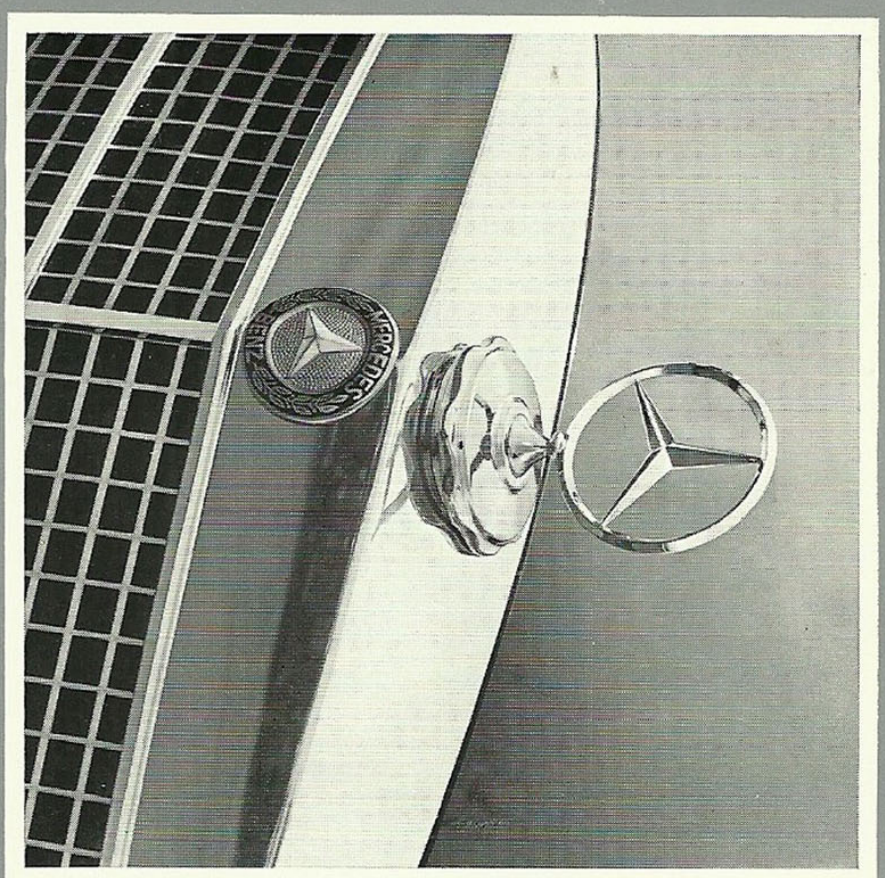
MERCEDES-BENZ



The name Mercedes-Benz is known and respected by many Americans. But few know its founders share credit for inventing the automobile, in 1886.

Gottlieb Daimler and Karl Benz were not financial geniuses or industrial tycoons. They were hard-headed mechanical engineers. Men who valued technical perfection and flawless workmanship above all else.

Today, at Mercedes-Benz, such engineers still rule the roost. Design decisions are made by an engineer, not a cost accountant or a marketing expert.

As a result, even the least costly Mercedes-Benz sedan offers braking, steering and suspension systems that are closer to a Le Mans racing machine than to any domestic luxury car.
Unconventional? Defiantly so.

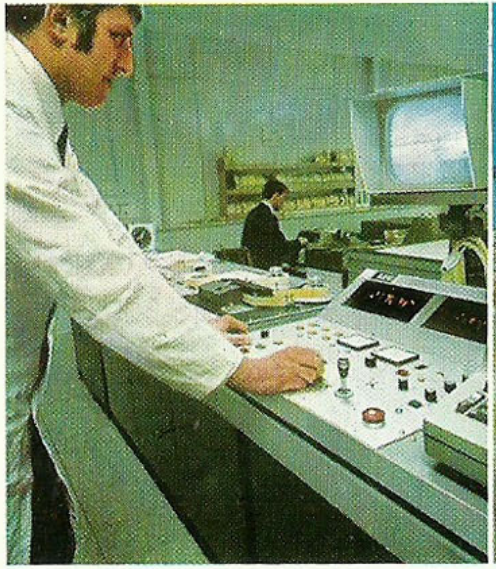
But Mercedes-Benz does not build conventional cars, and never will.

