



2012 E-Class Coupe and Cabriolet



Mercedes-Benz

## 125! years of innovation

In 1886, Carl Benz was awarded the patent for inventing the first car, while just 60 miles away, Gottlieb Daimler developed his own version. Between them they also invented the motorcycle and truck, and won the first auto race. For 125 years, a passion for innovation has driven Mercedes-Benz to continually reinvent the automobile—creating an ongoing legacy of firsts that keep redefining the standard for all cars. Among them, the 4-wheel independent suspension 80 years ago. The crumple zone and fuel injection in the 1950s. The Electronic Stability Program nearly 20 years ago. And more recently, PRE-SAFE® Today, the Three-Pointed Star remains far more than a shining symbol of Mercedes-Benz innovation. It's a guiding beacon for all automobiles.



E550 Coupe shown with optional Palladium Silver metallic paint, PARKTRONIC and Premium 2 Package.

passion you can see. beauty you can feel.

Extraordinary automobiles tend to possess a hidden quality that draws you instantly to them. Even at first glance, your instinct tells you: This is going to be special. This will feel like nothing else. For generations, the coupes and convertibles of Mercedes-Benz have emitted an allure that's at once invisible and irresistible. Perhaps it's the promise of scintillating performance in their stance. The engineering legacy behind the Star in their grille. Or the devotion that crafted their four-seat cabins. It turns out that the character you can't see in the 2012 E-Class Coupes and Cabriolets is something you won't find in other cars. The way the pillarless Coupes present a uniquely unspoiled view of the rapidly passing scenery. Or how the impeccably tailored Cabriolets turn taut fabric and a rigid body into unbridled freedom. Each of them, however, is foremost an E-Class. Which means they bring you driving innovations you've never seen on other cars—and driving passion like you've never felt.

[MBUSA.com/E](http://MBUSA.com/E)





E 350 Cabriolet shown above with optional Quartz Blue metallic paint, Ash/Dark Grey leather, and optional PARKTRONIC and Premium 2 Package. E 550 Coupe shown at right with Arctic White paint, and optional PARKTRONIC, and Driver Assistance and Premium 2 Packages. Please see endnotes at back of brochure.

# precise focus. panoramic vision.

Meticulous. Fastidious. Honed to a fine edge. What defines the E-Class Coupes and Cabriolets so sharply is precisely how they set your spirit free. A new generation of engines turn molecules and milliseconds into expansive power and extended efficiency. Advanced suspensions balance intense cornering grip with relaxed highway cruising. Contentment comes with confidence, thanks to exclusive innovations in safety, performance, comfort and entertainment. Even their design turns the depth of their engineering into a breath of fresh air—delivered via four power windows and an all-glass roof on the Coupe, or by lowering the Cabriolet's all-season soft top. In the 2012 E-Class, rigorous attention to every detail inspires a panorama of driving pleasures.

**E 350 Cabriolet.** A refreshing new 302-hp Direct Injection V-6 is invigorated by a 7-speed automatic transmission with paddle shifters. Along with the spirited handling of its road-sensing AGILITY CONTROL suspension and 17" alloy wheels,<sup>1</sup> it can sprint to 60 mph in 6.3 seconds,<sup>2</sup> yet deliver 26 highway mpg.<sup>3</sup>

**E 550 Cabriolet.** A new 402-hp Direct Injection twin-turbo V-8 teams up with a paddle-shifted 7-speed automatic, 18" wheels<sup>1</sup> and Dynamic Handling suspension to create one of the most energetic Mercedes-Benz cabriolets yet: 0-60 in 5.0 seconds.<sup>2</sup> At 23 highway mpg,<sup>3</sup> it's one of the most efficient as well.



**E 350 Coupe.** With the same all-new 302-hp V-6 and paddle-shifted 7-speed as its soft-top twin, the E 350 Coupe can reach 60 mph in just 6.1 seconds<sup>2</sup> and return a remarkable 27 mpg on the highway.<sup>3</sup> Its innovative AGILITY CONTROL suspension and staggered-width 17" wheels<sup>1</sup> are precisely tuned for crisp feedback and smooth control.

**E 550 Coupe.** With a mighty new 402-hp twin-turbo V-8 and newly reengineered 7-speed automatic with paddle shifters, the E 550 surges to 60 in an incredible 4.9 seconds.<sup>2</sup> And yet, with its driver-selectable Dynamic Handling suspension, massive 18" alloys<sup>1</sup> and 24 highway mpg,<sup>3</sup> its performance qualifications are quite credible.



