For a small blue planet

The 124-year heritage of Mercedes-Benz is rich with evidence of our respect for the earth and its inhabitants, both in the vehicles we make and in the ways we make them. We introduced the world’s first CFC-free car, not just in its air conditioning but throughout its entire manufacturing process. We’ve been using water-based paints for years, and source our wood for our interior trim from responsibly sustained forests. We’ve been pioneering advanced powertrains for generations, from today’s new hybrid models and 50-state clean diesels to the fuel cell vehicles of tomorrow. Mercedes-Benz is also legendary for producing automobiles of extraordinary durability, with 88% of the vehicles sold in the last 20 years — and a remarkable 75% of all the vehicles we’ve ever sold in the U.S. — still on the road. After all, it takes virtually the same amount of energy to build vehicles that last as ones that won’t.

Our new, more compact brochures consume fewer resources as well, starting with the recycled coated paper they’re printed on. It contains at least 10% pre-consumer waste, has earned Chain of Custody certifications from the Sustainable Forestry Initiative® (“SFI”) and Forest Stewardship Council® (“FSC”), and is produced using Gevo’s® certified renewable energy. And the brochures are printed in facilities that purchase renewable energy — including wind, solar and hydropower — and use technologies that reduce both their carbon footprint and the emission of volatile organic compounds (“VOCs”) into our small blue planet’s atmosphere. Caring innovation comes from blue-sky thinking — sometimes quite literally. It’s what you can expect from the automaker who’s been sharing this planet with you for longer than anyone.

This is who we are. This is Mercedes-Benz.
Racy. Refined. And ready for changing times.

A new era has begun. What drives you today is likely not the same as a few years ago. Impulse became insight. Acquiring turned to appreciating. Has it changed what you drive? From sporty and daring to sophisticated and safe? Instant satisfaction to lasting enjoyment? Can one car answer today’s pressing needs and still fulfill your lifelong driving passion? Since inventing the first car — and winning the first auto race — Mercedes-Benz has engineered cars to pass countless trials of performance, but most of all the test of time. This is the 2010 C-Class.

For more information, please visit www.mbusa.com

C 300 Sport Sedan shown (left) with optional Obsidian Black metallic paint, Panorama sunroof and Premium 2 Package.

C 300 Sport Sedan shown on cover with optional Obsidian Black metallic paint, Panorama sunroof and Premium 2 Package.
Energetic yet efficient, a choice of V-6 engines — a 228-hp 3.0-liter and a 268-hp 3.5-liter — deliver smooth, torque-rich response across a wide range of rpms. C 300 models offer the all-season, all-road confidence of 4MATIC all-wheel drive. It’s compact and lightweight, for rewardingly balanced handling on dry roads, too.

The optional Dynamic Handling Package adds 18” AMG wheels, faster steering, paddle shifters and a Sport mode that firms up the suspension, throttle response and gearshifts with one button.

The AGILITY CONTROL suspension reads the road surface, and instantly adapts to match wits. Its available new Dynamic Handling Package puts its grip within your grasp, with driver-adjustable damping. Its 7-speed automatic transmission takes constant notes on your driving style, and patterns its shifting to keep pace. Or it can put the pleasure of all that power directly into your hands, with a short-throw 6-speed manual in the C 300 Sport. And with V-6 power, 17” alloy wheels and your choice of sporty rear-wheel drive or available 4MATIC all-wheel drive,3 every C-Class aces any driving test.

### Engine
- **3.0-liter V-6**, 228 hp @ 6,000 rpm, 221 lb-ft net torque @ 2,700–5,000 rpm
- **3.5-liter V-6**, 268 hp @ 6,000 rpm, 258 lb-ft net torque @ 2,400–5,000 rpm

### Transmission
- 6-speed manual or optional 7-speed automatic
- 7-speed automatic

### Wheels
- Staggered-width 17” alloy wheels and tires on C-Class Sport models are wider at the rear for greater launch grip, and narrower up front for crisper steering feedback.
- 17” AMG wheels,2 faster steering, paddle shifters and a Sport mode that firms up the suspension, throttle response and gearshifts with one button.

