MERCEDES-BENZ 1989

THE 300 CLASS

A UNIQUE PHILOSOPHY INSPIRES A UNIQUE STANDARD

Simultaneous automotive excellence is an apt description of what every Mercedes-Benz is bred to accomplish. It defines a lofty engineering goal: to achieve maximum possible competence not in one or two narrow categories but in virtually every area. To excel in ways that are quantifiable, and in ways that can be measured only by the sensations felt through your fingers when you take the wheel.

IN EVERY DRIVING SITUATION

Mercedes-Benz engineers believe that an automobile should perform with exactitude in every driving situation. That its suspension should hold dive, squat and roll in check. And hold a line with no-nonsense precision through tight switchbacks.

Yet these stubborn engineers will not sacrifice comfort in pursuit of surefootedness: ride and roadholding must be *simultaneously* optimized. Similarly, they believe that steering effort should be neither so light that all sensation of contact with the road is lost nor so heavy that control is sluggish. They insist that every Mercedes-Benz automobile respond as though its reflexes were synchronized with the driver's own.

SUPERB RESPONSE

Mercedes-Benz engineers practice a philosophy of engine design that strives to achieve an optimum balance of desirable characteristics. Because an engine should not burden a car with undue weight, they have utilized lightweight alloys and unique casting methods that shave pounds. So that every engine will be as liquid smooth as it is mighty, critical parts are dynamically balanced. So that every engine will continue to respond with crisp, clean precision even after long years of severe service, exacting tolerances are mandated. To be certain that each engine will be a brilliant mechanical jewel, the educated hands of schooled technicians perform critical assembly tasks.

A NETWORK OF SAFETY SYSTEMS

Long before safety became an automotive issue, Mercedes-Benz was crash-testing cars, uncovering ways to help protect vehicle occupants. Those seeds became a massive ongoing safety development program, eventually reaching out to cover every vehicle and vehicle system.

Every Mercedes-Benz has at its core an immensely strong body structure designed to endure years of punishment, yet incorporating front and rear crumple zones intended to absorb energy in the event of severe impact—diminishing the effects of energy transmission to the passenger cabin. A passenger cabin itself engineered to help prevent injury: in its substantial padding, its lack of sharp edges and protrusions. A cabin fitted with a Supplemental Restraint System (SRS), consisting of a driver's-side air bag and knee bolster and emergency tensioning retractors for both front seat belts. On all 300 Class models, a passenger's-side air bag and knee bag will be optionally available. On all models: three-point seat belts at both outer rear seating positions.

All Mercedes-Benz automobiles are equipped with an Anti-lock Braking System (ABS) that helps prevent wheel lockup and loss of steering control in hard braking, even on slippery surfaces. Numerous other safety features, such as side mirrors that yield to impact and taillights that are ribbed so that road dirt is not likely to obscure them, are less obvious but no less vital.

A STURDY FOUNDATION

The over-the-road skill and cabin security of a Mercedes-Benz automobile are deeply rooted in development and testing programs. New models are never a reaction to changing fashion but logical responses to driving needs, painstakingly created in a development and testing cycle of seven years or more.

When all those years of intense development and equally intense testing have produced a final preproduction prototype, a prototype production line is built.

NEVER A REACTION TO CHANGING FASHION BUT A LOGICAL SOLUTION TO DRIVING NEEDS

Designed to ensure that the manufactured product lives up to the design, to ensure that when full production begins, every component will meet every specification. And will be as flawless in form and function as is technologically possible.

The new automobile is then built by skilled craftsmen and craftswomen, 70 percent of

whom are graduates of an apprentice program designed to inculcate the standards of Mercedes-Benz.

From an artisan-staffed woodworking shop to a labor-intensive operation where seats are hand-built, virtually no manufacturing method is too complex or time-consuming if its implementation can improve the automobile. Body panels are hand-sanded. Sophisticated optical instruments are utilized to ensure that precise amounts of an anti-corrosion wax are injected into unseen body crevices. An underground tunnel nearly half a mile long ensures that freshly completed bodies will never be exposed to the elements en route to the paint shop.

Ruby-tipped tools check critical body-fit tolerances. In all, eight separate measuring programs gauge the automobile at up to 600 points.

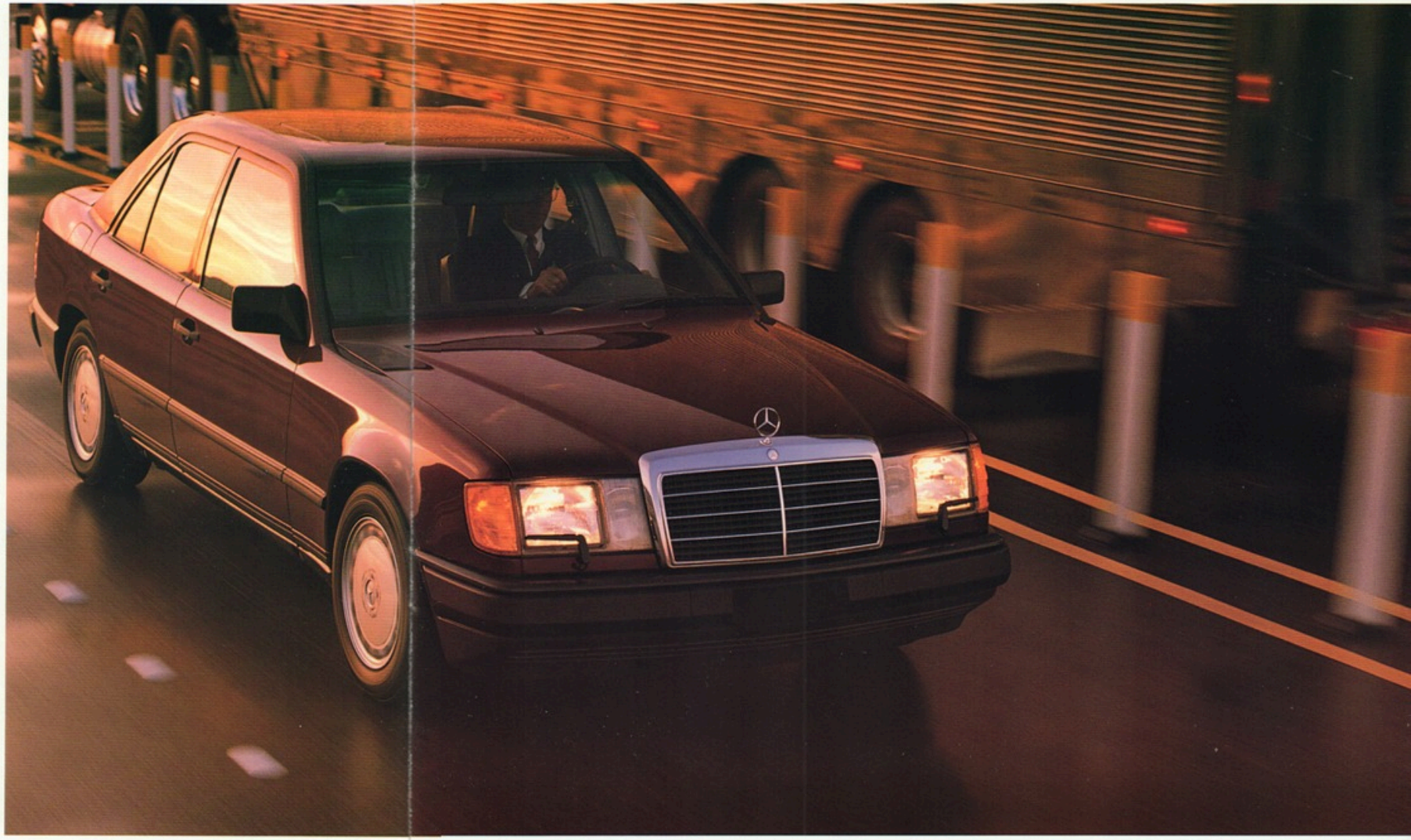
THE LESSONS OF A CENTURY

A Mercedes-Benz is engineered and built like no other car in the world, in large part because Mercedes-Benz has been engineering and building automobiles longer than any other carmaker in the world. More than a century ago, Gottlieb Daimler and Karl Benz, working independently, developed history's first practical gasoline-powered automobiles. The two enterprises that they founded later merged to form Daimler-Benz, parent company of Mercedes-Benz.

In the 103 years that have ensued since the gasoline engine replaced the horse, Mercedes-Benz has tirelessly striven to perfect that original vision of the automobile as an efficient, safe means of transportation. In the process, Mercedes-Benz has startled the automotive world with innovations like independent rear suspension, the passenger-car diesel and gasoline fuel injection.