**New-generation power.** All-new engines for the 2012 E-Class output richer torque with higher efficiency and lower emissions. In the E 350 Coupe and Cabriolet, a 302-hp V-6 generates 273 lb-ft of torque. The E 550 models provide the 402-hp thrust of a twin-turbo V-8 that puts 443 lb-ft torque on tap from just 1,800 rpm. Both powerplants further boost efficiency with such measures as a lightweight diecast-alloy block, quicker and more widely variable valve timing, reduced friction, and clever "on-demand" ancillary components such as the alternator.

E550 Coupe shown with optional Iridium Silver metallic paint and Premium 2 Package. Please see endnotes at back of brochure.



# adrenaline rush. endorphin release.

The mark of a true athlete is exerting tremendous ability with graceful agility. With their advanced engines, nimble suspensions and innovative performance technology, the E-Class Coupes and Cabriolets take strenuous sprints in stride. Both the 3.5-liter E 350 V-6 and the 4.6-liter twin-turbo V-8 of the E 550 models breathe deeply, wind up quickly and thrust forward eagerly. A rapid-multispark ignition system fires up to four times in a millisecond, while high-pressure Direct Injection manages fuel delivery with molecular precision for higher efficiency and ultra-low emissions. Each engine channels its force through a paddle-shifted 7-speed automatic transmission that's been reengineered for crisper shifts and smoother response. Innovative handling and braking systems flex their muscles with an ideal mix of dexterity and determination. The result is an exhilarating display of performance that delivers both an immediate rush and a lasting euphoria.

**Staggered wheels.** For tenacious tire grip under acceleration while maintaining crisp steering feedback, the rear wheels are wider than their front-axle teammates. E 350 models ride on 17" split 5-spoke alloys, while E 550 models sport an 18" 5-spoke design. The optional Appearance Package outfits any E-Class Coupe or Cabriolet with 18" twin 5-spoke AMG wheels.<sup>1</sup>

**Advanced suspensions.** The AGILITY CONTROL suspension on the E 350 models instantly recalibrates to the road surface, for a balance of handling and comfort. Sport tuning is included with the Appearance Package. On E 550 models, a sport-tuned Dynamic Handling suspension lets you alter the damping rates, accelerator response and shift points at the touch of a button.



E 350 Coupe shown with optional Olivine Grey metallic paint, PARKTRONIC, and Driver Assistance and Premium 2 Packages. Please see endnotes at back of brochure.

# pioneering insight. protective instinct.

Look back over the life story of the automobile and you'll find Mercedes-Benz continually leading the way in safety innovation: Inventing the crumple zone over 60 years ago. Earning a patent for the air bag. The first pop-up roll bar, in the 1980s. And pioneering a long list of active safety systems that eventually found their way into most every car, like the Antilock Braking System (ABS), the Electronic Stability Program (ESP®) and emergency-sensing Brake Assist. Today, the groundbreaking PRE-SAFE® system can actually detect and help to prepare for a collision before it happens. True to its heritage, the 2012 E-Class is engineered with visionary safety advances that watch the road ahead and to your side. Help you to see and be seen. And respond to help make an accident less severe, or even less likely. All cars might do this someday. The protection an E-Class offers today could rewrite your own life story.

## reveal.

**ATTENTION ASSIST.** By continually monitoring a variety of driving behaviors, this Mercedes-Benz innovation can audibly and visually alert the driver if it detects signs of drowsiness on long trips. Over 70 variables are measured in the first minutes of a drive, to establish a pattern for the individual driver and determine the warning thresholds accordingly.<sup>4</sup>

**LED lighting.** Brilliant white LED Daytime Running Lamps and LED taillamps help make your presence and your actions more immediately apparent to other drivers on the road. For the brake lamps, the light-emitting diodes illuminate more rapidly than conventional bulbs—a benefit that may offer added reaction time to a driver behind your E-Class.

**Bi-Xenon headlamps.** Included in the optional Premium 2 Package, Bi-Xenon headlamps generate light that's closer in perception to natural daylight than halogen headlamps. The headlamps feature Active Curve Illumination and Adaptive Highbeam Assist—advanced systems which continuously vary the angle and beam pattern of the headlamps, to maximize illumination of corners and straightaways without creating glare for other drivers. The package also includes corner-illuminating front lamps, to help brighten your path into sharp turns and driveways, plus headlamp washers that help to keep the lamps cleaner with a high-pressure spray of heated fluid.

