



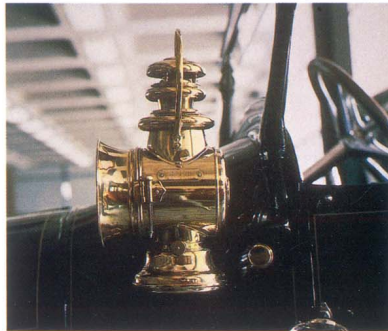
Mercedes-Benz 1979

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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.

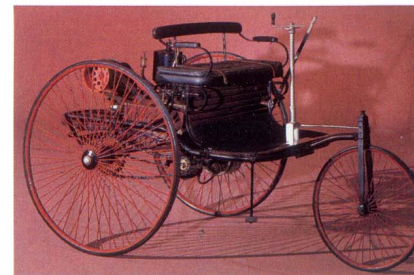
Perhaps that is why so many other automobile manufacturers position Mercedes-Benz as the standard by which their own cars are judged. In fact, 8 different automobile manufacturers have publicly used Mercedes-Benz as the benchmark for comparison (who can be more keenly aware of what an automobile can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

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.



The name “Mercedes” came about in 1901 when a wealthy businessman agreed to buy one entire year’s production of Daimler cars—on the condition that they be named after his daughter, Mercedes.

The “Patent-Motorcar” of 1886.



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 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—more like the 4 and 5-cylinder Diesel and 6-cylinder gasoline engines already fitted to Mercedes-Benz passenger cars.



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



1929SSK. Legendary for its success in hill climbs, the supercharged SSK is one of today's most coveted "classics."

1978. C-111-3 research car, powered by a turbocharged 3-liter Diesel engine, averages 195.39 mph in setting 9 new world speed records—and delivers 14.7 miles per gallon.

The word "quality" still means something

Quality is a word frequently bandied about. In the process the meaning often becomes diluted. But when it is said that Mercedes-Benz builds quality automobiles, it is meant in the truest sense of the word.

The Mercedes-Benz philosophy is to lavish great care on every car it builds and it builds a comparatively small number. Approximately 50,000 units will be allocated to North America this year. That's

about the number some domestic manufacturers turn out in 10 days or so.

A blend of ultramodern production techniques, old-world craftsmanship, and painstaking dedication go into the creation of every Mercedes-Benz. That takes time, but it's worth it.

Enviably standards

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

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.



240D

Since Mercedes-Benz introduced the first production Diesel passenger car in 1936, the commitment to the concept has been unswerving. The evolution of this concept, exemplified in its most uncompromising form for 1979, is the 240D.

Here is a car that reflects the Mercedes-Benz passion for practicality, yet exudes elegance. Great skill has been exercised to make it a comfortable, secure, refined, superbly roadworthy car in the Mercedes-Benz manner.

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 lubrications is *never* required.

This is the only Mercedes-Benz for which you can specify four-speed manual transmission. A four-speed automatic with torque converter is available as an option.

The Mercedes-Benz idea of basic transportation

Because it's a Mercedes-Benz, the 240D has ample room for you and four adults. This spaciousness, plus a full array of thoughtful Mercedes-Benz features, makes the 240D a pleasure to drive.



The 240 Diesel Sedan: a practical Diesel engine in a sedan engineered for comfort.



Wide front doors are deeply padded, for safety and comfort, with map pockets for convenience. All four doors have armrests.



The trunk has 12.57 cubic feet of unobstructed luggage space. The spare tire and tool kit are tucked away beneath the floor.

240D

Diesel fuel has more energy per gallon than gasoline. In addition, Diesel fuel costs an average of 4 to 7 cents less per gallon.

Individually contoured front seats are adjustable six ways (including height). The rake of the seat backs is variable over 90° and the headrests adjust 2 ways. You can set up a driving position that is tailored to your precise demands.

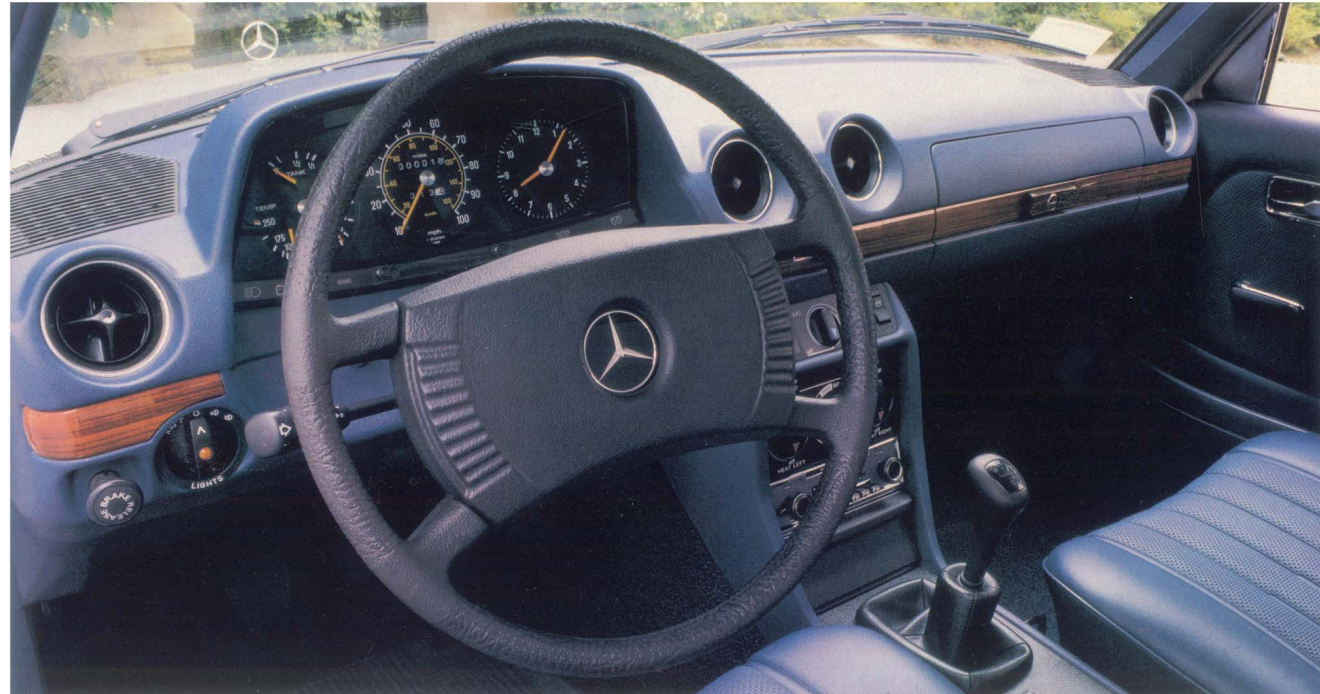
A partial list of standard features includes map pockets in the front doors, a fold-down rear armrest, parcel nets on the front seat backs, passenger-assist handles, and tinted glass. A vacuum-operated central locking system that silently secures all the doors, the trunk lid, and fuel filler port whenever the driver's door is locked. And an electrically heated rear window that clears fogging or ice. Then switches off automatically.

Quartz-halogen fog lamps are incorporated into the lighting system, and steel-belted radial ply tires are fitted to complement the margins of safety that Mercedes-Benz demands.

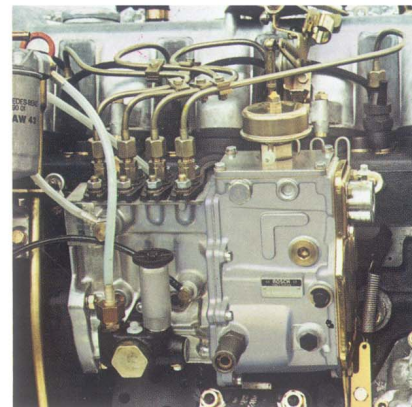
Safety features by the score

Mercedes-Benz believes that safety is a primary consideration. The 240D like every other Mercedes-Benz was designed accordingly.

The entire body shell is a single, strong unit with more than 4,700 welds and incorporates a rigid "passenger shell." The front subframe is designed with ingenious pleats. Thus, under severe impact, the front and rear sections of the car are designed to collapse at a controlled rate, helping to keep the passenger compartment intact.



Well-positioned instruments and controls maximize driver comfort.



A fuel-injection pump precisely meters the fuel to the individual cylinders.

Heating system lets you select separate temperatures for right and left sides of car.



Systematic padding of the entire interior and the elimination of sharp knobs and switches mean that many potential hazards are reduced in the case of a severe impact.

The steering wheel and column are designed to collapse in the case of either frontal or lateral impact. Four quick-release, three-point, inertia-reel safety belts are provided. Those in the front are ingeniously anchored to the seats (instead of the floor) so the seats can be adjusted without readjustment of the seat belts. The belts themselves retract into the side panels of the interior.

No other make of Diesel has handling characteristics like the 240D

The sophisticated chassis design features zero-offset front axles, derived from the famous C-111 experimental vehicles.

The independent rear suspension is an exclusive Mercedes-Benz design that provides exceptional cornering and ride characteristics.

Steering is through a positive recirculating ball system with a progressive power assist that requires little effort at low speeds but allows you to retain your "feel" of the road at highway speeds.

The 4-wheel, 11-inch disc brakes are power-assisted. But believe it or not, every Mercedes-Benz has 6 brakes. Two separate drum brakes are fitted *inside* the rear discs for the parking/emergency brake.

Built with the same care as a more expensive Mercedes-Benz

While the 240D may be the epitome of practicality and economy, it's built with the same care and craftsmanship that go into the Mercedes-Benz 450SEL.

Body panels are fitted to precise tolerances and each body shell is hand-finished before the fourth and final coat of deep, rich enamel is applied.

The construction of every 240D is supervised by hundreds of inspectors. These inspections are designed to assure that every nut, bolt, screw, and weld will hold tightly—they have to. This is why the 240D doesn't become a chorus of rattles and squeaks after 20,000 miles or so.

You decide on the options

A sunroof (manual or electric). A unique four-direction air conditioner that lets each front passenger choose the amount of cool or warm air desired. Leather upholstery. Electric windows.

Time for the 240D

After 43 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.



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 camshaft, 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 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.

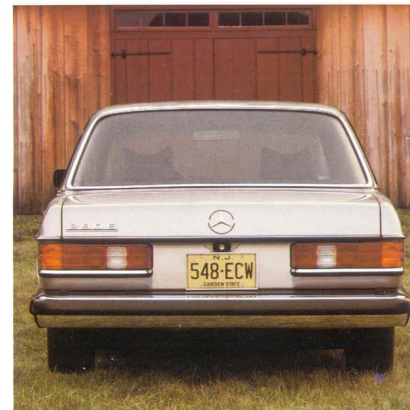
A grand touring chassis

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

Zero-offset front axles provide unusual directional stability and tracking. And that's what you'd expect from steering that evolved in the incredible C-111 experimental research vehicle.



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



Large glass area allows unobstructed view to the rear.

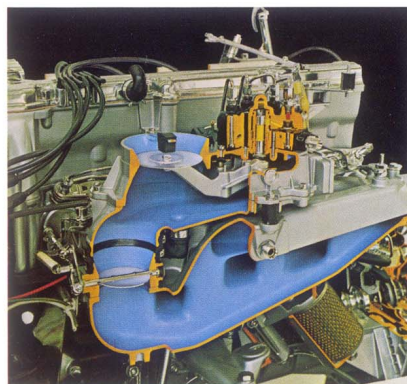
280E



Both front seats can be adjusted six ways. The subtle convex shaping of the seats provides excellent lateral support.



The spacious rear seat has steel springs for firm support and a pull-down center armrest.



Something else domestic sedans simply do not have: a third generation fuel-injection system.

The rear suspension, also independent, is a Mercedes-Benz design. Each wheel has its own axle with two constant-velocity couplings to produce extremely precise transmission of power to the wheels, and superb road handling.

Steering is quick—3.2 turns from lock to lock through a recirculating ball system that gives you responsiveness plus a constant “feel” of the road that is never lost through the *progressive* power assistance.

Eleven-inch disc brakes all around with power assist provide sure, straight stops with little susceptibility to fade.

Safety: A most important feature of the 280E

The 280E is a car with 120 individual safety elements. And it helps prove that a safety-conscious automobile need not be ugly, ungainly, or inelegant.

Occupant protection starts with the unitized, welded body shell.

The fuel tank is mounted over the rear axle and isolated with steel panels. The front subframe features special grooves designed for controlled collapse and greater energy absorption in case of an impact.

The interior of the 280E is as safe as it is elegant. Virtually every surface is padded and even the fully instrumented dash will deform under hard impact.

And there are safety features you can't see. Items like a steering wheel and column that can collapse from *lateral* as well as frontal force. And a glove-box lock that slides horizontally so the forces of inertia are less likely to force it open and create a hazard.

Pedestrian safety has also been considered. There are no sharp edges or creases on the body's exterior surface; the external rear view mirror gives way in either direction if struck; even the three-pointed star is on a special spring-mounted ball joint to fold down on impact.



Halogen fog lamps, an integral part of the lighting system, provide improved visibility in foul weather.

The 280E is a true thoroughbred sports sedan—for those who want to put more style into their driving.



A beautiful blend of performance and luxury

Mercedes-Benz has managed to combine sportiness and safety with yet a third concept—that of refined luxury.

The individual front seats are specially contoured for lateral support and are adjustable six ways. Breathing MB Tex upholstery is standard with fine-grain leather or rich velour as optional extras.

Discreet panels of real walnut accent the instrument panel and console. Tinted glass is fitted throughout.

Bi-level climate control is standard.

The standard cruise control incorporates a memory. If temporary deceleration is necessary, a touch of the lever to the "resume" position automatically accelerates the car back to its original cruising speed. The central locking system is standard too.

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.



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.

Here is a two-plus-two coupe that steals the eye, then guides it over one of the least cluttered profiles extant. The shape is that of a subtle wedge—a shape too efficient to become outdated.

More than a pretty face

Resting within the engine compartment of the 280CE is the eager kind of power plant that brings life to those looks: a 2.8-liter, twin overhead camshaft, fuel-injected six, with breakerless transistorized ignition and third-generation C.I.S. mechanical fuel-injection technology.

