not just a new kind of Diesel, but a timely new kind of car.

The secret: turbocharging

The basis of the Turbodiesel's vivid performance is that five-cylinder, 3-liter Diesel engine pioneered by the 300D Sedan, now turbocharged and thus transformed. Turbocharging boosts maximum power by 45% and maximum torque by a stunning

42%. This increase in power provides the 300SD with the acceleration, passing ability, and freeway entrance performance you previously expected only from gasoline-powered cars.



The 300SD's turbocharger harnesses the energy of the engine's own exhaust gases to power two varied wheels—a turbine (red) and a compressor impeller (blue).



Sliding sun roof shown optional at extra cost.

450SEL

The 450SEL Sedan so successfully combines the muscular and the plush that it has become almost a fixture on one or another authoritative list of "the best all-around cars in the world."

It is one of the few cars today that is purchased for performance by many people, and for pure driving comfort by many others—a remarkable synthesis of two automotive breeds on one set of wheels.

33.3% more desirable for 1980

The 450SEL's most impressive aspect is its masterful *totality*—the way it functions as a harmonious whole.

But if you were to focus on one single part, the engine would tell a revealing tale. It is one of the most advanced V-8's of its type in the world: bristling with technical sophistication, brimming with silky smooth power. Yet for 1980, those conscientious Mercedes-Benz engineers have—without downsizing or corner-cutting—actually increased its *fuel efficiency* by 33.3 percent. One of the world's most desirable cars be-



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.

comes just that much more desirable as a result.

There is simply no other automobile in the world today quite like the Mercedes-Benz 450SEL. It is an exercise in engineering precision for which the only accurate word is simply "magnificent."



450SL

One by one, the elegant purebred open roadsters have disappeared from the marketplace in recent years. But the 450SL survives—alone, and magnificent.

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

Welcome news for 1980

The 450SL is powered by the sophisticated Mercedes-Benz 4.5-liter V-8 engine, which has emerged from the engineering department in its 1980 form with fuel efficiency enhanced by no less than *33.3 percent*. Overhead camshafts, fuel injection and other features fit to warm an enthusiast's heart are carried over intact.

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



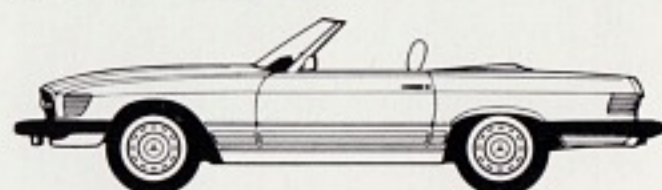
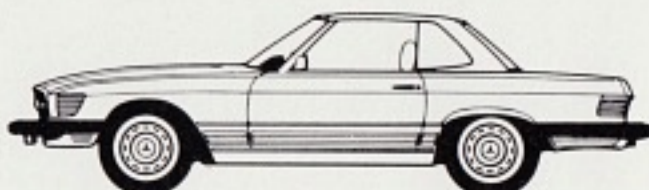
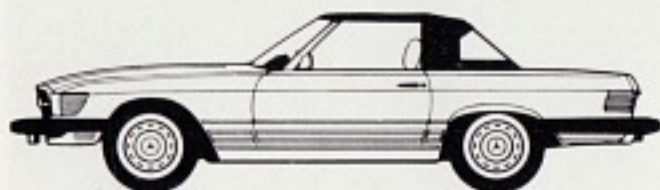
A sports car with the amenities of a luxury sedan.

Cassette radio shown optional at extra cost.

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.

1980 brings a bonus

For 1980, the 450SLC has hardly rested on its laurels: that mighty 4.5-liter V-8 under the hood has been lovingly burnished by the engineers until they produced a net increase of *33.3 percent* in fuel efficiency over the 1979 version. Because the 450SLC is not an economy car is no reason why it need be wasteful.

And just because the 450SLC is an exotic car needn't mean it is frivolous. Study the interior.

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.



Inside, the 450SLC is filled with luxurious appointments like genuine leather seats.

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.



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Mercedes-Benz 1980 EPA Mileage Figures

References made in this brochure to mileage and efficiency are based upon the 1980 EPA fuel mileage figures listed below:

Model Type	States	Estimated* mpg	Cruising Range
240D Sedan, Manual	50	28	481
240D Sedan, Automatic	50	26	447
280E Sedan	50	16	337
280CE Coupe	50	16	337
300D Sedan	49	23	485
300D Sedan	Calif.	24	506
300CD Coupe	49	23	485
300CD Coupe	Calif.	24	506
300TD Station Wagon	49	23	425
300TD Station Wagon	Calif.	24	444
280SE Sedan	50	16	404
300SD Sedan	49	24	520
300SD Sedan	Calif.	24	520
450SEL Sedan	50	16	404
450SL Coupe/Roadster	50	16	380
450SLC Coupe	50	16	380

*Compare this to other cars. Your mileage may differ depending on speed, weather conditions and trip length.