Meanwhile, Mercedes-Benz automobiles have roared to more than 5,000 motor racing victories. Set countless speed, endurance and economy records. Decade after decade, Mercedes-Benz has produced classic after classic. Each new design an exercise in simultaneous excellence. Each an evolutionary step forward from all the automobiles that came before.

For 1989, as you are about to discover, Mercedes-Benz steps forward once again. □

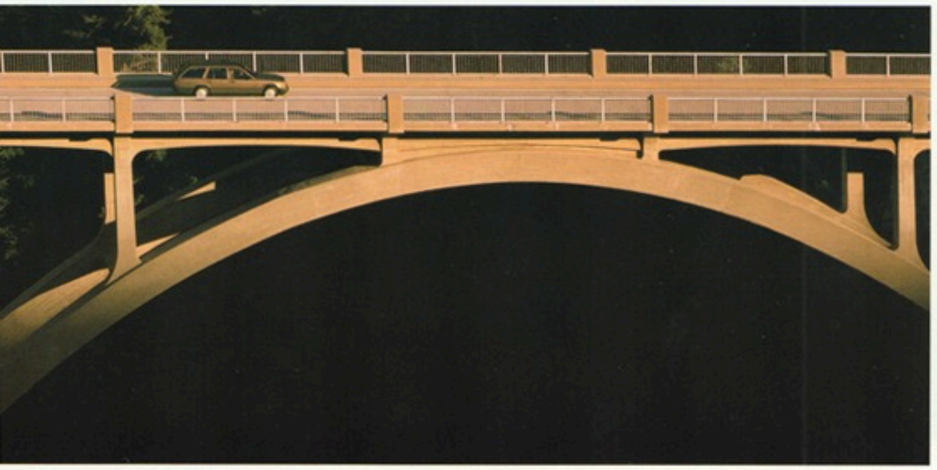


300 CLASS

The automobiles of the 300 Class constitute the current middle size and price range of Mercedes-Benz. But in terms of sheer engineering authority and innovative thinking, the Mercedes-Benz 300 Class ranks as perhaps the most accomplished automotive series of this high-technology era.

Not a shred of this technical sophistication is wasted on useless gadgetry. Every fiber of 300 Class engineering muscle is dedicated to superior function: in over-the-road proficiency; in-the-cabin safety; comfort, convenience, reliability, longevity.

Four different 300 Class models share this vast fund of design intelligence. But while all four automobiles emerge from a core of artfully balanced and blended traits, each is further refined to fully develop its distinct personality. One inspired engineering philosophy; four unique automotive personalities. Among these you will find two



sleek and capacious sedans: the 260E and 300E. The first is remarkably quick and impeccably well mannered. The other, even more so. You will discover the 300CE, a sensual two-plus-two coupe that melds technological advancement and high performance with pure soul-stirring beauty. And the incomparable 300TE, a station wagon that obliterates traditional station wagon stereotypes.

Every 300 Class automobile is propelled by a liquid-smooth six-cylinder engine. A power source that *Road & Track* described as "...the best six cylinder around—in-line or vee." The 260E Sedan's engine displaces 2.6 liters; all others displace 3.0 liters. The 300 Class achievement extends to a fully independent suspension system so refined that even the 300TE Station Wagon is counted


CALIFORNIA
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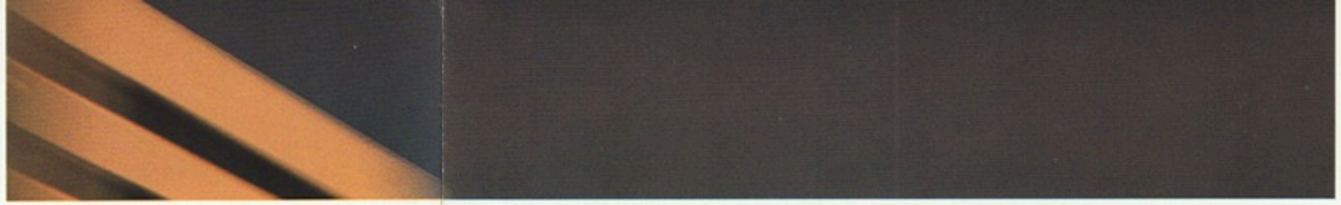
among the world's most deftly surefooted automobiles. A monocoque body structure that is massively solid and rigid, yet designed to help absorb and dissipate energy in severe frontal or rear impacts. And because personal transportation should

be an uplifting experience rather than a tiresome chore, 300 Class cabins are thoughtfully designed and equipped to help reduce fatigue, to comfort both driver and passengers.

Engineering strategies that logically and systematically optimize every conceivable aspect of automotive transportation. Strategies perfected through eight long years of painstaking development. That draw on more than a century of Mercedes-Benz automotive knowledge. That shape the Mercedes-Benz 300 Class. □



ENGINEERED LIKE NO OTHER CAR IN THE WORLD

Nestled in the snugly supportive seat of your 300 Class Mercedes-Benz, you grip the padded knob of the gear selector lever and flick it smoothly through an ingenious slotted shift gate into "D."

Underway, you gently squeeze the accelerator. Under the hood, a dependable mechanical control device is measuring airflow and distributing precise doses of fuel to the six

individual cylinders. Instantaneously. As the engine warms and ambient conditions change, an electronic control unit makes incremental mixture

and ignition timing adjustments. Instantaneously. In the cabin, these events are evidenced only in terms of seamlessly smooth response.

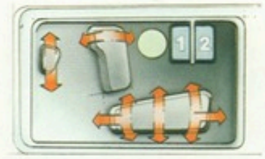
After selecting a comfortable cabin temperature setting via

the automatic climate control system's temperature adjustment dial, you push the "Auto" button on the fan control. Shortly, cabin temperature reaches the selected level. You feel just a bit pampered.

You push slightly harder on the accelerator pedal, and the automobile moves significantly quicker. You check the instrument cluster and the bold, white graphics of its big, circular analog gauges. The vivid orange tachometer needle sweeps rapidly toward its 6200 rpm redline; you are urged to press on

FORM BECOMES FUNCTION

The electric seat adjustment control switch on each front door panel (optional on the 260E Sedan) allows adjustment of the seat and head restraint corresponding directly to driver or passenger input. Thus, it can be operated by feel alone when you're driving. Push down



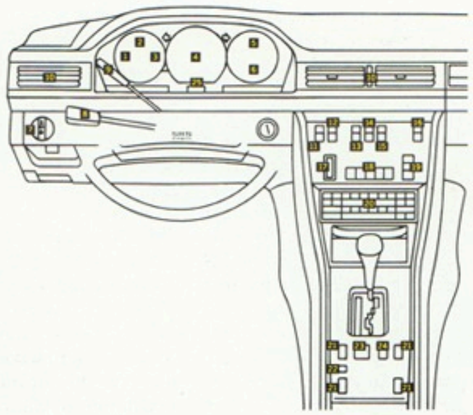
on the part of the switch that is shaped like a seat cushion, for instance, and the seat cushion lowers.

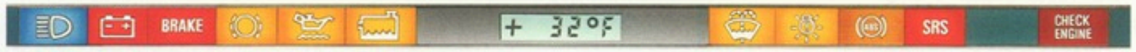
The electric seat adjustment feature is optional on the 260E Sedan, standard on all other 300 Class models. An electrically adjustable steering column is included with this system.

On all models except the 260E Sedan, two-position memory is provided. This function restores a preset driver's seat adjustment and the position of the electrically adjustable steering column as well.

THE DRIVING ENVIRONMENT

Ergonomic science—not passing fashion—has dictated the design of the 300 Class cabin. For example, vital controls are located where the driver can activate them without lunging. Cabin seating is engineered to provide not just temporary luxury but extended biomechanical support. Gauges are designed not to mimic arcade games but to provide essential information at a





glance; because these instruments are of analog design, they communicate not just current reading but also rate-of-change.

The gauge faces are of matte black to help prevent glare. To further ensure that outside reflections do not interfere with your view of the gauges, the instrument pod area is hooded and the transparent panel in front of the gauges angles in.

Note that the 300 Class steering wheel is sized not to resemble a race-car steering wheel but to allow a good grip without elbow/rib cage interference.

