

MERCEDES-BENZ 1987

EUROPEAN DELIVERY





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THE IRRESISTIBLE LOGIC OF COMBINING EUROPE AND YOUR NEW MERCEDES-BENZ



The European Delivery Center, on the grounds of the Mercedes-Benz factory in Sindelfingen, is your first stop on an unforgettable European vacation.

Over 100,000 Americans have experienced firsthand the remarkable ease of picking up a new Mercedes-Benz at the Mercedes-Benz factory in Stuttgart-Sindelfingen, West Germany.

They have also experienced the deep pleasure of discovering Europe as relatively few others have. They have traveled, as you will travel, at their own pace, living by no one's schedules but their own. They've enjoyed the freedom to discover the off-the-beaten-path places that make Europe the constantly surprising, constantly enchanting continent that it is.

And they've also experienced an even greater and more lasting pleasure, the pleasure of returning home with a new Mercedes-Benz.

On the pages that follow, you will discover how you too can combine the charm, wonder and excitement of Europe with the comfort, reassurance and satisfaction of a new Mercedes-Benz.

Upon your arrival at the factory gates in Stuttgart-Sindelfingen, you will be ushered through a delivery experience that is as memorable as your European trip itself.

You arrive at the European Delivery Center, a model of hospitality and comfort. It was designed expressly to meet the needs of the hundreds of European Delivery customers who pass through it each day.

Indeed, up to 800 cars a day are picked up at the Center, most of them by Europeans, who traditionally prefer to take delivery of their new cars at the factory. And, while Americans are privileged to have a special facility to themselves, there is ample opportunity to mingle with Europeans and other travelers from around the world.

When you arrive, you may freshen up in the Center's extensive facilities. You can also take advantage of the complimentary meal ticket included in your order, which entitles you to a free breakfast or lunch at

any of the Center's first-class restaurants.

A computerized planning system has long since ensured that your car will be ready and waiting. While your order is being processed, you will be invited on a fascinating tour of the surrounding assembly plant (the tour is explained in detail later in this brochure). You can also observe the plant in full operation in a 30-minute film presentation at the Delivery Center auditorium.

After your tour and your meal and your rest comes the most exciting moment of your visit. Your name is called; it is now time to come and take delivery of your new Mercedes-Benz.

But even now, the Delivery Center staff insists on ensuring that you're thoroughly prepared for your European journey—and your ownership of a Mercedes-Benz. Before you embark on your European driving vacation, the staff will give you a familiarization, practical information, and useful tips about your new car.



From check-in to a complimentary meal to delivery of your new car, the European Delivery experience is uncommonly friendly and efficient.

The immaculate Mercedes-Benz European Delivery Center is a model of hospitality and comfort.



MERCEDES-BENZ
DELIVERY CENTER

The European Delivery Center is located right at the Mercedes-Benz assembly plant in Stuttgart-Sindelfingen, West Germany. We recommend that you pick up your new Mercedes-Benz here at the Delivery Center, although you can arrange to have it delivered to another European city at extra cost.

Stuttgart sits at the hub of central western Europe, and is readily accessible by train or air. The European Delivery Center is approximately 11 miles southwest of Stuttgart Central Railroad Station, and approximately 12 miles west of Stuttgart Airport, which is connected to the airports in Frankfurt and other European cities by frequently scheduled air links.

With confirmation of your order for delivery at Sindelfingen, you will receive a taxi coupon entitling you to a free taxi ride from the Stuttgart Central Railroad Station or the Stuttgart Airport to the European Delivery Center. Choose any taxi whose company is named on the

coupon. Hand the coupon to the driver and you will be quickly delivered to the factory gates. The European Delivery Center is open Monday through Friday from 7 a.m. to 4 p.m. It is closed on Saturdays, Sundays and legal German holidays.

European Delivery can be arranged at any time of the year. It is busiest in the summer tourist season, so the closer you come to picking up your Mercedes-Benz in the peak season, the more time you should allow for your order to be processed. But, regardless of the time of year, you should place your order with your local authorized Mercedes-Benz dealer well in advance of your European trip.

