IS IT A CAR? IT DEPENDS ON WHOM YOU ASK.

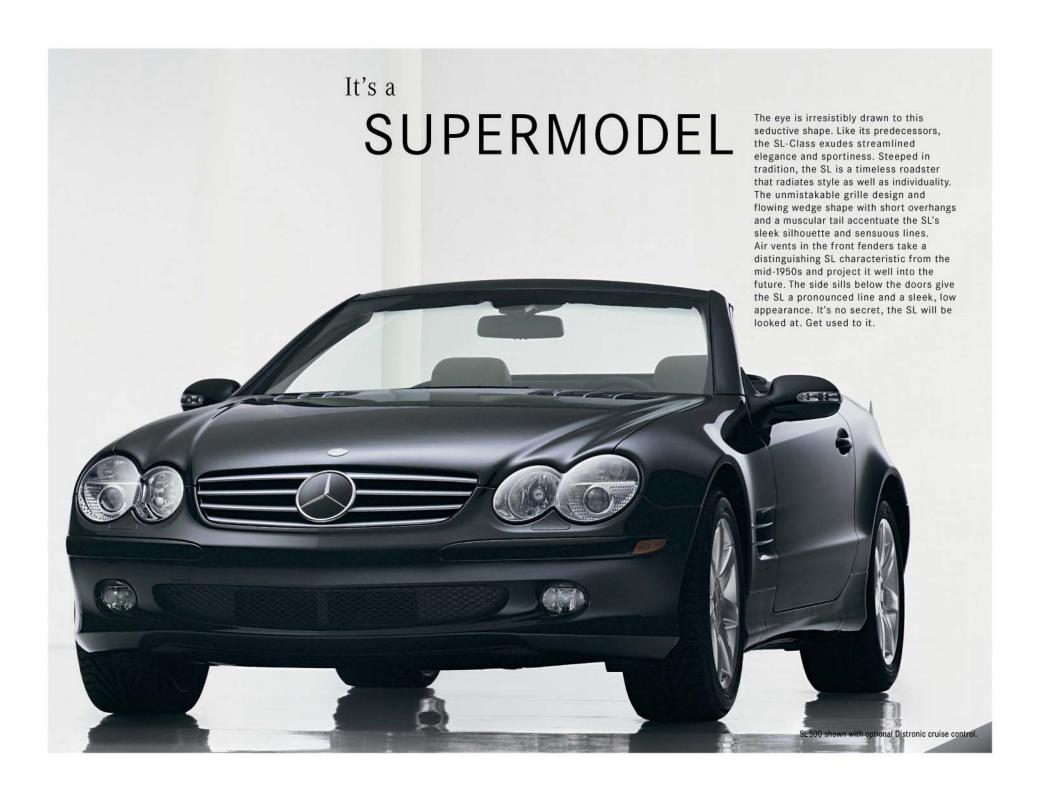
For some, a car is nothing more than a way to get from point A to point B. For others, a car is a destination. A technological wonder. A sum of its own parts. A legend in the making. A sense of pride. For those who choose the latter, meet the 5th Generation SL. It's more than a car.



REINCARNATION

Some cars are just destined for greatness. The new 2003 Mercedes-Benz SL-Class is the latest incarnation of a great automotive legacy. Nearly 50 years ago, the original 300 SL Gullwing Coupe was introduced as the sports car of the century. Born on the track, it represented a charismatic milestone in automotive engineering. Since then, it has touched the hearts of automobile enthusiasts around the globe. Over 200,000 cars later, the 5th Generation SL is prepared to once again rewrite history. The thread of brilliance runs from the classic 1954 300 SL Gullwing Coupe and its sporty brother, the 300 SL Coupe/Roadster, to the handsome 1963 pagoda-roof model, elegant 1970 SL and dynamic 1990 SL Coupe/Roadster. Seldom have two letters enjoyed so much attention. For 2003, the Mercedes-Benz SL legend continues in two incomparable sports cars: Introducing the exquisite SL500 and the ultra-performance SL55 AMG.