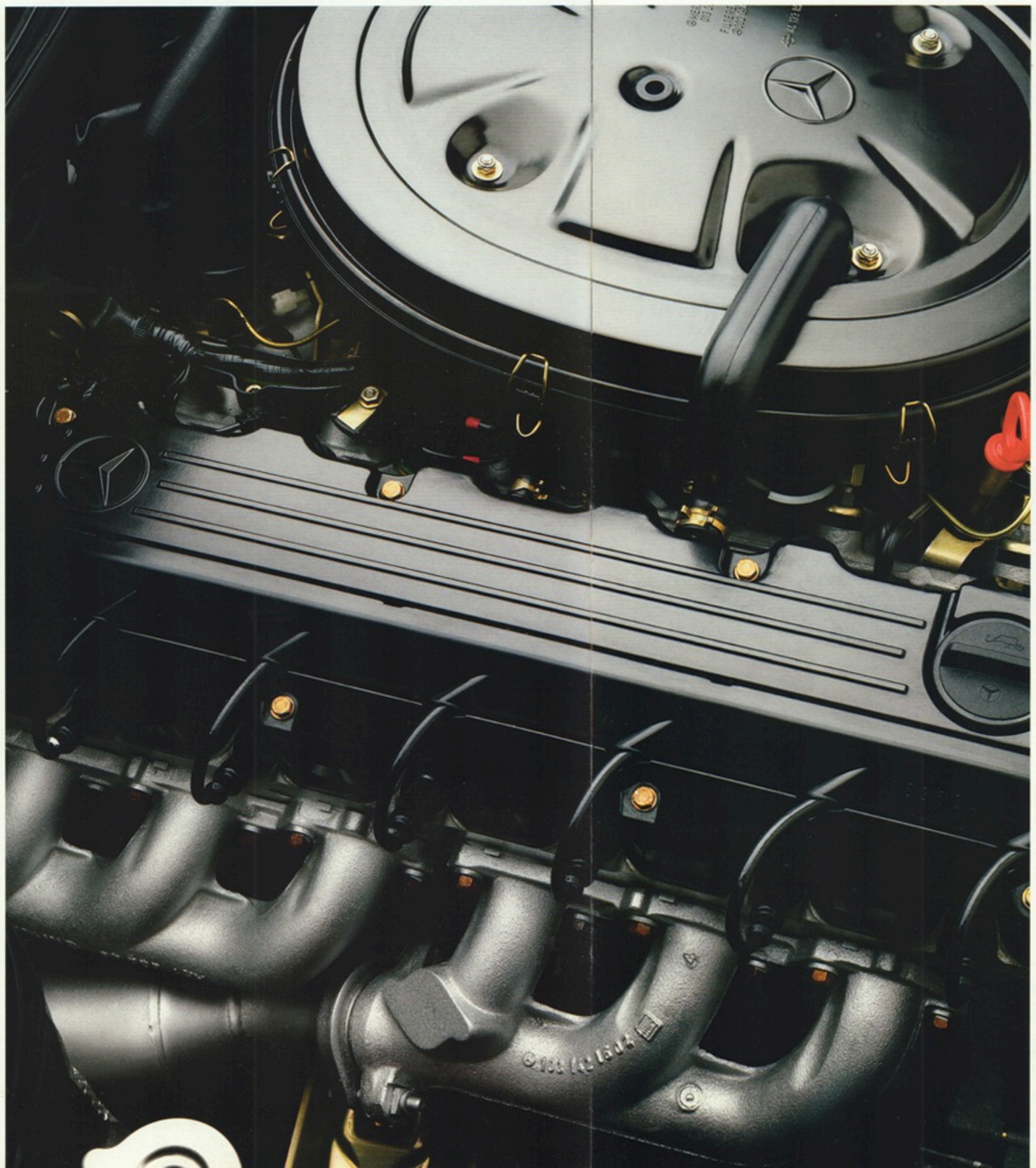
Pictured above and keyed at left are the following: (1) coolant temperature gauge, (2) fuel gauge, (3) oil pressure gauge, (4) speedometer/odometer, (5) tachometer, (6) quartz chronometer, (7) headlamp/fog lamp/parking lamp switch, (8) turn indicator/windshield wiper-washer control, (9) cruise control, (10) vent controls, (11) rear window defrost switch, (12) rear headrest retraction switch, (13) air recirculation switch, (14) emergency flasher switch, (15) antenna control, (16) dome light switch, (17) temperature adjustment knob, (18) heater/ac duct controls, (19) heater/ac fan control, (20) AM and FM stereo radio/cassette player with automatic speed-dependent volume control, (21) electric window lifts, (22) rear window lockout switch, (23) right outside mirror control, (24) rear speaker fader, (25) secondary indicators (also depicted above) include exterior lamp failure, low engine oil, engine coolant and washer fluid levels, and digital outside temperature.

by the muted high-performance note of a sophisticated powerplant.

Under hard acceleration, the four-speed automatic transmission's upshifts are satisfyingly crisp and programmed to best

exploit engine torque. (You recall that in less aggressive driving the upshifts went almost unnoticed.) Reaching highway speed in seconds, you set the electronic cruise control system with a flick of your left index finger and lift your foot from the throttle.

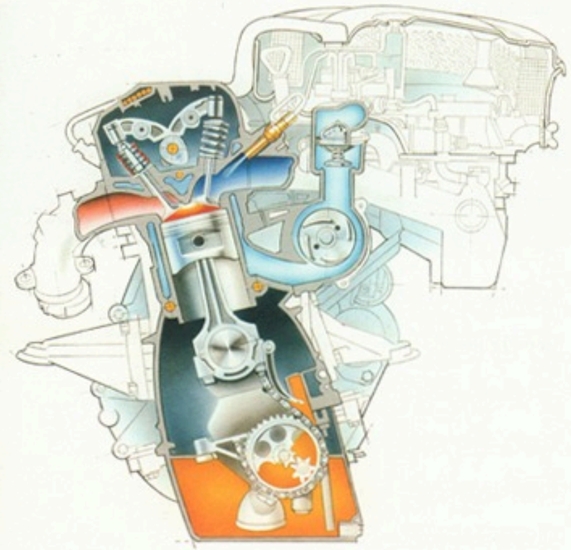
The engine seems to loaf almost silently along at low rpm. Your thoughts focus on auditory input: you strain to monitor the noise level, but now, at a constant cruising speed, there is virtually no sound—not even the rush of the wind.



THE SIX-CYLINDER ENGINE'S HIGHEST FORM OF EVOLUTION

THE POWERPLANTS

The 158-horsepower 2.6-liter and 177-horsepower 3-liter six-cylinder engines of the 300 Class rank among the most advanced passenger-car powerplants ever produced by Mercedes-Benz. Differing primarily in displacement, the engines share a common engineering base.



The cylinder block is of an in-line configuration. Unlike a V-6, this design is inherently balanced for secondary forces. Running smoothness is optimized. The ribbed, remarkably rigid block resists torsional twisting to maximize long-term durability. Sophisticated casting technology renders it much lighter than the typical cast-iron engine block.

The overhead camshaft valve-train design minimizes the number of moving parts, contributing to reliability and enhancing high-speed operation. Rocker arms with hydraulic compensators open and close large valves without the clatter that can plague some overhead camshaft engines. The camshaft is driven by a sturdy steel roller chain, rather than the less expensive synthetic belts used in most engines.

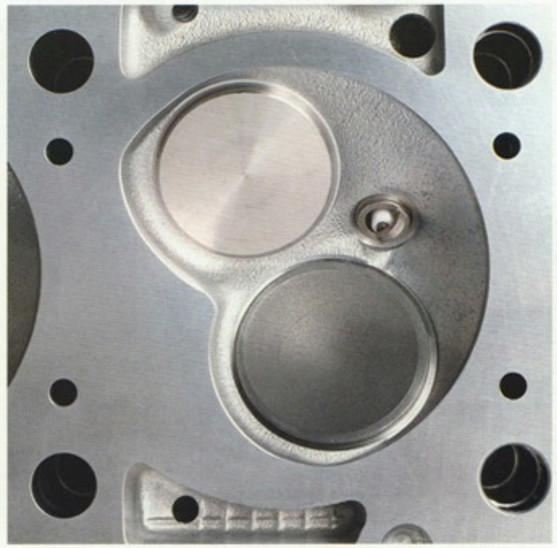
Through a wide, sweeping turn you tug gently at the thick-rimmed steering wheel; the car responds as though coupled to the part of your brain that is gauging the arc of the curve. The wheel offers just enough

resistance to confirm your input. It feels neither loose nor heavy nor light, but simply *right*. And without any trace of play—even in its centered position.

Approaching an intersection, you brake lightly. Deceleration seems uncannily well matched to the amount of braking effort expended. You reach out for the stout turn-signal lever with the fingertips of your left hand and take pleasure in its mechanical certainty.

As you track through the turn, you take far greater pleasure in the accuracy of the automobile's cornering angles. And pride yourself on having so precisely judged the amount of

ADVANCED COMBUSTION TECHNOLOGY FOR CRISP THROTTLE RESPONSE AT EVERY DRIVING SPEED



CYLINDER-HEAD SCIENCE

The cross-flow aluminum cylinder head's semi-hemispherical combustion chambers incorporate ample squish areas to promote turbulence as the piston compresses the air/fuel mixture. High turbulence improves ignition of even lean air/fuel mixtures and increases burn speed—reducing any tendency toward spark knock. This, in turn, allows a relatively high 9.2:1 compression ratio, which contributes significantly to power output and crisp response.

