



The MY 2014 Mercedes-Benz E-Class Sedan & Wagon

**U.S. Press Information**

## **Stylish, Efficient, Intelligent**

December 13, 2012

**MONTVALE, NJ – Mercedes-Benz introduces the extensively updated 2014 E-Class Sedan and Wagon, featuring highly efficient engines, an array of new driver assistance systems and even more refined styling. No less than eleven new or optimized assistance systems from the future S-Class celebrate their world premiere in both the sedan and wagon models. They combine a host of comfort and safety features, referred to by Mercedes-Benz as "intelligent drive." These groundbreaking systems include technologies that can help prevent accidents with pedestrians or vehicles crossing in front, Active Lane Keeping Assist for avoiding collisions with oncoming traffic and anti-glare continuous high-beam headlamps. All this and more ensures that Mercedes-Benz maintains its pioneering role in vehicle safety. The new E-Class also takes a major step forward in terms of efficiency, thanks to the new four-cylinder diesel engine. An extensive package of design updates round-off the new and compelling features of the MY14 E-Class, delivering an accomplished combination of efficiency, intelligence and style. The 2014 E-Class Sedan and Wagon will be in U.S. showrooms this Spring.**

By conducting such a comprehensive redevelopment of the E-Class range, Mercedes-Benz is ensuring that its customers benefit from the very latest technical advances as soon as possible. The new E-Class also comes with distinctive updates in its styling for an elegant and sporty look, as well as significantly enhanced comfort features and upscale equipment, rounded-off by an exceptional level of efficiency and everyday driving pleasure. All of this comes together to ensure that the E-Class continues to consolidate its leading position in the luxury segment.

Dr. Joachim Schmidt, Executive Vice President Sales and Marketing Mercedes-Benz Cars: "We are setting clear trends in terms of safety, design and efficiency with the new E-Class. It puts many technical innovations on the road and

undoubtedly is the best E-Class ever. This also finds expression in its design and its carefully revised interior, which bring a breath of fresh air to the luxury class. The 'E' thus continues to hold its place at the very top of this demanding segment."

### **Design – a choice of two new front-end styles**

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Numerous intelligent modifications have given the E-Class a new front-end design and revised proportions. Designers applied the new Mercedes-Benz design language to reinterpret the brand's classic design values on the existing basis. The outcome is an elegant, refined and yet sporty look.

The front end has been completely revised with new headlamps that incorporate all light functions within a single lens, while flowing light elements within the headlamps help to retain the "four-eyed" appearance that is such a distinctive E-Class signature. When it comes to light and sight, the E-Class sets the benchmark – low beam and daytime running lights both come with partial LED as standard, while full-LED headlamps are available as an option for the first time in this class.

In another first, the MY14 E-Class is available with two different front-end designs. The Luxury version comes with the classic sedan grille with 3-louver look and star on the hood. The Sport version, on the other hand, features the sports grille with integrated star, forming a visual link to the brand's high-performance sports car models.

The hood and front bumper have also been completely redesigned. With its flowing lines, the hood offers a smooth, sleek expression of the new design language. The bumper has new, contemporary styling with an aerofoil shape along its lower edge for an even more distinctively sporting character. Sport models receive an even more confident front design, using the AMG styling package that features larger air intakes and a distinct aluminum trim line along the entire lower rim of the front bumper.

### **Dynamic, elegant proportions**

A new feature line and a repositioned three-dimensional trim line bring new proportions to both the sedan and wagon. The feature line runs below the structure line from the rear door to the tail light, giving the car greater visual length. This is reinforced by the side trim, which is now much lower. The over-

all effect is to make the MY14 E-Class look longer and more elegant, and at the same time both dynamic and composed.

### **Broad, distinctive rear end**

The rear end of the MY14 E-Class features modifications to the lights and the bumper. The new LED tail lamps have a horizontal design that emphasizes the width of the vehicle, while the two-tone look comes with a distinctive nighttime signature. Sport models feature exposed dual exhaust pipes.

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### **Premium interior**

The generously proportioned interior of the E-Class has been subtly revised and harmonized with the expressive exterior. Premium materials, precise lines and clearly defined surfaces combine to create a sophisticated overall look-and-feel.

A new feature is the two-part trim extending across the entire soft-touch dashboard, which is available in two wood finishes – burl walnut or black ash. Also new are the 3-tube instrument cluster, the trapezoidal head-unit display, the air vent design and the analogue clock between the two central vents.

### **"Intelligent drive" with new assistance systems**

What started with PRE-SAFE® and continued with DISTRONIC PLUS® has emerged as a new dimension of driving at Mercedes-Benz, where comfort and safety merge into one. Mercedes-Benz calls this "intelligent drive." A whole host of new or optimized systems from the future S-Class celebrate their world premiere in the E-Class, delivering increased comfort and safety, such as the all-new DISTRONIC PLUS with Steering Assist.

