



MY12 C-Class Sedan Dealer Ordering Guide

Product Management

Release Date: March 3, 2011

Note: Some ordering details are subject to change

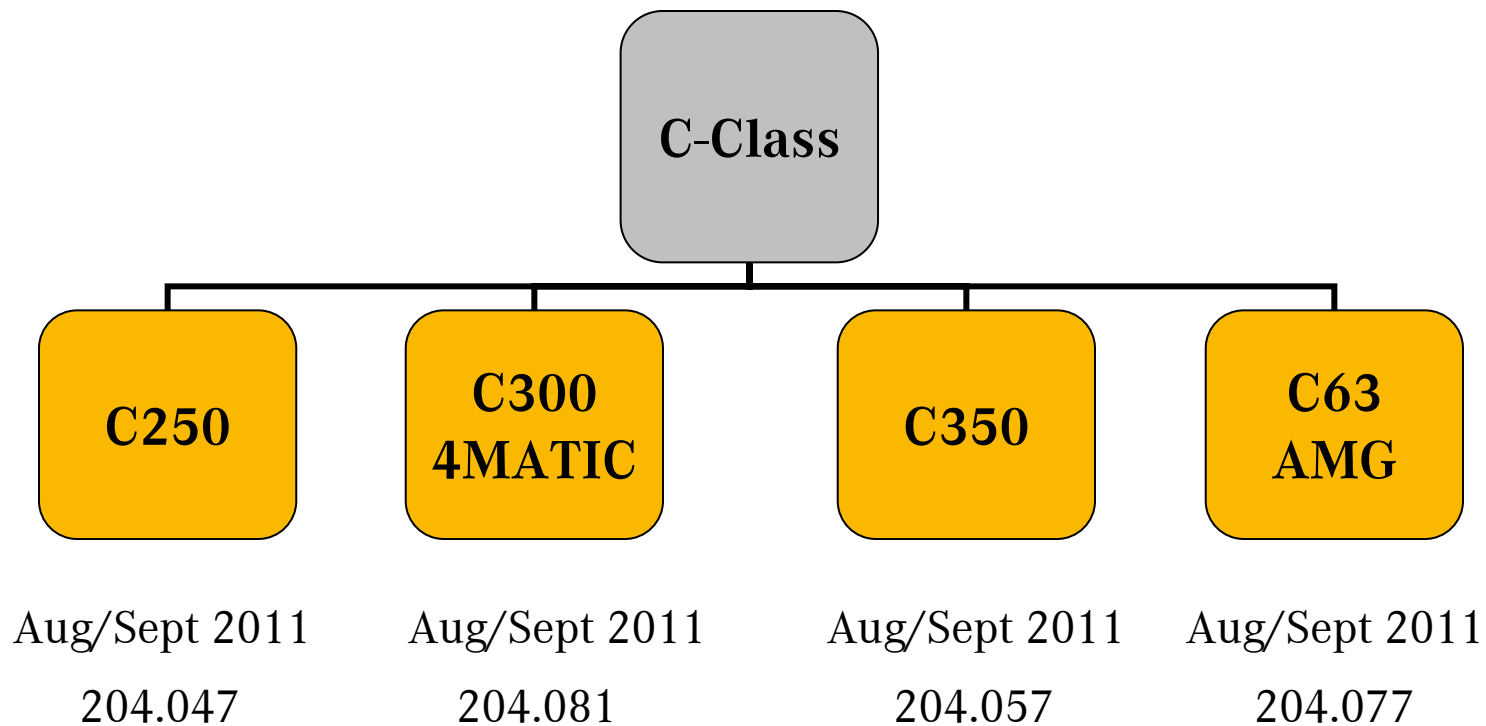


MY12 C-Class Sedan Primary Ordering Information

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MY12 C-Class Sedan (W204) Portfolio





MY12 C-Class Sedan Highlights (1 of 2)

- 1.8L Turbo I4 for C250 RWD
 - 201 hp / 229 lb-ft
 - 7G-TRONIC PLUS 7-Speed Automatic
- 3.0L V6 for C300 4MATIC
 - 228 hp / 221 lb-ft
 - 7G-TRONIC PLUS 7-Speed Automatic
- 3.5L V6 for C350 RWD
 - 302 hp / 273 lb-ft
 - 7G-TRONIC PLUS 7-Speed Automatic
- 6.3L V8 for C63 AMG
 - 451 hp / 443 lb-ft
 - AMG SPEEDSHIFT MCT 7-Speed Automatic