Because the valves are canted toward their ports, as in a hemispherical chamber, ports are very direct and flow is enhanced. This design also allows larger valves than would a chamber with parallel valves. Both factors enhance cylinder filling and evacuation at high speed and help the engine attain its maximum recommended redline of 6200 rpm.

EXALTED STANDARDS

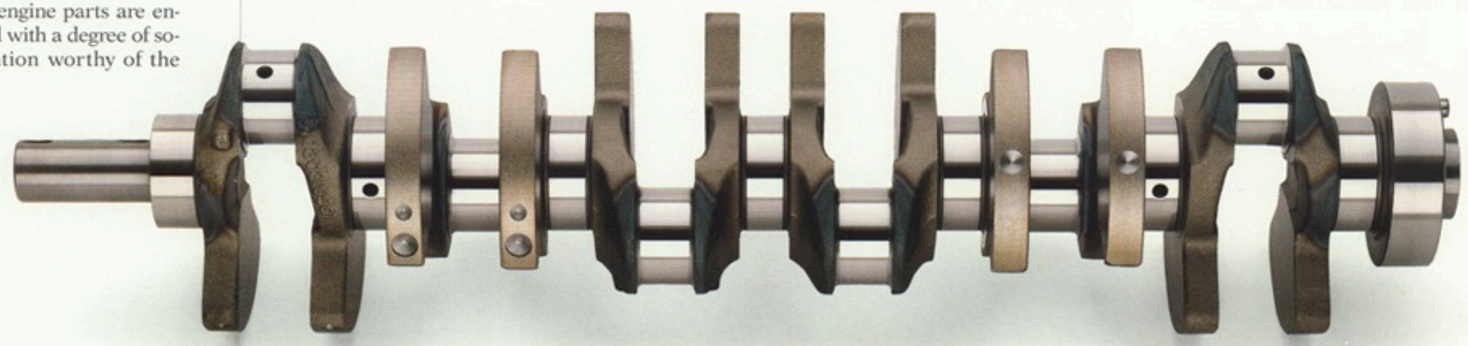
Critical engine parts are engineered with a degree of sophistication worthy of the world's finest racing engines.

For example, the seven main bearing, twelve-counterweight crankshaft is of spin-forged steel. In spin forging, the crankshaft throws are twisted into position while red-hot. This procedure positions the grain of the steel parallel to the lines of maximum force, dramatically increasing strength.

After the crankshaft has been machined by scrupulously supervised computer-controlled lathes and grinders, bearing surfaces are heat-treated to improve wear resistance. Finally, quality-control experts make sure that all bearing journals are sized to within 0.03 mm of the specified dimensions.

ISOLATING VIBRATION

The final-drive differential case is attached to the rear axle carrier via three hard rubber mounts. These serve to isolate drivetrain vibration from the rear carrier, which, in turn, is further isolated from the monocoque body in its mounting. This sophisticated isolation technique contributes significantly to the creamy riding smoothness of a 300 Class Mercedes-Benz.

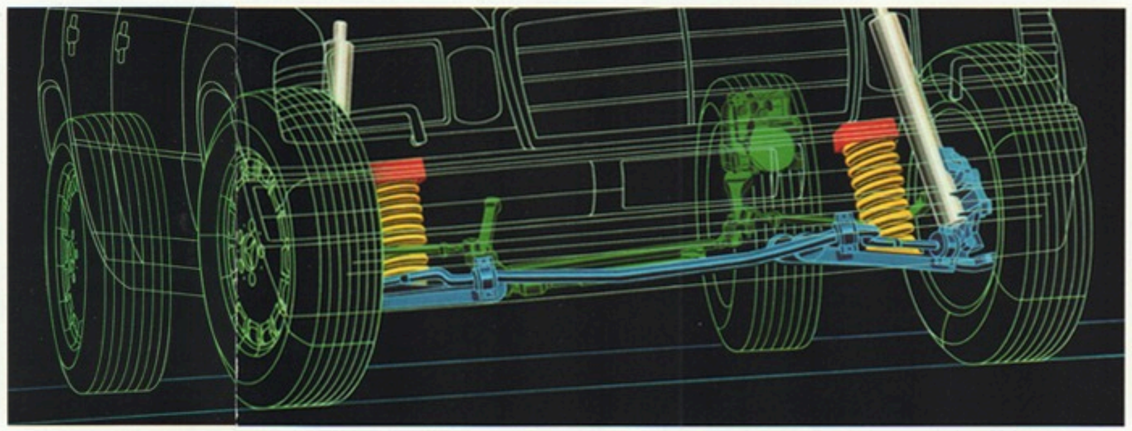


steering input needed. Without fully comprehending that the recirculating-ball steering gear is precisely engineered to help you determine how much input is needed.

Now raindrops begin to dot your field of vision. You rotate the same column-mounted lever that actuates the turn signals: the brawny, 24-inch single wiper moves with an up-and-down-and-across eccentric motion from one side of the expansive windshield to the other. Clearing nearly every square inch with every stroke.

You are pointing your automobile toward the apex of another sweeping curve as a truck lumbers out from a crossroad just ahead. You instinctively hit the brake with maximum pressure. The tires claw at the wet pavement—but as braking force overcomes tractive force they begin to lose their grip. In milliseconds—before the wheels can lock—the onboard ABS computer has sensed the wheels'

A GEOMETRICALLY PRECISE SYNTHESIS OF SUSPENSION COMPONENTS ENHANCES RIDE COMFORT AND HANDLING



ADVANCED WHEEL CONTROL

Unlike conventional MacPherson strut suspensions, the 300 Class damper strut front suspension separates the damper and spring. Thus the damper can be located at the wheel, enabling sensitive response to wheel movement for enhanced oscillation control. Furthermore, the design allows ample spring length and travel, which help optimize ride comfort.

THE MULTILINK FORMULA

Independent rear suspension enhances roadholding and ride by allowing each rear wheel to act independently of the other. The multilink independent rear suspension of the 300 Class refines this concept by precisely controlling camber change and track width and minimizing toe-in variation as suspension loads change.

This translates to excellent straight-ahead stability and maximum tire/road contact for superb roadholding.

Springs and shock absorbers are mounted where they can most effectively enhance ride comfort. To all but eliminate annoying bump/thump, the suspension is triple insulated from the monocoque body.

Anti-squat and anti-lift provisions help maintain an even keel during braking and acceleration.

loss of rotational speed and begun modulating hydraulic pressure in the brake lines accordingly. You feel a slight pulsing in the brake pedal as your Mercedes-Benz slows without drama and can be

steered smoothly around the truck and on through the curve.

Several miles later you have turned onto a narrow rural lane that is weather-torn, potholed, rough. You drive gingerly at first; but soon you realize that your Mercedes-Benz is unflustered by the pummeling. Its ingenious interactive suspension system is efficiently absorbing every jolt and bump, coolly controlling wheel movement and the car's stability. Even after miles of pounding, the gas-pressurized shock

A REFINED ANTI-LOCK SYSTEM AUGMENTS POWERFUL FOUR-WHEEL DISC BRAKES

DECELERATION POWER

Every 300 Class Mercedes-Benz is engineered to provide formidable deceleration. Large disc brakes and advanced-design calipers at all four wheels are fitted with high-friction semi-metallic pads designed to resist fade at high temperatures.

To help cool the front brakes, which work harder than the rear because of greater braking loads, radially directed channels within each front disc generate airflow from under the car to the inside of the disc hub, then to the outer edge of the disc and through the openings at the wheels' outer circumference. The result of better cooling is improved fade resistance.

Each disc is fabricated from a special high-temperature-resistant alloy, which combines strength with vibration-damping capability. A consistent coefficient of friction of both pad and disc material helps make braking predictable.

ABS REASSURANCE

The Anti-lock Braking System (ABS) is engineered to help prevent wheel lockup and loss of steering control in hard braking, even on wet or slippery roads.

The system is controlled by a computer that processes data from speed sensors at each front wheel and the rear differential. When a reduction of wheel speed during braking indicates that lockup is imminent, the system modulates pressure in the respective brake line. Thus wheel rotation and steering control are maintained.

AIRSTREAM MANAGEMENT

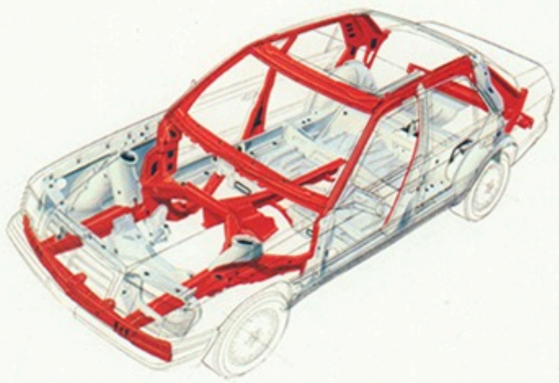
The smooth contours and tapered flanks of 300 Class automobiles are not a response to styling trends but a design strategy intended to control airflow *advantageously*. This results in reduced front axle lift, while minimizing wind noise and power-robbing drag. The numeric values, represented as the coefficient of aerodynamic drag, are 0.31 for sedan and coupe models and 0.34 for the station wagon.

