



The 2011 CLS-Class

Mercedes-Benz





Crafted by perfection.

History has a way of repeating itself. The CLS-Class redefines what a coupe can be, without losing sight of what a Mercedes-Benz must be: passionate, innovative and athletically gifted. The iconic four-door coupe boasts design refinements that make its sleek, curvaceous steel skin even more arresting. Inside, the finest leathers, hand-fitted over ergonomically formed front seats, and an intuitive COMAND APS system assure an intimate connection between driver and vehicle. The interior comfort of the CLS-Class is matched only by its tremendous power. The victorious Mercedes Silver Arrows were descended from the Daimler-powered car that won the world's first auto race. The CLS-Class shares this bloodline, along with the heritage of some of the world's most treasured coupes.

For 2011, we're proud to present the CLS-Class Avantgarde Edition. Offering more value than ever before, the Avantgarde Edition enhances an already exhilarating experience with a collection of added standard features. It's yet more proof that the CLS-Class is as sensible as it is seductive.

The CLS-Class

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Seduction only takes a moment.

Lay your eyes on the CLS-Class for the first time and you will be captivated. If for any reason the now familiar L-shaped headlamps don't grab your attention, everything else between them will – thanks to the addition of two slats interspersed by a diamond-lattice grille in atlas grey. The seductively arched roof, broad shoulders, frameless door glass and concealed B-pillars offer the stylish and intimate experience you expect of a coupe – only with the accessibility of four doors. Pleasing to the eye at all angles, the side mirrors feature arrow-shaped direction indicators, while the aggressive exhaust tailpipes guarantee to turn heads as you drive away. And just when you thought it couldn't get any more attractive, the CLS 550 is exclusively outfitted with AMG 19" triple 5-spoke alloy wheels, while the CLS 63 AMG comes with AMG 19" twin 5-spoke forged alloy wheels – both hinting at the physical prowess that lies within.

It all comes together in a definitive statement – a unique blend of seduction and sensibility that is distinctly Mercedes-Benz.

Amplified luxury.

Relax, we've thought of everything. The selector lever and steering wheel in the CLS 550 are finished in exquisite leather. The dashboard is embellished with elegant Black Bird's Eye Maple wood trim – the largest single piece in any Mercedes-Benz vehicle. The THERMOTRONIC 4-zone automatic climate control, with four individual digital temperature and airflow controls and a separate rear-cabin control panel, assures your constant comfort. This climate control system is so advanced that it even employs a sun sensor that helps it compensate for directional sunlight.

A sunroof comes standard, treating you and your passengers to blue skies or starry nights. The power rear-window sunshade helps shield your rear seat passengers from sunlight or glare with the touch of a button, helping to cool the interior while still allowing sufficient rear vision. Yes, the interior of the CLS coupe is so inviting and plush with comforts that you may never want to get out once you're inside.

The instrument cluster with white dials supplies you with a wealth of key information.







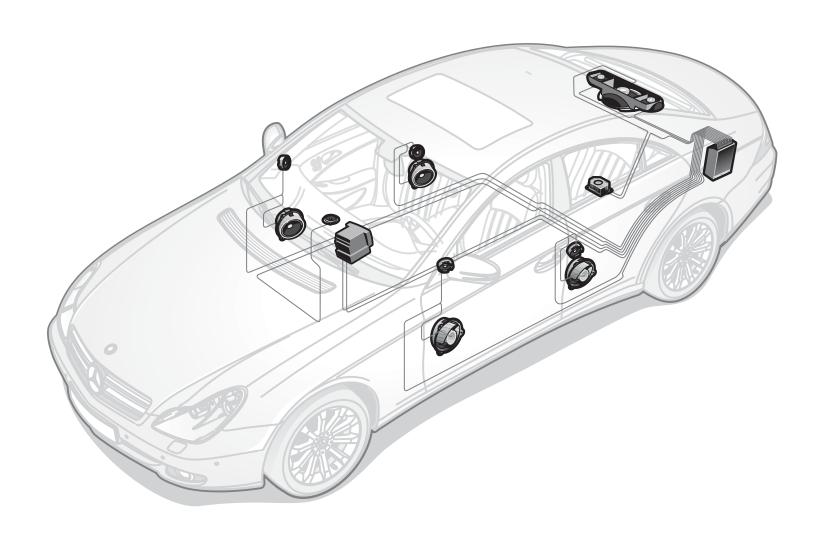


An oasis of tranquility.