MY12 C-Class Sedan Highlights (2 of 2)

- New Feature: ATTENTION ASSIST
- New Feature: ADAPTIVE BRAKE with HOLD function
- New Feature: PARKTRONIC with Parking Guidance
- New Features: Lane Keeping Assist & Blind Spot Assist
- New infotainment system (NTG 4.5) with standard features such as:
 - Bluetooth Audio Streaming
 - USB connectivity
 - Central controller
 - 5.8" high-mounted screen
 - HD Radio
- New option packaging



NTG 4.5



MY12 C-Class Sedan Standard Equipment Upgrades

- ATTENTION ASSIST
- ADAPTIVE BRAKE with HOLD function
- LED daytime running lamps and tail lamps*
- Rain-sensing intermittent wipers
- Auto-dimming driver side and rear view mirrors
- HomeLink garage door opener
- 4.5" color instrument display
- Rearview mirror with integrated compass
- Comfort head rests (Luxury)
- HD radio
- USB interface



Attention Assist



Color Instrument Display



LED Tail Lamps

*LED daytime running lamps now offered on Luxury sedans and C63 sedan as standard



MY12 C-Class Sedan Paint

- 040 - Black



- 183 - Magnetite Black Metallic*



- 497 - Cuprite Brown Metallic*



- 590 - Mars Red

Exclusive to Sport Sedans



- 650 - Arctic White



- 775 - Iridium Silver Metallic*



- 779 - Sapphire Grey Metallic*



- 792 - Palladium Silver Metallic*



- 794 - Pearl Beige Metallic*



- 799 - Diamond White Metallic**

Additional Charge - \$TBD



- 890 - Lunar Blue Metallic*



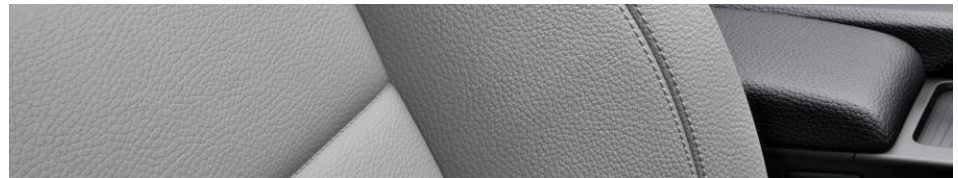
*Metallic Paint additional charge of \$TBD

** Diamond White Metallic additional charge of \$TBD



MY12 C-Class Sedan Upholstery

- 121 – Black MB-Tex
- 221 – Black Leather*
- 125 – Almond / Beige MB-Tex
- 225 – Almond/Beige Leather**
- 235 – Sahara / Beige Leather***
- 128 – Ash MB-Tex
- 228 – Ash Leather*
- 224 Cappuccino Leather****



*Leather (221, 224, 225, 228, 235) has an additional charge of \$TBD;
selecting leather also adds power/memory passenger seat