Numerous details contribute to aerodynamic efficiency. Examples: a shock-absorbing bumper system incorporated within a molded apron; a smooth underbody with panels covering the engine compartment, the area under the rear seat and the rear spring links; minimal body ridges and sealed door gaps.

Driver visibility features, such as the windshield moldings that channel rainwater away and help keep the side windows clear, have not been sacrificed in pursuit of a still lower Cd number.

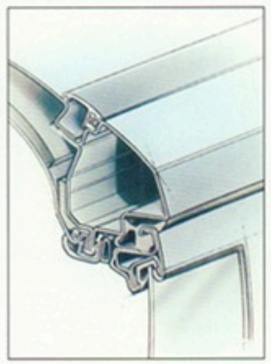
AERODYNAMIC SOPHISTICATION THAT VIRTUALLY ELIMINATES WIND NOISE

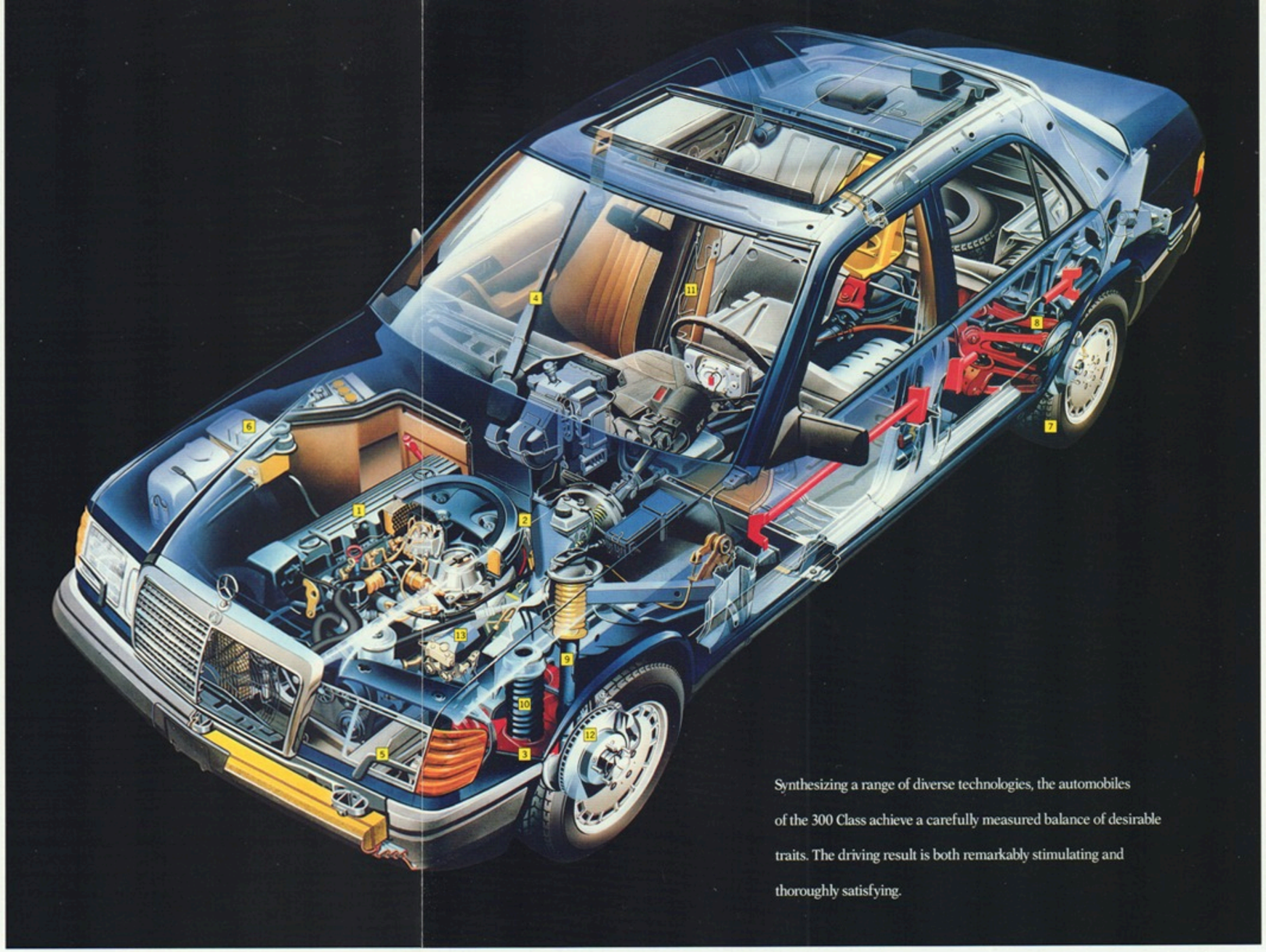
AN IMMENSELY SOLID FOUNDATION



At the heart of a 300 Class Mercedes-Benz is a welded steel monocoque body engineered to optimize occupant protection while providing a rigid platform for suspension and drivetrain components and maintaining structural integrity over years of hard use. Yet, because high-strength/low-alloy (HSLA) steel components comprise 18% of body weight, the unit is light in respect to its structural strength.

Corrosion protection begins in the design phase. The body unit is well ventilated at points that could potentially trap moisture, and moisture-trapping areas are avoided. Where galvanized sheet steel can improve corrosion resistance, it is used. Prior to painting, the body is degreased and phosphatized, then primed with an electrophoretic coating. Seams and underbody areas are sealed with PVC—as much as 55 pounds per car. Resilient coatings on lower body panels help reduce stone-chip damage, and wax is injected into body cavities. The lower body of the 300CE Coupe is protected by chip-resistant panels formed of a durable and resilient synthetic material.





Synthesizing a range of diverse technologies, the automobiles of the 300 Class achieve a carefully measured balance of desirable traits. The driving result is both remarkably stimulating and thoroughly satisfying.

FULLY INTEGRATED ENGINEERING

The 300 Class incorporates some of the most sophisticated thinking yet applied to production automobiles. Not only in terms of high technology components but also in system integration, in an interactive synthesis of mechanical systems that renders the whole considerably greater than even the sum of its very advanced parts.