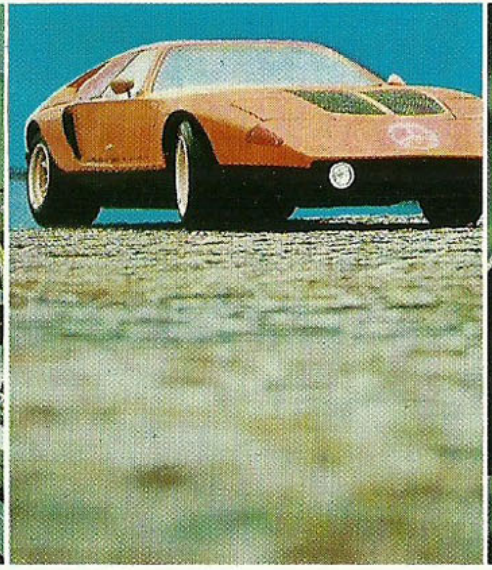
Mercedes-Benz tolerances often require Mercedes-Benz-built tools—and a computer to design them.

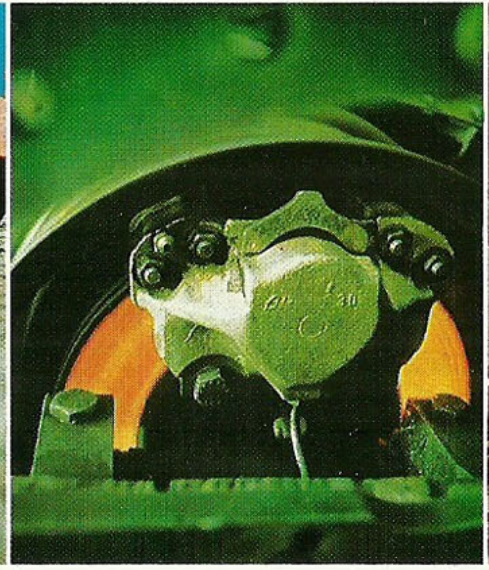
Rotary piston Wankel engine powers the experimental C 111. At 186 miles per hour, it is perhaps the world's fastest laboratory.

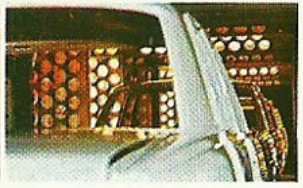
Nine successive applications at 135 miles per hour in a "destruction" test turns disc brakes fiery red. They must endure this torture fifty times—and suffer no damage.

Bodies are welded 8,000 or more times. The final coat of paint is baked to 270° F. Even inner crankcase surfaces are painted—to "bind in" particles that might cause wear.









The least costly Mercedes-Benz with engineering features still unavailable on the most expensive domestic sedans.

You can't buy a domestic sedan with performance features like four-wheel disc brakes or fully independent suspension—at any price.

Yet these features are standard on the 220. The reason is simple. Mercedes-Benz engineers know that disc brakes *resist fade* far better than common drum brakes. And that fully independent suspension provides *maximum roadholding* and handling agility.

In overall size, the 220 presents a delightful compromise. Although sufficiently spacious for a party of five, and a surprising 20.5 cubic feet of luggage, the 220 is still nimble enough to make a "U" turn in less space than a standard Volkswagen. It's fun to slip the 220 through traffic and into parking spaces too small for run-of-the-road behemoths.

The 220 engine is a sophisticated, minutely balanced, overhead-cam unit displacing 2.2 liters. Engineered with five main bearings, it combines the smoothness of a six and the economy of four cylinders.

The 220 may be the least costly Mercedes-Benz. But in terms of the care with which it was engineered, it is no less a Mercedes-Benz than our 600 limousine. And therein lies the 220's *true* value.

220

An economy car so economical it doesn't even use gasoline.

This unique automobile is engineered for people who want an economical car but simply refuse to venture onto today's highways in a cramped little featherweight.

The 220 D is a full-sized sedan designed for five full-sized adults. Yet it will reward you with fuel costs that match those enjoyed by the tiniest subcompacts on the road.

The Diesel works its incredible fuel economy in two ways.

First, it uses diesel fuel which costs less than regular gasoline in almost all states.

Second, it delivers up to twenty-five miles to the gallon. Few subcompacts are willing to boast of more. So your monthly fuel bill could be less than half the amount of any full-sized domestic car.