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.

Light alloy wheels shown on the coupe in this section available at added cost.



In the tradition of all Mercedes-Benz coupes, spirited performance is standard equipment in the 280CE.

Superb handling—the birthright of every Mercedes-Benz

Superior handling traits have long been the hallmark of every Mercedes-Benz. The 280CE incorporates the most recent suspension and steering concepts from the Mercedes-Benz engineers.

Fully independent rear suspension allows the experienced driver to give the 280CE its head on a twisty back road, and it will maintain its composure even if the road surface doesn't.

The front suspension is blessed with zero-offset front axles that provide uncanny directional stability—allowing the 280CE to track smartly through turns without axle tramp or sway. That same geometry transmits a special feeling for the road while an ingenious steering shock absorber dampens bumps and vibrations. The 280CE has a 106.7-inch wheelbase. It is a car with a distinctly personal feel yet little has been sacrificed in terms of spaciousness and nothing has been omitted in the area of occupant comfort.

Doors over four feet wide swing open to reveal a meticulously ordered cockpit, meticulously finished. Electric windows, a bi-level climate control and AM/FM stereo radio are all built in, yet the mood is less opulent than crispy businesslike. Even the hand-selected burl walnut root trim is not obtrusive.

280 CE

The interior has no dazzling chrome knick knacks to confuse the driver's field of vision. Glare-free gauges are positioned so you can check them without breaking visual contact with the road.

The anatomically contoured twin front seats are thickly padded and their springs tuned to the car's suspension. The backrests are locked in place by vacuum and unlock for convenient rear seat access when you open a door or push a nearby button.

Every square inch of every window is optically tinted to guard against glare. Every inch of the floor is covered with tailored carpeting. Even the door ledges have color-coordinated scuff-resistant polyvinyl covers.

Each time you lock the driver's door, the passenger door, trunk lid, and fuel filler port also silently lock. It's a typical Mercedes-Benz touch—sensible, practical and *considerate*.

Safety—the primary consideration

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.

The Coupe's taut new profile, devoid of clutter and ornaments, is shaped to please the wind as well as the eye—to slice through the air with a minimum of resistance and to mute wind noise.

If you could X-ray the body you would see a steel cage welded at 4900 points to a steel platform, forming a *monocoque* structure. There are less expensive ways to build car bodies, but these methods do not provide the same torsional rigidity.



Individual rear bucket seats are separated by a padded fold-down armrest.



The anatomically contoured twin front seats are thickly padded and their springs are tuned to the car's suspension.



The center console pampers the eye with hand-selected burled walnut trim.



Old-fashioned quality

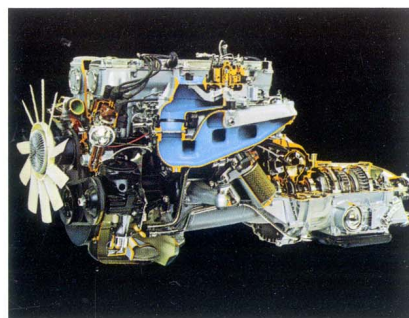
One of the uncompromising principles at Mercedes-Benz has to do with the quality. Your new Coupe is not a casually bolted together automobile.

Sweep a hand over the glistening finish and you will feel no body seams. These have been sealed and sanded until the entire body feels like a single smooth shell. Twenty-five kilograms of the car's total weight is in protective wax and under-sealing and paint. Additional flexible undercoating and paint are lavished on the nose and lower body where the danger from stone chips is greatest.

Greatest Mercedes-Benz Coupe ever?

The 280CE is a limited production automobile worthy of Europe's finest coach-builders and it inherits the enviable legacy of hundreds of Mercedes-Benz racing victories.

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



2.8-liter, six-cylinder, double-overhead camshaft engine with C.I.S. fuel injection delivers spirited performance.



300D

It was four years ago, in 1975, that the 300D was introduced amid the fanfare of a revolutionary breakthrough.

The breakthrough was its employment of the world's first production five-cylinder Diesel engine. The intervening years have not altered the uniqueness of this powerplant; they have, however, confirmed its aim of providing both performance *and* traditional Diesel efficiency.

The Diesel engine that astounded the automotive world

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

The 300D performs like few other Diesels available in the world today. Yet it still delivers all the traditional advantages of a Diesel—no conventional tune-ups, increased reliability, and lower fuel costs.

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 Diesel that took six years to design

The unique Diesel engine of the 300D is surrounded by the latest in Mercedes-Benz passenger car engineering. The new body design incorporates the latest advances in Mercedes-Benz functional styling, safety and comfort.

The precise wedge shape of the body not only decreases wind resistance but gives the 300D its distinctive Mercedes-Benz profile—devoid of superficial styling gimmicks.

Instead of time and money being invested in opera windows and vinyl padding, Mercedes-Benz engineers perfected such features as rain gutters that divert water from the glass area, ribbed tail lights that inhibit the buildup of road grime and dirt, and an internally adjustable, outside rear view mirror that can spring in either direction if struck.

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, electric 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 sensors 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 precise wedge shape of the body provides elegant stance.



Automatic climate control, power windows, stereo radio, cruise control are standard.

300D



The interior of the 300D is pure luxury with fully adjustable bucket seats, thickly padded doors, tinted glass in every window.

The 300D is not designed to handle like a Diesel, but to handle like a Mercedes-Benz

Underneath the 300D is one of the most sophisticated chassis ever engineered by Mercedes-Benz.

The front suspension has zero-offset front axles for precise control, high directional stability, and a turning circle of only 37.0 feet.

A patented Mercedes-Benz independent suspension system keeps each rear wheel constantly in contact with the road surface.

Power assists the famous Mercedes-Benz steering system but it is *progressively* assisted so you never lose road "feel" at higher speeds. The four-wheel disc brakes are also power assisted. They provide precise stopping power and even after a succession of heavy applications there is little susceptibility to fade.

A design based on safety

The body shell of the 300D was engineered within safety parameters that were laid down before the first stroke of the designer's pen. The front subframe has predesignated crease points that are designed to bend under severe stress, allowing the sheet metal to absorb shock by crumpling progressively.

The interior is extensively padded (even the roof lining) and there are no dangerously protruding knobs or switches.

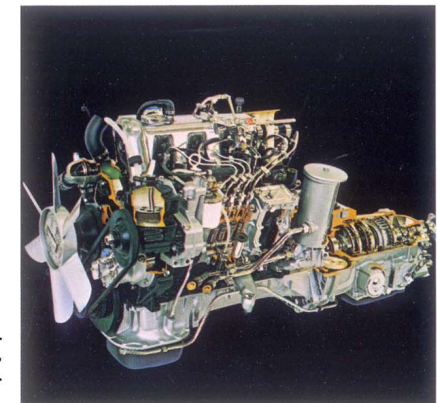
The fuel tank is mounted over the rear axle—over 40 inches from the bumper.

The attention to small details of safety is meticulous. The padded sun visors are recessed into the padded headliner. The steering column is designed to collapse on front impact and *side* impact. And the exceptionally strong patented conical door locks help keep doors closed, on *both* sides of the car even under the impact of a T-bone collision.

The 300D:

An engineering masterpiece

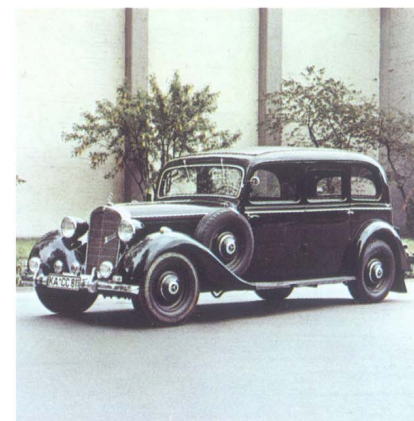
Without question this is a landmark automobile. From its five-cylinder Diesel engine to its supreme creature comforts and elegant design, the 300D is a prime example of dedicated automotive engineering. It proves that common sense needn't be ordinary and luxury needn't be wasteful.



Technically remarkable 5-cylinder Diesel engine blends extraordinary performance and reliability with lower fuel costs.



Performance on the road. Elegant appointments on the inside. You only know the 300D is a Diesel by the name on the rear deck.



1936. The 260D was the world's first production Diesel passenger car... over forty years later, the 300D keeps the innovative spirit alive.



300CD

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

Back in 1975 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.

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 profile— superlative handling

The rakish shape of the 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 surefootedness on any road surface. Plus a rear suspension system that is fully independent. It incorporates a patented Mercedes-Benz design with parallel constant-velocity couplings and another sway bar for added control.

The 300CD is equipped with selected steel-belted radial tires, and 11" disc brakes on all four wheels. These power assisted brakes permit a sensitive, even "feel" at all times yet bite tenaciously when you have to stop quickly.

The recirculating ball steering system is progressively power assisted. It's light at low speeds but firms up for increased directional stability at higher speeds.

Light alloy wheels shown on the coupe in this section available at added cost.



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

At last a classic coupe with a Diesel engine.



Directional vents allow precise climate control.

300CD

The inside story

Only the sharpest eyes will notice the glow-plug warm-up light and the idle adjustment knob that distinguish the 300CD from its gasoline-powered counterpart.

Standard on every 300CD is bi-level climate control, electrically operated windows, an AM/FM stereo radio, cruise control, central locking system, tinted glass, and 6-way adjustable seats. Other considerate details include map pockets in the doors, parcel nets on the seat backs, assist handles, and fold-down armrests. (The rear center tray pad lifts out to provide the sporty look of rear bucket seats and a handy receptacle for odds and ends.)

If you wish you can add a power sunroof, leather or velour upholstery, or light alloy wheels (as shown).

Mercedes-Benz builds in safety

The 300CD is not only an extraordinary coupe—it combines over 100 safety features found in our sedans.

The sophisticated, fully independent suspension provides the basis for accident avoidance, supporting a body shell that is a fully welded structure engineered like a single, fortified unit. And although the side windows are pillarless, the concealed "B" pillar provides added structural integrity.

In the event of impact, the crush zones of the 300CD are designed to absorb energy—lessening the effect of the impact on the passenger compartment.

You'll notice that virtually *every* interior surface of the 300CD is comprehensively padded—even the roof lining. The steering wheel and column are designed to collapse on front or side impact.

Less obvious safety details include the breakaway rear view mirror, patented tapered cone door locks (this design has proved strong enough to lift the entire car), and a fuel tank surrounded by steel bulkheads and placed over the rear axle.



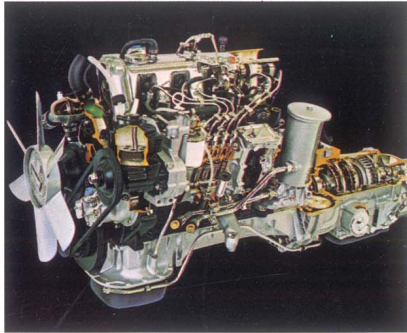
Well thought out instrumentation and logically positioned controls are generously graced with real burled walnut trim.



The taut profile of the 300CD has a purity that won't diminish with time.



Rear lights resist the buildup of dirt and grime and add to the clean line of the car.



The revolutionary 5-cylinder 3-liter Diesel engine delivers economy without sacrificing performance.

Instrumentation is organized for quick, easy readability. A transparent cover panel cuts reflection and glare.



Hundreds of inspectors look over every 300CD

While the concept of the 300CD may be new, the way it is built is certainly not.

Great care is lavished on every car. From the moment the individual body panels are welded together hundreds of inspectors watch over the construction. Finally, each personally signs a slip indicating that the car has passed all of the rigid Mercedes-Benz production and quality control standards.

Each body panel is fitted to close production tolerances and the body shell is thoroughly cleansed, then immersed in a primer bath before four coats of paint are applied (the final coat being one of 20 different colors, or a special clear coat over one of the 10 optional metallic finishes).

The 300CD: The Diesel coupe with style

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

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

Unusually wide doors help create easy access to rear seat area of the 300CD. Front seat backs lock in place pneumatically.



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—utilizing the same twin overhead camshaft six-cylinder engine as the former, and many of the same interior dimensions and creature comforts as the latter.

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 buildup of dirt and grime. And quartz-halogen fog lamps are standard on every 280SE.

Although you can't see it in detail, the suspension has received the same meticulous engineering. Years of extensive suspension design analysis and constant testing have given the Mercedes-Benz engineers insight into the secrets of superlative handling.



Example: Four-wheel independent suspension with zero-offset axles means that when the 280SE is pressed, it responds with precision and aplomb.

Plenty of go and even more stop

Under the hood of the 280SE sits one of the most refined of all six-cylinder engines. It has third-generation C.I.S. fuel injection to meter out the precise amount of fuel necessary under all driving conditions.

The 280SE combines elegant spaciousness with superb handling and performance.

280 SE

Double overhead cams and transistorized breakerless ignition add to the performance of the 2.8 liters. The ingenious four-speed automatic transmission also enables you to shift manually if you wish.

Functional elegance

One of the outstanding virtues of the 280SE is the functional elegance of the interior. Instead of being dazzled by chrome and simulated wood, you are surrounded by deep-pile carpeting, lavish padding and an almost endless array of instruments. (Fine grain leather or silky velour are optional extras.) But *whatever* you see or feel—it is functional first and elegant second. The individual front seats adjust six ways. Real wood accents the dash and console area; each of the eight instruments is within unobstructed view, all controls are within easy reach. The bi-level climate-control system is commanded by the driver and three temperature sensors. You dial the temperature you want and the sensors maintain it.

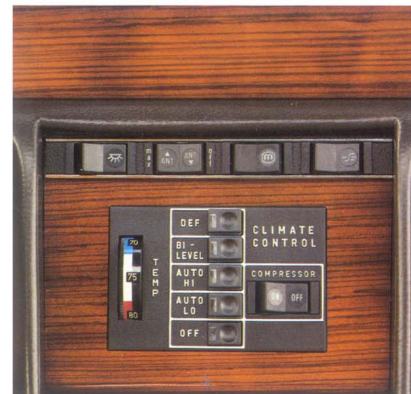
Even the door panels breathe and eleven vents condition and change the air *three times every* minute.