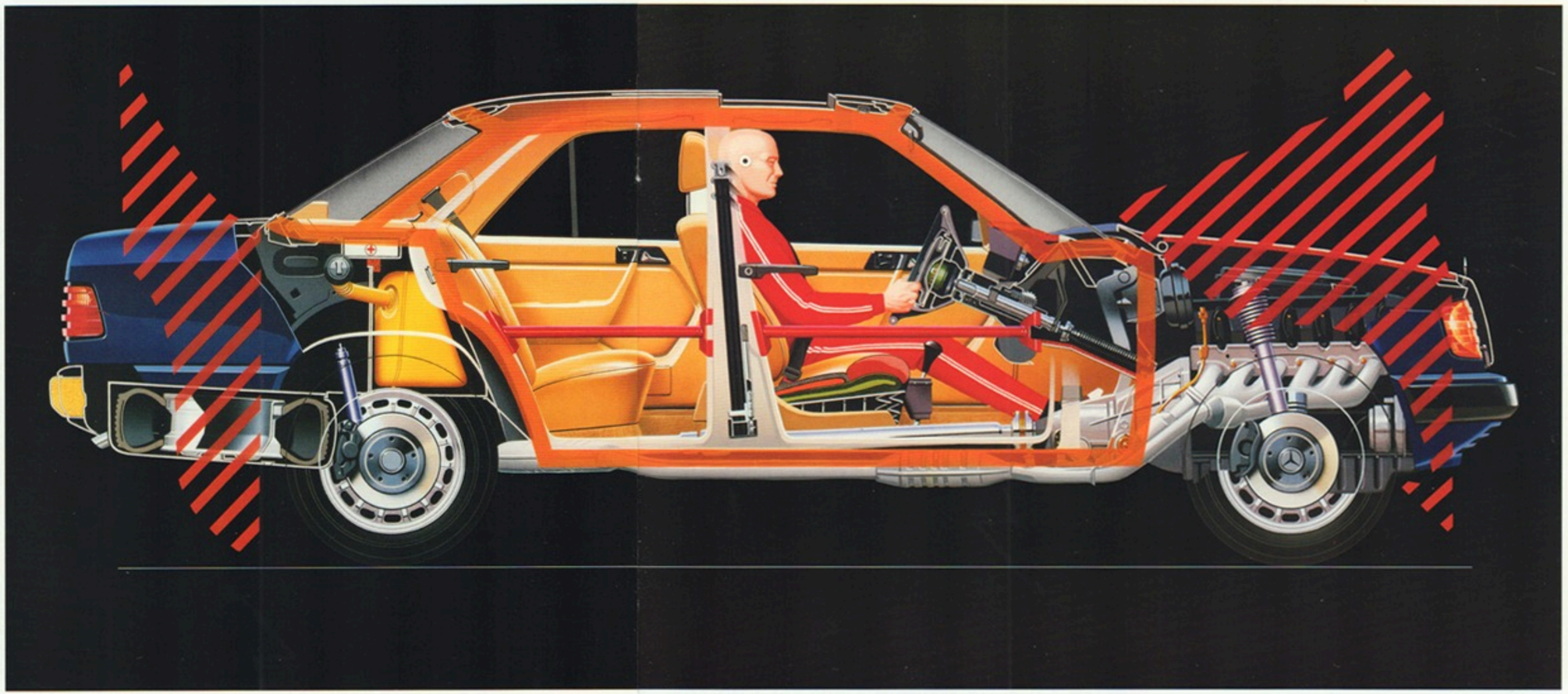
For example, the refinement and high-performance potential of the 3- and 2.6-liter engines (1) are enhanced by the precise, liquid-smooth shifting of a four-speed automatic transmission (2). The directional stability of recirculating-ball steering is complemented by negative-offset front suspension geometry (3). The expansive view through the large windshield is kept clear by an efficient eccentric-sweep single wiper (4). On all models except 260E, headlamps are swept by their own wipers (5). And not only are windshield washer nozzles heated to prevent freeze-up, but for 1989 the washer reservoir (6) and lines are heated as well. Beefy, steel-belted radial tires (7) maintain a persistent grip, enhanced by a multilink independent rear suspension system (8) that precisely controls tire/road geometry. And, in turn, interacts with a damper strut front suspension (9), engineered to allow optimum location of dampers and springs. Long-travel, precisely calibrated steel coil springs (10) at all four corners are part of the formula for ride comfort; so too are the steel springs that form a veritable second suspension system within the front seat cushions (11). Large, powerful disc brakes (12) at all four wheels can stop a 300 Class Mercedes-Benz with great efficiency. An Anti-lock Braking System (13) can help prevent wheel lockup and loss of steering control in hard braking, even on wet or slippery surfaces.

absorbers refuse to succumb to increasing oil temperatures. And refuse to fade. The well-padded seat, with its steel-spring construction, effectively functions as a secondary suspension system, further isolat-

ing you from road shock.

You hear only the faint but solid thump of tires meeting roadway obstacles and feel nothing but well-controlled feedback that alerts you to road conditions. Discomfort has been banished. Every sensation is positive.

Dusk gathers; the lights of a town glow just ahead. With a touch of regret, you realize that your journey is about to end. □



A RIGID MONOCOQUE BODY STRUCTURE, INCORPORATING A NETWORK OF SAFETY SYSTEMS

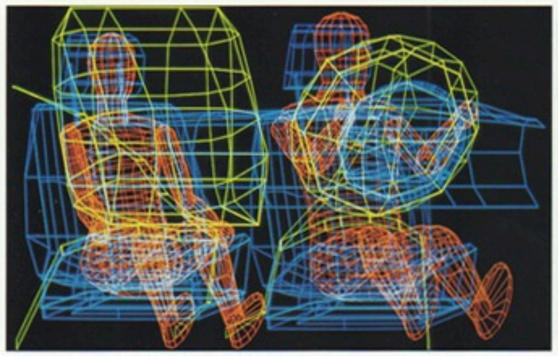
A SAFETY SHELL

The Mercedes-Benz monocoque body incorporates front and rear deformation zones intended to yield to the force of a major frontal or rear impact, dissipating kinetic energy to avoid cabin intrusion and reduce the impact load on the passengers. Even the staggered arrangement of underhood engine components contributes to energy dissipation efficiency.

To help control deformation, the rigidity of front chassis longitudinal members increases as they approach the cabin area. The longitudinal forces are distributed via an ingenious crossmember system to the side frame rail, transmission tunnel and A-pillars.

The passenger cabin is fortified to further help prevent intrusion. Single-piece roof side sections and large and architecturally complex frame cross-sections increase the resistance of the roof and cabin structure to impacts and rollovers. The overlapping edges of the doors are designed to help prevent jamming, even after severe frontal or rear-end collisions.

Other safety-minded features include pedal assemblies that are designed to swing away from the driver's feet in severe frontal impacts, deeply ribbed tail lamp lenses that are not easily obscured by road dirt in inclement weather, three-point seat belts at the two outer rear seating positions, and a cabin free of sharp edges and protrusions.



SUPPLEMENTAL RESTRAINT SYSTEM

The Supplemental Restraint System (SRS) includes a driver's-side air bag and knee bolster, and emergency tensioning retractors for both three-point front seat belts. When the longitudinal deceleration vectors (loads) generated by a full or offset frontal impact are sufficiently severe to trigger the system's sensor, the air bag deploys. It is meant to provide a cushion between the driver and steering wheel. The emergency tensioning retractors tighten both front seat belts under similar circumstances. A passenger's-side air bag and knee bolster will be optionally available at extra cost.

260 E SEDAN

300 CLASS ADVANCEMENT IN 2.6-LITER FORM

Wrapped in the singular aerodynamic envelope of the 300 Class, the Mercedes-Benz 260E Sedan is a near twin to the acclaimed 300E Sedan. The major difference is under the hood—where instead of a 3-liter six-cylinder engine, a 2.6-liter six is fitted.

Utilizing the high-technology, semi-hemispherical cylinder head and low-friction design elements of the 300E's slightly larger engine, the 260E's 158-horsepower version is equally responsive, and gratifyingly

The fluent form of the 260E Sedan is no mere styling exercise. It is the end result of advanced wind-tunnel research, yielding a coefficient of aerodynamic drag measuring an efficient 0.31.

quick. Thus, this 1.6-ton sedan is capable of reaching 60 mph in a scant 9.7 seconds, capable of cruising a test track at a sustained 131 mph velocity. ABS-supplemented four-wheel disc brakes provide advanced braking stability, even in sudden stops on or slippery surfaces.

Ride and handling are *managed* by damper/strut suspension at the front and multilink independent suspension at the rear. Each is fully integrated with the other to function as a single roadholding system. A roadholding system that lends this sedan the demeanor of a well-balanced sports car.

Cabin space is engineered to maximize driver efficiency, passenger safety and fatigue-resistant comfort. Zebrano-wood trim and fine-cut velour carpeting color the 260E's efficiency with elegance.

The functional, tempered with the dramatic: a combination that succinctly defines one of the most advanced cars that Mercedes-Benz has ever built. □

SPECIFICATIONS

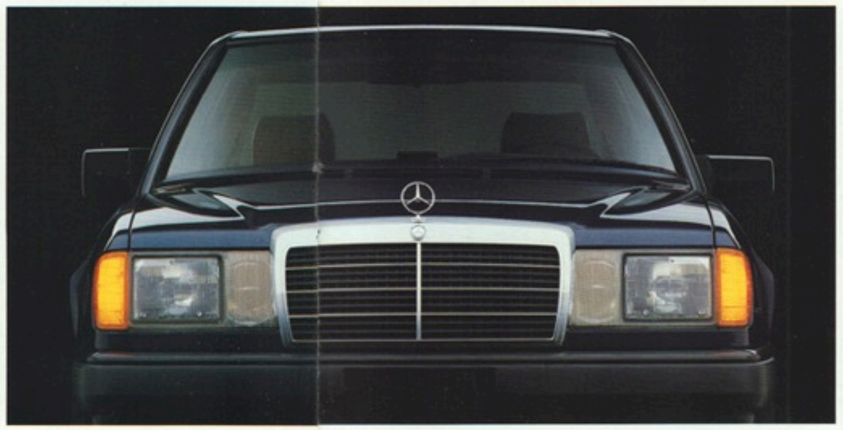
Model	260E Sedan
Body Type	4-Door, 5-Passenger Sedan
Engine Type	Gasoline, In-Line, 6-Cylinder, OHC, 2.6 Liter
Net Power hp/kW @ rpm	158/118 @ 5800
Net Torque lb-ft/N • m @ rpm	162/220 @ 4600
Displacement cu in/cm³	158.6/2599
Compression Ratio	9.2:1
Transmission	4-Speed Automatic
Rear Axle Ratio	3.27:1
Fuel Capacity: US gal-res/ltrs-res	18.5-2.4/70-9.0

NOTE: The power values are measured in accordance with SAE J1349 for kilowatts. Horsepower values are by standard conversion.