You feel a sense of overwhelming well-being as you settle into the driver's seat of the CLS-Class. It's only natural. Ergonomically formed for optimum comfort and support, the seats in the CLS-Class help you make the most of its sporty credentials. We know that no two people have exactly the same build. That's why the front seats are equipped with 10-way power adjustment which allows them to be configured to provide the ideal position, cushion height, inclination and longitudinal setting for each front occupant.

The standard Climate Comfort front seats feature fans arranged in the seat and backrest padding – evenly distributing warm or cool air under the leather upholstery. Each seating area is also controlled separately with the THERMOTRONIC automatic climate control system. So you can experience every journey in perfect comfort, from temperature to airflow to roominess.

Speaking of spacious, the back seat has two individual heated rear bucket seats that are as accommodating as they are stylish. Premium leather upholstery begs you to linger, and a generous amount of elbowroom and legroom only adds to the experience. In short, the CLS takes a back seat to no other car.



The latest-generation COMAND APS stores an enormous amount of information and features an intelligent interface that's easy to use.



Let the performance begin.

A world of sonic options is at your fingertips in the CLS. The standard 510-watt harman/kardon® LOGIC7® surround sound system gives you unparalleled sound quality from every seat with 12 precisely placed speakers. SIRIUS Satellite Radio¹ is standard, featuring 120 channels, including 100% commercial-free music from every genre, plus sports, news, talk and comedy - all with crystal-clear, coast-to-coast coverage.

The centre console of the CLS features the latest-generation COMAND APS multimedia control and display system, combining audio, Bluetooth connectivity, GPS navigation and features a hard-drive based storage system. Plus, an intelligently designed interface supports more media devices than ever before, but is as user-friendly as always. Being entertained on your travels will never be a worry in the CLS. The only problem you'll have is deciding just what to do first.



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History has a way of repeating itself.

A dazzling all-around performer in the tradition of its predecessors, the powerful V-8 engine is smooth and supple, and comes with a mighty 391 lb-ft of torque. Its four valves per cylinder combined with the continuous camshaft adjustment on the inlet and exhaust sides produce the engine's staggering output of 382 hp. Continually variable timing on both the intake and exhaust valves ensures that peak torque is on tap at 2,800 to 4,800 rpm, for immediate response at virtually any driving speed.

Simply put, the CLS will take you from 0-100 km/h in a brisk 5.4 seconds. The 7G-TRONIC automatic transmission is a perfect match for this kind of power, and will shift at a higher rpm when spirited driving is sensed. You can expect more than you even imagined from this pinnacle of power – a true testament to the newest generation of a dominating lineage.

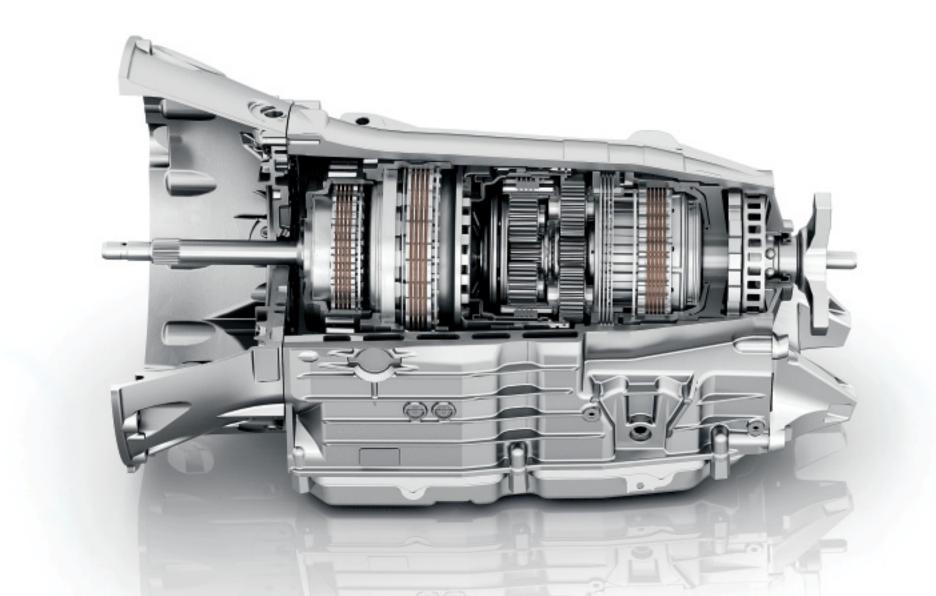
A graceful performance that will move you.