SCULPTURE

Carved from a great legacy, the cockpit of the new SL-Class is a masterful blend of expressive shapes and high-quality materials. A stylishly tailored twin-arch instrument pod merges seamlessly into an elegant center console and arcs harmoniously into the doors. Each detail is a work of modern art, from the chronographicdesign instrument cluster to the aluminum, wood and leather interior trim. Outside, a bold display of contemporary style combines with classic, charismatic grace. Timeless Mercedes-Benz details, such as the signature fins on the hood and front fenders, pay homage to the rich SL legacy. Aerodynamic exterior mirrors integrate LED turn signals, and are designed to help redirect water away from the side windows. The door handles are designed for easy opening and a comfortable grasp, so they're as ergonomic as they are sleek. A discreetly sculpted rear spoiler helps the SL 500 achieve its wind-cheating 0.29 coefficient of drag. The elegantly sculpted monochromatic taillamps are seamlessly integrated with the body sides and trunk. The fixed rear antenna is thoughtfully designed to be effective, not obtrusive. Chrome-finished tailpipes trumpet muscularity. Every element embodies form and function. Just two of the standard features found on every 5th Generation SL.



Now you can have it all. The comfort and practicality of a pillar-less coupe. And the open-air freedom of a roadster. Two cars in one at the touch of a button. How? A unique, electrohydraulically retractable hardtop. It only takes 16 seconds—from inside the car using a console-mounted control, or from outside via the SmartKey remote—to fold the lined and insulated double-panel aluminum roof, rear roof pillars, and 4-mm safety-glass rear window neatly into the trunk. There's up to 10.1 cubic feet of trunk space when the roof is up, 7.3 cubic feet when the roof is down. For easier top-down access to the luggage area, the new SL's Easy-Pack automatic loading aid tilts up the folded roof by approximately 20 degrees at the touch of a button. With the hardtop always on board, top-installation and storage hassles are eliminated. And for a wider vista with the top up, our optional Panorama glass roof with a manually operated

CONTORTIONIST



It's a ROAD HUGGER

Imagine a suspension system so intelligent that it helps keep your SL on an even track. It's called Active Body Control (ABC), and when it comes to bumps, curves, rises and dips, ABC is as demanding as you are. With the SL, softer damping and greater comfort ride hand in hand with a sporty, taut road feel. The best of both worlds. ABC utilizes four computer-controlled hydraulic plungers that work in conjunction with gas-filled shock absorbers and steel coil springs to generate forces to resist some of the body's natural movements during acceleration, cornering or braking. ABC automatically adjusts its settings for the weight of passengers and cargo. At higher cruising speeds, the system lowers the ride height of the body to enhance the SL's stability and reduce wind resistance. The result is remarkable comfort and composure plus enhanced driving dynamics. ABC also empowers the SL driver to fine-tune the driving experience according to changing conditions. If rough, cratered pavement or snow is encountered, the driver can touch a dash-mounted switch and raise the SL's body up to an inch to provide greater clearance. Or for spirited driving on great roads, you can avail yourself of the ABC's "Sport" setting, which firms up the shock-absorber damping. One system for a multitude of driving experiences.







MASSEUSE

Instead of heading to the nearest spa for rejuvenation, plunk yourself down in the seat of an SL-Class. The exquisite SL interior offers generous legroom, and its leather-upholstered seats can be electrically adjusted 12 ways to help you find your ideal seating position. Three-position memory helps you recall your favorite settings at the press of a button. And automatic seatback control adds convenience for loading and unloading in the rear. In warm weather, the SL seat's fiber-mat layers and polyurethane cushions "breathe," allowing airflow to your posterior regions. Electric grids can warm the seats in cooler weather. And if your tastes run towards even more comfort, you may want to equip your new SL with our sophisticated Active Ventilated seats that use tiny fans within the seat to help keep you cool and refreshed. This optional seating package also includes our dynamic multicontour seatbacks with adjustable air chambers. All are waiting to work their magic. Simply press the Pulse button, and the center air cushion in the lumbar region starts its soothing oscillations. This invigorating "back massage" helps to relieve tired muscles and keep you at your best.

INSPIRATION

Impressive lines. Unrivaled technological excellence. The marriage of an elegant, advanced design and the sleek, sporty look from a glorious, legendary past. At its heart, a V-8 engine that roars to life as it begs for attention. All to ignite your passion for open-top motoring. The 5th Generation SL. Inspired? Yes. Inspiring? Most definitely.