OPTIONAL EQUIPMENT

Anti-theft alarm system, including radio
Electric sunroof, with rear pop-up feature (No charge)
Electrically adjustable front bucket seats and head restraints
Electrically adjustable steering column
Electrically heated front seats
Front seats with electro-pneumatically adjusted orthopedic backrests
Front seats with reinforced frames
Headlamp wipers and washers
Metallic paint
Passenger's-side air bag and knee bolster
Rear reading lamps
Rear window sunshade, electrically operated
Upholstery, leather or velour

Contoured front seats provide long-lasting support. A console-mounted selector lever controls the four-speed automatic transmission with exactitude.



A machine of superior automotive intelligence, the 300E Sedan excels in every category in which a five-passenger sedan might be judged.

300 E SEDAN

AUTOMOTIVE FUTURISM IN THE MERCEDES-BENZ TRADITION

The exactingly engineered ability to slice through the airstream with minimum turbulence is the most immediately visible attribute of the Mercedes-Benz 300E Sedan. Other less obvious features, such as coolly calculating microprocessors, precise multi-link interactive suspension geometry, high-efficiency combustion science, and the application of advanced ergonomics, lie just beneath the surface.

The sum total of these highly developed technologies is a highly refined performance sedan with the stout heart and split-second reactions of a sporting machine. Powered by a mighty 177-horsepower 3-liter six-cylinder engine, the 300E sprints smoothly to 60 mph in 8.4 seconds and can cruise the test track at 137 mph. All with unflustered stability and calm confidence. It is performance that caused *Road & Track* to remark succinctly: "this car does fly."

So creamy smooth is the 300E at highway speed that it almost seems to glide over the pavement. Yet you receive constant, clear tactile signals through the steering wheel; the car communicates with the driver's fingertips. Fitted with an advanced independent suspension system that utilizes the ingenious multilink geometry at the rear axle and a damper/strut configuration at the front, this automobile grips pavement with a tenacity that is more typical of machines with singularly sporting intentions than of an elegant five-place sedan.

Cosseted within the immensely strong, welded-steel confines of the 300E Sedan's cabin, driver and passengers are whisked over long miles in refreshing comfort, supported by seats designed not to arm-

Because passenger well-being is a matter of deep concern, the 300E cabin incorporates an invisible safety network, including an advanced Supplemental Restraint System (SRS).

chair specifications but to biomechanical specifications. You are served by a comprehensive array of conveniences. From fully automatic climate control to cruise control; to electrically adjustable seats, head restraints and steering wheel with driver's-side two-position memory; to a switch that flips the rear-seat head restraints down for expanded rearward visibility when the rear seat is empty.

The 300E Sedan is both a pure example of high automotive science and—in its solidity, quality and durability—an eloquent expression of Mercedes-Benz tradition. Precisely what you would expect from an automobile maker so firmly rooted to both. □

SPECIFICATIONS

Model	300E Sedan
Body Type	4-Door, 5-Passenger Sedan
Engine Type	Gasoline, In-Line, 6-Cylinder, OHC, 3 Liter
Net Power hp/kW @ rpm	177/132 @ 5700
Net Torque lb-ft/N • m @ rpm	188/255 @ 4400
Displacement cu in/cm³	180.8/2962
Compression Ratio	9.2:1
Transmission	4-Speed Automatic
Rear Axle Ratio	3.07:1
Fuel Capacity: US gal-res/ltrs-res	18.5-2.4/70-9.0

NOTE: The power values are measured in accordance with SAE J1349 for kilowatts. Horsepower values are by standard conversion.

OPTIONAL EQUIPMENT

Electric sunroof, with rear pop-up feature (No charge)
Electrically heated front seats
Front seats with electro-pneumatically adjusted orthopedic backrests
Front seats with reinforced frames
Metallic paint (No charge)
Passenger's-side air bag and knee bolster
Rear reading lamps
Rear window sunshade, electrically operated
Upholstery, leather or velour

THE SENSUAL APPEAL OF AN ADVANCED MACHINE

300 CE COUPE

Automotive function, refinement and beauty are intertwined at the very heart of the Mercedes-Benz 300CE Coupe. An advanced set of engineering principles makes a timeless aesthetic statement.

For example, the curvilinear shape of the 300CE Coupe is no mere stab at visual drama. It is an achievement in aerodynamic efficiency that dramat-

ically reduces power-robbing drag, enhances stability and helps banish cabin wind noise.

Similarly, the coupe's 137-mph test-track capability is not simply the result of brute power being harnessed to a lightweight automobile. It is the result of sound engineering principles efficiently applied. Such as the reduction of friction in the 177-horsepower 3-liter six-cylinder engine through unique bearing surface design. The enhancement of combustion through precise management of the air/fuel mixture. The excision of unnecessary weight through use of light alloys and highly refined casting techniques.

A sculpted wedge of gently arcing curves, the 300CE Coupe, with an aerodynamic coefficient of drag measuring a scant 0.31 Cd, slips almost silently through the airstream. Within its cabin, four fortunate passengers hear nothing but the muted hum of a high-performance powerplant.

Unlike many pillarless coupes, the 300CE is no structural compromise. The chassis has been designed to compensate in full for the lack of a B-pillar. Fortified to ensure that it will provide a rigid platform for suspension subframes, to ensure that it will endure many years of hard use.

Seated behind the wheel of the 300CE Coupe, you will savor the rich fragrance of natural leather upholstery that permeates the wood-trimmed passenger cabin. You will find deep comfort in the well-padded bucket seats that cradle both front- and rear-seat passengers. Yet you will also take pleasure in the realization that this is a cabin shaped by functional goals. A cabin that enfolds driver and passengers in a safety network, that works hard to make things simple. Example: front seat belts are delivered to hand by electric-powered extenders when the engine is started. "Ergonomically correct to the nth degree," said *Road & Track*, "the CE's interior is a symphony of shapes and materials...."

A synthesis of pure inspiration and clear thinking, the 300CE Coupe is a milestone Mercedes-Benz. □

Analog gauges, a notched shift gate that allows manual selection of gear ratios, and a thick-rimmed, leather-covered steering wheel typify the coupe's purposeful design.

SPECIFICATIONS

Model	300CE Coupe
Body Type	2-Door, 4-Passenger Coupe
Engine Type	Gasoline, In-Line, 6-Cylinder, OHC, 3 Liter
Net Power hp/kW @ rpm	177/132 @ 5700
Net Torque lb-ft/N • m @ rpm	188/255 @ 4400
Displacement cu in/cm³	180.8/2962
Compression Ratio	9.2:1
Transmission	4-Speed Automatic
Rear Axle Ratio	3.07:1
Fuel Capacity: US gal-res/ltrs-res	18.5-2.4/70-90

NOTE: The power values are measured in accordance with SAE J1349 for kilowatts. Horsepower values are by standard conversion.

OPTIONAL EQUIPMENT

Electric sunroof, with rear pop-up feature (No charge)
Electrically heated front seats
Front seats with electro-pneumatically adjusted orthopedic backrests
Front seats with reinforced frames
Metallic paint (No charge)
Passenger's-side air bag and knee bolster
Rear window sunshade, electrically operated
Upholstery, velour (No charge)

300TE STATION WAGON

THE HIGH FUNCTION OF A STATION WAGON
THE HIGH CIVILIZATION OF A MERCEDES-BENZ

A metal roof rack hints at the deep practicality that distinguishes the 300TE Station Wagon. Its sports-sedan road manners and running quiet mark it as a true Mercedes-Benz.

Mercedes-Benz believes that a station wagon driver deserves a superior automobile as well as a cargo carrier. Thus Mercedes-Benz engineers have created the 300TE Station Wagon, an immensely practical transportation tool with a high-performance heart.

But function does not play second fiddle. Consider, for example, the logic of 76.8 cubic feet of cargo capacity with the two rear-seat sections folded down. Consider the logic of a load space measuring 95 feet in length with the front passenger seat folded down. Of a third rearward-facing seat* that folds easily into the cargo floor. And a hidden compartment for valuables. Consider a tailgate assisted by an ingenious electromechanical mechanism that moves it to a fully closed position without slamming.

Station wagon amenities raised to Mercedes-Benz standards. Then wrapped in an automobile that redefines what a station wagon should be. One that handles as well as most sports sedans. Thanks, in part, to a multilink independent rear suspension system tuned to help the tires maintain a near perfect relationship with the road. A relationship that

*Rearward-facing seat is optional at extra cost.

will not be upset when the wagon is fully loaded: hydropneumatic levelers incorporated into the rear suspension automatically maintain proper ride height. And if words like *slow* and *plodding* come to mind, this station wagon will dispel them in seconds. In slightly less than nine seconds, in fact, its 177-horsepower six-cylinder engine can propel you to 60 mph.