The experience of a CLS-Class is unforgettable. There is no mistaking the smoothness of the ride. Imagine a car that lets you rule the road. In this four-door coupe, every trip becomes a real pleasure, whatever the distance. Best of all, wherever you go, we can guarantee it will be an easy drive.

Seven gear ratios provide a larger ratio spread and can react on the basis of smaller differences in engine speed. This produces faster shift operations which, in turn, make for smoother running and improved ride comfort. The 7G-TRONIC automatic transmission employs the multiple downshift principle. This means that a number of gears can be skipped when shifting down. Also, the added AMG SPEEDSHIFT PLUS¹ features a function that blips the throttle automatically during downshifts, matching the engine revs flawlessly. Downshifting becomes virtually load-free, creating a seamless, graceful drive even when you're braking ahead of corners on a race track.

Lightning quick responses at your fingertips: aluminium steering wheel shift paddles combined with a manual program mode, allow for quick gear changes essential to sporty driving.





We like to keep you in suspense.

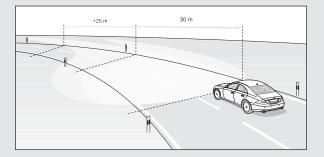
What kind of ride would you like your CLS-Class to have – one that maximizes its athletic potential or one which puts the emphasis on comfort? With the AIRMATIC DC air suspension system, you can make your choice at the touch of a button. Instead of conventional coil springs, an electronic system adjusts the setting of the air springs by using compressed air to create a firmer or softer set-up to suit the given situation. If the sensors register sporty driving, the comfortable suspension automatically becomes firmer.

The AIRMATIC DC air suspension system also includes the Adaptive Damping System (ADS). The fully automatic electronics operate with three different damping stages which adjust the damping force at each wheel as required at any given moment. The result: The ride is beautifully smooth and directional stability is not impaired by poor road surfaces.

Precise handling from rough terrain to smooth pavement, all day and night – yet another outstanding quality of the CLS-Class driving experience.

At night, the Active Bi-Xenon headlamp technology is designed to help create the most ideal road conditions.

The active light function moves the headlamp beams in concert with the driver's steering movements, thereby improving the illumination of curves and bends up to 25%.





Safety should always be standard.

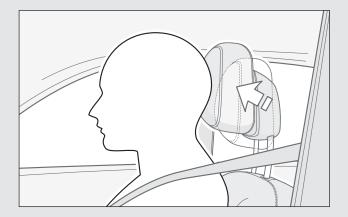
The integral safety concept from Mercedes-Benz implements a forward-thinking, integrated safety philosophy. It is based on providing protection prior to and during critical situations.

Part of this philosophy is based on the principle that the valuable seconds between an accident risk being detected and the accident actually taking place should not be wasted. In the event of danger, all safety features not only coordinate effectively, but quickly. For example, the ADAPTIVE BRAKE system helps to optimize other safety functions, such as our Electronic Stability Program (ESP®), traction control (ASR), anti-lock brakes and Brake Assist (BAS)¹.