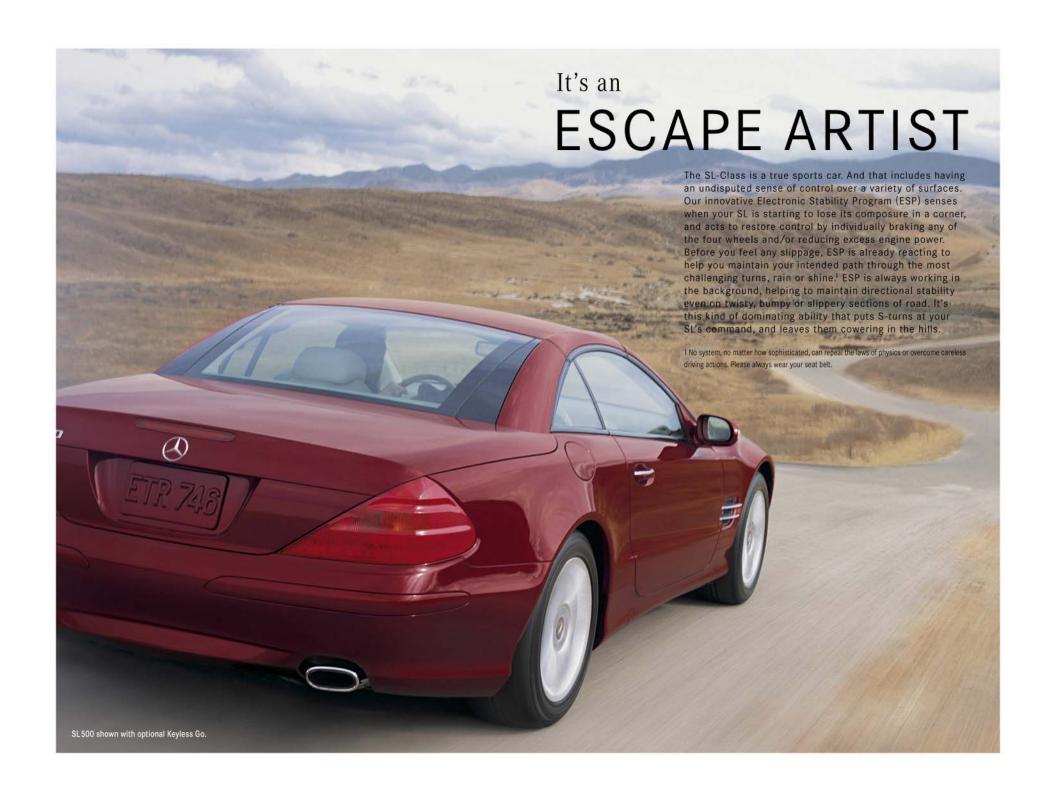
TIME MACHINE

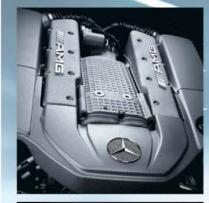
In the SL 500, power plus exhilaration equals arriving refreshed and in a very timely manner. A potent 302-hp 5.0-liter V-8 gives you a pure sports car feeling that can thrust you from zero to 60 in just over six seconds. But the real beauty of this V-8 is its flexibility. A variable intake manifold is engineered with movable flaps that vary the length of the intake pipes. At low speeds, the engine management computer selects the long runners for good response and low-speed torque. At higher engine speeds, short runners are employed to improve engine breathing to maximize output. Hand in hand with flexibility is efficiency. The SL 500's V-8 uses a lightweight alloy cylinder block and heads. The heads themselves incorporate three valves per cylinder for quick catalyst warm-up and reduced emissions. Offsetphase twin-spark ignition gives cleaner, more complete combustion. In fact, the SL 500 has been certified as an Ultra Low Emission Vehicle (ULEV) for all 50 states. And the SL's aerodynamic form reduces the coefficient of drag to just 0.29 with the top up, helping to improve efficiency even more.

1 Stated rates of acceleration are based upon manufacturer's track results and may vary depending upon model, environmental and road surface conditions, driving style, elevation and vehicle load.



