The basis for all this is new state-of-the-art sensors and their associated algorithms. Mercedes-Benz has taken a major step forward with the introduction of the Stereo Multi-Purpose Camera. Just like the previous Mono Multi-Purpose Camera, it is located on the windshield near the rearview mirror. However, this camera features two "eyes," set at an angle of 45 degrees to produce a three-dimensional view of the area up to 55 yards in front of the vehicle and with an overall range of up to 550 yards. The stereo camera gathers data for processing by various systems using intelligent algorithms. The systems can detect vehicles driving in front, oncoming or crossing and evaluate this three-dimensional

visual information to determine their speed and position. They can also identify pedestrians within a large field of vision.

Along with the Stereo Multi-Purpose Camera, Mercedes-Benz is also introducing enhanced versions of the Multi-Mode Radar sensor system. COLLISION PREVENTION ASSIST, a radar-based collision warning system with Adaptive Brake Assist is standard equipment on both the sedan and wagon. It helps to reduce significantly the risk of a rear-end collision. Also part of standard equipment is ATTENTION ASSIST®, which now warns of inattentiveness and drowsiness across a wider range, and provides visual information on attention level and time driven since the last break. The sensitivity of the new-generation ATTENTION ASSIST® can be adjusted by the driver.

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Also available are a number of assistance systems that are either new or now feature significantly enhanced functionality. In overview:

- DISTRONIC PLUS® with Steering Assist can help the driver keep the vehicle centered in its lane and can semi-autonomously follow in-line traffic.
- For the first time, the Brake Assist system BAS PLUS® with Cross-Traffic Assist is able to detect crossing traffic and pedestrians, and boost the braking power applied by the driver accordingly
- The PRE-SAFE® Brake can now detect pedestrians as well and initiate autonomous braking.
- PRE-SAFE® PLUS can identify an imminent rear-end collision and then prompt the PRE-SAFE® system to trigger occupant protection measures that reduce the forces exerted on passengers. If the vehicle is stationary, it can also prevent secondary accidents in the event of a rear-end collision by applying the brakes
- Active Lane Keeping Assist can now detect when the adjacent lane is not clear, including the presence of oncoming traffic, overtaking vehicles, crash barriers etc. Under threat of a collision, even if the lane marking is not a solid line, the system can prevent the vehicle from leaving its lane unintentionally by applying the brakes on one side. This system pairs perfectly with Active Blind Spot Assist.
- Adaptive Highbeam Assist PLUS allows high beam to remain permanently switched on without dazzling traffic by masking out other vehicles in the beams' cone of light.
- Active Parking Assist enables automated parking with active steering and brake control in both parallel and perpendicular spaces

- The Surround View Camera will cover all four sides of the vehicle and enable a 360-degree view including virtual bird's-eye perspective – a top view of the vehicle and its immediate surroundings. Dynamic guide lines help during parking and maneuvering.

### **Excellent performance with high gas mileage**

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Both the E-Class sedan and wagon boast a range of powerful and efficient gasoline and diesel engines. All come with the ECO start/stop system as standard equipment and are highly efficient. Mercedes-Benz offers the broadest range of ECO start/stop systems in the United States, as well as the most seamless, smooth, and unobtrusive algorithms.

The gasoline engines offered in the MY14 E-Class are the highly successful V6 and V8 units in the E350 and E550, which will go on sale in Spring 2013. They combine excellent response characteristics and outstanding power delivery with exceptional efficiency.

### **Powerful diesel engine and hybrid drive for outstanding efficiency**

New in the MY14 E-Class sedan is the incredibly efficient four-cylinder diesel engine powering the E250 BlueTEC with 4MATIC all-wheel drive, available Fall 2013. Compliant with emissions legislations in all fifty states, the latest diesel model from Mercedes-Benz shows that premium elegance and outstanding economy are not mutually exclusive. The E250 BlueTEC generates 190 hp and 369 lb-ft of torque, replacing the V6-powered E350 BlueTEC engine that only was available with rear-wheel drive.

A further feature of the MY14 E-Class range is the highly economical E400 HYBRID. Supplemented by an electric motor (27hp, 184 lb-ft), the E400 HYBRID offers the powerful and refined performance of the Mercedes-Benz 3.5-liter V6 (302hp, 273 lb-ft) paired with an outstanding gas mileage of 24/30 mpg (est. city/highway)

### **New-generation transmission for dynamic and economical driving**

The engines in the MY14 E-Class are mated to the seven-speed automatic transmission with DIRECT SELECT lever and DIRECT SELECT shift paddles. This latest evolution of the seven-speed transmission offers significant benefits in terms of efficiency and ease of maintenance.

A new feature is the short-term M mode. If the driver shifts up or down manually, the transmission independently switches back to the fuel-efficient automatic shift mode after a pre-determined period of time elapses.