### Suspension
- Comfort-tuned with AGILITY CONTROL
- Sport-tuned with AGILITY CONTROL
- Sport-tuned with AGILITY CONTROL

### Drivetrain
- Rear-wheel or 4MATIC all-wheel drive
- Rear-wheel drive
The C-Class Sport Sedans. At first glance you notice the wide, slotted grille flashing the Three-Pointed Star. Chiseled lower bodywork locks in your gaze as the deep front air dam sweeps past staggered-width wheels into a rear apron pierced by the polished chrome tips of a sound-optimized exhaust. On the C 350, a subtle lip spoiler salutes the Sport Sedan’s wind-tunnel-honed shape. Step on the accelerator, and that’s when everyone takes notice.

The Sport Sedan’s stable stance is more than just appearance. Its AGILITY CONTROL suspension is lowered and sport-tuned for sharper reflexes and cornering feedback. Hit 60 mph in just 7.1 seconds in the C 300, 6.1 seconds in the C 350. Hit the brakes and perforated front discs help to shed all that speed even more rapidly.
Ergonomic cockpit with central controller. Designed to put functionality at your fingertips while minimizing driver distraction, a console-mounted controller and high-mounted color-LCD screen deliver intuitively easy access to multiple cockpit features.

Sport details. Modern aluminum trims the console and doors of the C 300 Sport, while Black Birdseye Maple wood enhances the C 350. Burl Walnut wood trim is optional for either model.

Multimedia Package. This option includes COMAND: hard-drive-based navigation plus entertainment and information features, all unified with a vivid 7” display. In-dash 6-DVD/CD player, memory card reader and 6GB of onboard music storage are also included.

Premium 1 Package. Standard on the C 350 and a C 300 option is an array of driving assets: SIRIUS® Satellite Radio™ with SIRIUS Traffic™, heated front seats, garage door opener, rain-sensing wipers, auto-dimming mirrors, a compass in the inside mirror, and 4-way power lumbar support and memory for the driver seat.
The C-Class Luxury Sedan. Nobody buys a luxury car to feel old or clumsy. That’s why the C 300 Luxury Sedan delivers the crisp handling precision of our AGILITY CONTROL suspension underpinning a highly rigid body structure, and the spirited power of a 228-hp V-6 with a driver-adaptive 7-speed automatic transmission. In the Luxury Sedan, it’s all been exclusively calibrated for smooth refinement, then elegantly presented by the legendary Star standing atop a chrome grille and riding on 17” split 5-spoke alloy wheels. But there’s one type of comfort that Mercedes-Benz never treats like a luxury: advanced safety engineering. It, too, has been enhanced for 2010 with individual tire pressure monitoring and 11-way air bag protection that includes a new driver’s knee air bag.

The convenience of KEYLESS-GO is now a C-Class option. It lets you unlock the car, start the engine and drive off without taking the key from your pocket or purse.

The C 300 Luxury Sedan is a car for any occasion. And with the added handling confidence of optional 4MATIC all-wheel drive, it’s ready for any season as well.

The C 300 Luxury Sedan boasts the only 7-speed automatic transmission in its class. It continually adapts to your driving style, for smooth response at any speed.

Standard power-adjustable side mirrors are heated to help clear mist and fog. A sleek new aerodynamic design features stylishly integrated LED turn indicators.
C-Class Luxury Sedan. Thoughtful engineering defines the spacious cabin of the C 300 Luxury Sedan, from the 8-way power driver seat to the dual-zone climate control. Innovative ways to feel at one with the world range from a standard hands-free Bluetooth® interface to an optional full-glass Panorama sunroof that brings the sky inside. And elegance is evident in the polished Burl Walnut wood trim, the finely detailed gauges and the 4-spoke multifunction steering wheel swathed in soft Premium leather. It’s one performance car that performs wonders for your sense of well-being.

**COMAND with central controller.** Available with or without an optional navigation system are such entertainment upgrades as a 7” power-retractable color display, in-dash 6-DVD/CD changer, and a memory card reader to play your digital music files.

**Rear view camera.** New for 2010 on cars equipped with the 7” COMAND display, an optional rear view camera helps to make backing up easier. A live color image is automatically shown on the large in-dash screen when you shift the car into reverse.

**Multifunction display.** Elegantly integrated with the speedometer, the multifunction display lets you monitor or program a variety of vehicle functions without taking your hands off the steering wheel.