Capable of 0–60 in 4.5 seconds, the SL 55 AMG is a raging torrent of power. A supercharged V-8, superlative handling and exclusive design are all hallmarks which define the ultimate Mercedes performance roadster. The heart and soul of any Mercedes-AMG is its engine, and that's never been more true than with the SL 55 AMG. Breathing the fire of 493 hp and 516 lb-ft of torque, the SL 55's supercharged 5,439-cc V-8 is the most powerful production Mercedes engine ever. The SL 55 AMG speaks powerfully, too, thanks to a special large-diameter full dual exhaust system with four chrome-tipped outlets. The car boasts a 5-speed automatic transmission with AMG SpeedShift[™] technology, which provides faster upshifts and downshifts and holds gears during cornering for increased dynamic performance. Fingertip manual shift buttons on the ergonomic AMG sport steering wheel add an extra degree of control. A completely new AMG high-performance braking system features cross-drilled and internally ventilated discs — with AMG 8-piston front and 4-piston rear calipers — and is specifically designed to match the SL 55's prodigious engine power. The Active Body Control suspension system is recalibrated with firmer damping settings that work with high-performance AMG-specific parameters. Strongly bolstered and contoured AMG sport seats, striking red-on-silver AMG instrumentation and stunning matte-finish aluminum console and door trim highlight a cabin awash in leather. In the cockpit of an SL 55 AMG, the drive is exhilaration, and the experience is unforgettable.

1 Stated rates of acceleration are based upon manufacturer's track results and may vary depending upon model, environmental and road surface conditions, driving style, elevation and vehicle load.





SOUL MATE

We designed the SL to be sensitive to your needs. Take our Sensotronic Brake Control - an industry first - for example. This innovative electronic braking system instantly transfers the driver's commands to a computer that's constantly monitoring your SL's immediate situation. Based on this input, the Sensotronic computer determines the most effective braking pressure to apply at each individual wheel. Sensotronic is so smart, it "primes" the brake system based on how quickly your foot lifts off the accelerator, for even more responsive braking. And in the rain, Sensotronic lightly applies the brakes periodically to keep them dry. The ability of Sensotronic to tailor brake performance during cornering and under less-than-ideal traction conditions lets you concentrate on the enjoyment of driving. Highly perceptive SL options include Distronic adaptive cruise control,2 Parktronic audio-visual parking assistance system, and Keyless Go, which works with a credit-cardsized transponder that fits easily into a pocket or purse and allows you to unlock your SL's door by touch and start the engine without using a key.

1 No system, no matter how sophisticated, can repeal the laws of physics or overcome careless driving actions. Please always wear your seat belt.

2 Distronic adaptive cruise control is no substitute for active driving involvement. It does not react to stationary objects, nor recognize or predict the curvature and lane layout of the road or the movement of vehicles ahead, and it can only apply a maximum of 20% of vehicle braking power. It is the driver's responsibility at all times to be attentive to traffic and road conditions, and to provide the steering, braking and other driving inputs necessary to retain control of the vehicle.











high-strength-steel inserts that anchor to the reinforced floorpan. Behind the driver, an automatic pop-up roll bar made from heavygauge steel stands ready to deploy in a split second if sensors detect an impending rollover. While there may be no more secure a passenger cabin than that of a 2003 Mercedes SL-Class, active safety systems such as the Antilock Braking System, Brake Assist, Sensotronic Brake Control, Electronic Stability Program and Active Body Control are engineered to help the driver avoid an accident. The SL's occupant-protection system includes dual-stage-inflation front air bags for both the driver and passenger, door-mounted side impact air bags with head and thorax protection, and a new driver's knee air bag. Both seats integrate 3-point seat belts with Emergency Tensioning Devices (ETDs) and belt force limiters. Built into the robust frame of the seats, the seat belts provide automatic height adjustment to better fit any body type. ETDs take slack out of the belts to keep occupants in position should a frontal deceleration

or rearward acceleration exceeding a preset threshold occur. And belt force limiters give just a bit in a collision to help reduce belt-related injuries? In collisions, the body is designed to deform in a controlled manner to help dissipate the crash energy and maintain the structural integrity of the passenger compartment. In the event of an offset frontal crash (one that involves less than the full front of the car), the SL's front crumple zone features a front crossmember which works in conjunction with an ellipsoidal bulkhead to help distribute impact forces over, under and around the cabin. Sanctuary, indeed.