The handsomely appointed interior has 6-way adjustable bucket seats, an instrument panel with fine wood veneer, and lavish padding all around.



Easily read instrumentation even includes a tachometer and a quartz crystal chronometer.



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



Performance on the road. Elegant appointments on the inside.



Padded and recessed sun visors offer more protection, plus a trim, "tailored" appearance.



"Breathing" door panels allow a constant flow of warm or cool air.

The option list for the 280SE is impressively brief because the following equipment is standard: power steering, climate control, power brakes, central locking system, cruise control, electrically operated windows, steel-belted radials, rear reading lamps, armrests front and rear, AM/FM stereo, parcel nets, light alloy wheels, tinted glass and three-point inertia reel seat belts that retract into the interior panels. You may have an electric sunroof—as an option.

Built to further a reputation

Mercedes-Benz combines the technology of modern construction methods with traditional craftsmanship—not just to maintain a reputation—to further it.

By the time you see the 280SE, it has been inspected by hundreds of inspectors. A final inspection includes a thorough examination of the entire car by a master inspector who must affix his signature to the vehicle release before the car can leave final assembly.

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.



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 is turbocharged—an engineering master-stroke that blends the most desirable traits of a gasoline and a Diesel engine into one, toppling the barrier that divided gasoline and Diesel advocates into opposing camps for decades.

In reconciling the demands of both 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, three-liter Diesel engine pioneered by the 300D Sedan—now turbocharged and thereby transformed.

Turbocharging boosts maximum power by 43% and a maximum torque by a stunning 46%. This increase in power provides the 300SD with the acceleration, passing ability, and freeway entrance performance more than comparable to many gasoline powered cars.



Yet the Turbodiesel, for all its performance gains, still clings to its Diesel heritage—still devoid of spark plugs to replace and carburetors to adjust, all but immune to conventional tune-ups.

And not only does it still sip the cheapest automotive fuel sold in America, it actually sips it at a *slower* rate.

This is pure engineering logic: so handily did turbocharging solve the Diesel need for power that it freed the engineers to specify a more economical rear axle ratio—in effect, gearing the car to go further on the power produced by a given gallon of fuel.

At first glance, the 300SD Turbodiesel could be mistaken for one of the larger and more elegant Mercedes-Benz models. Second and subsequent glances show this to be no mistake; it is one of the larger and more elegant Mercedes-Benz models.

300SD

A car apart

The Diesel turbocharging trail blazed by Mercedes-Benz with the Turbodiesel may some day be followed by others; precedent shows that what Mercedes-Benz pioneers, others often adopt eventually.

But no Diesel engine will ever share the privilege of propelling a car quite like this. It is the unique combination of that engine and this automobile which truly sets the Turbodiesel apart.

In this turbocharged Diesel as in no other, you glide over the road on a suspension that is neither spongy nor harsh but designed to provide both ride comfort *and* road holding, in equal measure. The key is the independent suspension of all four wheels, allowing each wheel to individually react to the road surface.

An elegant wheelbase

As befits the most elegant Diesel Mercedes-Benz has ever built, the 300SD Turbodiesel rests on the longest wheelbase of any Diesel car produced by the company in modern times. Yet its turning circle is a tight 38 feet. And its crisp steering lets you nip through city traffic.

Few cars large or small can rival the *precision* of the Turbodiesel's controls. It is almost two tons of driving instrument—finely balanced, sharply tuned, deeply satisfying to thread through a series of hairpin bends or to pilot downtown on that familiar trip to the office.

What makes this possible is very basic and *very* Mercedes-Benz—fastidious engineering.

For example, each shock absorber is gas pressurized to help cushion even minor ripples.

Zero-offset steering is meant to prevent even gaping potholes from deflecting the

front wheels off a true forward line. The automatic transmission provides not three but four speeds—and the option of shifting for yourself if you prefer. And each brake is a fade-resistant disc 11 inches in diameter, front and rear.

Sumptuous surroundings

You and your fellow passengers in the Turbodiesel are a coddled minority. You are surrounded by deep padding and by velour carpeting, carefully fitted underfoot. You feel *cradled* in firmly upholstered seats front and rear—with built-in arm rests, front and rear. Rear seat hip room is a mere half-inch shy of five full feet, and you can stretch out in more than three feet of front leg room. The trunk lid yawns open to reveal 14.96 cubic feet of *useful* luggage space—an old-fashioned virtue that this thoroughly advanced car has not overlooked.

Standard interior fittings include an ingenious bi-level climate control system, electric window lifts, AM/FM stereo radio, and automatic cruise control.

Meticulously engineered breakthrough

Just as Mercedes-Benz doesn't take any handy engine and turn it into a Diesel, Mercedes-Benz didn't take just any Diesel engine and turn it into a Turbodiesel.

They based this power plant on that three-liter, five-cylinder 300D design introduced in 1975—and then so diligently revised it that fewer than *half* its working parts are interchangeable with the original.

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



100,000 rpm

Relying on no power-draining mechanical drive, the 300SD's turbocharger harnesses the energy of the engine's own exhaust gases to power two vaned wheels—a turbine wheel and a compressor impeller—rotating on a common shaft that can revolve at 100,000 revolutions per minute.

Spinning around on that shaft, the compressor impeller draws in and compresses air and then feeds it through the intake manifold to the cylinders.

The cylinders are *supercharged* with more air and simultaneously more fuel. Result: more power, more efficiently produced. No extra noise, no extra operating maintenance. (Indeed, required turbocharger operating maintenance is nil.)

World-beating efficiency

Turbocharging boosts the Turbodiesel's horsepower rating well into three figures—no mean achievement for an engine of only three liters or 183.0 cubic inches in displacement.

But another number testifies even better to the incredible efficiency of this engine: it produces .601 horsepower per cubic inch of displacement—the best ratio of power to engine size of any Diesel passenger car engine in the world.

This breakthrough has hardly been rushed to the market. Mercedes-Benz placed the 300SD Turbodiesel engine in production only after 5 years of testing—and only after placing it in the reliability record books.

Fitted with a modified version of this engine, a C-111-3 research car went out on April 30, 1978 and set nine world records, including one stint of 2,345 miles in twelve hours at an average speed of 195.39 mph. For the entire record run, the engineers reported a fuel mileage figure of 14.7 mpg.

Reassurance Continued

Delving beneath the surface and learning about the *inner* car is a sure way to cement your confidence in the 300SD Turbodiesel.

For example, the body shell under that gleaming paintwork is a unitized structure of formidable strength. Its platform floor, side members and roof supports are welded together at over 6,000 points to form a rigid steel cage that surrounds the passenger area.

Unsightly exterior body seams are soldered in and smoothed to invisibility. The body and undercarriage are lavished with over 50 lbs. of zinc phosphate, primer and other coatings to help stave off corrosion before a drop of paint is applied.

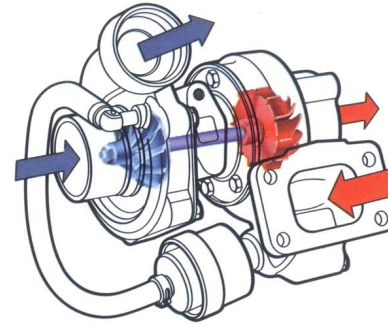
Special wax is sprayed into body recesses to help defy rust. Layers of bituminous foil help insulate the interior of the car against noise. That rich-looking fillet of wood on the instrument panel and console is genuine walnut veneer, hand rubbed to a satiny gloss.

Banishing slush and rain

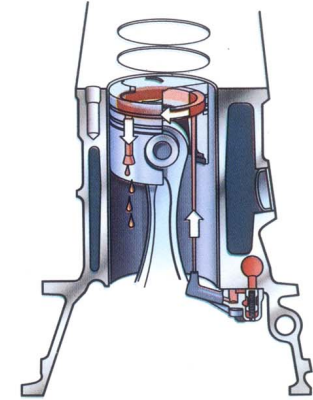
Aerodynamics were mobilized to help preserve the Turbodiesel driver's superb visibility—even in rain and slush. Carefully angled and channeled moldings help divert the airstream away from the side and rear windows, whisking rain and slush away in the process.

The designers even considered the driver following along behind in foul weather. The Turbodiesel's taillights are aerodynamically devised to actually "whisk" themselves free of slush and mud as the car moves along—thus staying visible, longer.

All told, there are 120 safety features built into the Turbodiesel. You may never need them all—but what reassurance, knowing they are there.

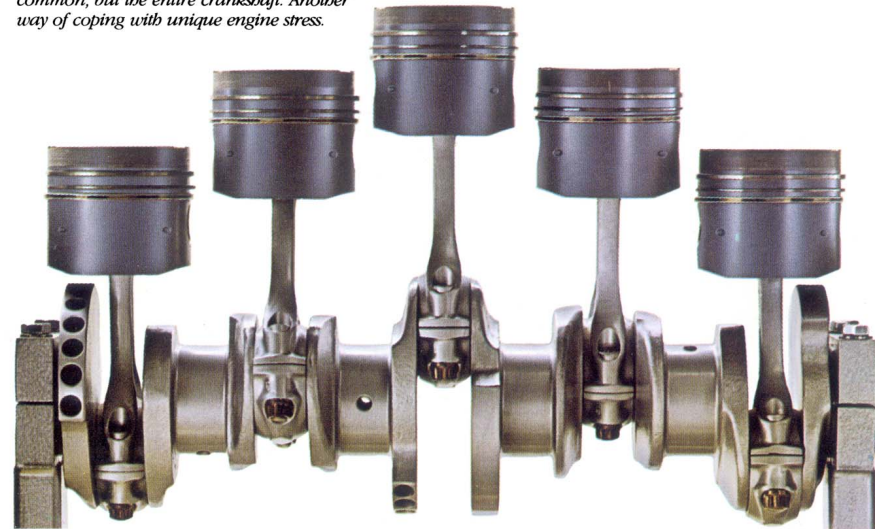


Spinning at speeds over 100,000 rpm, the turbocharger's main shaft relies not on mere roller or ball bearings but on floating friction bearings, constantly lubricated with oil supplied via a special pipeline.



To offset turbocharging's high thermal stresses, the interior of each piston is continuously cooled by a precisely aimed jet of oil, injected by stationary nozzles from below.

A technique known as salt-bath nitriding hardens not just the crankshaft journals, as is common, but the entire crankshaft. Another way of coping with unique engine stress.





450SEL

The 450SEL so successfully combines the muscular and the plush that it has become almost a fixture on one authoritative list or other 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.

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.



In the grand tradition of the classic touring car. The legendary 450SEL can function as an elegant limousine—or as a driver's car.

The fully-independent suspension achieves an uncanny combination of ride and handling sophistication. It is taut without being harsh. And firm without being uncomfortable.

The 450SEL is just as much at home on boulevards as it is on a steep twisting mountain pass.

Power assisted disc brakes on all four wheels enable the 450SEL to stop repeatedly with little possibility of fade. The front discs are internally ventilated. In addition, each light alloy wheel has 15 special venting slots designed to swirl air around the brake discs to help dissipate heat.

Elegance without fragility

Function and not fad has dictated the shape of the 450SEL. It is based on a semi-monocoque structure that is derived from the Mercedes-Benz experimental safety vehicles (cars that significantly advanced the evolution of a *practical* safety car).

The front structure of the 450SEL is designed to accordion at a controlled rate upon impact. That helps to absorb energy. And the more energy the sheet metal absorbs, the less is transmitted to the occupants of the car.

450SEL

Comfort and safety—a marriage

Inside, the 450SEL is extensively but unobtrusively padded. The door panels and sills, pillars, roof lining, armrests—and each padded sun visor has its own niche in the headliner. Look around the 450SEL's interior. Take note of things you *don't* see. Sharp edges. Dangerous knobs. Switches or handles.

The steering wheel and column collapse on impact and the dashboard, sturdy as it is, has been designed to absorb impact energy.

320° of unobstructed tinted glass surround the driver and scientifically designed exterior channels funnel water and road grime around (and not across) the glass area.

Even the distinctive ribbing on the tail lights has a special purpose: it uses the air flow around the car to inhibit the buildup of dirt and thus keeps the tail lights visible.

How the 450SEL becomes a limousine

To complement the understated elegance of the interior, you may specify either genuine leather or velour. And for a distinctive exterior, you may choose one of 20 deep, gleaming enamels or 10 lustrous metallic colors. There is no additional charge for either option.

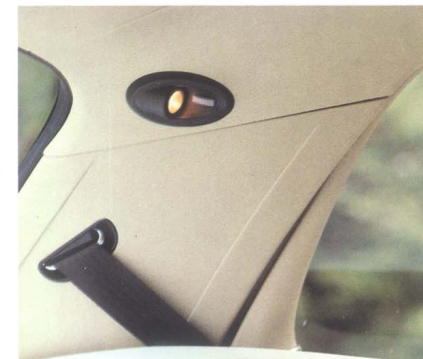
The bi-level climate control system is masterful yet simple to operate. Just select a temperature between 65 and 85 degrees and the system is designed to automatically maintain it. The vented front door panels encircle you with zephyrs of cool or warm air.



Bi-level climate control maintains your choice of comfort through all the seasons. Automatically.



The 450SEL has a longer wheelbase which gives the rear passenger compartment added leg room for exceptional comfort.



An angled reading light lets "back seat drivers" concentrate on things other than the road.



The 450SEL surrounds you with comfort and safety...with a fully padded interior...including padded door pillars.



Parcel nets let you conveniently tuck odds and ends out of your way.

Four strategically placed wide-range speakers surround you with sound from the AM/FM stereo cassette unit.

You'll find other considerate touches throughout the 450SEL: a quartz-crystal chronometer too accurate to be called a clock. Rear seat reading lamps. Parcel nets on the front seat backs. Fold-down arm rests front and back. A tachometer and much more.

To help protect your Mercedes-Benz (and its contents) is a central locking system. Even the radio antenna telescopes into the rear fender when the radio or ignition is shut off.

The 450SEL: Where it all comes together

Of course the 450SEL has the legendary craftsmanship of every Mercedes-Benz. The paintwork is high-gloss synthetic enamel. The body panels are a perfect marriage. The interior trim is fitted like the lining of a jewel case.