## prepare.

**PRE-SAFE.** A Mercedes-Benz first, PRE-SAFE can detect instability during certain vehicle maneuvers that suggest a collision or rollover is imminent. It can then tighten the front seat belts, adjust the front passenger seat, and close the windows and Coupe's sunroof—all in an effort to better prepare the occupants in the moments before a collision.<sup>5</sup>

**Adaptive Brakes.** An integrated system of braking advances helps to make driving more reassuring and relaxing in a variety of situations. If the driver lifts off the accelerator quickly, Predictive Brake Priming sets the pads closer to the discs for more immediate response when the driver steps on the brakes. In the rain, Automatic Brake Drying gently applies the brakes periodically, to sweep away water buildup on the discs. During uphill starts, Hill-Start Assist helps prevent unwanted rollback. And a HOLD feature can make stop-and-go traffic a little easier.<sup>6</sup>

## react.

**DISTRONIC PLUS.** A Mercedes-Benz innovation, this optional radar-based cruise control system adapts your set speed in response to the flow of traffic ahead—automatically slowing down until your path is clear again. If the vehicle ahead stops, DISTRONIC PLUS can even brake your E-Class to a full halt, then resume automatically when traffic starts moving.<sup>7</sup>

**PRE-SAFE Brake.** DISTRONIC PLUS can also help detect an impending collision with a vehicle ahead. Even if you're not using the cruise control, PRE-SAFE Brake can automatically apply up to 100% of the car's braking force to help reduce the severity of impact.<sup>6</sup>

**Nine air bags.** Pelvic air bags complement the front-seat side-impact air bags. A driver's knee air bag augments dual-stage front air bags. And side curtain air bags are provided at all four seating positions in Coupe models, and for the front seats in Cabriolets.<sup>8</sup>

**Pop-up roll bars.** Integrated with the rear-seat head restraints of Cabriolet models, high-strength steel roll bars deploy in 0.3 seconds if a rollover is detected.<sup>9</sup>

**Blind Spot Assist and Lane Keeping Assist.** These optional systems can alert the driver to some unseen vehicles in the adjacent lane,<sup>10</sup> and can warn the driver of unintended drifting across visible lane markings.<sup>4</sup> Both systems are also offered with active technology that can help guide the car back into its own lane should the driver disregard the alerts.





E 550 Coupe shown with optional Palladium Silver metallic paint and Premium 2 Package. Please see endnotes at back of brochure.

# invisible strength. incomparable scenery.

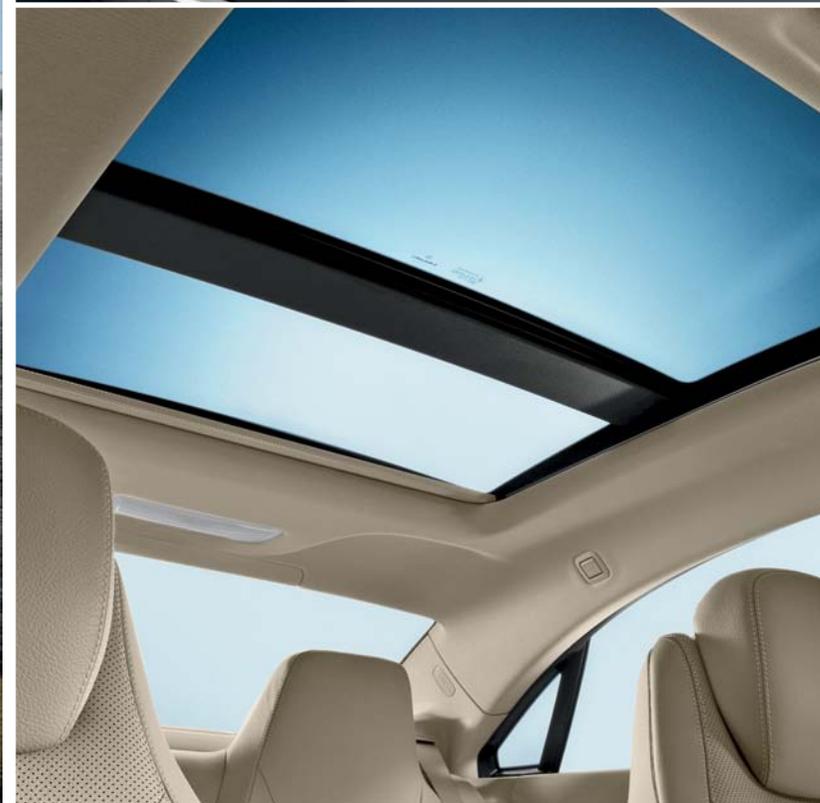
The pillarless hardtop design of an E-Class Coupe doesn't just make it panoramic. It makes it peerless. No other coupe in its class offers an outlook that's uninterrupted by framework between its four fully retractable side windows. Perhaps it's because no other automaker has the engineering strength to match style with safety like Mercedes-Benz. From the embrace of its four shapely seats, the airy E-Class Coupe cabin also offers a breathtaking view of the sun and stars, courtesy of its all-glass Panorama roof. The view from the outside is equally enticing. Its athletic physique is chiseled and confident. Highly developed aerodynamics let it slice the wind with a drag coefficient as low as 0.27. And from its gleaming white Daytime Running Lamps to its wide wraparound taillamps, LED illumination complements its invisible pillars with an undeniable presence.