The roll bar system is designed to enhance the level of rollover protection compared to an open vehicle without one. No system, no matter how sophisticated, can eliminate the chance of injury in an accident. Please always wear your seat belt. 2 WARNING: THE FORCES OF A DEPLOYING AIR BAG CAN CAUSE SERIOUS OR FATAL INJURY TO A CHILD UNDER AGE 13. A CHILD UNDER 13 MUST NOT BE A PASSENGER IN THIS VEHICLE UNLESS THE CHILD IS BELTED INTO AN APPROPRIATE, PROPERLY INSTALLED BABYSMART-COMPATIBLE CHILD SEAT. SEE OPERATOR'S MANUAL FOR ADDITIONAL WARNINGS AND INFORMATION ON AIR BAGS, SEAT BELTS AND CHILD SEATS. Photograph of air bags is for illustration purposes only. Front air bags, once inflated, begin to deflate immediately to provide a cushioning effect. The door-mounted side-impact air bags and driver's knee air bag remain inflated after deployment.

SL 500 shown with optional Keyless Go, Parktronic system, Distronic cruise control and Comfort Package.

OPTIONS

INDIVIDUAL OPTIONS

BI-XENON HEADLAMPS > Xenon High Intensity Discharge low-beam and high-beam headlamps include automatic leveling (via ABC) and auxiliary halogen high beams.

PANORAMA ROOF > Tinted glass retractable hardtop with manually retractable internal sunshade.

18" AMG MULTISPOKE WHEELS > Available only on SL55 AMG by special request, at no extra charge.

DISTRONIC > Adaptive cruise control.

PARKTRONIC > Audio-visual parking assistance system. Sensors use sound waves to help detect nearby obstacles at parking speeds, and audio-visual indicators on dashboard and rear-cabin wall alert the driver to their proximity and direction.

KEYLESS GO > Electronic card-based vehicle entry and starting system.

TIRE-PRESSURE MONITOR > Onboard tire-pressure monitoring system can indicate pressure of all four mounted tires in multifunction display.

ACTIVE VENTILATED SEATS > SL55 AMG only. (For SL500, see Comfort Package.) DIGITAL PORTABLE PHONE > Integrated ultracompact Motorola V60™ dual-band digital portable telephone, with in-car voice control system for operation of commonly used phone and audio system features.



OPTION PACKAGES > Available on SL 500 only.

WOOD PACKAGE SL1 > Wood and leather trimmed steering wheel and shift knob. SPORT PACKAGE SL2 > Staggered-width 18" AMG ultrathin-spoke wheels with high-performance tires. AMG-design sculpted front air dam with mesh air intakes, side skirts, and rear apron.

COMFORT PACKAGE SL3 > Active Ventilated seats with dynamic multicontour seatbacks.

designo EDITIONS

ESPRESSO EDITION > designo Mocha Black metallic paint. Charcoal Exclusive interior treatment with Sand Nappa leather and Natural maple wood trim. Charcoal floor mats with Sand trim.

GRAPHITE EDITION > designo Graphite metallic paint. Charcoal Exclusive interior treatment with Graphite Nappa leather and Umber maple wood trim. Charcoal floor mats with Graphite trim.

1 W-rated tires are optimized for performance driving and may provide reduced ride comfort, increased tire noise, substantially increased treadwear and greater susceptibility to damage compared with H-rated tires. 2 No system, no matter how sophisticated, can repeal the laws of physics or overcome careless driving actions. Please always wear your seat belt. 3 Please obey local speed laws. 4 Stated rates of acceleration are based upon manufacturer's track results and may vary depending upon model, environmental and road surface conditions, driving style, elevation and webicle load.

SPECS

SL 500 ENGINE > 4,966-cc SOHC 24-valve 90° V-8. High-pressure die-cast alloy cylinder block, alloy heads. Net output: 302 hp @ 5,600 rpm, 339 lb-ft torque @ 2,700-4,250 rpm. Compression: 10.0:1.