Everything is fitted to minute tolerances, the body seams are hand-soldered and doors shut with resounding authority.

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

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.

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 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.

Engineering sophistication doesn't end with the power train. It only begins there.

Road holding—the Mercedes-Benz method

Independent suspension is fitted front and rear. The ubiquitous and envied Mercedes-Benz road "feel" gives the driver an unusual empathy with the road surface.

Steering effort is decreased but not desensitized by the progressive power steering. The power assisted four-wheel disc brakes give the 450SL stopping power of great magnitude.

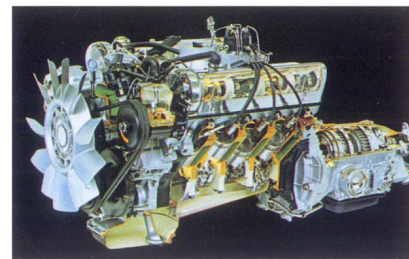


Opulence you'd never expect in a sports car

There was a time when sports cars were spartan to a fault—that is simply not the case with the 450SL.

Driver and passenger relax in deeply contoured seats that provide reassuring support during soul-stirring moments on a twisty road.

For those who like their air conditioning courtesy of Mother Nature, top-down motoring is available as quickly as the snug convertible top is stowed in its home behind the seats.



The 450SL is powered by a sophisticated 4.5-liter V-8 engine with overhead camshafts and mechanical fuel-injection.

The 450SL is an elegant open roadster for those who demand both performance and comfort in a classic two-seater.

450 SL

And when you want an elegant closed coupe, the removable hardtop can be locked down to create a quiet two-seater coupe. Thermostatically controlled, bi-level climate-control allows you to determine the climate inside regardless of the weather outside. Dial the temperature you want between 65 and 85 degrees.

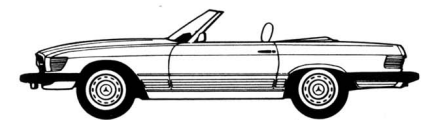
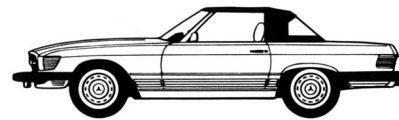
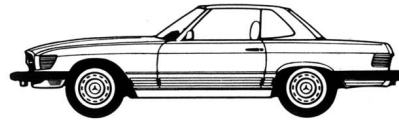
Other accessories include a cruise control with a memory, AM/FM stereo, a central locking system, and hand-selected wood paneling on the fascia and console. The 450SL even has electric windows. The 6.6-cubic-foot trunk has a color-coordinated carpet. Because Mercedes-Benz doesn't believe in half measures.

In the cause of safety

One of the main reasons that open roadsters are a disappearing breed is the enforcement of more stringent government safety regulations. Mercedes-Benz engineers set their own safety standards decades ago and the 450SL's existence is a tribute to their great foresight.

The interior is abundantly padded—it's unlikely that you'll ever bump into an unyielding surface. Even the steering wheel and column are designed to collapse under impact.

The Mercedes-Benz suspension design not only provides excellent handling qualities, but gives the 450SL driver a high degree of evasive ability when other drivers are inconsiderate.



Driver and passenger relax in deeply contoured seats. And the top is convertible: a soft cover, a hardtop, or the open sky.

Details like the aerodynamic ribbing of the tail lights (to help keep them clean) and quartz-halogen fog lamps give you an added margin of safety under less than ideal conditions.

However, all of these safety measures wouldn't mean a thing if the 450SL wasn't a strong car. If it had been necessary to sacrifice strength for performance, the Mercedes-Benz sports car would never have left the drawing board.

The handiwork of proud craftsmen

The assembly of the 450SL is a relentless quest for perfection. Inspectors constantly monitor each car and each operation, checking seams and noting welds to assure that the finished car meets their extremely high standards.

The interior is hand-fitted by craftsmen who are proud of their talents and workmanship. If you select the optional leather seats, the upholstery is made up from carefully matched hides.

And when the car is inspected for the final time, a sticker bearing the signature of Gottlieb Daimler goes in the lower right corner of the windshield, signifying that the 450SL has passed some of the world's most rigid standards.

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.



Though a sports car, the 450SL has the amenities of a luxury sedan.



Independent front and rear suspension provides exceptional tracking.



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.

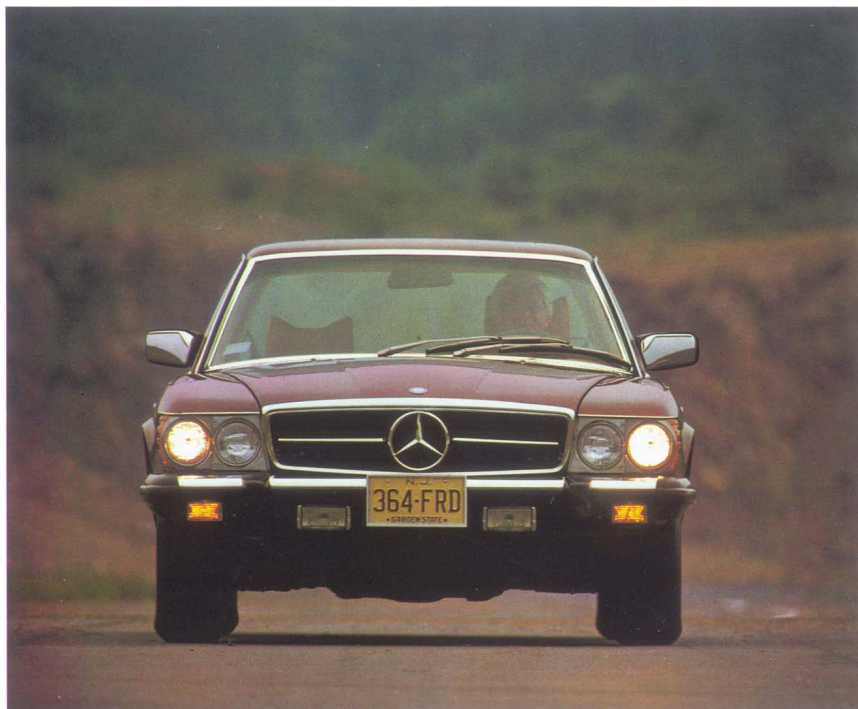
The interior is stylish without frills. Instrumentation includes a tachometer, a speedometer calibrated in miles per hour and kilometers per hour, a full array of warning lights and, needless to say, all are readable at a glance. The front seats adjust six ways and the rear seats have a fold-down armrest. 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 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.



The center console with logically positioned controls pampers the eye with hand-selected burlled walnut trim.



The 450SLC sport touring coupe combines the joyful spirit of a sports car with the distinctive elegance and comfort of a fine sedan.



Specially designed alloy wheels do more than make the 450SLC look sporty.

450SLC

The elegance of hand-selected walnut accents the fascia and extends to the center console area which houses the AM/FM stereo cassette system and the electrically operated window controls. The trunk has a 7.7-cubic-foot capacity and is lined with velour carpet that is color-coordinated to the car's interior.

Controlled performance

Beneath the sleek hood of the 450SLC lives the whispering Mercedes-Benz 4.5-liter V-8—an engineering marvel that's still unrivaled in its class.

The combination of overhead cams, breakerless transistorized ignition, and C.I.S. mechanical fuel injection gives you remarkable response in any driving situation. The three-speed automatic transmission can also be shifted manually for more direct control of the eager power plant.

Whether you're slipping along an expressway on cruise control, or winding through hilly lanes, you'll appreciate the engineering sophistication that went into the 450SLC's suspension.

Each of the independently suspended wheels is unaffected by the movements of the other three. That gives you a controlled ride—even over rough, uneven road surfaces.

The combination of gas-pressurized shock absorbers, coil springs and anti-sway bars front and rear allow the 450SLC to provide sports car handling *and* a comfortable ride—that's an accomplishment few automotive engineers have mastered.



Inside, the 450SLC is filled with luxurious appointments like hand-selected walnut and genuine leather seats.

Built with stubborn pride

Mercedes-Benz has a reputation for building cars to incredible standards. Perhaps it has something to do with the fact that they've been building them longer than anyone else. History has produced a pride of workmanship that is fostered in every Mercedes-Benz craftsman. And it is lavished to a generous degree on every 450SLC. It starts with the monocoque body construction.

The basic 450SLC body shell is a rigid, all-welded unit. Once assembled, dozens of skilled craftsmen search for errant seams and any slight imperfections. Once smoothed and buffed, it is then completely immersed in a primer bath where the electrostatically charged process coats the entire shell. Next, the first of four thick coats of paint is applied—then another and another, until a deep, lustrous finish is achieved using a process designed to avoid imperfections.

Eventually, over 70 pounds of sealant, paint and undercoating are applied to the 450SLC, plus a protective wax that's forced into all concealed areas with high-pressure spray guns.

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.



Spacious rear seats surround you with comfort including a generously padded fold-down seat divider.

There is a true sense of satisfaction in discovering that all the things you would expect of the world's most prestigious sports coupe have come together in the 450SLC.





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.

Along with the suspension, Mercedes-Benz had added a starting torque compensator. This eliminates rear dip under hard acceleration.

The independent rear suspension of the 6.9 incorporates a beefy rear axle and a limited-slip differential for maximum traction.

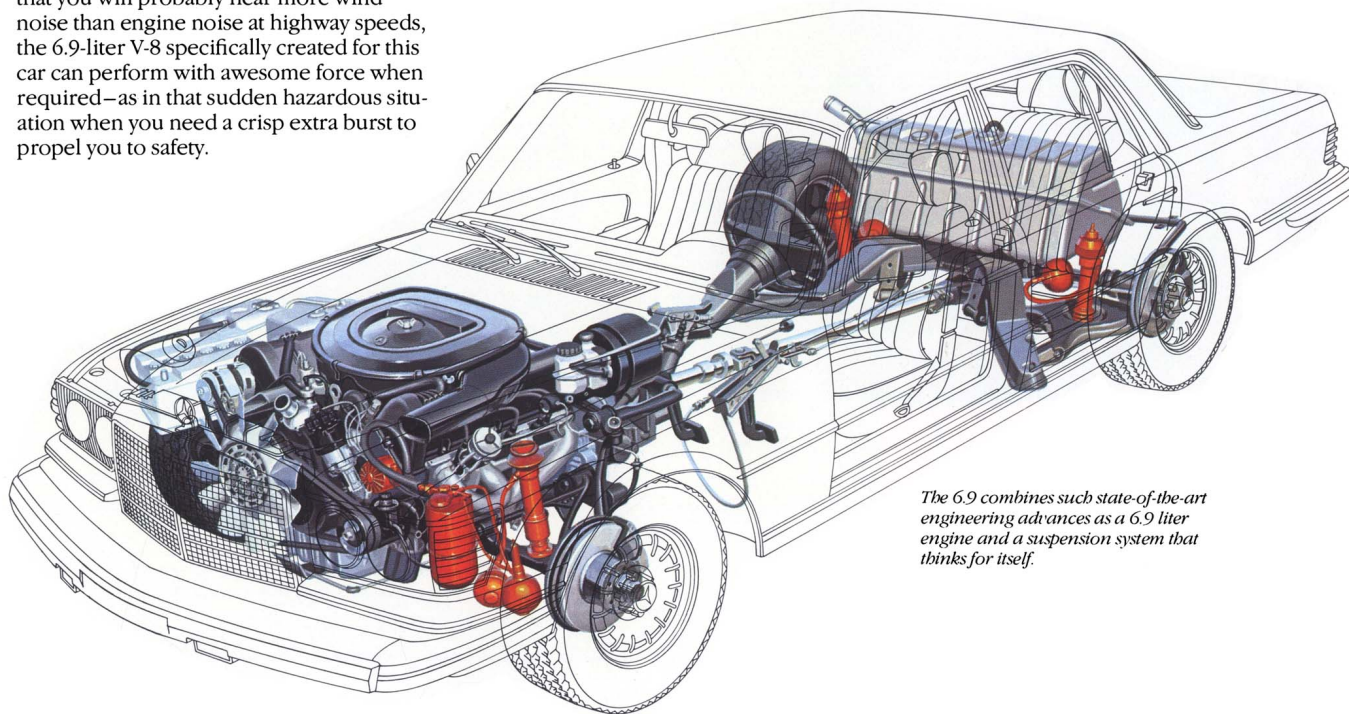
No car with the performance of the 6.9 should have anything but four-wheel disc brakes. Massive discs almost a foot in diameter provide ample stopping power on all four wheels. With over 456 square inches of swept braking area, you can stop the 6.9 very quickly and with very little fade—even after repeated applications of the brakes.

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.

As proof, factory tests show that the two-ton, five-passenger 6.9 Sedan can dash from zero to 55 mph in 7 seconds. Its vast capacity and high-torque output place it among the most responsive engines available today in *any* type of automobile.



The 6.9 combines such state-of-the-art engineering advances as a 6.9 liter engine and a suspension system that thinks for itself.

6.9



Inside, the 6.9 exudes luxury with fine grain leather, burl walnut trim, a pampering climate control system. All standard.

Engineered for safety

Proud as they are of the 6.9's many achievements, the attention to safety makes the engineers proudest of all.

Mercedes-Benz has deftly blended scores of active and passive safety features in the 6.9.

The superb handling characteristics, enormous power reserves, excellent brakes, and 320° of unrestricted visibility contribute importantly to accident avoidance.

Complementing those features is an all-welded structure that serves as the passenger shell—designed to resist intrusion upon impact.

As with all Mercedes-Benz cars, the 6.9 has a methodically padded interior. Nothing is left to chance.

An option list with only four items

Because virtually every possible accoutrement is standard on the 6.9, the option list has been reduced to just four entries. The first (available at no charge) is an electric sunroof. The others: orthopedic front seats, heated seats and cushions (front and rear), and reinforced front seat cushions.

Everything else is standard.



Fine grain leather or rich velour fabric may be specified for the upholstery. The windows are electrically operated and the climate control system pampers you with any temperature you select between 65 and 85 degrees.

Burled walnut root trim is there as a reminder that plastic has yet to take over at Mercedes-Benz.

The 6.9: 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.