If an accident should occur, the crash-responsive NECK-PRO head restraints for the driver and front passenger, as well as the front, side and window curtain air bags, can be activated in accordance with the type and severity of the impact. In the event of a frontal collision, intelligent sensors determine whether the impact is a minor one or more severe and adjusts the inflation of the two-stage front air bags accordingly. In a front or rear-end collision exceeding a specific threshold, belt tensioners on the front and back seats instantly pull the belts tight against the occupants.

¹No system, regardless of how advanced, can overcome the laws of physics or correct careless driving. Please always wear your seat belt. Best performance in snow is obtained with winter tires. ²WARNING: The forces of a deploying air bag can cause serious or fatal injuries to a child under age 13. Children under 13 should be seated in the back seat if possible. See Operator's Manual for additional warnings and information on air bags, seat belts and child seats.

In case of rear-end impact,
pre-tensioned springs
immediately react and push
the NECK-PRO head restraints
up and forward, effectively
bracing the head and
guarding against whiplash.









Takes your breath and all inhibitions away.

Its redesigned, sports car-inspired body already renders one speechless – until the moment you step on the gas. The CLS 63 AMG is out of sight in no time, but never out of mind when you get from 0 to 100 km/h in just 4.5 seconds. This breathtaking performance is propelled by the most powerful, naturally aspirated V-8 engine in its class. Its awe-inspiring credentials include 507 hp and 465 lb-ft of torque. The AMG sport suspension – based on the AIRMATIC DC air suspension system – is quick to anticipate your every move and the AMG high-performance braking system with composite brake discs has been tuned accordingly.

Wherever the CLS 63 AMG appears, its aggressive AMG body styling – featuring dynamic front and rear aprons, AMG 19" twin 5-spoke forged alloy wheels, side skirts and the dual chrome twin tailpipes of the AMG sport exhaust system – is a magnet for envious glances.

Magnificence: The inside story.

The sleek, eye-catching exterior lines continue through the interior, where leather and wood are king. The AMG interior is covered in the finest AMG Nappa leather in black. Looking through the AMG performance steering wheel, three chronometer-type gauges and two LCD bar graphs in the instrument cluster are accented by chrome rings and optional Carbon Fibre trim.

The AMG SPEEDSHIFT 7G-TRONIC PLUS transmission makes for 35% faster gear changes and load-free downshifting thanks to a feature that blips the throttle automatically. The aluminium shift paddles on the ergonomic AMG performance steering wheel ensure that the engine's formidable power is delivered instantaneously from your fingertips to the road.

Exhilaration isn't restricted to the driver. All passengers will be treated to exclusive AMG seats with supple Alcantara inserts. The 4-zone THERMOTRONIC climate control regulates temperature separately for each front and rear seat, with the rear passengers having their own digital control panel for setting temperature and adjusting airflow. So whether you're behind the wheel or in the back seat, the CLS 63 AMG will make every drive unforgettable.





Perfection comes in various shades.



Express yourself with an array of beautiful metallic paint colours. All of which benefit from a scratch-resistant clear coat which makes them less susceptible to the effects of weather and environmental conditions such as precipitation, sunlight, temperature variations, dust and soot.

	LEATHER	Black	Cashmere Beige	AMG NAPPA LEATHER	Black
METALLIC PAINT					
Obsidian Black		•	•		•
Iridium Silver		•	•		•
Palladium Silver		•	•		•
Diamond White		•	•		•