**225 Almond/Beige Leather available with Luxury Sedan

***235 Sahara/Beige Leather available with Sport Sedan

****224 Cappuccino Leather available with Sport models only



MY12 C-Class Sedan Upholstery – C63 Only

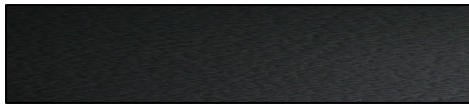
Standard

- 731 – Black MB-Tex/DINAMICA



Optional Single Tone Leather

- 290pkg* – Black



- 181pkg* – Sand



- 292pkg* – Porcelain

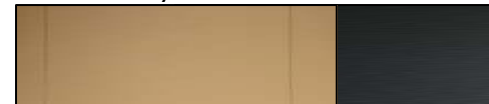


- 276pkg* – Classic Red



Optional Two Tone Leather

- 242pkg* – Sand/Black



- 244pkg* – Classic Red/Black



- 241pkg* – Porcelain/Black



*Packages includes power/memory driver and passenger seat



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MY12 C-Class Sedan Trim

- 731 – Burl Walnut Wood Trim

Standard on C250/3004M Luxury

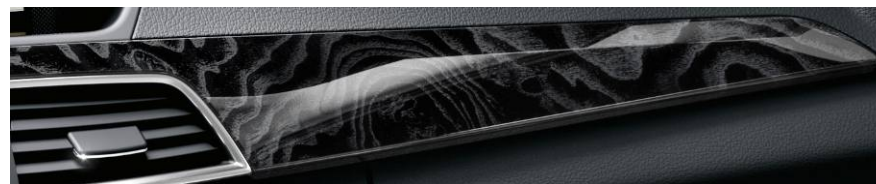
Optional on all vehicles

No cost option on C350/C63



- 736 – Black Ash Wood Trim

Standard on C350/C63



- 739 – Aluminum Trim

Standard on C250/3004M Sport



- H73 – Carbon Fiber Trim

Available on C63 AMG

Additional Charge – \$TBD





MY12 C-Class Sedan Optional Packages (1 of 2)

Note: All prices estimated

P01pkg – Premium 1 Package

C250/C3004M: \$2,500

C350/C63 AMG: Standard

U22 – 4 Way Power Lumbar Support

049/518 – iPod/ MP3 Media Interface

275 – Driver's Seat Memory & Power Steering Column (n/a C63 AMG)

287 – Split Folding Rear Seats

536 – SIRIUS Satellite Radio

810 – harman/kardon surround system*

873 – Heated Front Seats

318pkg – Full Leather Seating Package

C250/C3004M/C350: \$1,640

2xx – Full Leather Seating

242 – Power/Memory Front Passenger Seat

P64 – Memory Package

319pkg – Lighting Package

C250/C3004M/C350/C63 AMG: \$1,180

600 – Headlamp Washing System

608 – Adaptive Highbeam Assist

615 – Bi-Xenon Head Lamps w/ Active Curve Illumination

167pkg – Luxury Package

C250/C3004M: n/c

44R – 17" Split 5-spoke Alloy Wheel

677 – Comfort Suspension for 4MATIC

955 – Elegance Line

*Includes Dolby Digital 5.1 when ordered in combination with Multimedia Package



MY12 C-Class Sedan Optional Packages (2 of 2)

Note: All prices estimated

320pkg – Multimedia Package

C250/C3004M/C350/C63 AMG: \$2,790

218 – Rearview Camera

396 – Voice Control

512 – COMAND System w/ Hard Drive Navigation

- 3D Map Views
- 7" High Resolution LCD Color Display
- Gracenote album information including album cover art
- In-dash 6-dvd/cd Changer & SD Card Slot
- 10GB Music Register
- SIRIUS Traffic Service

993pkg – Lane Tracking Package

C250/C3004M/C350/C63 AMG: \$950

234 – Blind Spot Assist

476 – Lane Keeping Assist

333pkg – Sport Package

C250/C3004M: n/c

C350: Standard

486 – Sport Suspension

772 – Sport Body Styling

952 – Sport Package

954 – Avantgarde Line

P31pkg – AMG Development Package

C63 AMG: \$6,050

U47 – Carbon Fiber Trunk lid Spoiler

U70 – Red Brake Calipers

251 – Top Speed Raised to 174mph

923 – Increased output (+30hp)



MY12 C-Class Sedan Stand-Alone Options

Note: All prices estimated

	C250	C3004M	C350	C63AMG
230 - PARKTRONIC with Parking Guidance	\$970	\$970	\$970	\$970
293 - Rear Side Airbags	\$420	\$420	\$420	\$420
359 - mbrace	\$660	\$660	\$660	\$660
413 - Panorama Sunroof	\$1,090	\$1,090	\$1,090	N/A
471 - Limited Slip Differential	N/A	N/A	N/A	\$2,030
518 - iPod/MP3 Media Interface	\$310	\$310	Standard	Standard
536 - SIRIUS Satellite Radio	\$460	\$460	Standard	Standard
731 - Burl Walnut Wood Trim	\$325	\$325	n/c	n/c
782 - 18" AMG 7-Spoke Alloy Wheel	\$1,040	\$1,040	\$1,040	N/A
786 - 18" AMG 5-Twin Spoke Alloy Wheel	\$1,040	\$1,040	\$1,040	N/A
790 - 18" AMG 5-Spoke Alloy Wheel	N/A	N/A	N/A	n/c
873 - Heated Front Seats	\$750	\$750	Standard	Standard
889 - KEYLESS GO	\$TBD	\$TBD	\$TBD	\$TBD
H73 - Carbon Fiber Trim	N/A	N/A	N/A	\$2,590