But there's more than just fuel savings. The Diesel is *so* simple, it dispenses with many parts that normally end up costing you money.

The 220 D completely eliminates the conventional ignition system. It has no spark plugs, no distributor. No points, no coil or condenser. So it completely eliminates the conventional tune-up.

Yet for all its economy, the 220 D is engineered and crafted to the exacting standards that characterize every Mercedes-Benz.

In fact, 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.

220D

The near perfect mating of suspension, brakes, powerplant and functional design makes it one of the most desirable "sports sedans" in the world.

The Mercedes-Benz 250 feels more like a sports car than the sedan it is. It should. Its engineering far more closely resembles that of a true sports car than a typical sedan.

Breeze through some mountain curves and feel it obediently react to your every whim. You'll experience the exhilaration of *really* driving again.

The secret is in the balance of the machine. The 2.8-liter overhead-cam engine is so efficient it develops almost *one horsepower from each cubic inch of displacement.* Result: A powerplant that doesn't pay for its performance in excessive weight or gasoline consumption.

Yet, the brakes are engineered to be even stronger than the engine. And the all-independent suspension system is one of the most advanced designs ever employed in a passenger car. Front: unequal-length A-arms and anti-sway bar to reduce body lean in corners. Rear: Daimler-Benz diagonal-pivot axle and anti-sway bar.

This superb blend of components has made its mark among automotive editors who test scores of cars each year. Typical was the reaction of an expert from *Car & Driver* after thoroughly testing the 250.

"Offhand, I can't think of any other four-door sedan in the world—with the possible exception of the Maserati Quattroporte—that handles, steers and stops like the Mercedes."

Quite a compliment. But then the 250 is quite an automobile.

250

Perhaps the only Mercedes-Benz we sell on the basis of looks.

Our 250 Coupe is designed for the man who prefers the élan of a Coupe to the ultimate functionality of a four-door sedan.

A sharply raked windscreen, roof strips that serve as ski-rack anchors, and frameless side glass distinguish the Coupe from its 250 sedan counterpart.

Yet, although the differences rest primarily in looks, the Coupe shares its fundamental approach with every other car we build.

Like every Mercedes-Benz, the Coupe is engineered around *people.* Wide doors and seatback locks that disengage automatically facilitate entry to the rear compartment.

The graceful roof is more than a styling exercise. It's part of a sturdy safety zone encircling the occupants.

And like every Mercedes-Benz, the Coupe's reputation rests on its performance.

As in the 250 sedan, suspension is fully independent, featuring a rear axle with four constant-velocity couplings. A disc brake is stationed at each wheel. And an overhead-camshaft, 2.8-liter engine provides a rational balance between power and economical operation.

It's these things that make the 250 Coupe *truly* beautiful.

250 COUPE

All luxury cars appear to be comfortable during a short test drive. Our 280 SE feels comfortable after an all-day drive.

Most luxury cars are designed with a huge wheelbase, effortless power steering, pillow-soft suspension and even softer seats to isolate you from the road. Rather impressive credentials in a once-around-the-block test drive at 25 miles an hour. Another story, however, on a trip.

The Mercedes-Benz 280 SE defines luxury in a completely different way.

It was designed to hold an unwavering course on a German Autobahn, where speeds of 120 miles per hour are not uncommon. To negotiate, with both speed and certainty, the steep switchbacks of an Alpine pass.

Designed to give you the luxury of *control.* Control that erases the tensions that build over long drives in a car whose responses are less sure.

The 280 SE is blessed with fully independent suspension. It holds the road, any road, without wallowing or wandering. It refuses to be unsettled by dips or bumps.

And through the curves you tend to stay upright, not flung from side to side.

But roadholding alone isn't enough to satisfy our concept of luxury. So we designed the interior for extended stays, not showroom demonstrations.

Orthopedic surgeons contoured the seats to give you firm support. Seat springs have been tuned to eliminate those tiny vibrations that can contribute to fatigue. Even the steering system has a special shock absorber.

It all adds up to a very different, very satisfying concept of luxury.

280 SE

A new high-performance touring sedan for those who value technical innovation ahead of gadgetry.

It seems the manufacturers of luxury automobiles consider optional equipment more important than the car itself. Any new device that further isolates the driver from driving is worth its weight in press releases.