Both the front and rear headrests are fully adjustable in height and pivot to ensure optimal comfort.



A gallery of Mercedes-Benz engineering achievements



Gottlieb Daimler's first motor vehicle, 1886.

The name Mercedes-Benz is well known to most Americans, but few are aware that the founders of Mercedes-Benz share credit for *inventing* the automobile.

It was in 1886 that Gottlieb Daimler and Karl Benz, working independently, brought their revolutionary machines to life. Henry Ford's Model T was still 22 years away!

Daimler and Benz were not financial wizards nor industrial tycoons, but hard-headed mechanical engineers. They insisted on technical perfection and flawless workmanship above all else.

Today, Mercedes-Benz cars still roll from a clinically spotless factory.

The Blitzen-Benz, world's fastest automobile for thirteen years, 1911-1924. (149.8 mph.)

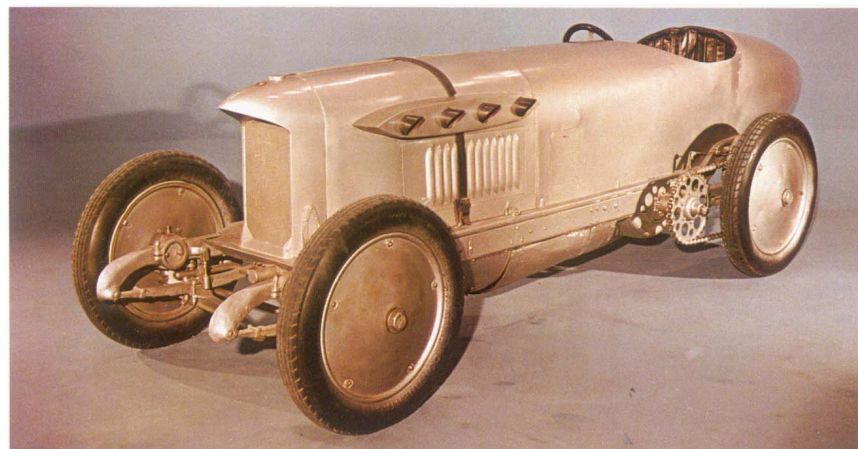


The 500K: supercharged limited production model, 1936.

Background: 300SL Gullwing—pioneer of fuel injection in 1954. Foreground: 280SL, a fuel-injected descendant.



Background: 300SL—famed sports car of the 1950's. Foreground: 200-mph experimental C-111.



Besides pioneering technical advances, from fuel-injected engines to the first Diesel engine passenger car manufactured in series production, Mercedes-Benz has played a preeminent role in racing. No other car maker can match the Mercedes-Benz record of over 4,400 competition victories—a glittering heritage that stretches back to the winner of history's first auto race in 1894.

Many past Mercedes-Benz models are among the most coveted classics on wheels.

Engineering excellence, not “styling themes” or superficial gimmicks, continues to form the design basis of every car, for a Mercedes-Benz is designed to be driven.

Its reputation, today as in the past, rests on the way it *performs*.

Production of 280SE 3.5 Convertible ceased years ago but demand never slackened; today, it is a highly prized classic.



Classics in their own time—timeless classics today.

9 decades of engineering excellence

1886 Granting of patent #37435 on January 29, 1886 to Karl Benz for the »Patent-Motorcar«. Public introduction July 3, 1886.

1886 Construction of first Daimler motor vehicles.

1894 First automobile race in the world was won by a car with a Daimler engine.

1895 First automobile race in the U.S. was won by a Benz.

1895 First automobile ever built on a production line was the Benz »Velox«.

1931 Complete independent wheel suspension.

1936 The first Diesel engine passenger car manufactured in series production—the Mercedes-Benz 260D.

1938 Highest speed ever recorded on a highway: a Mercedes-Benz at 271.5 mph.

1940 Experimental car 11 was built. This prototype included safety features such as solid side protection, extremely rigid floor and three part steering column.

1949 Patented safety door lock mechanism.

1951 Daimler-Benz patents car body with rigid passenger compartment and crumple zones front and rear.

1952 Overhead camshaft for all passenger car engines.

1953 Frame floor construction, stressed chassis.

1954 Fuel injection. Single-joint swing axle.

1959 Power steering.

1963 Dual-circuit power brakes, disc brakes for all cars.

1967 Collapsible steering column with impact-absorber under steering wheel.

1968 Diagonal-pivot swing axle.

1969 Wankel powered C-111 experimental research vehicle.

1972 Introduction of the 450 Series with extensive active and passive safety features.

1975 Introduction of the 300D, world's first 5-cylinder Diesel passenger car.

1978 Turbocharged Diesel C-111-3 research car sets 9 world speed records.

1978 Introduction of the 300SD, world's first turbocharged Diesel passenger car.

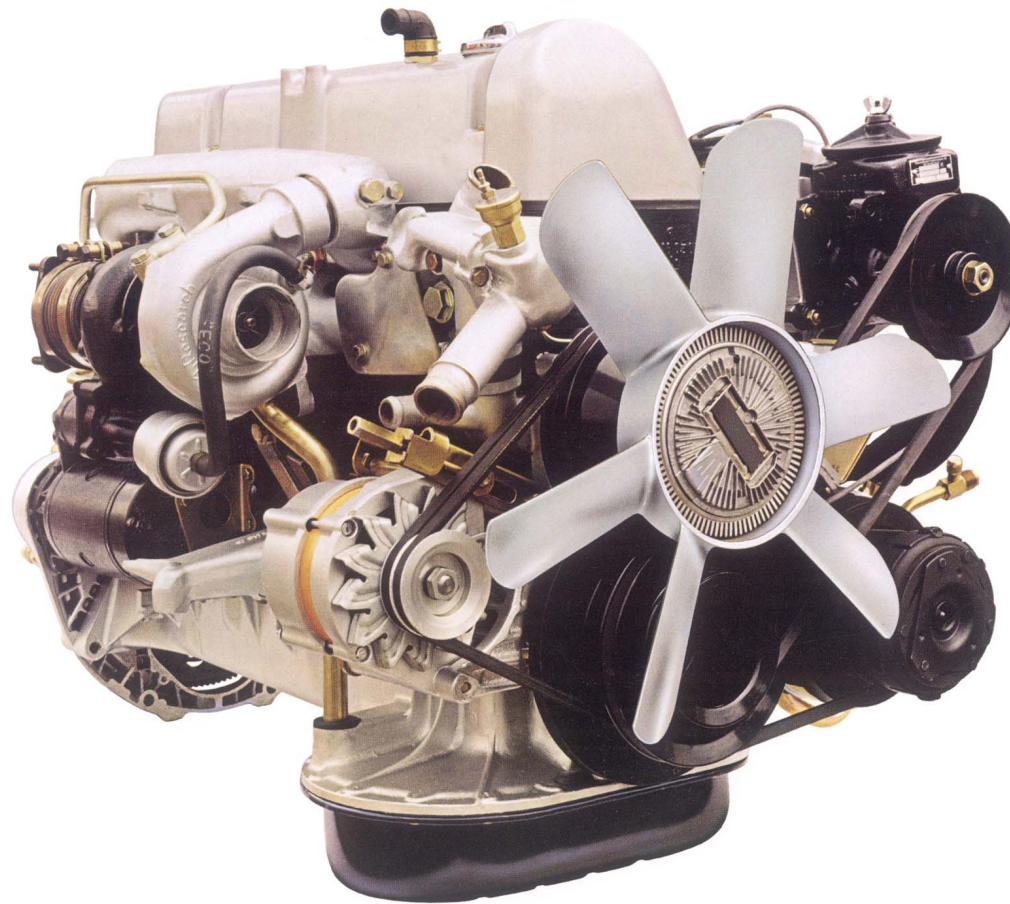
Mercedes-Benz—engineered like no other car in the world

Every Mercedes-Benz is a unique blend of classic elegance, functional styling and engineering sophistication. The casual observer may never stop to consider the hundreds of differences between a Mercedes-Benz and other automobiles.

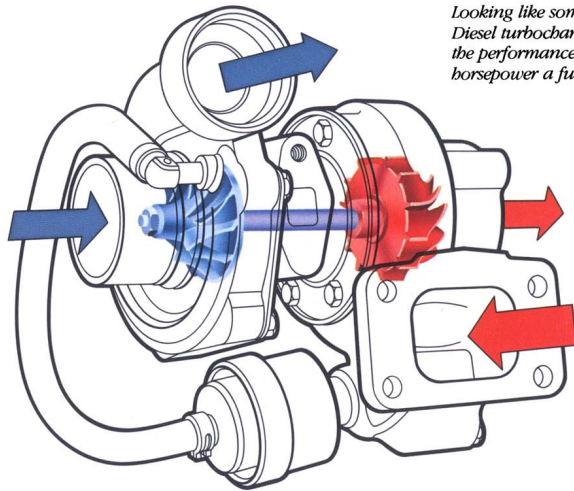
This oversight is most natural to understand for it is only on close examination that you really begin to appreciate the care, craftsmanship and engineering that go into the creation of every Mercedes-Benz.

Gottlieb Daimler said it early in his engineering career, "The Best or Nothing." This is most certainly an uncompromising principle for an uncompromised dedication to quality. It demands from the engineers at Mercedes-Benz dedication to the endless pursuit of making cars even better. Improvement can take the form of subtle refinements, major innovations, new materials, and advanced technology. Whatever the case, the end product, whether it's a door lock or a new type of seat construction, should always represent the leading edge in the state of the art.

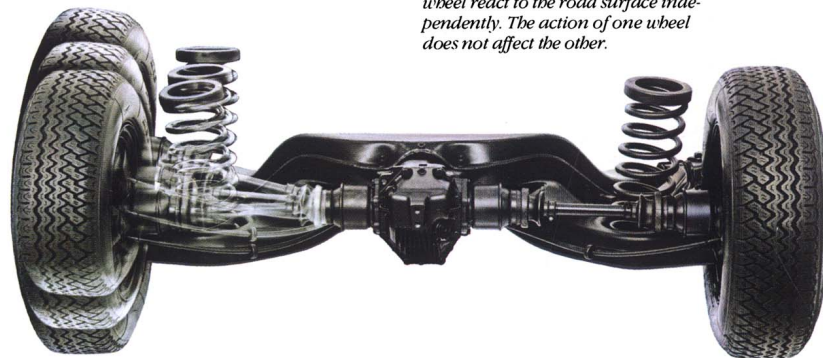
The following pages are designed to show you just a few of the reasons why a Mercedes-Benz is "Engineered like no other car in the world."



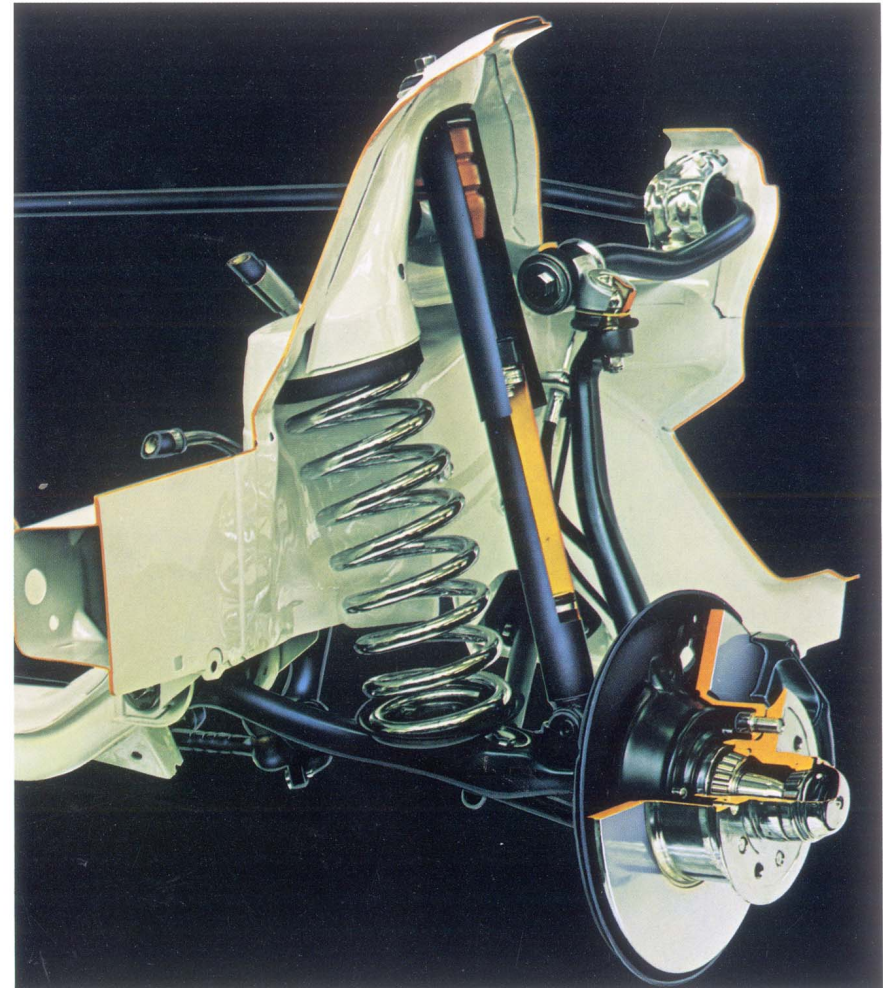
Heart of the amazing new 300SD Turbodiesel is this compact but potent 3-liter power plant, world's first production 5-cylinder passenger car Diesel engine—and the world's first turbocharged production passenger car Diesel engine.



Looking like some space-age device, Diesel turbocharger ushers in the age of the performance Diesel by boosting horsepower a full 43 percent.