MY12 C-Class Sedan VPC Accessories

Note: All prices estimated


	C250	C3004M	C350	C63AMG
014 – Sport Grille Conversion Kit	\$TBD	\$TBD	N/A	N/A
056 – Rear Seat Entertainment	\$TBD	\$TBD	\$TBD	N/A
067 – Illuminated Door Sills	\$TBD	\$TBD	\$TBD	N/A
068 – Wheel Locks	\$TBD	\$TBD	\$TBD	\$TBD
070 – Chrome Door Handle Inserts	\$TBD	\$TBD	\$TBD	\$TBD
079 – Nav +4	\$TBD	\$TBD	\$TBD	\$TBD
104 – Rear Trunk Lid Spoiler	\$TBD	\$TBD	N/A	N/A
105 – Roof Spoiler	\$TBD	\$TBD	\$TBD	N/A
120 – AMG Illuminated Door Sills	N/A	N/A	N/A	\$TBD
515 – Media Interface PLUS	\$TBD	\$TBD	\$TBD	\$TBD

*VPC installed options use “vgc” suffix. i.e., code 067vgc.



MY12 C-Class Sedan SPC Options

Note: All prices estimated

	C250	C3004M	C350	C63AMG
197 - Obsidian Black Metallic Paint	\$720	\$720	\$720	\$720
				
315- Dynamic Handling Package	\$1,530	N/A	\$1,530	N/A
510 - In-Dash 6-Disc CD Changer	\$480	\$480	\$480	\$480
540 - Power Rear Window Sunshade	\$440	\$440	\$440	\$440

*SPC options carry additional \$TBD charge



MY12 C-Class Sedan Specs (1 of 3)

	C250	C3004M	C350	C63AMG
Engine Configuration	1.8L Turbo I4	3.0L V6	3.5L V6	6.3L V8
Horsepower (hp)	201 @ 5,500 rpm	228 @ 6,000 rpm	302 @ 6,500 rpm	451* @ 6,500rpm
Torque (lb-ft)	229 @ 2,200-4,300 rpm	221 @ 2,700-5,000 rpm	273 @ 3,500-5,250 rpm	443 @ 5,000 rpm
Displacement (cc)	1,796	2,996	3,498	6,208
Bore (mm)	82.0	86.0	92.9	102.2
Stroke (mm)	85.0	82.1	86.0	94.6
# Valves per cylinder	4	4	4	4
Compression	9.3:1	11.3 : 1	12.2: 1	11.3 : 1
Transmission	7G-TRONIC PLUS	7G-TRONIC PLUS	7G-TRONIC PLUS	AMG SPEEDSHIFT PLUS MCT
Transmission Speeds	7	7	7	7
Drive Configuration	Rear Wheel Drive	All Wheel Drive	Rear Wheel Drive	Rear Wheel Drive

* 481 hp with AMG Development Package



MY12 C-Class Sedan Specs (2 of 3)

	C250	C3004M	C350	C63AMG
Acceleration 0-60mph (sec.)	7.1 (est.)	7.1	5.9 (est.)	4.4 (4.3)*
Fuel Economy City/Hwy (mpg)	tbd / tbd	tbd / tbd	tbd / tbd	tbd/tbd
EPA Rating / CARB Rating	tbd / tbd	tbd / tbd	tbd / tbd	tbd/tbd
Turning Circle (ft.)	35.3	35.3	35.3	38.5
Wheelbase (in.)	108.7	108.7	108.7	108.7
Length / Height / Width (in.)	180.8/56.3**/69.7	180.8/56.3**/69.7	180.8/56.3/69.7	186/56.3/70.7
Curb weight (lbs.)	3,319	3,737	3,615	3,649
Trunk Capacity (cu. ft.)	12.4	12.4	12.4	12.4
Fuel Tank/Reserve (gallons)	17.4/2.1	17.4/2.1	17.4/2.1	17.4/2.1
Headroom Front / 2 nd Row (in.)	37.1/36.9	37.1/36.9	37.1/36.9	37.1/36.9
Legroom Front / 2 nd Row (in.)	41.7/33.4	41.7/33.4	41.7/33.4	41.7/33.4
Shoulder Room Front / 2 nd Row (in.)	54.7/55.0	54.7/55.0	54.7/55.0	54.7/55.0