However, even if you should decide to visit Europe on a moment's notice, give your Mercedes-Benz dealer a call. Mercedes-Benz can often fill last-minute orders, although your choice of specifications may be limited in such cases. A minimum of three weeks is required to process short-notice orders.



Stuttgart, at the hub of central western Europe, is easily accessible by train or air. The Mercedes-Benz factory is a short—and complimentary—taxi ride away.

A Mercedes-Benz representative will personally give you a familiarization and final tips about your new car.



While you wait for your order to be processed, you will be invited to take the Delivery Center's fascinating—and often surprising—tour of the Sindelfingen assembly plant.

Specially constructed Mercedes-Benz buses, with wide glass windows and glass roofs, actually drive *inside* the factory buildings. You will be struck by the immaculate appearance of the factory.

You may also be surprised at how slowly the assembly line moves. But such a pace engenders superb craftsmanship.

Robots and craftsmen work side by side. You'll see computer-welders one moment, and craftsmen armed with only experienced eyes the next.

Once your tour of the assembly plant is over, you are ready to take delivery of your new Mercedes-Benz. And now you will do so with an even richer appreciation than before.



Souvenirs are available in the Delivery Center Gift Shop. The famous Mercedes-Benz museum is located at Mercedes-Benz headquarters in Stuttgart-Untertuerkheim.

Along much of the 1169 miles of assembly line is something to fascinate—and reassure.



When you pick up your new Mercedes-Benz in Stuttgart-Sindelfingen, you are less than a day's drive from many of Europe's most alluring cities.

Stuttgart itself, the capital of the State of Baden-Württemberg, is the ideal gateway to the continent. Stuttgart offers something for every taste. It's a city where cultural tradition blends with a progressive Germany.

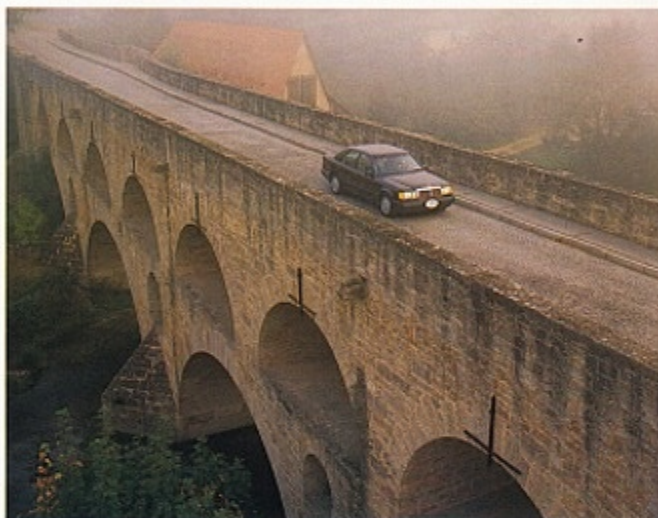
From here, your choices are limitless. There are so many places to visit that the greatest problem you may have will not be getting there, but deciding where to go.

Zurich—and the Swiss Alps—are two hours south. Drive beyond Zurich and soon you come to the beaches and casinos of the French Riviera. The Italian border is about 250 miles from Stuttgart. Beyond it, Venice and Milan are a feast of art and architecture. To the north, colorful Amsterdam, and just farther, Scandinavian mountains and fjords.

Berlin, Paris, London—the world's great cities are close by; baroque churches, sleepy medieval villages, and ancient castles dot your way toward them. You will find driving through Europe not only a magical experience, but an unproblematical one as well. Your valid U.S. driver's license will be honored in most European countries. A special insurance coverage, to protect your new car while in Europe, is legally required. Your local Mercedes-Benz dealer will help you obtain this insurance package.

While driving in Europe, you are supported by a vast network of Mercedes-Benz dealers throughout the continent, and by the Mercedes-Benz warranty. Should your car require servicing, efficient, professional help is never far away.