197 Obsidian Black

775 Iridium Silver

792 Palladium Silver

799 Diamond White



LEATHER



201 Black



204 Cashmere Beige

AMG NAPPA LEATHER



281 Black

designo
ALCANTARA ROOF LINER¹



Y83 Anthracite

TRIM



732 Black Bird's Eye Maple



H73 AMG Carbon Fibre²

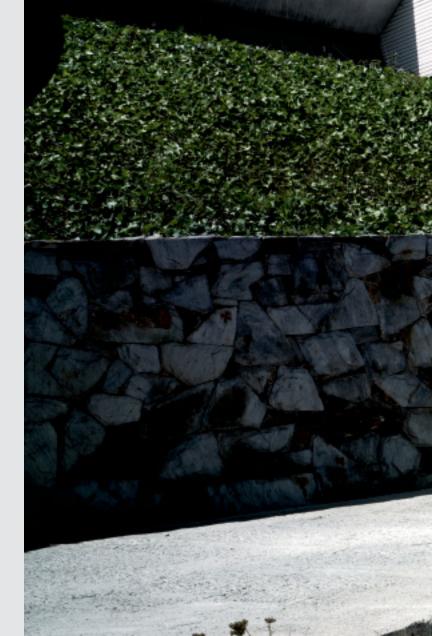
Grabbing the eye as well as they grip the road, the CLS-Class wheels are designed with the same philosophy as the rest of this inspired vehicle. Style, substance and safety are the cornerstones of Mercedes-Benz, and none of them were spared while developing these impressive wheels.



AMG 19" triple 5-spoke alloy wheel¹



AMG 19" twin 5-spoke forged alloy wheel²





INDIVIDUAL EQUIPMENT (SELECTION)	CLS 550	CLS 63 AMG	INDIVIDUAL EQUIPME
TRANSMISSION			Electronically adjustable
7G-TRONIC 7-speed automatic transmission	•	-	with turn signal indicate
AMG SPEEDSHIFT 7G-TRONIC PLUS	-	•	Heated windshield wash
TRACTION/STABILITY			with two-stage rain-sen
AIRMATIC DC air suspension with Adaptive Damping System (ADS)	•	•	Tinted glass
Direct steering with variable-force steering assistance	•	•	Remote trunk release
ADAPTIVE BRAKE braking system with hill start assist	•	•	Electronic trunk closer
Electronic Stability Program (ESP®)	•		INTERIOR
including ABS and traction control (ASR)			10-way power-adjustab
Brake Assist (BAS)	•	•	Multicontour front seats
AMG tuned sport suspension	-	O ¹	Heated rear seats
Limited slip rear differential	-	•	Climate Comfort front s
AUDIO/VISUAL/COMMUNICATION			(heated and ventilated,
COMAND APS with hard-drive based navigation,	•	•	Leather upholstery
DVD changer and 4GB MP3 storage			AMG Nappa leather uph
harman/kardon® LOGIC7® surround sound system	•	•	designo Alcantara roof
Media interface (with iPod®, USB and auxiliary connections)	•	•	Black Bird's Eye Maple
SIRIUS Satellite Radio ²	•	•	AMG Carbon Fibre trim
Bluetooth connectivity	•	•	Leather-wrapped multif
LINGUATRONIC voice control	•	•	AMG performance steel
EXTERIOR			Steering wheel shift page
AMG 19" triple 5-spoke alloy wheels	•	-	Power-tilt/sliding glass
AMG 19" twin 5-spoke forged alloy wheels	-	•	THERMOTRONIC 4-zone
AMG Styling Package (front apron, side skirts and rear apron)	•	•	Auto-dimming mirrors (
Active Bi-Xenon headlamps with washers	•	•	Power-tilt/telescoping

INDIVIDUAL EQUIPMENT (SELECTION)	CLS 550	CLS 63 AMG
Electronically adjustable heated exterior mirrors with turn signal indicators	•	•
Heated windshield washer system with two-stage rain-sensing windshield wipers	•	•
Tinted glass	•	•
Remote trunk release	•	•
Electronic trunk closer	•	•
INTERIOR		
10-way power-adjustable front seats with 3-position memory	•	•
Multicontour front seats	•	•
Heated rear seats	•	•
Climate Comfort front seats (heated and ventilated, with perforated leather)	•	•
Leather upholstery	•	-
AMG Nappa leather upholstery	-	•
designo Alcantara roof liner	-	•
Black Bird's Eye Maple wood trim	•	•
AMG Carbon Fibre trim	-	O ¹
Leather-wrapped multifunction steering wheel and shift knob	•	-
AMG performance steering wheel	-	•
Steering wheel shift paddles	•	•
Power-tilt/sliding glass sunroof	•	•
THERMOTRONIC 4-zone automatic climate control	•	•
Auto-dimming mirrors (rearview and driver's side)	•	•
Power-tilt/telescoping steering column with 3-position memory	•	•