**Pillarless profile.** The elimination of visible B-pillars is an elaborate feat of engineering to uphold two Mercedes-Benz traditions: unmatched style, and extraordinary strength. All four power windows are fully retractable, for a sensation of freedom that's unattainable in any other coupe in its class.

**Panorama roof.** A vast expanse of heat-reflecting tinted glass provides all four passengers in an E-Class Coupe with a dramatic view of the sky. At the touch of a button, the front portion tilts up for draft-free ventilation or slides back for a breeze. A power sliding mesh screen helps filter out sunlight.

**Distinctive style.** From their arrow-shaped front end to their muscular rear quarters and polished tailpipes, every E-Class Coupe is poised to perform. The E 550 offers evidence of its twin-turbo V-8 power with trapezoidal exhaust tips and more aggressive sculpting of its air dam, side sills and rear valance.

**Appearance Package.** Optional on any E-Class Coupe is an appealing suite of enhancements. Exterior elements include 18" AMG twin 5-spoke alloy wheels! The E 350 Coupe also adds perforated front brake discs with Silver-painted calipers (standard on the E 550), and a lowered sport suspension.





# all-out style. **always in season.**

The moment the exquisitely tailored soft top of an E-Class Cabriolet disappears beneath its sculpted cover, the beauty of Mercedes-Benz engineering is revealed in stunning fashion. While the E-Class is no less alluring with its top raised, it's uniquely equipped to make open-air motoring more appealing than ever before. Wind-taming innovations virtually eliminate drafts in the cabin, even for rear-seat passengers. Front-seat options offer a cooling breeze, soothing warmth, or even a virtual scarf—for top-down enjoyment that doesn't end when the summer sun fades into chilly moonlight or autumn's debut. When rain or winter finally arrive, the triple-layer power soft top can quickly ensconce you in a stylish haven of quiet comfort.



**Sound-dampening soft top.** Exquisitely crafted from three layers totalling nearly a full inch in thickness, the rich fabric power soft top is designed to provide a coupe-like level of silence in the cabin. In just 20 seconds, it stows away in the trunk, while preserving a generous 8.8 cu ft of cargo space.

**Wind-deflecting AIRCAP.** Standard on the E-Class Cabriolet, AIRCAP is an exclusive innovation that virtually eliminates drafts during top-down driving. A wind deflector rises from above the windshield, while a transparent power-operated screen can be raised between the rear head restraints.



**Season-extending AIRSCARF.** Optional in the Premium 1 Package is a neck-level heating system that provides warmed air through adjustable vents within each front head restraint. AIRSCARF can help you to enjoy open-air cruising in cooler weather with three heat settings and speed-sensing airflow.

E350 Cabriolet shown with optional Iridium Silver metallic paint, Red/Black leather, and optional Premium 2 Package.



NEW YORK METRO AREA (Yonkers/New ...				
06/06/2011	10:56AM	+3 Hours	+6 Hours	+12 Hours
	84°F Sunny	84°F Sunny	84°F Sunny	 Showers
↓ 84°F	↓ 84°F	↓ 84°F	↓ 80°F	
↓ 80°F	↓ 80°F	↓ 80°F	↓ 80°F	
☁ 5%	☁ 10%	☁ 25%	☁ 50%	
Map	5-Day	Info	Position	

thoughtfully innovative.  
thoroughly intuitive.