**Premium 1 Package.** Added luxury and driving ease abound in an option combining heated front seats, driver-seat memory system and 4-way power lumbar support, rain-sensing wipers, auto-dimming mirrors, a compass in the inside mirror, SIRIUS® Satellite Radio™ with SIRIUS Traffic™, and a garage door opener.
Every C-Class comes generously equipped with features and systems to enhance every drive with performance, luxury and security—from automatic light-sensing headlamps to 11-way air bag protection including front pelvic air bags and a new driver’s knee air bag. Other refinements include dual-zone climate control, a 4-way adjustable steering column and a multifunction steering wheel wrapped in Premium leather. To tailor your C-Class Sport or Luxury Sedan even more precisely to your wish list, a wide selection of innovations, enhancements and conveniences are offered as individual options, or packaged together at a significant savings.

For more information, visit www.mbusa.com

<table>
<thead>
<tr>
<th>C 300</th>
<th>LUXURY</th>
<th>C 300</th>
<th>SPORT</th>
</tr>
</thead>
<tbody>
<tr>
<td>INDIVIDUAL OPTIONS</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>0</td>
<td></td>
<td>Premium 1 Package:</td>
<td></td>
</tr>
<tr>
<td>0</td>
<td></td>
<td>• Garage door opener</td>
<td></td>
</tr>
<tr>
<td>0</td>
<td></td>
<td>• Auto-dimming mirrors</td>
<td></td>
</tr>
<tr>
<td>0</td>
<td></td>
<td>• Rain-sensing windshield wipers</td>
<td></td>
</tr>
<tr>
<td>0</td>
<td></td>
<td>• Heated front seats</td>
<td></td>
</tr>
<tr>
<td>0</td>
<td></td>
<td>• Outside mirrors integrated in spoiler</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td></td>
<td>• SWRAS Satellite-black® with SWRAS Turf®</td>
<td></td>
</tr>
<tr>
<td>0</td>
<td></td>
<td>• Driver-seat memory with 4-way power lumbar support and power steering column</td>
<td></td>
</tr>
<tr>
<td>0</td>
<td></td>
<td>• Split-folding rear seats</td>
<td></td>
</tr>
<tr>
<td>0</td>
<td></td>
<td>• Power rear-window sunshade</td>
<td></td>
</tr>
<tr>
<td>0</td>
<td></td>
<td>• Bi-Xenon headlamps</td>
<td></td>
</tr>
<tr>
<td>0</td>
<td></td>
<td>• Heated headlamp washers</td>
<td></td>
</tr>
<tr>
<td>0</td>
<td></td>
<td>• Corner-illuminating front foglamps</td>
<td></td>
</tr>
<tr>
<td>0</td>
<td></td>
<td>• LED rear turn signals</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>OPTION PACKAGES</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium 1 Package:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>C 300</td>
<td>LUXURY</td>
<td>C 300</td>
</tr>
<tr>
<td>Premium 2 Package:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>0</td>
<td></td>
<td>• 18&quot; AMG alloy wheels</td>
</tr>
<tr>
<td>0</td>
<td></td>
<td>• 7-speed automatic transmission</td>
</tr>
<tr>
<td>0</td>
<td></td>
<td>• Keyless GO (not available with manual transmission)</td>
</tr>
<tr>
<td>0</td>
<td></td>
<td>• harman/kardon® Logic7® surround-sound system with Dolby® Digital 5.1</td>
</tr>
<tr>
<td>0</td>
<td></td>
<td>• SIRIUS® Satellite Radio with SIRIUS Traffic™</td>
</tr>
<tr>
<td>0</td>
<td></td>
<td>• Heated front seats</td>
</tr>
<tr>
<td>0</td>
<td></td>
<td>• Driver-seat memory</td>
</tr>
<tr>
<td>0</td>
<td></td>
<td>• Compass integrated in inside rear view mirror</td>
</tr>
<tr>
<td>0</td>
<td></td>
<td>• Blue tooth</td>
</tr>
<tr>
<td>0</td>
<td></td>
<td>• iPod®/MP3 media interface (in glovebox)</td>
</tr>
<tr>
<td>0</td>
<td></td>
<td>• In-dash memory card slot</td>
</tr>
<tr>
<td>0</td>
<td></td>
<td>• Gracenote media database</td>
</tr>
<tr>
<td>0</td>
<td></td>
<td>• In-dash 6-DVD/CD changer</td>
</tr>
</tbody>
</table>

Mercedes-Benz European Delivery Program. Pick up your new Mercedes-Benz in Germany and take advantage of exclusive savings, unforgettable experiences and the many benefits of European Delivery.