	CLS 550	CLS 63 AMG
Power windows, with one-touch express-up/down	•	•
Trunk pass-through with ski sack	•	-
Rear window sunshade	•	•
CONVENIENCE		
PARKTRONIC	•	•
Integrated garage door opener	•	•
Cruise control	•	•
SmartKey with panic button	•	•
KEYLESS-GO	•	•
SAFETY		
3-point seat belts (four), height-adjustable in front, with automatic height adjustment in rear	•	•
Dual front air bags, side impact air bags, drivers knee air bag and window curtain air bags	•	•
Belt tensioners with belt force limiters	•	•
Crash-responsive NECK-PRO front head restraints	•	•
Anti-theft alarm system with tow-away protection	•	•
First aid kit	•	•
ISOFIX child seat mounts	•	•
TeleAid Emergency Calling System ³	•	•
Tire Pressure Loss Warning System	•	-
Tire Pressure Monitoring System	-	•

EQUIPMENT PACKAGES	CLS 550	CLS 63 AMG
CLS 63 AMG PERFORMANCE PACKAGE: Sport suspension. Electronic speed limiter deletion ⁴ . AMG interior Carbon Fibre trim. AMG exterior Carbon Fibre trim.	-	0

- Not Available

Standard

O Optional

¹Only available as part of an option package. ²© 2010 SIRIUS Satellite Radio Inc. "SIRIUS," the SIRIUS dog logo and related marks are trademarks of SIRIUS Satellite Radio Inc. Complimentary 6 months of service included. Monthly subscription required for service thereafter. ³Subscription is required for service to be active. TeleAid operates only where cellular and Global Positioning System coverage is available. ⁴Intended for track use only. Please obey all speed laws.

A style unto your own.



Mercedes-Benz offers a wide range of elegant and practical accessories for your CLS. From show-stopping wheels to convenient utility items, we've got you covered. Ask us about the complete line-up of CLS accessories designed to appeal to your lifestyle.

19" "Zubenesli" Alloy Wheels

Enhance the already unmistakable character of your CLS with these exclusively designed 5-spoke alloy wheels. They are a fantastic addition for that personal touch.



Roof Rack and Ski/Snowboard Rack

Increase your cargo carrying capacity when you are heading to the slopes with this roof rack and ski/snowboard rack. They are easy to use and allow skis and snowboards to be transported safely and securely to your winter destination.



Trunk Tray

Help protect the carpet in your trunk from dirt and moisture with the addition of this durable trunk tray. Easy to clean, non slip, and designed to fit perfectly in the trunk of your CLS.



Illuminated Door Sills

Blue illuminated lettering on the stainless steel door sills is activated every time the front doors are opened. These will certainly make an impression every time you get in and out of your CLS.



	CLS 550	CLS 63 AMG
Engine type	DOHC 32-valve V-8	DOHC 32-valve V-8
Total displacement	5,461-cc	6,208-cc
Net power	382 hp @ 6,000 rpm	507 hp @ 6,800 rpm
Net torque	391 lb-ft @ 2,800-4,800 rpm	465 lb-ft @ 5,200 rpm
Acceleration ¹ , 0-100 km/h	5.4 seconds	4.5 seconds
Approximate top speed ²	210 km/h	250 km/h
Tires, front rear	255/35 R 19 285/30 R 19	255/35 R 19 285/30 R 19
Fuel economy ³ , city/highway estimate	15.1-9.5 L/100 km	17.7-11.2 L/100 km
Fuel tank capacity	80.0 litres (with 9.0-litre reserve)	80.0 litres (with 9.0-litre reserve)
Fuel requirement	Premium unleaded gasoline	Premium unleaded gasoline
Dimensions ⁴ Wheelbase Overall length Overall height Overall width incl. mirrors	112.4 in/2,854 mm 193.3 in/4,910 mm 55.7 in/1,414 mm 81.1 in/2,059 mm	112.4 in/2,854 mm 193.5 in/4,915 mm 54.7 in/1,389 mm 81.1 in/2,059 mm
Curb weight	4,023 lb/1,825 kg	4,211 lb/1,910 kg
Trunk capacity	17.5 cu ft/495 litres	17.5 cu ft/495 litres