ME 2.8 engine management. Integrated sequential multipoint fuel injection and phased twin-spark ignition includes individual cylinder control of fuel spray, spark timing/phase and antiknock. Two high-energy ignition coils and two spark plugs per cylinder, with 100,000-mile spark plug intervals. Electronic throttle control. Fuel requirement: Premium unleaded. 91 pump octane.

Magnesium 2-stage resonance intake manifold increases runner length at lower rpm for improved response. Stainless-steel exhaust system with dual chrome finishers.

SL55 AMG ENGINE > AMG-built supercharged 5,439-cc SOHC 24-valve 90° V-8. High-pressure die-cast alloy cylinder block, alloy heads. Net output: 493 hp @ 6,100 rpm. 516 lb-ft torque @ 2,750-4,000 rpm. Compression: 9,0:1

ME 2.8.1 engine management. Integrated sequential multipoint fuel injection and phased twin-spark ignition includes individual cylinder control of fuel spray, spark timing/phase and antiknock. Two high-energy ignition coils and two spark plugs per cylinder, with 100,000-mile spark plug intervals. Electronic throttle control. Fuel requirement: Premium unleaded, 91 pump octane.

Helical high-pressure supercharger with liquid-to-air intercooler. Enlarged-diameter stainless-steel dual exhaust system with four chrome finishers.

DRIVETRAIN TRANSMISSION > Electronic 5-speed automatic with driveradaptive control. Touch Shift allows driver to manually downshift and allow upshifts by nudging the shift lever to the left or right from the Drive position. Driver-selectable winter mode starts vehicle moving in 2nd gear or a special second Reverse gear to help improve takeoff on slippery surfaces. Display in instrument cluster indicates selected gear range and winter/standard mode.

SL55 AMG adds fingertip manual mode and SpeedShift¹⁰ programs. Manual mode allows direct-access shifting through forward gears via buttons on back of upper steering-wheel spokes. SpeedShift provides up to 35% faster gear changes, automatically downshifts during braking, prevents unwanted upshifting while cornering, offers one-touch selection of the best gear for maximum acceleration, and features torque converter lockup in all forward gears.

REAR AXLE RATIO > SL500: 2.82:1, SL55 AMG: 2.82:1.

ELECTRONIC STABILITY CONTROL > ESP compares the driver's intended course, via steering and braking inputs, to the vehicle's response, via lateral acceleration, rotation (yaw) and individual wheel speeds. ESP then brakes individual front or rear wheels and/or reduces excess engine power as needed to help correct understeer (plowing) or oversteer (fishtailing). ESP incorporates the functions of ASR traction control, which senses drive-wheel slip and individually brakes the slipping wheel or wheels, and/or reduces excess engine power, until control is regained.²

SUSPENSION AND STEERING SUSPENSION TYPE > Independent 4-link front/5-arm multilink rear with antidive geometry.

ACTIVE BODY CONTROL > ABC, a true active suspension system, utilizes a coil spring and an electronically controlled hydraulic cylinder in series, plus a separate gas-pressurized shock absorber at each wheel. Using a total system pressure of up to 2,900 psi, ABC continually adjusts each wheel's suspension to counteract vibration, pitch, dive, squat and roll. ABC also provides automatic 4-wheel level control, driver-selectable ride height and automatic lowering at higher speeds.³ Driver-selectable Sport mode virtually eliminates body roll for even flatter cornering and sharper handling response.

SL55 AMG adds AMG shock absorbers and recalibrated ABC, Sport modes and ESP.

STEERING > Rack-and-pinion with vehicle-speed-sensitive power assist and integrated hydraulic damper. 2.6 steering-wheel turns lock-to-lock. Turning circle: 36.2 ft/11.0 m, curb-to-curb.

BRAKES SYSTEM > Electronically controlled 4-circuit with 4-wheel discs.

SL 500: Cross-drilled and internally ventilated 13.0" front discs with 4-piston fixedtype calipers. Internally ventilated 11.8" rear discs with single-piston sliding calipers. SL 55 AMG: Cross-drilled and internally ventilated 14.2" front discs with silverpainted AMG 8-piston fixed-type calipers. Cross-drilled and internally ventilated 13.0" rear discs with silver-painted AMG 4-piston fixed-type calipers.