For additional information, visit www.mbusa.com/edp

[Standard = gs, Optional = *, Not available]
INTERIOR UPHOLSTERY
Airway/Mocha® 16
Almond/Mocha 13
Black
Grey/black
Black Birdseye Maple wood 16
Burl Walnut wood 16

INTERIOR TRIM
Aluminum 14
Black Birdseye Maple wood 16

EXTERIOR PAINTWORK, NON-METALLIC
Arctic White
Black
Iridium Silver
Palladium Silver

EXTERIOR PAINTWORK, METALLIC®
Capri Blue
Iridium Silver
Oberlin Black
Palladium Silver

ENDNOTES
1. Optional Dynamic Handling Package available on rear-wheel drive models only. Not available with Almond/Mocha interior. Paddle shifters and Sport-mode shifting program included only when equipped with automatic transmission.

2. Lower aspect-ratio tires and accompanying wheels provide substantially increased treadwear, increased tire noise and reduced ride comfort. Serious wheel and tire damage may occur if the vehicle is operated on rough or damaged road surfaces or upon encountering road debris or obstacles. These tires are not designed for use on snow and ice. Winter tires mounted on appropriately sized and approved wheels are recommended for driving in those conditions.

3. 4MATIC all-wheel drive available on C 300 models only.

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

5. Bluetooth® does not provide phone charging or external antenna. Voice interactivity feature is dependent on selected handset. Visit www.mbusa-mobile.com for details. Phone sold separately. See dealer for a list of approved compatible phones.

6. While the navigation system provides directional assistance, the driver must remain focused on safe driving behavior, including paying attention to traffic and street signs. The driver should utilize the system’s audio cues while driving and should stop the vehicle in a safe place before consulting the map or visual displays. Maps do not cover all areas or all routes within an area.

7. SIRIUS® hardware and subscription required. Other fees and taxes may apply. Subscription governed by SIRIUS Terms & Conditions at sirius.com/serviceterms. Prices and programming are subject to change. SIRIUS Radio U.S. service only available in the 48 contiguous United States and the District of Columbia. Service available in Canada; see www.siriuscanada.ca.

8. Rear view camera does not audibly notify driver of objects outside the system’s field of vision, which includes nearby objects, and is not a substitute for actively checking around the vehicle for an obstacles.

9. All iPod® devices are sold separately. Feature not compatible with iPod Shuffle. See dealer for details.

10. When equipped with Mercedes-Benz Tele Aid, first year’s Mercedes-Benz Tele Aid service provided at no additional cost with subscription. Subscription and acquaintance call required for service to be active. Service operates only where cellular and GPS coverage are available and requires adequate power supply. Owner must authorize vehicle tracking by providing password and a valid stolen vehicle police report number. Password required to activate Remote Door Unlock. See dealer for details of telematics services.

11. Performance of the automated voice system varies depending on the noise level in and around the vehicle.

12. European Delivery Program discount of 7% available on select models, other models offered at MSRP. Please see your dealer for details.

13. Requires optional Burl Walnut wood trim on Sport Sedans.


15. Standard on C 300 C 350 Sport Sedan.

16. Optional on Sport Sedans.

17. Limited to US market.

18. Available only on Luxury Sedans.

The 124-year heritage of Mercedes-Benz is rich with evidence of our respect for the earth and its inhabitants, both in the vehicles we make and in the ways we make them. We introduced the world’s first CFC-free car, not just in its air conditioning but throughout its entire manufacturing process. We’ve been using water-borne paints for years, and source the wood for our interior trim from responsibly sustained forests. We’ve been pioneering advanced powertrains for generations, from today’s new hybrid models and 50-state clean diesels to the fuel cell vehicles of tomorrow. Mercedes-Benz is also legendary for producing automobiles of extraordinary durability, with 88% of the vehicles sold in the last 20 years — and a remarkable 75% of all the vehicles we’ve ever sold in the U.S. — still on the road. After all, it takes virtually the same amount of energy to build vehicles that last as ones that won’t.

Our new, more compact e-brochures consume fewer resources as well. Each one has been designed to be enjoyed on virtually any computer screen, even a laptop, so you need never print a paper copy at all. By doing so, together we are saving the energy associated with conventional printing, and eliminating the waste and emissions as well. Caring innovation comes from blue-sky thinking — sometimes quite literally. It’s what you can expect from the automaker who’s been sharing this small blue planet with you for longer than anyone. This is who we are. This is Mercedes-Benz.