To such standards, the Mercedes-Benz 280 SE 4.5 does not conform.

It has no vanity mirrors, no device to switch the headlights on automatically, and no remote control trunk release.

Instead, the 280 SE 4.5 is equipped with fully independent suspension, four-wheel power disc brakes and an overhead-cam V-8 engine. And instead of carburetors, it has still another performance feature you can't find on any domestic sedan—*electronic fuel injection.*

An incredibly precise electronic computer measures manifold vacuum, engine speed and load, water and intake air temperatures. And then injects an exact amount of fuel for each cylinder.

As a result, the engine is almost immune to changes in outside air temperature or altitude. In tight corners, gravity can't "starve" it of fuel—because fuel injection is unaffected by even the most extreme cornering situations. And you get significantly more power with no sacrifice in economy.

To the man who demands something more than an automated living room, such *performance* innovations make driving something to do. Not something that must be done.

280 SE/SEL 4.5

A limited edition sedan, equipped with a 4.5-liter V-8, air suspension, and standard equipment that extends to reading lamps and a stereo radio.

The 4.5-liter V-8 that powers the 300 SEL 4.5 was engineered for effortless hour-after-hour high-speed cruising. Overhead-camshafts permit engine speeds up to 5,800 rpm. But at 60 miles per hour it's turning a leisurely 2,900 rpm.

Unlike any domestic sedan, the 4.5 employs fully independent suspension. A system that has led experts to compare our cornering prowess to that of the best handling sports cars on the road.

But the 300 SEL 4.5 has still another innovation in its suspension. A cushion of *air* stationed at each wheel. These cushions act like bellows to soak up shock and vibration.

In addition, this unique air suspension system automatically compensates for load. Add a trunkful of luggage and it returns to normal road clearance in seconds with a barely audible hiss.

It may surprise some people to learn that the 4.5 is roomier inside than most domestic sedans. Even though it "sacrifices" about two feet in overall length to its rivals. A modest victory for those who seek comfort instead of status.

Every 300 SEL 4.5 comes equipped with air conditioning, automatic transmission, power brakes and steering, tinted glass, leather upholstery, electric windows, whitewall tires, reading lamps, parcel nets and an AM-FM stereo receiver complete with automatic antenna. Not optional. Standard. Almost nothing for you to choose but one of our twenty-nine colors.

300 SEL 4.5

A new sports touring car with innovations in comfort and safety that may go unmatched for the next decade.

The 350 SL is the most advanced car for its time in Mercedes-Benz history. Its development has taken eight years. Much of that spent shaping its design to meet the complex requirements of the mid-seventies.

Motor Trend concludes that the 350 SL "has significance beyond its appeal as a desirable or prestigious two-seater touring car." That significance lies largely in its innovative approach to safety.

Structural members of the 350 SL were designed with a new method of calculating stresses.