SENSOTRONIC BRAKE CONTROL > Electronic braking system transmits brake pressure individually to each wheel based on driver input and various vehicle parameters. Sensotronic optimizes brake pressure at each wheel in normal braking, emergency stopping and during ESP activity. Soft Stop feature precisely modulates brake pressure as the car approaches a stop during normal braking. Automatic brake drying applies the brakes lightly and briefly based on windshield wiper use and driver braking intervals, to reduce moisture on the brake surfaces.

Predictive brake priming sets the brake pads nearer the discs when the driver quickly releases the accelerator, for faster brake response.

BRAKE ASSIST > System senses emergency braking via the speed at which the driver presses the brake pedal and immediately applies maximum available braking force, potentially reducing the overall stopping distance by eliminating the delay caused by a common human tendency not to brake hard enough, soon enough. Letting up on the brake pedal releases Brake Assist. Braking effectiveness also depends on proper brake system maintenance, and tire and road conditions.

ANTILOCK BRAKING SYSTEM > ABS senses impending wheel lockup under heavy braking and pumps the front brakes individually or the rear brakes together (to help maintain stability) as needed up to 30 times per second, to prevent lockup and maintain steering ability. Sensotronic eliminates the pedal pulsation commonly associated with conventional brake systems and ABS.

WHEELS AND TIRES SL 500 > 7-spoke aluminum alloy wheels, 8.5Jx17 front and rear. 255/45 R17 98W, all-season high-performance tires.\(^1\) Collapsible compact limited-use spare tire on lightweight wheel, with portable electric air compressor (plugs into lighter socket).

SL 500 SPORT PACKAGE > AMG ultrathin-spoke aluminum alloy wheels, 8.51x18 front, 9.51x18 rear. 255/40 R 18 95W front and 285/35 R 18 97W rear high-performance tires.\(^1\) Collapsible compact limited-use spare tire on lightweight wheel, with portable electric air compressor.

SL55 AMG > AMG ultrathin-spoke aluminum alloy wheels, 8.5Jx18 front, 9.5Jx18 rear. (Multispoke AMG aluminum alloy wheels are available by special request, at no extra charge.) 255/40R18 95W front and 285/35R18 97W rear high-performance tires!

TIREFIT puncture sealant and portable electric air compressor in lieu of spare tire.

PERFORMANCE ACCELERATION, 0-60 mph⁴ > SL500: 6.1 seconds. SL55 AMG: 4.5 seconds.

EMISSION CERTIFICATION > SL500: Ultra Low Emission Vehicle (ULEV).

SL55 AMG: Low Emission Vehicle (LEV).

| DIMENSIONS | SL500 > | SL55 AMG > |
|-------------------------|-------------------------|-------------------------|
| WHEELBASE | 100.8 in/2,560 mm | 100.8 in/2,560 mm |
| OVERALL LENGTH | 178.5 in/4,535 mm | 178.5 in/4,535 mm |
| OVERALL HEIGHT (top up) | 51.1 in/1,298 mm | 51.0 in/1,295 mm |
| OVERALL WIDTH | 72.0 in/1,827 mm | 72.0 in/1,827 mm |
| FRONT TRACK | 61.4 in/1,559 mm | 61.8 in/1,569 mm |
| REAR TRACK | 60.9 in/1,547 mm | 61.1 in/1,551 mm |
| COEFFICIENT OF DRAG | 0.29 (top up) | 0.30 (top up) |
| CURB WEIGHT | 4,045 lb/1,835 kg | 4,235 lb/1,920 kg |
| HEADROOM (top up) | 37.7 in/957 mm | 37.7 in/957 mm |
| LEGROOM | 42.9 in/1,089 mm | 42.9 in/1,089 mm |
| SHOULDER ROOM | 54.0 in/1,372 mm | 54.0 in/1,372 mm |
| CABIN CAPACITY (top up) | 57.8 cu ft/1,637 liters | 57.8 cu ft/1,637 liters |
| TRUNK CAPACITY (top up) | 10.1 cu ft/288 liters | 11.2 cu ft/317 liters |
| (top down) | 7.3 cu ft/206 liters | 8.3 cu ft/235 liters |
| | | |