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 DPF-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 hybrid models and 50-state clean diesel to the fuel cell vehicles of tomorrow. Mercedes-Benz is also legendary for producing automobiles of extraordinary durability, with 60% 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% post-consumer waste, has earned Chain of Custody certifications from the Sustainable Forestry Initiative (SFI) and Forest Stewardship Council (FSC), and is produced using Gevoe-certified renewable energy. And the brochures are printed in facilities that purchase renewable energy — including wind power, solar energy 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.
Perhaps the only car in the world that doesn’t aspire to be something else.

For generations, one sedan has occupied the summit of passionate desire and promises delivered to people from dignitaries to driving enthusiasts. And while other cars keep striving to emulate it, the S-Class continually redefines what cars could be—a claim reassured most clearly for 2010 as a new S 400 HYBRID joins the legendary S 550 V-8 and superlatively smooth S 600 V-12. No matter which one you choose, the heritage of innovations, advances and genuine breakthroughs in performance, luxury and safety remains ongoing and unbroken. More than the flagship of the Mercedes-Benz marque, it is the beacon for an industry. And the rich reward for being a captain of your own industry, or just for leading your life wisely. This is the 2010 S-Class.

For more information, please visit www.mbusa.com
S 550 shown with Black paint. Please see endnotes in back of brochure.

Models with AIRMATIC suspension feature a new Direct-steer system. It offers crisper feedback in sharp turns and easier parking, yet keeps minor moves smooth and stable.

The S 550 offers the all-season, all-road confidence of 4MATIC all-wheel drive. It’s compact yet lightweight for sporting handling on dry roads, too.

Enhanced for crosswind stability, available Active Body Control (ABC) instantly adapts every time each wheel moves up or down, balancing comfort with composure.

An automatic engine stop-start system and energy recuperation while the vehicle is braking help the S 400 HYBRID deliver outstanding fuel economy.

Takes your breath away. And gives it back.

The S-Class has a history of making magic out of thin air. It was the first sedan with standard dual air bags. The first CFC-free car. And its AIRMATIC air suspension creates a nearly supernatural mix of crisp handling and cushioned ride. Now it aims for fresher air through the magic of engineering, with the new S 400 HYBRID. With ultra-low emissions and high fuel efficiency, it’s a true first production sedan to use a lithium-ion battery for its gas-electric powertrain. You get breathtaking performance. Everyone gets to breathe easier.

Enhanced crosswind stability, available Active Body Control (ABC) instantly adapts every time each wheel moves up or down, balancing comfort with composure.

S 400 HYBRID

- Hybrid: 3.5-liter gasoline V-6 + electric motor
- Engine: 3.5-liter gasoline V-6: 240 hp @ 6,000 rpm; 260 lb-ft torque @ 2,800–4,800 rpm
- Transmission: 7-speed automatic
- Wheels: 18" 7-spoke1 aluminum
- Suspension: AIRMATIC semi-active, Adaptive Damping System
- Drivetrain: Rear-wheel drive

S 550

- Engine: 5.5-liter twin-turbo gasoline V-12: 510 hp @ 5,000 rpm; 612 lb-ft net torque @ 1,800–3,500 rpm
- Transmission: 5-speed automatic
- Wheels: Staggered-width 18" 5-spoke aluminum
- Suspension: Active Body Control (ABC) with crosswind stabilization
- Drivetrain: Rear-wheel drive

S 600

- Engine: 5.5-liter twin-turbo gasoline V-8: 523 hp @ 5,250 rpm; 510 lb-ft torque @ 3,000–4,000 rpm
- Transmission: 7-speed automatic
- Wheels: 18" 5-spoke aluminum
- Suspension: AIRMATIC semi-active, Adaptive Damping System
- Drivetrain: Rear-wheel or 4MATIC all-wheel drive

1 A “hybrid” engine with Black paint. Please see endnotes in back of brochure.
Peers into the future. And looks out for yours. Mercedes-Benz has always combined visionary thinking with keen insight into human nature. It’s led to such automotive firsts as emergency-sensing Brake Assist PLUS, Electronic Stability Control, and countless safety innovations that help protect you in an accident — and help you avoid them. Its breakthrough PRE-SAFE® system can tighten the front seat belts, adjust the front passenger seat and even close the windows and sunroof to better prepare you for an impending collision. Available DISTRONIC PLUS, our adaptive cruise control, includes new PRE-SAFE Brake. It can bring your S-Class to a complete halt if it senses stopped traffic ahead, then resume moving automatically. Other systems can help you stay in your lane, tell you if there’s a car in your blind spot, or even reveal pedestrians on a dark road. The S-Class is always on the lookout for ways to improve your outlook.

Lane Keeping Assist lets the driver of an S-Class Sedan know if unintended drifting off-course is detected, by vibrating the steering wheel.