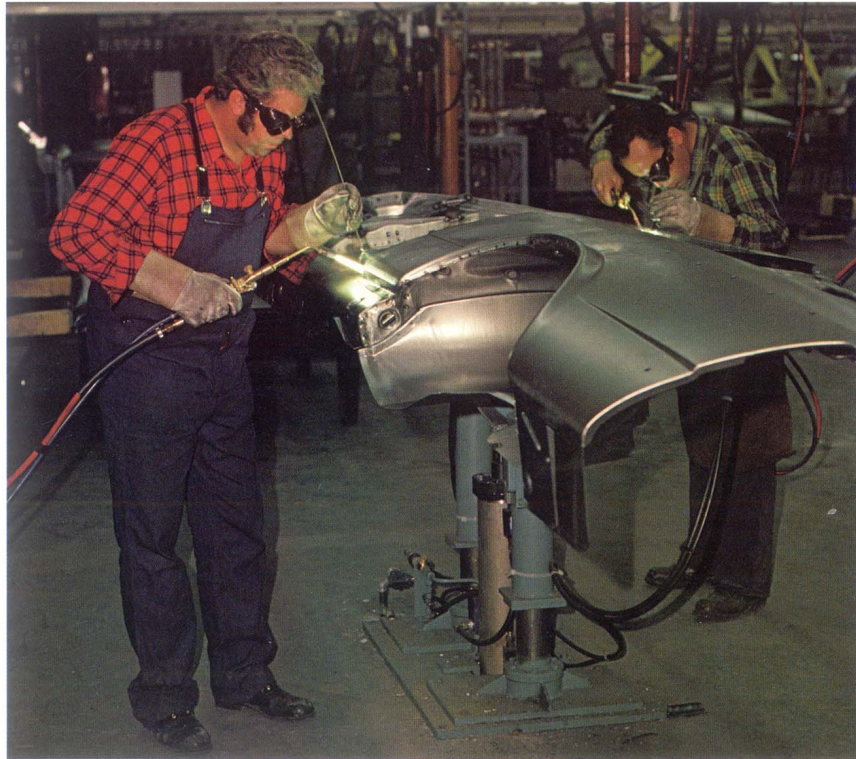


Our fully independent suspension system and diagonal swing axle let each wheel react to the road surface independently. The action of one wheel does not affect the other.



Zero-offset front axle design provides precise steering, quick response, and a small turning circle.

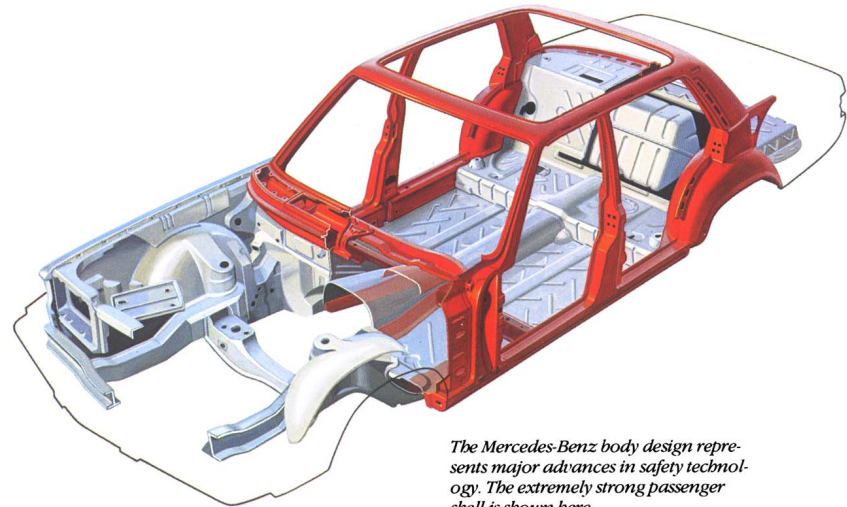
Engineered like no other car in the world



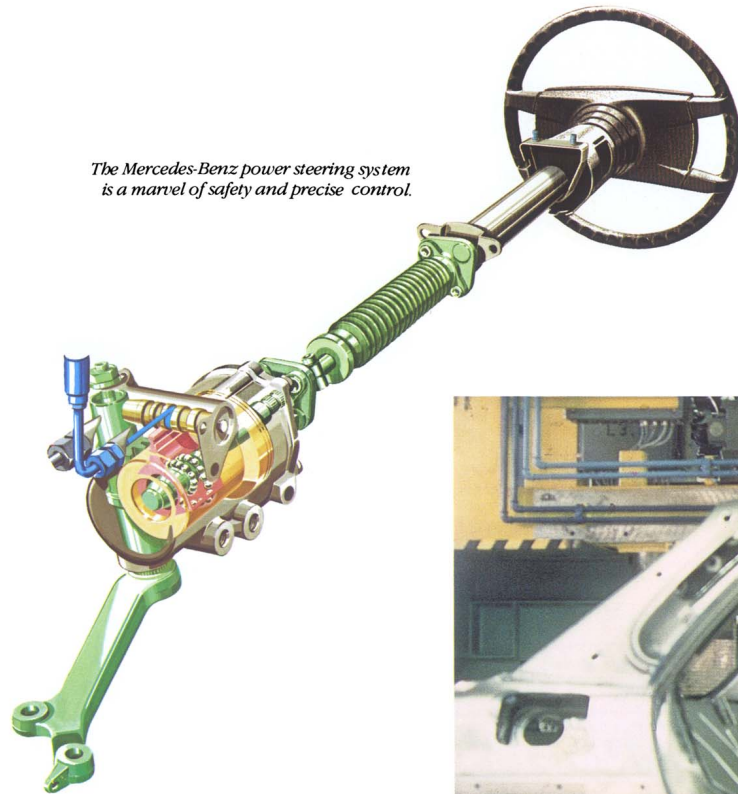
Connecting body panels are carefully welded, soldered, and ground smooth to eliminate any trace of a seam on the body finish.



Weather sealing materials are carefully applied to window frames, doors, and trunk to assure a watertight interior.



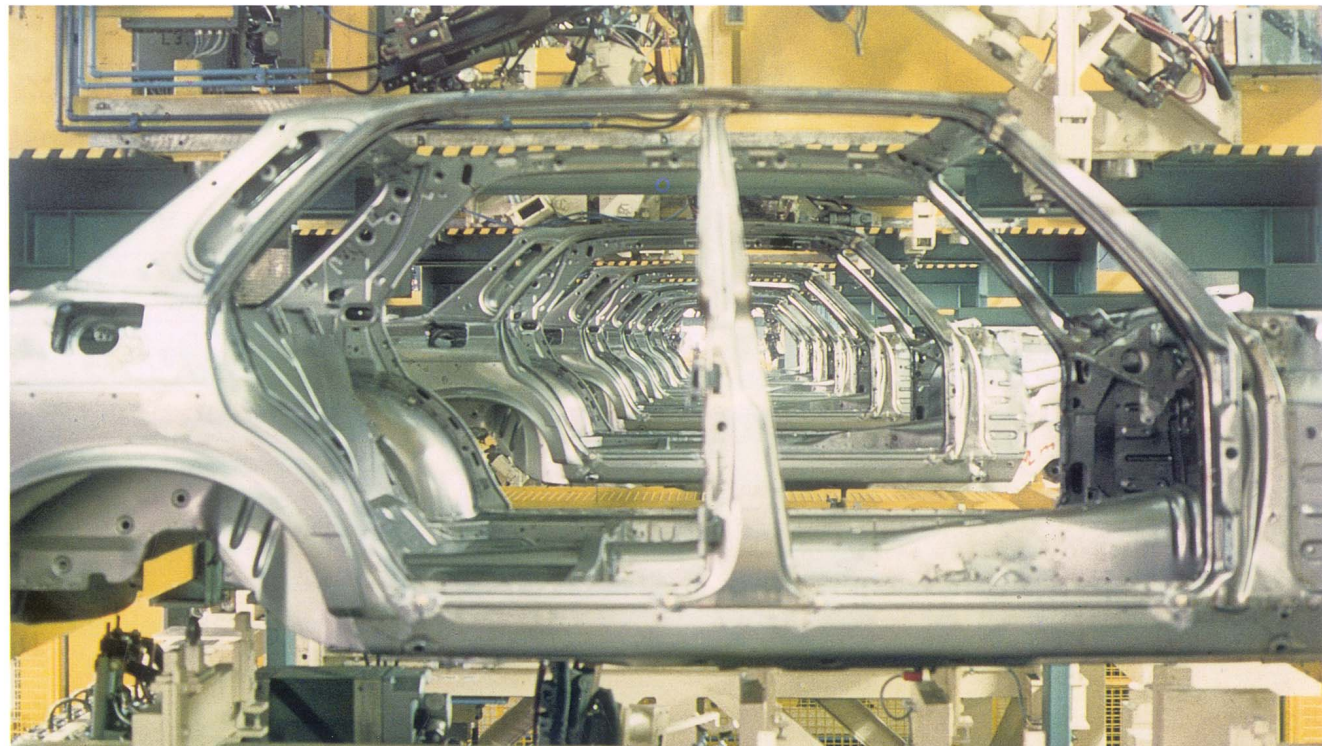
The Mercedes-Benz body design represents major advances in safety technology. The extremely strong passenger shell is shown here.



The Mercedes-Benz power steering system is a marvel of safety and precise control.



Inspectors continuously check body welds for strength.



Precision assembly of a Mercedes-Benz requires ultra-modern, automated production techniques as well as the skilled hands of craftsmen.

Engineered like no other car in the world



Every Mercedes-Benz goes through a 6-step process to produce a satin smooth finish. This includes complete immersion of the body in a primer bath, band and electrostatic spraying and high temperature drying.



The chart below details the protective coatings applied to the bodywork (left) and the undercarriage (right).

<p>Zinc Phosphate Bonderizing degreases the entire body in preparation for painting. Provides better adherence of the finish and prevents rust.</p>	<p>Zinc Phosphate Bonderizing</p>
<p>Electro-Coated Primer is electrostatically applied by a dipping process, which thoroughly covers all surfaces inside and out. The coating is then baked dry.</p>	<p>Electro-Coated Primer</p>
<p>Second Primer Heated primer is electrostatically applied by a spraying process and then baked dry.</p>	<p>Plasticized Vinyl Coating is hand-applied to all interior and exterior welded seams.</p>
<p>Gravel Protection Additional plasticized layer of primer is sprayed on the entire lower part of the body to protect the paintwork from flying gravel.</p>	<p>Undercoating Almost 33 pounds of high quality plasticized vinyl is sprayed onto the underside of the car.</p>
<p>First Color Coat Synthetic resin color base is sprayed on and baked dry.</p>	<p>Anti-corrosion Wax Protection is sprayed on to the underside of the car, engine compartment, drive shaft, fuel and brake lines, and into inaccessible hollow body parts.</p>
<p>Second Color Coat Synthetic resin final color coat is sprayed on and baked to a durable, hard lustre.</p>	



Fresh Air

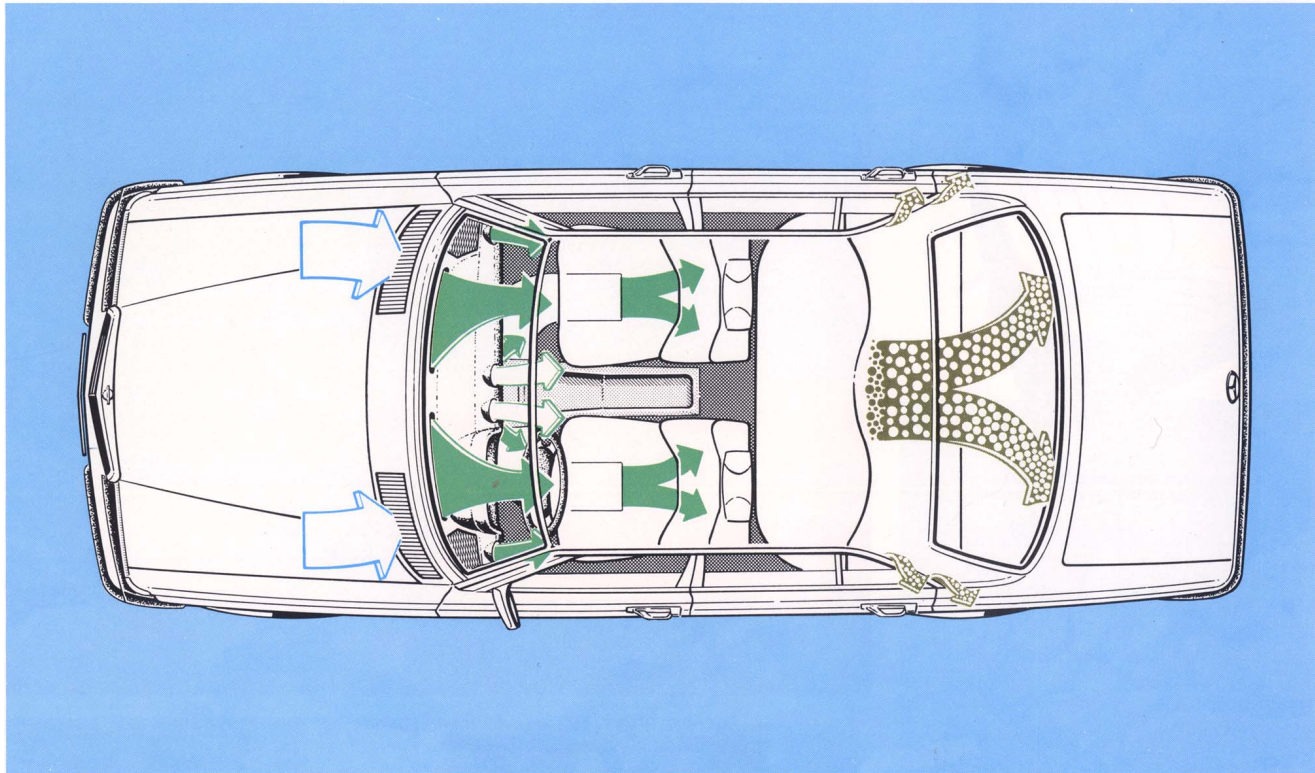


Fresh Air
Cool Air
Warm Air



Extracted Air

Every Mercedes-Benz has an environmental system designed for precise temperature control and logical operation.



Special anti-corrosion wax is sprayed deep into hollow body recesses protecting the metal from the rusting effects of condensation and road spray.



Body shells await final inspection and sanding before the final coat of paint is applied to the finish.

Engineered like no other car in the world



Front seats, seat backs, and headrests are all adjustable to suit individual comfort or for a refreshing change of position.