Finally, before you leave for Europe, you will be asked to sign an application for international customs license plates, which will be affixed to your car at the Delivery Center. Your American passport will allow you to drive across all international borders in Western Europe.



Part of the fun of driving in Europe is the ease of driving in Europe. You'll find it surprisingly simple, logical and trouble-free.

From Stuttgart, Europe's most alluring sights and cities are within easy driving range.





MERCEDES-BENZ

DELIVERY CENTER

ALL OF EUROPE IS BEFORE YOU, ALL THE PAPERWORK IS BEHIND YOU



*With details arranged beforehand,
worries about picking up your car, or
returning it to the United States,
won't burden your European vacation.*

One of the most attractive aspects of the European Delivery program is that its details are largely taken care of before you embark on your European vacation. The tight network of the Mercedes-Benz organization makes for efficient communication between your local authorized dealer and the European Delivery Center.

With details arranged beforehand, worries about the delivery and return of your car won't burden your vacation.

Your dealer takes care of all paperwork connected with European Delivery. You simply decide on the model and special equipment you want, then tell him when and where you want your car delivered, how long you plan to stay in Europe, and the return shipment arrangements you'd like to have made.

And that's it. Your dealer will prepare all the necessary documents for ordering, licensing and delivery, ready for your signature.

Before you even decide which Mercedes-Benz model you want, its color and specifications, and when and where you want it delivered, make sure you're ordering from the man who *knows* Mercedes-Benz automobiles, your authorized Mercedes-Benz dealer.

He alone can give you all the facts about optional equipment and color availability of specific models. He alone can follow up with an *after-sale* support program that adheres to the standards set by Mercedes-Benz. He alone knows all the details of the Mercedes-Benz European Delivery Program.

Like other aspects of European Delivery, Mercedes-Benz has made payment as simple as possible. Just place a deposit with your dealer when you give him your firm order. A *confirmation of order* will be issued, reflecting all order specifications and payment requirements prior to a scheduled delivery in Europe.

Along with your confirmation of order you will receive a *confirmation portfolio*, a wealth of

useful information about driving in Europe. Included are road maps, a Guide to Motoring in Europe, information about hotels and transportation, a Delivery Center brochure, and insurance and warranty information. This will allow you to plan your entire trip before you leave home, and will provide you with useful information while you're traveling.

Before you leave, you may be asked to sign certain documents. An Export Deposit Form is required if first delivery of the car is to be made in Europe. Cars must leave Germany within six months after the date of registration, or the German Value Added Tax will be assessed. Therefore, a refundable export deposit is required. The U.S. Customs duty is deducted from this deposit and the balance is mailed back to you.

Also, if you wish to have your car delivered to a European city other than Stuttgart, you will be asked to sign an Authorization for Conveyance.

Eligibility for the European Delivery Program is confined to tourists—residents of the U.S.

who place their order within the customs territory of the United States, and who go to Europe in person and return their car to the U.S. Diplomats are also eligible—members of diplomatic and certain semidiplomatic missions or organizations in the United States, depending on their U.S. visa status.

Corporate purchases are welcomed. And, while Mercedes-Benz of North America, Inc. does not have a formal leasing program of its own, many authorized dealers do. A basic lease will cover the fully equipped car delivered at the factory. However, an all-inclusive European lease package may include not only the fully equipped car, but also your transatlantic round-trip airplane ticket, European road insurance, and U.S. customs duty.

Ask your authorized dealer about his European Delivery Lease Plan. It can be a convenient way to combine Europe and a new Mercedes-Benz with a minimum of cash outlay.

When you're ready to end your stay in Europe, you simply leave your car with a professional

forwarding agent in one of the many designated European cities. In a short time, your car will be available at the authorized Mercedes-Benz dealership of your choice.

The comprehensive European Delivery Program spares you all the trouble of collecting your new car at the docks, dealing with U.S. Customs, vehicle preparation and inspection.