In brief, the Mercedes-Benz 300TE is a station wagon built to Mercedes-Benz sedan standards. "As roomy and versatile as a wagon should be," *Automobile* magazine says of the 300 Class station wagon, "but at the same time it is as lively, quiet, comfortable and prestigious as the corresponding sedan." □

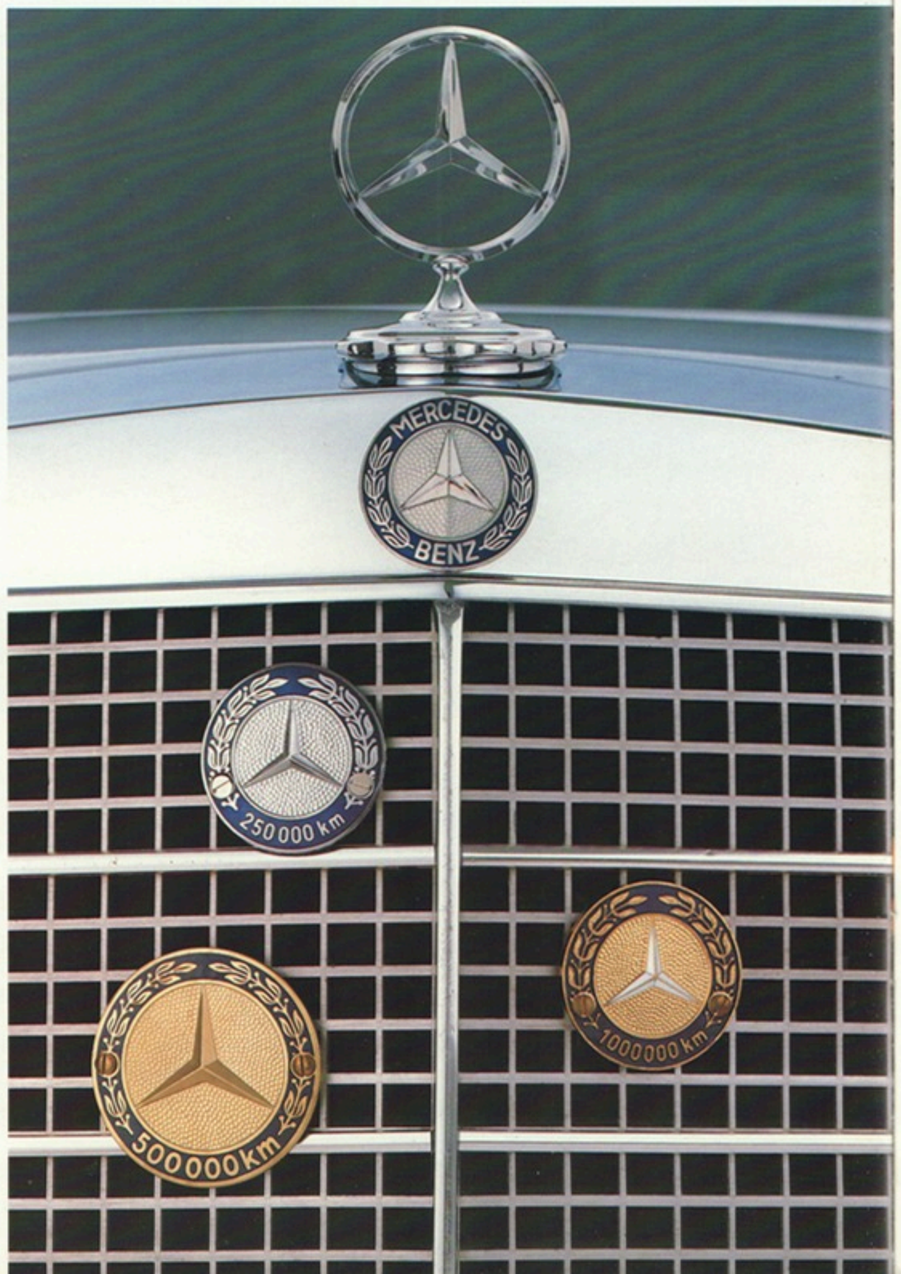
SPECIFICATIONS	
Model	300TE Station Wagon
Body Type	5-Door, 5-Passenger Station Wagon
Engine Type	Gasoline, In-Line, 6-Cylinder, OHC, 3 Liter
Net Power hp/kW @ rpm	177/132 @ 5700
Net Torque lb-ft/N • m @ rpm	188/255 @ 4400
Displacement cu in/cm³	180.8/2962
Compression Ratio	9.2:1
Transmission	4-Speed Automatic
Rear Axle Ratio	3.27:1
Fuel Capacity: US gal-res/ltrs-res	19.0-2.4/72-9.0

NOTE: The power values are measured in accordance with SAE J1349 for kilowatts. Horsepower values are by standard conversion.

OPTIONAL EQUIPMENT

- Electric sunroof, with rear pop-up feature (No charge)
- Electrically heated front seats
- Front seats with electro-pneumatically adjusted orthopedic backrests
- Front seats with reinforced frames
- Metallic paint (No charge)
- Partition net and luggage cover
- Passenger's-side air bag and knee bolster
- Third rear-facing seat
- Upholstery, leather or velour

THE LONG-TERM BENEFITS OF EXCEPTIONAL CUSTOMER CARE



The fact that Mercedes-Benz owners are the most stubbornly loyal of all car owners in America today arises from something more than their satisfaction with the car itself. Mercedes-Benz owners are also very satisfied with their total ownership experience.

This deep satisfaction is no surprise if you consider the commitment of Mercedes-Benz dealers. Every Mercedes-Benz dealer in the United States is selected by Mercedes-Benz of North America. Every dealer principal is a management professional, and every one makes a very substantial investment.

Because the success of each dealer hinges on being able to meet the specific needs of individual Mercedes-Benz customers, Sales Consultants are Mercedes-Benz professionals, well equipped to demonstrate Mercedes-Benz automobiles and help potential buyers choose the leasing or financing package that is best suited to their specific situation.

EXEMPLARY SERVICE

But the network of care extends beyond the showroom experience. For example, the quality of Mercedes-Benz service, arguably, is exceeded nowhere in the automotive world. This level of service excellence is possible in part because—contrary to popular myth—a Mercedes-Benz

is *engineered* for swift, efficient service. (The first 10,000 miles, for example, should normally involve no more than two hours of scheduled maintenance.)

Consider also that all Mercedes-Benz technicians are well-schooled specialists. Specialists who may employ more than 230 specialized tools, designed to help ensure that work will be performed accurately and quickly. Specialists who usually have, at their disposal, sophisticated electronic diagnostic equipment that can help eliminate human error.

To help ensure that service will be efficient, all dealerships maintain an extensive inventory of parts. Should your automobile require an out-of-inventory replacement part, a nationwide, computer-driven Mercedes-Benz parts distribution system stands ready to provide it as quickly as possible.

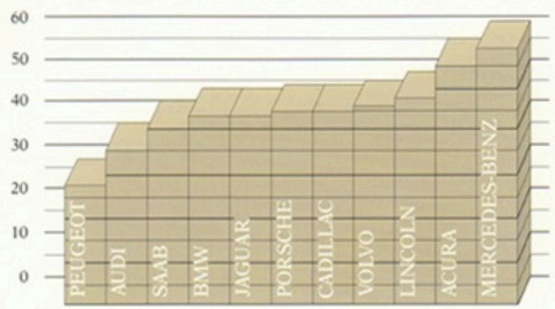
The service attention lavished on a Mercedes-Benz reaches beyond the doors of the dealership service department. Mercedes-Benz Roadside Assistance stands ready to provide emergency road service, 24 hours a day, 365 days a year.

BEST-CARED-FOR CAR OWNERS

The comprehensive nature of Mercedes-Benz customer care is exemplified by a superb warranty. A four-year/50,000-mile limited new-car warranty that covers not just engine and drivetrain, but *all* original Mercedes-Benz parts and systems that are not subject to normal maintenance replacement.

Integrity, in a word. The integrity of a superb automobile and a superb ownership

PURCHASE INTENTIONS: % INDICATING THEY WOULD DEFINITELY REPURCHASE SAME MAKE



SOURCE: 1988 CSI-Customer Satisfaction with Product Quality and Dealer Service J.D. Power and Associates

experience. Verified by one simple but eloquent fact: over the years, Mercedes-Benz cars as a line—regardless of age—have maintained a higher percentage of original value than has any other make. Domestic or imported.

In brief: when you own a Mercedes-Benz you own a car engineered, built and supported like no other in the world. Luxurious to be certain—but much more than a mere luxury. A car and a car ownership experience designed to excel in every measurable way, and some purely emotional ways.

Thus, it is the philosophy of Mercedes-Benz: to build automobiles and conduct business not merely to sell cars, but to earn the long-term loyalty of every owner. □

THE INTEGRITY OF A SUPERB AUTOMOBILE AND A SUPERB OWNERSHIP EXPERIENCE

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