## forward thinking, in every dimension.

From behind the wheel of an E-Class Coupe or Cabriolet, it's hard not to notice how in tune it feels with your every sense. Beyond the way it rewards your touch, pleases your eye, responds to your voice and soothes your ears, its advanced user-friendly technology elevates your senses of contentment, control and even direction. Colorful, brilliantly detailed instruments read clearly through the 3-spoke steering wheel with multifunction controls. The COMAND system places your options in entertainment, navigation and such useful information as live traffic reports within easy reach, with a convenient central controller and a high-resolution 7" in-dash screen. Its Bluetooth® system offers hands-free communication and wire-free streaming of music. The E-Class also gives you a better sense of what's beside you and behind you, with options that can size up a parking space as you drive by, then help you see objects behind the car as you back up. It's not just forward thinking. It's thoughtful engineering that helps you look forward to every drive.

**Multifunctional.** Without taking your hands from the Premium leather-wrapped steering wheel, its convenient controls make it easy to adjust the audio system, use the Bluetooth interface,<sup>11</sup> and thumb through the various screens displayed in the speedometer.

**Multidimensional.** Included in the optional Premium 1 Package, a 12-speaker harman/kardon LOGIC7® system outputs 450 watts of Dolby® Digital 5.1 surround sound. Listening choices are seemingly endless: an in-dash DVD/CD player, HD Radio™ stations, SiriusXM Satellite Radio,<sup>12</sup> iPod® integration,<sup>13</sup> a 10GB Music Register for storing your digital music, a memory card reader, an AUX input, plus a new USB port and Bluetooth audio streaming.

**Omnidirectional.** The Premium 1 Package also adds navigation with Enhanced Voice Control, a fast 80GB hard drive, and new 3D maps with building profiles.<sup>14</sup> It also features SiriusXM Traffic with dynamic re-routing, new SiriusXM Weather, as well as Zagat® Survey ratings for restaurants, hotels and golf courses. And to help make backing up easier, a rear view camera is also included.<sup>15</sup>

**Multitalented.** Optional PARKTRONIC can alert you to nearby obstacles as you negotiate tight spaces. Its Parking Guidance feature can size up parallel-parking spots as you drive by, and let you know which one's a good fit. And KEYLESS-GO, part of the Premium 2 Package, lets you unlock and drive your E-Class without ever taking the key from your pocket or purse.

E 550 Coupe shown with Ash/Dark Grey leather, Burl Walnut wood trim, and optional Appearance, Driver Assistance and Premium 2 Packages. Please see endnotes at back of brochure.





racecar inspiration.  
refined interpretation.



## four contoured seats, countless luxuries.

It's a longstanding tradition among the coupes and cabriolets of Mercedes-Benz: an exquisitely detailed cabin designed exclusively for the motoring pleasure of its four occupants. For automobiles so capable of invigorating performance, their cabins evoke a relaxed ambience that brings composed confidence to driver and passengers alike. Each sport seat—front or rear—is aggressively bolstered yet finely tailored, to embrace its occupant in rich, double-stitched leather. Hand-polished Burl Walnut or Black Ash wood trim is highlighted with sleek chrome and brushed aluminum. Digital dual-zone climate control is enhanced with activated charcoal filtration and sensors for sunlight and smog. And the front seat belts automatically extend to ease their fastening after each door is closed. Whether cruising top-down in the Cabriolet, or breezing along in the Coupe with all four windows lowered, an E-Class flows with an air of refinement. Yet even with their windows raised and the roof snuggled tight, the E-Class Coupes and Cabriolets keep pace with their rich racing heritage, and your passion for wide-open performance.

**Embracing.** Racing-inspired sport front seats feature prominent side bolsters and integrated head restraints. Each seat offers 14-way power adjustment, including a 4-way lumbar support, plus a 3-position memory. The driver's memory also recalls the power steering-column and side-mirror settings. And the front seats shift forward to facilitate rear-seat entry and exit.

**Enticing.** The E-Class Option Packages offer a array of luxurious enhancements for the sport front seats. There's soothing 3-stage heating, the cooling comfort of Active Ventilated seats, and multicontour seats that you can tailor to your liking with precisely adjustable lumbar support, side bolsters and thigh support.