Traction and stability can also be enhanced across the MY14 E-Class lineup with the 4MATIC® permanent all-wheel-drive system – particularly effective in challenging surface conditions.

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The E63 AMG sedan and wagon, launching in Fall 2013, comes with the AMG SPEEDSHIFT seven-speed MCT and 4MATIC in the United States, delivering incredible performance. More technical details will follow in January 2013 at the North American International Auto Show in Detroit.

### **Refined suspension for excellent handling**

Mercedes-Benz offers three suspension configurations for the MY14 E-Class:

- Configured for comfort, the AGILITY CONTROL suspension with stroke-dependent damping system is the standard suspension setup for the Luxury model
- In the Sport model, the AGILITY CONTROL suspension with stroke-dependent damping system is 15 mm lower and has a more sporty setup
- The E63 AMG comes with the AMG Adaptive Sport Suspension.

All suspension variants feature outstanding sensitivity and ride characteristics and help to ensure an excellent level of road holding.

All models in the MY14 E-Class lineup are fitted with an electromechanical Direct-Steer system as standard. This combines speed-sensitive power steering with a variable ratio across the steering angle range. The rack-and-pinion steering gear is controlled on-demand and therefore contributes towards efficiency.

Advantages of the electromechanical Direct-Steer system include:

- improved agility thanks to more direct steering response
- comfortable handling and smooth steering characteristics at all speeds
- improved efficiency, as energy is consumed only while steering
- enables innovative assistance systems, e.g. Active Parking Assist

## Premium equipment

The MY14 E-Class already comes with a comprehensive range of premium equipment as standard. Optional packages include the Premium 1 package with Rearview camera, COMAND navigation, SiriusXM satellite radio, Harman/kardon® Logic 7® surround sound, power rear window sunshade, heated front seats (standard with E550), active ventilated front seats and garage-door opener. Further packages available at launch are the Lighting package, Parking Assist package, Lane Tracking package, Wood Trim package and Wheel package. The Driver Assistance package and KEYLESS-GO package will be available shortly after launch.

The KEYLESS-GO package will feature electronic trunk closer and HANDS-FREE ACCESS, which enables opening and closing of the trunk lid without physical contact by simply holding your foot beneath the bumper. This extremely convenient feature is particularly useful when loading and unloading the vehicle.

When it comes to infotainment, Mercedes-Benz delivers the MY14 E-Class sedan and wagon with the COMAND® system featuring AM/FM/WB radio, in-dash DVD/CD player, in-dash memory card slot, and Bluetooth interface for hands-free calling. Standard equipment also includes a central controller with a 7-inch, high-resolution display and a color display in the instrument cluster.

## About Mercedes-Benz USA

Mercedes-Benz USA (MBUSA), headquartered in Montvale, New Jersey, is responsible for the distribution, marketing and customer service for all Mercedes-Benz and Maybach products in the United States. MBUSA offers drivers the most diverse line-up in the luxury segment with 12 model lines ranging from the sporty C-Class to the flagship S-Class sedans and the SLS AMG supercar.

MBUSA is also responsible for the distribution, marketing and customer service of Mercedes-Benz Sprinter Vans, and smart products in the U.S. More information on MBUSA and its products can be found at [www.mbusa.com](http://www.mbusa.com) and [www.mbsprinterusa.com](http://www.mbsprinterusa.com). For full bios and photos visit the MBUSA Media Site, [www.media.mbusa.com](http://www.media.mbusa.com).

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**Quick Reference:**

Availability: Spring 2013

Performance:

- E250 BlueTEC: 2.1-liter 4-cylinder turbodiesel: 190 hp, 369 lb.-ft
- E350 Sedan: direct-injection 3.5-liter V6: 302 hp, 273 lb.-ft.
- E350 4MATIC Wagon: direct-injection 3.5-liter V6: 302 hp, 273 lb.-ft.
- E400 HYBRID Sedan: electric motor and direct-injection 3.5-liter V6: 27 hp + 302 hp, 184 lb-ft + 273 lb-ft
- E550 4MATIC Sport Sedan: turbocharged direct-injection 5.5-liter V8: 402 hp, 443 lb.-ft.

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New Standard Feature Highlights:

- Collision Prevention Assist
- ATTENTION ASSIST (new generation)
- ECO Start/Stop
- Sport models feature integrated star in grille
- Dashboard design

New Optional Feature Highlights:

- 4-cylinder diesel powertrain
- 4MATIC all-wheel drive on BlueTEC
- Full-LED lighting
- Surround View Camera
- Parking Assist Package
- New generation Driver Assistance Package, featuring:
  - DISTRONIC PLUS® with Steering Assist
  - Optimized Active Lane Keeping Assist
  - BAS PLUS® with Cross-Traffic Assist
  - PRE-SAFE PLUS® for rear-end collision
  - Autonomous emergency braking (PRE-SAFE® Brake) on pedestrians

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