* 4.3 seconds with AMG Development Package

**Sport model 56.3 in., Luxury model 56.9 in.



MY12 C-Class Sedan Specs (3 of 3)

	C250	C3004M	C350	C63AMG
Standard Front Wheel	7.5 x 17.0	7.5 x 17.0	7.5 x 17.0	8.0 x 18.0
Standard Rear Wheel*	8.5 x 17.0	8.5 x 17.0	8.5 x 17.0	9.0 x 18.0
Standard Front Tire Size	225/45 R17	225/45 R17	225/45 R17	235/40 R18
Standard Rear Tire Size*	245/40 R17	245/40 R17	245/40 R17	255/35 R18
Standard Tire Type	All-Season	All-Season	All-Season	High-Performance
Front Brake	Single Piston Floating	Single Piston Floating	Single Piston Floating	6-Piston Fixed
Front Brake Size (in.)	11.6	11.6	13.4	14.2
Rear Brake	Single Piston Floating	Single Piston Floating	Single Piston Floating	4-Piston Fixed
Rear Brake Size (in.)	11.8	11.8	11.8	13.0
Front Suspension	Multi-Link	Multi-Link	Multi-Link	Multi-Link
Rear Suspension	Multi-Link Independent	Multi-Link Independent	Multi-Link Independent	Multi-Link Independent
Track Width Front / Rear (in.)	60.4/59.6	60.4/59.6	60.4/59.6	61.8/60.0
Coefficient of Drag (Cd)	0.27	0.27	0.27	tbd

* Sport wheels/tires indicated above; luxury rear wheel size 7.5 x 17.0 and rear tire size 225/45 R17 (non-staggered)



MY12 C-Class Sedan Detailed Ordering Information

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MY12 C-Class Sedan Body Styling

Sport



Luxury



AMG



Note European images shown



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MY12 C-Class Sedan Headlights



Halogen (Standard)



Bi-Xenon (319pkg Lighting Package)



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MY12 C-Class Sedan Wheels

1.



2.



3.



4.



5.



6.



7.



1. C250/C300 Sport Standard 17 in. (R95)
2. C250.C300 Luxury Standard 17 in. (44R)
3. C350 Sport 17 in. AMG (784)
4. C250/300/350 Sport Optional 18 in. AMG (782)
5. C250/300/350 Sport Optional 18 in. AMG (786)
6. C63 AMG Standard 18 in. AMG (795)
7. C63 AMG Optional 18 in. AMG (790)



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MY12 C-Class Sedan Steering Wheels



C250/3004M/350 Sport



C250/3004M Luxury



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MY12 C-Class Sedan Steering Wheels



C63 AMG



C63 AMG w/
AMG Development Package

C250/3004M/350 Sport

- 792 – Palladium Silver Metallic
- 782 – Optional 18” 7-Spoke AMG Wheel
- 319pkg – Lighting Package
- 230 – PARKTRONIC with Parking Guidance
- 413 – Panorama Sunroof



Note European image shown

C250/3004M/350 Luxury

- 890 – Lunar Blue Metallic
- 44R – Standard 17” Split 5-Spoke Wheel
- 167 – Luxury Package
- 319pkg – Lighting Package



Note European image shown

C63 AMG

- 775 – Iridium Silver Metallic
- 795 – Standard 18" Twin 5-Spoke AMG Wheel
- 319pkg – Lighting Package
- 230 – PARKTRONIC with Parking Guidance



Note European image shown

Sport Interior

- 128 - Ash/Grey Leather
- 736 - Black Ash Wood Trim
- 320pkg - Multimedia Package
- P01pkg - Premium 1 Package

Note that this is a European image and U.S. vehicle will not feature multi-contour driver's seat, ECO button in center console, center blind over cup holders or the line badge under climate control function

Luxury Interior

- 225 - Almond/Beige Leather Interior
- 731 - Burl Walnut Wood Trim (standard on Luxury)
- P01pkg - Premium 1 Package

*Note that this is a European image and U.S. vehicle will not feature ECO button in center console, center blind over cup holders or the line badge under climate control function. U.S. P01 package will also feature harman/kardon surround system

AMG Interior

- 181pkg - AMG Sand Leather
- H73 - Carbon Fiber Trim
- P01pkg - Premium 1 Package (std)
- 320 pkg - Multimedia Package

*Note that this is a European image and U.S. vehicle will not feature center blind over cup holders.



Note European image shown