Reading invisible infrared beams with a special camera, Night View Assist PLUS displays a clearer view of a dark roadway. It can even highlight pedestrians for you.

New ATTENTION ASSIST on the S 550 and S 600 continually monitors your driving behaviour, and sounds an alert if it senses that you’re getting drowsy on a long trip.

Using a camera to detect vehicles ahead, Adaptive Highbeam Assist™ adjusts the Bi-Xenon headlamp range, to maximize illumination without glare to other drivers.
The 2010 S-Class. There might be no other place on earth in which you feel at once ensconced in sanctuary yet one with the world as the S-Class cabin. Amid an abundance of finely stitched leather and hand-polished wood, it is an environment where technology seems borne from nature—connected to your senses, falling to your hand, and seemingly in tune with your intuition. The central COMAND controller and high-resolution 8” display offer streamlined access to multiple features. An enhanced voice control system and integrated Bluetooth® let you go hands-free.11 And subtle ambient lighting now offers soothing comfort in your choice of three colors. Every passing mile in the S-Class makes you feel not just farther along on your journey, but richer for the experience.

Surround sound. COMAND also integrates a world of entertainment: 6-disc in-dash DVD/CD, 10-speaker 600-watt harman/kardon LOGIC7® sound with Dolby® Digital 5.1, SIRIUS® Satellite Radio, HD Digital Radio, iPod® integration, in-dash memory card reader, and 7.2GB of music storage.

Premium 2 Package. For added comfort and convenience, this option package (standard on the S 600) adds Drive-Dynamic multicontour front seats with massage, PARKTRONIC with Parking Guidance and rearview camera, and the touch-trunk and drive ease of KEYLESS-GO.
S-Class options and packages. Every S-Class comes lavished with features and systems to enhance every drive with performance, luxury and security—from adaptive air suspension to light-sensing headlamps to rain-sensing wipers to standard 10-way air bag protection. Refinements include sun- and humidity-sensing dual-zone climate control, an in-dash 6-disc DVD/CD audio-video player, and a multifunction steering wheel swathed in glove-soft Premium leather. To tailor your S-Class even more precisely to your wishes, a selection of innovations, enhancements and conveniences are offered as individual options, or packaged together for added value.

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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

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**S-Class options and packages.** Every S-Class comes lavished with features and systems to enhance every drive with performance, luxury and security—from adaptive air suspension to light-sensing headlamps to rain-sensing wipers to standard 10-way air bag protection. Refinements include sun- and humidity-sensing dual-zone climate control, an in-dash 6-disc DVD/CD audio-video player, and a multifunction steering wheel swathed in glove-soft Premium leather. To tailor your S-Class even more precisely to your wishes, a selection of innovations, enhancements and conveniences are offered as individual options, or packaged together for added value.

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**INTERIOR UPHOLSTERY**
- Black
- Cashmere/Savanna
- Grey/Cash Grey

**INTERIOR HIGH-GLOSS WOOD TRIM**
- Burl Walnut

**INTERIOR HIGH-GLOSS WOOD TRIM**
- Brown Poplar

**EXTERIOR PAINTWORK, NON-METALLIC**
- Capri Blue
- Flint Grey

**EXTERIOR PAINTWORK, METALLIC**
- Barolo Red
- Iridium Silver
- Majestic Black
- Palladium Silver
- Jade Green

**ENDNOTES**

1. Lower aspect-ratio tires and accompanying packages provide substantially increased traction, increased for rear-wheel-drive vehicles. Odor and exterior noise. Do not drive on rough or damaged road surfaces or up inclines exceeding your vehicle’s maximum or, for vehicles equipped with trailer stabilization, trailer’s maximum. All tires are designed for use on even and level surfaces, but tire size, load rating, speed rating, and inflation pressures are not recommended for driving on rough, damaged surfaces or on inclines.
2. Optional on S 400 HYBRID, standard on other models.
3. Optional on S 400 HYBRID, standard on other models.
4. Not available in Canada.
5. SIRIUS® service only available in the 48 contiguous United States and the District of Columbia. Service available in Canada; see www.siriuscanada.ca.
7. Blind Spot Assist may not be sufficient to avoid all accidents involving vehicles in your blind spot and does not estimate the speed of oncoming vehicles. It should not be used as a sole substitute for driver awareness and checking of surrounding traffic conditions.
8. Night View Assist PLUS does not replace the use of headlamps and should not be used as the primary visual source for the driver.
9. Brake assists in steering or steering or a loss in steering or the risk of an accident. If you drive too fast, if the traffic is too fast, or if you drive too fast, you may not have enough time to react to the vehicle's movements, and the vehicle may be unable to stop safely.
10. Optional on S 400 HYBRID, standard on other models.
11. 2010 estimates not available at time of printing. See dealer.
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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.