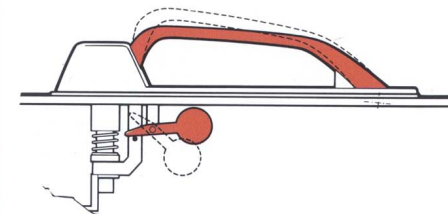
Handsome leather seats are made from the fine grain hides, selected for color and cut to match.



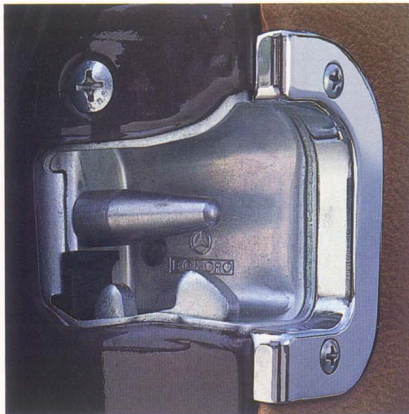
Mercedes-Benz builds its own anatomically designed seats in its own upholstery shops, using only the finest materials.



The convenient central locking system: one turn of the key or one push of the lock button on the driver's door, locks the doors, the trunk, even the fuel filler port.



A counterbalanced inertia mechanism gives additional protection against the doors flying open on side impact.



Massive tapered cone door locks, capable of supporting the entire weight of the car, are a patented Mercedes-Benz design.



Instrumentation is complete, including a quartz chronometer and positioned to be read with minimum eye movement.

The wood components in every Mercedes-Benz are carefully hand-sanded and polished to an ultra high-gloss finish.



A beautiful blend of function and elegance: The burled walnut paneled console of the 280CE.



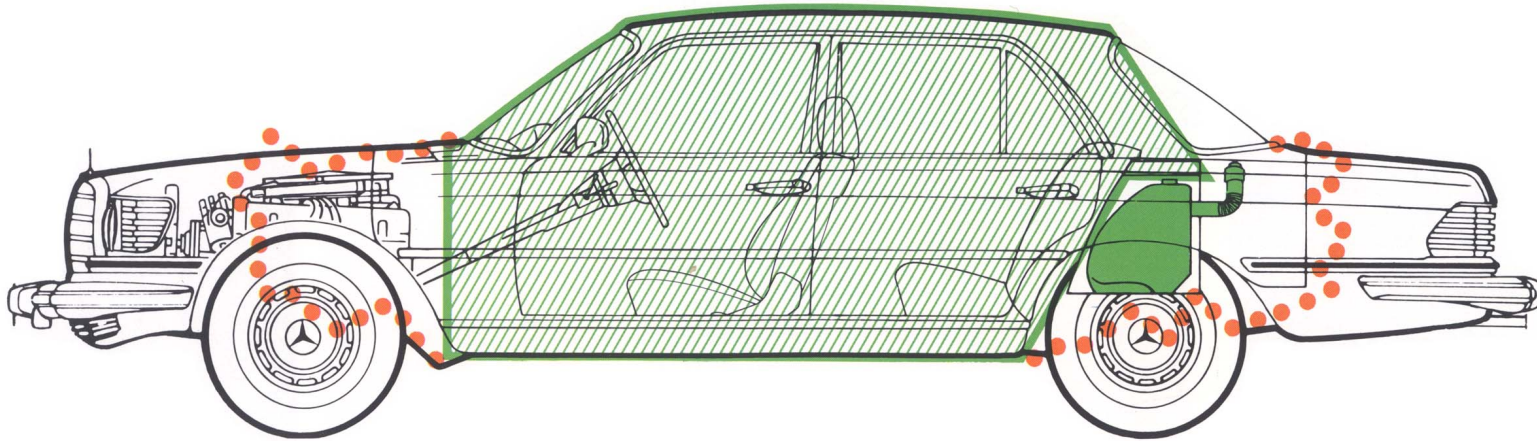
Safety: A matter of paramount importance

Passive Safety

The ability of a car to reduce injuries to the occupants of the passenger compartment in the event of an accident.

■ The passenger shell of every Mercedes-Benz is designed for strength and rigidity to shield the occupants. Its interior is designed to be soft and yielding. Instrument panel is deeply padded, steering wheel and column are designed to collapse on impact.

■ Rigid passenger shell is shielded by crumple zones front and rear. Energy-absorbing bumpers are equipped with hydraulic regenerative shock absorbers. Fuel tank is located deep within the car's body over the rear axle and surrounded by metal bulkheads.



Mercedes-Benz has been concerned with automobile safety since long before public discussion began on the subject.

The beginnings of the Mercedes-Benz safety programs reach back three decades. More than 100 different safety elements have been developed and tested since then. Today they are incorporated into the production of Mercedes-Benz passenger cars.

In some instances, the developments were the basis of safety standards governing passenger cars in different countries.

Hardly any other automotive manufacturer offers a more complete system of features designed to work together and complement each other to increase the safety factor. Features designed to help in

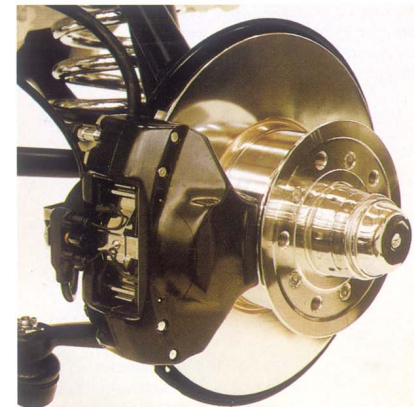
avoiding accidents (active safety) and features designed to reduce injuries in the event of an accident (passive safety).

Performance characteristics of the car and the visibility, convenience and comfort of the driver in handling the car are all factors of active safety.

Rigid passenger shell, crumple zones front and rear, padded interior, collapsible steering wheel and column, yielding instrument panel, energy-absorbing bumpers—all these passive safety features are standard in every Mercedes-Benz car.

Continuing research produces constant improvements. Today, it is not surprising that one thinks of safety when one hears the name of Mercedes-Benz.

Four wheel disc brakes have been standard on every Mercedes-Benz since 1968. With a swept area of 456 square inches, these brakes are designed to provide sure straight stops.



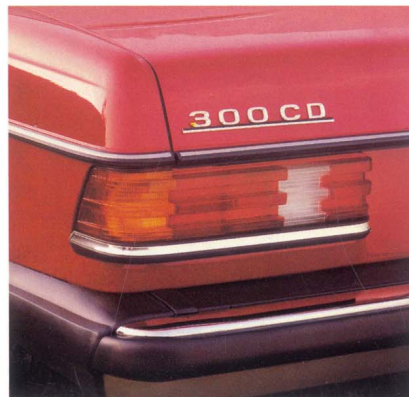
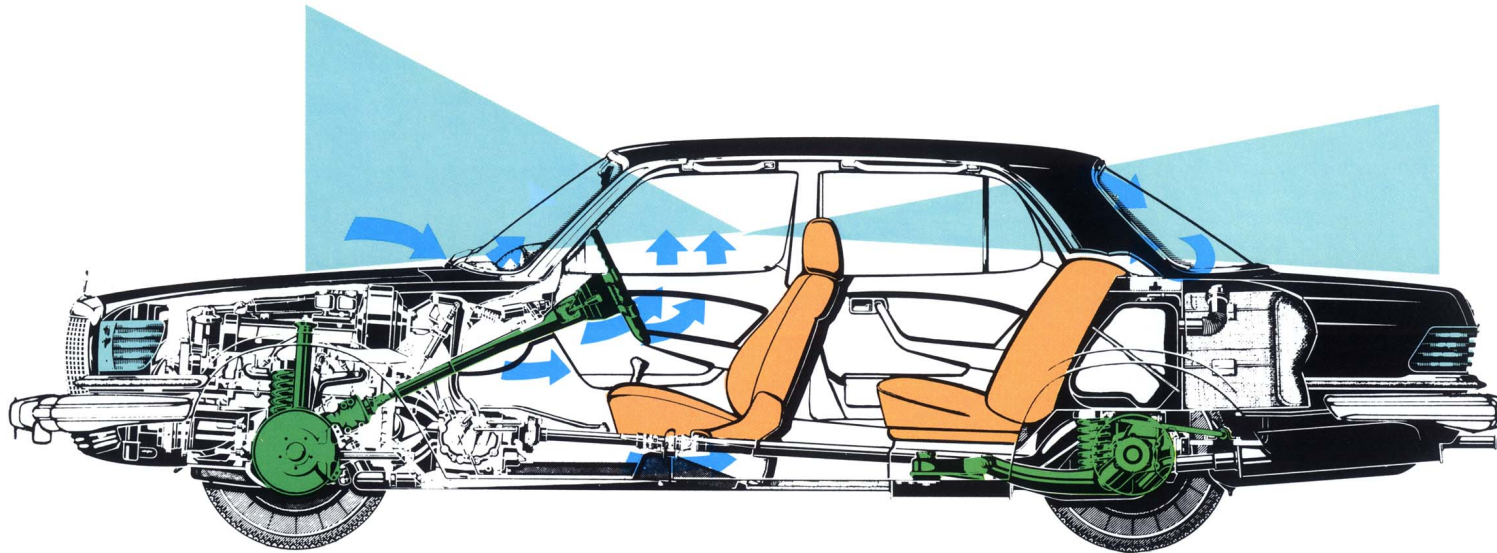
Active Safety

The ability of a car to help the driver avoid an accident.

■ Performance characteristics, such as braking, steering and suspension, play the key role in active safety.

■ Visibility is important—the ability of a driver to see from the car and the ability of the car to be seen by others.

■ Comfort and convenience features such as adjustable seats and climate control affect active safety because they directly affect driver performance.



Quartz halogen fog lamps and aerodynamically ribbed lights use air flow around the car to shed dirt and road grime.

A family within a family: the Mercedes-Benz Diesels

One by one, the world's automobile makers seem to be accepting the obvious and committing themselves to the production of cars with reliable and efficient Diesel engines—gloriously allergic to gasoline, devoid of carburetors and spark plugs and points, all but immune to conventional tune-ups.

In so doing, the world's automobile makers are building on a foundation laid down 43 years ago by Mercedes-Benz.

The men who founded Mercedes-Benz and their successors had been intrigued by the Diesel's promise since the engine was first patented in 1892. They became committed to putting the Diesel on wheels. By 1923, Mercedes-Benz could claim the world's first production Diesel truck; and in 1936 came the breakthrough that had defied so many automobile makers for so long. Mercedes-Benz announced the world's first production Diesel passenger car.

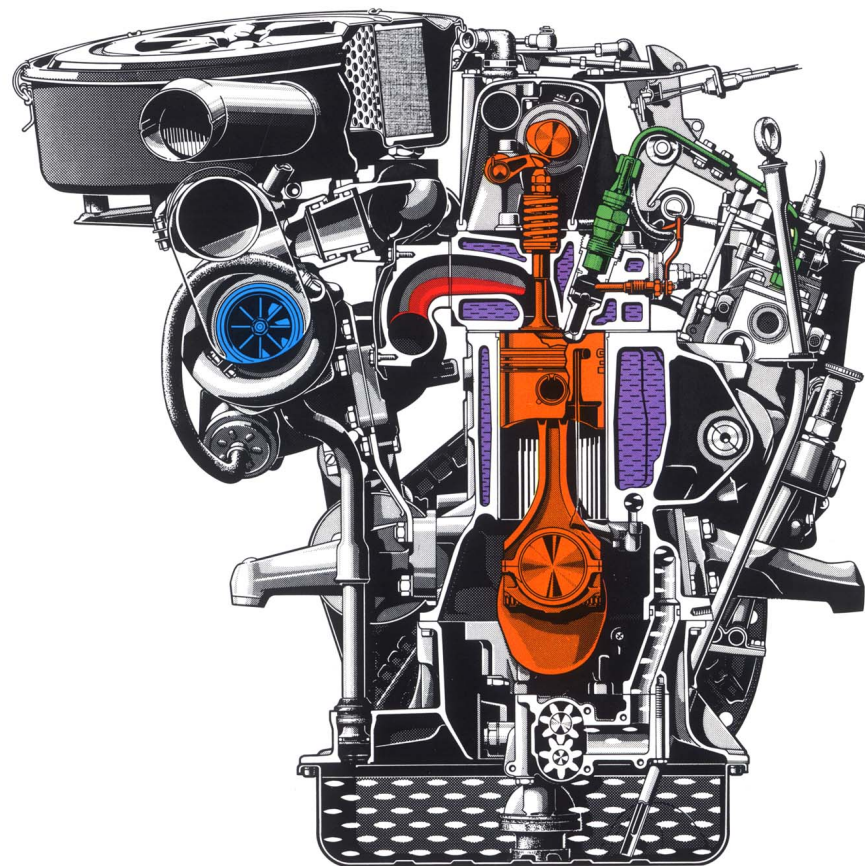
With that announcement, Mercedes-Benz founded a Diesel passenger car dynasty that has never been matched or seriously challenged. The ensuing years have seen the Mercedes-Benz commitment to Diesel cars dwarf that of any other maker and mushroom into staggering numbers: two and a half million Mercedes-Benz Diesel cars built and sold in 134 countries around the world, for example—including over 131,000 since 1958 in the U.S.A. alone.

5 generations of refinement

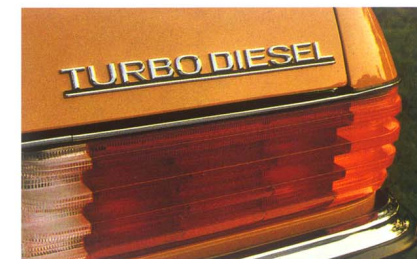
Experimentation and development and refinement have never ceased. The Mercedes-Benz Diesel car has now evolved through five successive generations—horsepower steadily climbing, noise and roughness steadily waning, frugal nature intact. And whereas not so long ago you could buy any Diesel you liked, so long as it was a 4-cylinder sedan with a manual shift and few flourishes or extra amenities, Mercedes-Benz leads the industry in offering Diesel cars to meet a wide gamut of tastes and needs.