The program includes inland transportation within Europe, catalyst installation on gasoline models, ocean shipping, marine insurance, European and U.S. port, wharfage and handling charges, and transportation from the port to your local dealer. It also includes comprehensive testing and inspection *after* shipping at one of the Mercedes-Benz Vehicle Preparation Centers in the United States.

When your car arrives at your authorized Mercedes-Benz dealership, your dealer will contact you, so that final delivery arrangements can be made.



Your confirmation portfolio includes useful information about driving—and traveling—in Europe. Once your car is returned to the U.S., it is checked out at a Vehicle Preparation Center before delivery to your dealer.

Our current European Delivery Price Guide reflects the estimated customs duty for each Mercedes-Benz model. The dutiable value of all cars is based on transactional value; that is, the price you actually paid or the invoice price.

Mercedes-Benz of North America, Inc. will pay the U.S. Customs Duty on your behalf and charge the amount against your export deposit. Any difference in customs duty will be refunded to you.

The Mercedes-Benz you pick up in Europe is manufactured to U.S. specifications. All cars meet American emissions and safety standards and are serviceable at any authorized Mercedes-Benz dealer.

You will find the servicing and support of your Mercedes-Benz to be as extraordinary as the car itself. Your authorized dealer has specially trained technicians and nationwide facilities to back him up. Most dealers offer exclusive Mercedes-Benz Signature Service. And Mercedes-Benz Roadside Assistance is now available in all contiguous United States.



MERCEDES · BENZ

1987 EUROPEAN DELIVERY

EUROPEAN DELIVERY: IN ANY OF THESE FOURTEEN EXTRAORDINARY CARS, AN EXTRAORDINARY EXPERIENCE



A thousand years of history is within a day's drive from Stuttgart; in any one of the most technologically advanced automobiles ever to come from Mercedes-Benz.

Discovering Europe in an automobile is a pleasant, rewarding and memorable experience. Discovering Europe in a new Mercedes-Benz is an experience like no other in the world.

For 1987, this holds more truth than ever; the unique position Mercedes-Benz has long held in the automobile world has been further enhanced by a line of cars that, by every measure, is the most extraordinary ever to come from Mercedes-Benz.

Fourteen models are presented in all. Representing the most sophisticated technology—and the most vivid performance capabilities—in Mercedes-Benz history.

Representing, also, the widest choice of model types and personalities in Mercedes-Benz history. Sedans, a coupe, a coupe/roadster—even a station wagon. In diesel and turbo-diesel and gasoline form. In performance ranging from startling to stunning. Each is engineered to perform with uncommon road-holding poise and responsibility. To perform, in brief, like a Mercedes-Benz.



For 1987, the Mercedes-Benz 190 Class expands to five exciting gasoline, diesel, and turbodiesel models. Each is equipped with Supplemental Restraint Systems (SRS). And each represents a masterful blending of agility, civility, and lively performance.

Forerunner of the 190 Class, the 190E 2.3 Sedan returns for 1987 with its 2.3 liter, four-cylinder engine increased in power and performance. Left intact, however, is the blend of quick reflexes and Mercedes-Benz comfort that set it apart from conventional sports sedans.

Making its debut for 1987 is the all new 190E 2.6 Sedan. Propelled by a 158 horsepower, 2.6-liter, six-cylinder engine, it moves from zero to 55-mph in 7.2 seconds. Performing equally impressive handling maneuvers en route via its unique multi-link independent rear suspension. Myriad passenger and driver amenities are standard.

Fuel efficiency, iron durability, and minimal maintenance needs characterize the 190D 2.5 sedan. Acoustically encapsulated within the engine compartment, its spirited 2.5 liter, five-cylinder engine is so smooth and quiet that you may barely notice you are driving a diesel.

Also new for 1987 is the 190D 2.5 Turbo Sedan.* Incredibly quick, remarkably smooth, this turbodiesel sports sedan reconciles adept performance with pure diesel efficiency. Conspicuously absent are noise and vibration.