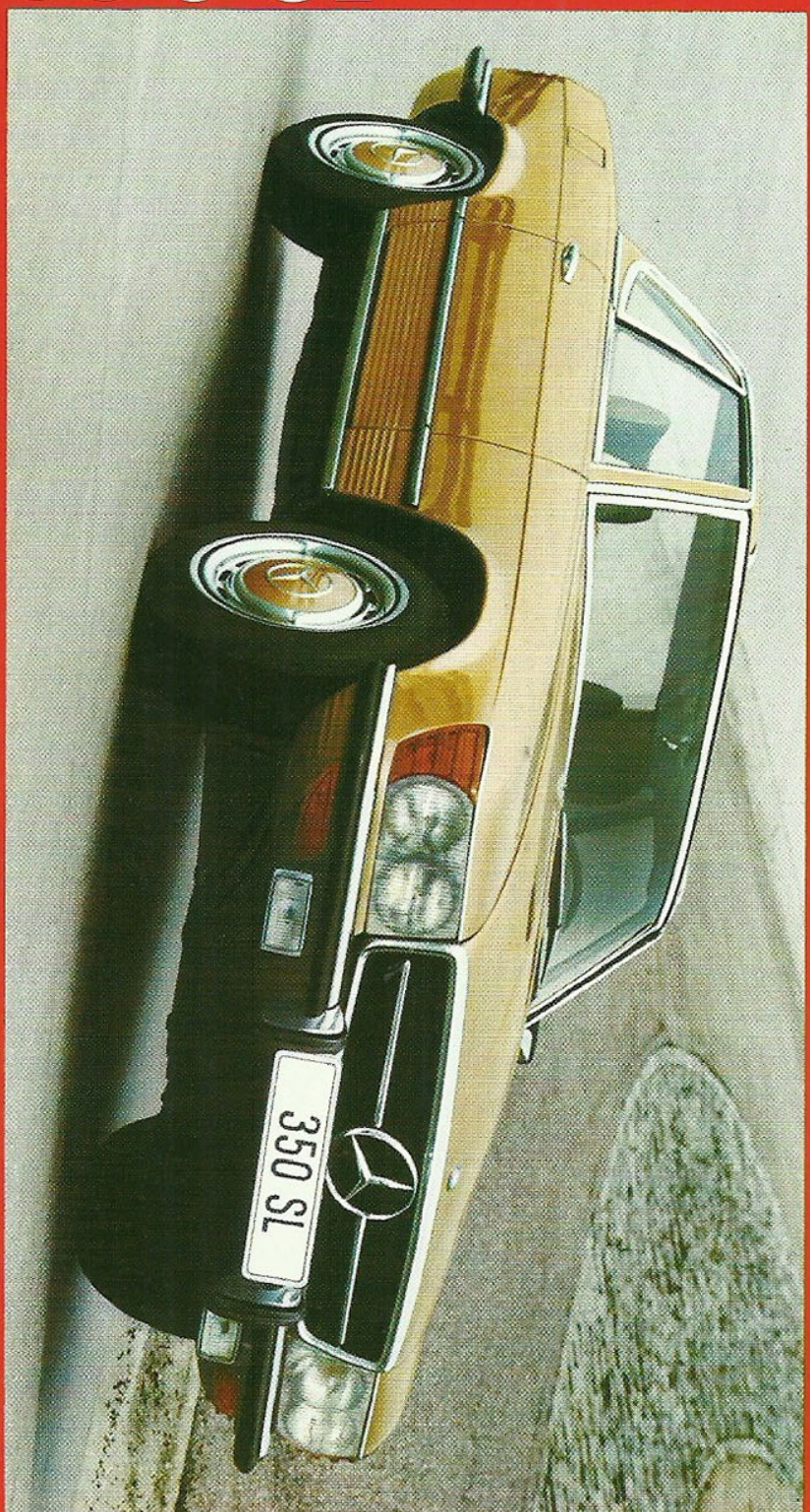
The fuel tank was located two feet from the rear bumper, then protected by bulkheads. Door handles were designed so a side impact can't release them. Windshield pillars have special channels that keep the side windows clear by diverting water over the roof. Even rear lights are aerodynamically designed to help shed dirt and water, stay visible.

Equally innovative is the approach to creature comforts. The 350 SL has more forward leg room than even a Mercedes-Benz sedan. Lap and shoulder belts are anchored to the seat frames. So you can adjust the seats without re-adjusting the belts. The doors even include ductwork that routes warming or cooling air up the side windows.

Yet, for all its attention to comfort and safety, the 350 SL will rank among the world's most respected performers.

Four disc brakes (ventilated in front), fully independent suspension and an overhead-cam, fuel-injected V-8, are but examples of its impressive credentials.

350 SL



The ultimate motor car.

Daimler-Benz challenged their engineers to "Build the *most luxurious* automobile ever to grace a highway. But at the same time make it the most *roadworthy* limousine in the world." In short, the *ultimate* motor car.

So the engineers created an overhead-cam, fuel-injected V-8. A self-leveling air suspension system with shock absorbers that can be adjusted to road conditions *while the car is in motion.*

An aircraft-type central hydraulic system was conceived to perform functions usually accomplished by slower electric motors.