With Mercedes-Benz Diesels as with no others, you have a *choice*—a choice not only of engine size but engine type. Of body styles. Of transmissions. Of equipment. Of performance. From unabashed elegance to unadorned simplicity, you even have a choice of the Diesel *character* you prefer.

Indeed, the Mercedes-Benz Diesel range represents nothing less than a "family within a family" of cars—a spectrum of automotive personalities complete within itself: the new *300SD Turbodiesel*, so spectacular in performance that its loyalty to old-fashioned Diesel efficiency can be almost forgotten amid the 0-60 times; the *300CD Coupe*, a 5-cylinder Diesel ready to compete against the world's most exclusive two-plus-two coupes on their own ground; the *300D Sedan*, the car that pioneered the idea that a Diesel can be fun to drive and as prized for its driving pleasure as for its economy; the *240D*, the classic statement of no-nonsense Diesel practicality, in its most refined technical form to date.



The 5-cylinder Diesel engine design allowed Mercedes-Benz engineers to increase performance and engine smoothness.



Diesels form a major part of Mercedes-Benz automobile production today. They do not issue from one corner of the factory, as a sideline. They represent the cream of Mercedes-Benz engineering and manufacturing skill—not stepbrothers in the model mix, but stars.

Each is designed as a Diesel, stem to stern. From engine mounts to transmission gears, each component is matched to the unique demands of Diesel operation. And thanks to that 43-year fund of expertise, a Mercedes-Benz Diesel functions unlike any other. (Progress has even eliminated that old Diesel start-up ritual of pulling out a knob; nowadays, you simply twist a key.)

No one would suggest that the Diesel will entirely replace the gasoline engine as the prime source of power for automobiles. But the Diesel does offer unique advantages—and timely ones, appreciated more and more as energy and environmental issues multiply. It is for this reason that every Mercedes-Benz Diesel—from revolutionary 300SD Turbodiesel to traditional 240D—is an idea whose time has come.

*The Mercedes-Benz Diesel family:
300SD turbodiesel, 300CD Coupe,
240D Sedan and 300D Sedan.*



240D, 280E, 280CE, 300D and 300CD

Standard equipment

Front Suspension

Fully independent, double A-arms with non-parallel pivot axis, zero-offset steering, coil springs, gas-pressurized shock absorbers and anti-sway bar.

Rear Suspension

Fully independent, diagonal pivot axle. Four parallel, constant velocity couplings. Diagonally pivoted control arms. Coil springs. Gas-pressurized telescopic shock absorbers. Anti-sway bar.

Braking System

Disc brakes on all four wheels with vacuum-servo power assist. 11" diameter front and rear. Total swept area, 456.5 square inches. Dual braking circuits with dual reservoir master cylinder. Parking brake with separate brake drums and shoes at each rear wheel.

Steering System

Daimler-Benz recirculating ball steering, gear segment actuated by power assist—3.2 turns lock to lock.

Body

Unitized construction, welded at more than 4,700 points.

Interior

Seats anatomically designed, with steel and coil spring construction, rubberized natural fiber padding. Bucket type front seats adjustable for leg room and height with infinitely variable backrest positions and fully adjustable headrests. Appointments include convenience tray between front seats. Map pockets in front doors. Parcel nets on front seat backs. Padded armrest on each door. Assist handles over every door. Center rear seat armrest. Ashtrays front and rear. Lighter. Lockable glove compartment and trunk. Front and rear convenience lights. Recessed sun visors, visor vanity mirror.

Instrumentation

Instruments include mph & km/h speedometer; odometer with trip mileage counter; oil pressure gauge; fuel gauge; water temperature gauge; quartz chronometer; warning lights for: fasten seat belts, parking brake, front brake pad wear, low fuel level, low brake fluid level, high beams, battery discharge; 2-speed windshield wipers with additional 5-second interval mist control; automatic windshield washer system; warning buzzer for ignition key, lights-on and fasten seat belts.

Environmental Systems

The 280E, 280CE, 300D and 300CD have a bi-level climate control system that automatically maintains a preselected temperature between 65° and 85° Fahrenheit.

The 240D's environmental system has individual, console mounted temperature controls for driver and passenger.

Ventilating/heating systems: intake located in dust-free zone at base of windshield. Stale air exhausted through vent at base of rear window and trailing edge of rear side windows. Fresh/heated air distributed by blower to windshield, side windows, front floor, rear floor.

240D Standard Features

Engine is a four-cylinder Diesel. Overhead camshaft with prechamber fuel injection, five main bearings, positive valve rotators. Standard equipment includes 4-speed manual transmission, power steering, tinted glass, central locking system, tapered cone door locks, energy-absorbing bumpers, electrically heated rear window, MB-Tex vinyl upholstery, four retracting 3-point inertia reel safety belts, halogen fog lamps, steel-belted radial ply tires.

280E and 280CE Standard Features

Engine is a six-cylinder, double overhead camshaft design with C.I.S. fuel injection system, seven main bearings, positive valve rotators, breakerless transistorized ignition.

Standard equipment includes bi-level climate control system, 4-speed automatic transmission with torque converter, power steering, electrically operated windows, tinted glass, central locking system, tapered cone door locks, energy absorbing bumpers, electrically heated rear window, MB-Tex vinyl upholstery, cruise control, front center armrest, halogen fog lamps, AM/FM stereo radio with four wide-range speakers, automatic antenna with selective height adjustment, four retracting 3-point inertia reel safety belts, steel-belted radial ply tires.

300D and 300CD Standard Features

Engine is a five-cylinder Diesel with overhead camshaft, prechamber fuel injection, six main bearings, positive valve rotators.

Standard equipment includes bi-level climate control, front center armrest, 4-speed automatic transmission with torque converter, power steering, electrically operated windows, tinted glass, central locking system, tapered cone door locks, cruise control, energy-absorbing bumpers, electrically heated rear window, halogen fog lamps, MB-Tex vinyl upholstery, AM/FM stereo radio with four wide-range speakers, automatic antenna with selective height adjustment, four retracting 3-point inertia reel safety belts, steel-belted radial ply tires.

280SE, 300SD, 450SEL, 450SL, 450SLC and 6.9

Standard equipment

Front Suspension

280SE, 300SD, 450SEL: Fully independent, double A-arms with non-parallel pivot axis, zero-offset steering, coil springs, gas-pressurized shock absorbers, and anti-sway bar. 450SL, 450SLC: Fully independent, unequal length A-arms, coil springs, gas-pressurized shock absorbers, anti-sway bar. 6.9: Fully independent, self-leveling, double A-arms with non-parallel pivot axis, zero-offset steering, anti-dive control, stabilizer bar. Wheel suspension: hydro-pneumatic suspension unit which acts as spring and shock absorber.

Rear Suspension

280SE, 300SD, 450SEL, 450SL and 450SLC: Fully independent diagonal pivot axle. Four parallel constant velocity couplings. Diagonally pivoted control arms. Coil springs, gas-pressurized shock absorbers, anti-sway bar. 6.9: Fully independent, self-leveling, M-B diagonal pivot axle with limited slip differential; starting and braking torque compensation, anti-sway bar. Wheel suspension: hydropneumatic suspension unit which acts as spring and shock absorber.

Braking System

Disc brakes on all four wheels, with vacuum-servo power assist. 11" diameter front and rear. Total swept area, 456.5 square inches. Ventilated front discs. Dual braking circuit with dual reservoir master cylinder. Parking brake with drums and shoes at each rear wheel.

Steering System

Daimler-Benz recirculating ball steering, gear segment actuated by power assist—2.7 turns lock to lock. 450SL, 450SLC—3.0 turns lock to lock.

Body

Unitized construction, welded at more than 6,000 points.

Engine and Transmission

280SE is powered by an efficient, smooth running double overhead camshaft six-cylinder engine with C.I.S. fuel-injection system, positive valve rotators and breakerless transistorized ignition. Transmission is a 4-speed automatic with torque converter.

300SD is powered by a five-cylinder, turbocharged Diesel engine with overhead camshaft, prechamber fuel-injection, six main bearings and positive valve rotators. Transmission is a 4-speed automatic with torque converter.

450 Series models are powered by a 275.8 cubic inch V-type 8-cylinder engine, with five main bearings. The 6.9 is powered by a 417.1 cubic inch V-type 8-cylinder engine, with five main bearings. All V-type 8-cylinder engines have overhead camshafts, C.I.S. fuel-injection system, hydraulic valve clearance compensation, positive valve rotators and breakerless transistorized ignition. Transmission is a 3-speed automatic with torque converter.

Interior

Seats anatomically designed, with steel and coil spring construction, rubberized natural fiber padding. Bucket type front seats adjustable for leg room and height with infinitely variable backrest positions and fully adjustable headrests.

Appointments include convenience tray between front seats. Map pockets in front doors. Padded armrest on each door. Front and rear center armrests. Three ashtrays (one on 450SL), lighter, lockable glove compartment and trunk. Front and rear convenience lights (450SL: front only). Tinted glass. Electrically heated rear window (except on 450SL Roadster top). Recessed sun visors (except 450SL). Visor vanity mirror.

Instrumentation

Instruments include mph & km/h speedometer; odometer with trip mileage counter; tachometer; oil pressure gauge; fuel gauge; water temperature gauge; quartz chronometer; warning lights for: fasten seat belts, front brake pad wear, parking brake, low fuel level, low brake fluid level, high beams, battery discharge; 2-speed windshield wipers with additional 5-second interval mist control; automatic windshield washer system; warning buzzer for ignition key; lights-on and fasten seat belts.

Environmental Systems

All models have a bi-level climate control system that automatically maintains a preselected temperature between 65° and 85° Fahrenheit. On all models, air conditioning, ventilating and heating systems have fresh air intake located in dust-free zone at base of windshield. Stale air extracted through vent at base of rear window passes through ducts to the outlets in the rear pillars. (On 450SL air is extracted at base of rear window.) Fresh/heated air distributed by blower to windshield, side windows, front floor, rear floor and into the front doors. Cooled air distributed by adjustable louvers in dashboard.

Additional Standard Features

Besides the basic equipment previously described, the 280SE, 300SD, all 450 Series models and the 6.9 come equipped with many important technical and comfort features at no extra cost. These include central locking system; cruise control; halogen fog lamps; electrically operated windows; AM/FM stereo radio on 280SE, 300SD and 450SL, AM/FM stereo radio with tape cassette player on 450SEL, 450SLC and 6.9; automatic antenna with selective height adjustment; tapered cone door locks; light alloy wheels; steel-belted radial ply tires.

280SE

Standard equipment also includes MB-Tex vinyl upholstery, parcel nets on front seat backs, velour carpeting, rear reading lamps and carpeted trunk.

300SD

Standard equipment also includes MB-Tex vinyl upholstery, parcel nets on front seat backs, velour carpeting, rear reading lamps and carpeted trunk.

450SEL

Standard equipment also includes rear reading lamps, leather upholstered seats and parcel nets on front seat backs, velour carpeting, carpeted trunk. Metallic paintwork and plush velour upholstery may be specified at no extra cost.

450SL

Standard equipment also includes MB-Tex vinyl upholstery, additional remote-control mirror on right side, interior and trunk carpeted in color-keyed velour.

450SLC Coupe

Standard equipment also includes leather upholstered seats, additional remote-control outside mirror on right side; interior and trunk carpeted in color-keyed velour. Metallic paintwork and velour upholstery may be specified at no extra cost.

6.9

Standard equipment also includes rear reading lamps, leather upholstered seats and parcel nets on front seat backs, velour carpeting, carpeted trunk, rear seat headrests.

Metallic paintwork and plush velour upholstery may be specified at no extra cost.

Optional equipment

240D, 280E, 280CE, 300D and 300CD

The list of standard equipment items on these models is comprehensive indeed; to augment the list, you may order the comfort and convenience items below as extra-cost options:

- Sliding sun roof with wind deflector (manual or electrically operated on 240D, 280E and 300D; electrically operated on 280CE and 300CD).
- Seats upholstered in natural leather.
- Seats upholstered in plush velour (not available on 240D).
- AM/FM radio with two wide-range speakers (240D only).
- AM/FM stereo radio with stereo tape cassette player. (Includes automatic antenna with selective height adjustment and four wide-range speakers. Not available on 240D.)
- Heated seats and seat backs. (Front seats only.)
- Two rear speakers (standard with stereo radio).
- Front seats with orthopedic backrests.
- Light alloy wheels.
- Metallic paintwork.
- Rear seat headrests.

The following items are standard equipment on 280E, 280CE, 300D and 300CD and optional at extra cost on the 240D:

- Air conditioning.
- AM/FM stereo radio with four wide-range speakers.
- Automatic antenna with selective height adjustment.
- Electrically operated windows.
- Front center armrest.
- 4-speed automatic transmission with torque converter. (Cruise control standard with this option on 240D.)



An added touch of comfort: adjustable headrests for rear seat passengers.



Front bucket seats are available with an adjustable back providing additional orthopedic support.



At the touch of a button, the electrically heated seat and seatback envelop you in warm comfort.



Stereo radio with signal seeking station finder and built-in cassette tape deck.

In addition to the many items built in as standard equipment, Mercedes-Benz can further tailor your car to your individual needs and tastes with these extra-cost options for the models listed below:

280SE

Natural leather or velour upholstered seats, rear seat headrests, heated seats and seat backs, AM/FM stereo radio with stereo tape cassette player, electrically operated sun roof with wind deflector, front bucket seats with orthopedic backrests, metallic paintwork.

300SD

Natural leather or velour upholstered seats, rear seat headrests, heated seats and seat backs, AM/FM stereo radio with stereo tape cassette player, electrically operated sun roof with wind deflector, front bucket seats with orthopedic backrests, metallic paintwork.

450SEL

Rear seat headrests, heated seats and seat backs, electrically operated sun roof with wind deflector, front bucket seats with orthopedic backrests.

450SL

Natural leather upholstered seats, bucket seats with orthopedic backrests, heated seats and seat backs, AM/FM stereo radio with stereo tape cassette player, metallic paintwork.

450SLC

Electrically operated sun roof, front bucket seats with orthopedic backrests, heated seats and seat backs (front seats only).

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Front bucket seats with orthopedic backrests, heated seats and seat backs. An electrically operated sun roof with wind deflector is available without additional charge.





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