Ranking, inarguably, as the world's reigning sports sedan is the 190E 2.3-16. Powered by a dual overhead cam, four-cylinder, 16-valve gasoline engine, it can achieve a test track maximum of circa 137-mph and a zero-to-55 time of 6.7 seconds.

Quick, trim, agile, civilized. The 190 Class for 1987.



With the 190 Class of sedans—the 190E 2.3, 190E 2.6, 190D 2.5 and 190D 2.5 Turbo, 190E 2.3-16—Mercedes-Benz claims undisputed leadership of the sports sedan world.

*Not available in California.





Mercedes-Benz has enhanced the allure of the 300 Class by widening the choice to four models for 1987. From multilink independent rear suspension to innovative six-cylinder gasoline and turbodiesel engines to their Anti-lock Braking (ABS) and Supplemental Restraint (SRS) Systems, the 300 Class represents a quantum leap in automotive technology.

The newest expression of that leap is found in the all new 260E. Swift, smooth, astonishingly quiet, this six-cylinder, 2.6-liter, gasoline-powered sedan can climb to a lofty 134-mph on the test track.

Returning for 1987 is the celebrated 300E. Powered by a lightweight, 177-hp six-cylinder gas-powered engine, this smooth and nearly silent sedan can circle the test track at 140-mph.

One of the sanest, most civilized, most liveable sedans on the road, the 300E is equipped with virtually every driver and passenger car provision in the Mercedes-Benz book. *Road and Track* has declared that the 300E "may even be the best four door sedan in the world today."

The turbodiesel equivalent of the 300E, the new 300D Turbo Sedan, shatters all diesel myths. Its acoustically-encapsulated

six-cylinder engine produces an astonishing 128-mph top test-track speed.

The all new 300TD Turbo combines the legendary virtues of Mercedes-Benz engineering with the practical advantages of a station wagon. Its engine is a six-cylinder, three-liter turbodiesel that generates 143 hp, 195 lb-ft of torque. Yet this is no mere speed merchant but a highly practical station wagon, affording a maximum cargo capacity of 76.8 cubic feet.

The 260E, 300E, the 300D Turbo, and the 300TD Turbo. Four engineering legends from Mercedes-Benz.



The all-new 300 Class, in six-cylinder gasoline and turbodiesel variants: advanced technology in the service of advanced performance.





The Mercedes-Benz S-Class for 1987. Three magnificent 121-inch wheelbase sedans—the 300SDL Turbo, 420SEL, and 560SEL. And two lithe sporting machines—the 560SL Coupe/Roadster and 560SEC Coupe. Whichever you choose, you will be driving a flagship example of Mercedes-Benz engineering.

The 300SDL virtually redefines what a diesel automobile is. A 6-cylinder engine propels it to 121 mph on the test track—a figure previously unheard-of for a diesel. Its remarkable comfort, quiet and smoothness make it inarguably the world's flagship diesel passenger car.

The 420SEL Sedan is powered by a 4.2-liter light-alloy V-8 engine which produces 201 hp at 5200 rpm and has a top speed of 130 mph on the test track.

In the 560SEL Sedan, power and comfort are blended as in no other automobile extant. The power is generated by a 5.6-liter light-alloy V-8 engine. The comfort is delivered via a cabin measuring 100 cubic feet in total volume, and with every amenity you would expect of a car of this rank.

Rounding out the S-Class for 1987 are the 560SL Coupe/Roadster and the limited production 560SEC Coupe.

The SL has long occupied a unique niche in the automobile world. For 1987, a 5.6 liter V-8 engine renders this legendary top-down performance machine more compelling than ever before.

Sharing this formidable engine is the 560SEC Coupe, a car uniquely equipped to handle this new surge of power. Graceful, nimble and astonishingly quiet, it is as civilized a performance machine as the world is likely to see.

The Mercedes-Benz S-Class for 1987: no more extraordinary automobiles have ever come from Mercedes-Benz.



The senior automobiles of Mercedes-Benz—the remarkable S-Class—boast sybaritic comfort and stunning performance across the board.





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