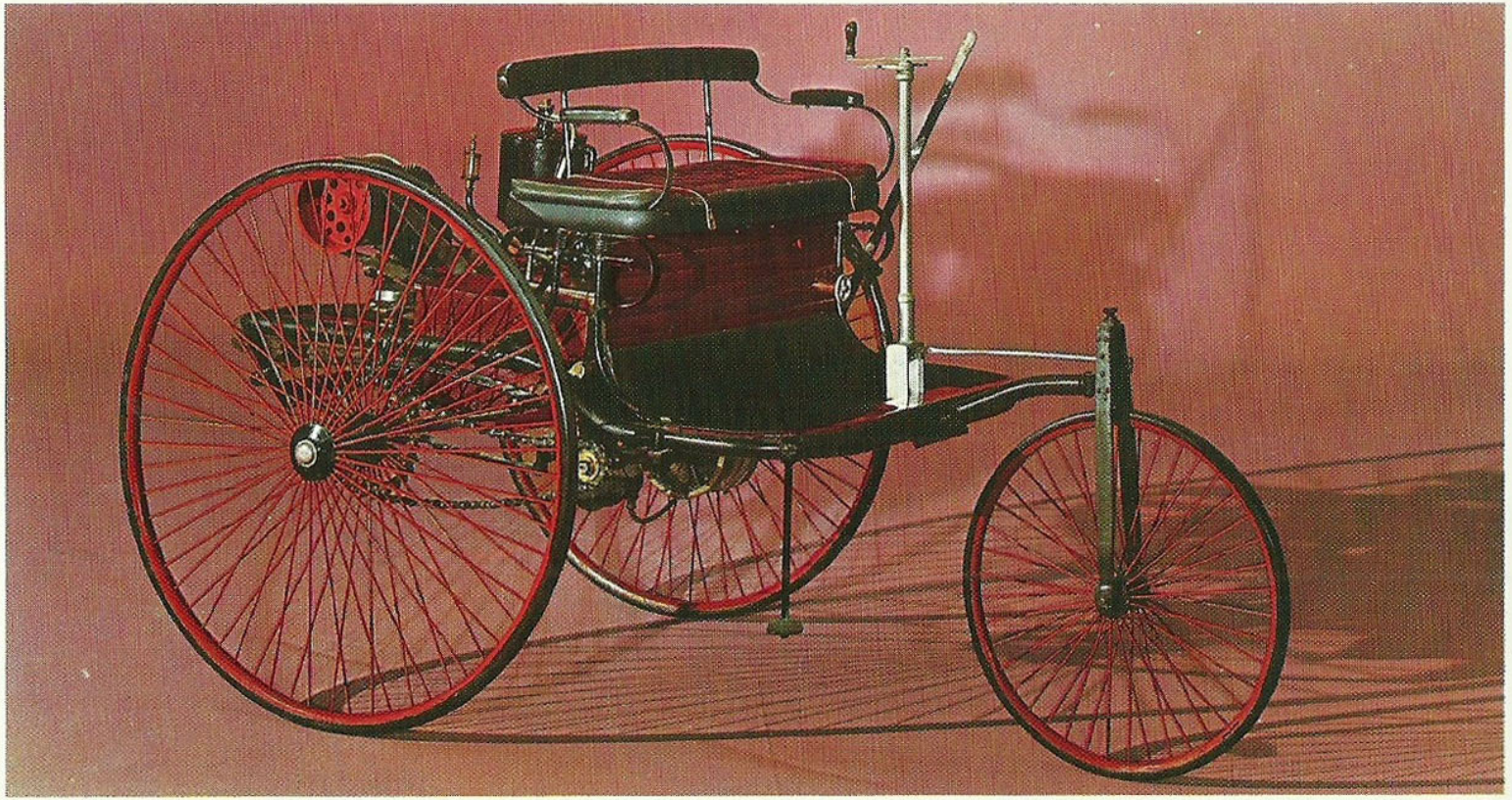
For *pure* luxury a separate fresh-air system was fashioned for front and rear. Reading lamps, foot rests, curtains, arm and head rests, a seat that adjusts hydraulically at the touch of a button, and a host of other items to pamper the passengers, were incorporated in the rear compartment.

Did the engineers succeed in their assignment to create the "Ultimate Automobile"?

Car & Driver magazine tested one of our early examples and concluded that the 600 is the "complete luxury car . . . Designed—not styled—to carry five adults in tastefully elegant, supremely comfortable splendor at speeds up to 128 miles per hour, with handling, and stability, and brakes that should arouse envy in most sports cars—a noble purpose and one that Daimler-Benz has achieved with almost unqualified success."
(Available in both 5 and 7 passenger versions.)

600

Karl Benz's history-making 1886 "Patent Motor Vehicle" on display at the Mercedes-Benz Museum in Stuttgart, West Germany.



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Mercedes-Benz
of North America, Inc.

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