¹Stated rates of acceleration are based on manufacturer's track results and may vary depending upon model, environmental and road surface conditions, driving style, elevation and vehicle load. ²Electronically limited. ³These estimates are based on Transport Canada testing methods. The actual fuel consumption of this vehicle may vary. Refer to the Fuel Consumption Guide. ⁴Dimensions shown are for models with standard equipment.

A passion for things done right.

It's what you expect from Mercedes-Benz. A passion for craftsmanship and attention to detail is what sets Mercedes-Benz apart from all other manufacturers. This passion drives us to set new standards in design, performance, comfort and safety. To continually build on the legendary traditions of Mercedes-Benz, and to provide you with an ownership experience unlike any other, including the valuable benefits described below.

24-hour Roadside Assistance

During the basic warranty coverage of 48 months and the time duration of the optional Extended Limited Warranty, Mercedes-Benz Roadside Assistance will be at your service. We'll bring you some gas, replace a flat tire with your spare, or jumpstart your car. In the event of a mechanical breakdown, if attempts by our Roadside Assistance technician have not made your vehicle safely operable, towing service will be provided to the nearest Mercedes-Benz dealership. Assistance is available 24 hours a day, every day, to anyone driving a Mercedes-Benz anywhere in Canada or the continental U.S.1

Wear and tear period

The following parts listed are covered for wear and tear during the first 24 months or 40,000 km, whichever comes first. Brake pads, brake discs, brake pad wear sensors and light bulbs.

Mercedes-Benz warranties

The Mercedes-Benz New Vehicle Limited Warranty covers defects in materials or workmanship for 48 months or 80,000 km, whichever comes first. To widen your window of confidence, you can opt for a Mercedes-Benz Extended Limited Warranty as well².

Customer service

Owning a Mercedes-Benz means that when you have a question, we're here to help. Customer Service is open from 9 a.m. to 5 p.m. EST, Monday through Friday, and is staffed with knowledgeable Mercedes-Benz people who can talk you through the finer points of working your car's audio system - or even assist you in locating the nearest Mercedes-Benz dealership. Just call 1-800-387-0100. It's that simple.

Trip interruption reimbursement

If a breakdown covered by your New Vehicle Limited Warranty or optional Extended Limited Warranty occurs more than 80 km from your home, leaves your Mercedes-Benz vehicle inoperable or unsafe to drive, and requires overnight repairs, we've got you covered. You will be reimbursed up to \$500 for hotel accommodations and up to \$600 for alternative travel expenses per incident while your car is being repaired at an authorized Mercedes-Benz dealership.

There's virtually so much more.

Visit www.mercedes-benz.ca and open an online window to Mercedes-Benz Canada. Revel in the incredible photography of our vehicles and get a visceral impression of what it would be like to see yourself behind the wheel. Get information about any of our vehicles, including financing and leasing options, upcoming models, and how to configure your own ideal Mercedes online. Our website also offers details about the Mercedes-Benz Extended Limited Warranty, vehicle ownership, and much more on the fascinating story behind one of the world's most recognizable brands.





To be continued. With a test drive.

Nowhere is a Mercedes-Benz so convincing as on the road. It is only there that you can fully experience the effortlessly superior handling that makes this car so special. You can feel how the powerful engine drives the vehicle onwards and how the precise steering movements have a direct effect on your own mood. The special atmosphere that arises during a drive in a Mercedes-Benz cannot be put down on paper. That's why we would like to invite you to reserve an appointment for a test drive at your local Mercedes-Benz dealer. Or visit www.mercedes-benz.ca. We look forward to seeing you.





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