**Entrancing.** Intimate yet spacious, twin rear seats are divided by a wood-trimmed console. Cabriolets have a center-armrest pass-through and head restraints incorporating pop-up roll bars.<sup>9</sup> Coupe rear seats feature integrated head restraints and split-folding seatbacks.

**Enthralling.** Soft, hand-fitted leather—or the option of extra-supple Premium leather—is teamed with hand-finished wood trim. The optional Trim Package adds the classic luxury of a wood/leather steering wheel and shift knob. And a flat-bottom sport steering wheel with perforated leather side grips is a racy highlight of the E 550 Appearance Package.<sup>16</sup>

E 350 Cabriolet shown with Natural Beige/Black leather, Black Ash wood trim, and optional Appearance and Premium 2 Packages. Please see endnotes at back of brochure.





# connected to you. and your life.

Your vehicle is more than a source of enjoyment, it's an integral part of everyday living. The optional Mercedes-Benz mbrace™ system can make it easier—whether you're planning a trip, trying to remember where you parked, or in need of help in an emergency.<sup>17</sup> With mbrace, you can access an innovative and thoughtful world of security, destination planning and convenience services—not only from inside your car but also from your computer and your smartphone. With advanced, reliable technology, plus 24-hour support from helpful experts, mbrace helps to keep you, your life and your Mercedes-Benz connected.

## from your vehicle.

With Mercedes-Benz mbrace, three simple buttons inside your vehicle can connect you to emergency services, our 24-hour Customer Assistance Center, or our Roadside Assistance service.<sup>18</sup> Numerous mbrace services are also seamlessly integrated with your vehicle's available COMAND navigation system.

## from your smartphone.

The mbrace Mobile Application for iPhone® lets you send addresses to your vehicle's navigation system, locate your vehicle from up to a mile away, remote-lock or unlock its doors, find a dealer, and contact Roadside Assistance, Concierge services or even Mercedes-Benz Financial Services with a touch. A new Drive2Friend™ feature lets other people send their location to your car simply by responding to a text message you send them.<sup>19</sup>

## from your computer.

In addition to all the support you'll find at [mbrace.MBUSA.com](http://mbrace.MBUSA.com), you can send addresses directly to your vehicle's COMAND navigation system using the Send2Benz™ website. You can also look up a destination on Google™ Maps and instantly send it to your vehicle via the Search & Send™ feature. And a new browser toolbar widget lets you highlight an address on your screen and send it to your vehicle with just two clicks.

Mercedes-Benz mbrace is the ongoing evolution of our groundbreaking in-vehicle services, offering national support along with expanded and enhanced features. To learn more about mbrace, see your Mercedes-Benz dealer, call 866-990-9007 or visit [MBUSA.com/mbrace](http://MBUSA.com/mbrace). Please see endnotes at back of brochure.





mbrace  
Your World, From Your Car

## Mercedes-Benz mbrace™ packages.

Mercedes-Benz mbrace offers unparalleled support, when and where you need it. Two available service packages each include an attractive complimentary trial period, so you can experience the many ways mbrace helps you feel connected and protected. With the standard mbrace Package, you get unlimited access to its innovative Navigation and Destination Planning features: Send2Benz, Drive2Friend and Search & Send. It also includes all of the Safety and Security services, plus several reassuring Convenience features, such as the ability to locate your vehicle or remotely lock its doors via your smartphone. The mbrace PLUS Package offers unlimited use of our expert Concierge services, as well as spoken turn-by-turn Route Assistance—even if your car is not equipped with a navigation system—plus the latest traffic and weather reports based on your current location.

	mbrace	mbrace PLUS
<b>safety and security</b>		
Automatic Collision Notification	•	•
SOS/Emergency Call	•	•
Roadside Assistance Connection	•	•
Stolen Vehicle Location Assistance	•	•
Automatic Alarm Notification	•	•
Crisis Assist	•	•
Safe Ride	•	•

	mbrace	mbrace PLUS
<b>navigation and destination planning</b>		
Send2Benz Drive2Friend Search & Send	•	•
Point of Interest Destination Download		•
Route Assistance		•
Location-Based Traffic		•
Location-Based Weather		•

	mbrace	mbrace PLUS
<b>convenience</b>		
Mercedes-Benz Concierge		•
Remote Door Lock	•	•
Remote Door Unlock	•	•
Vehicle Finder (via Mobile Application only)	•	•
Dealer Connect	•	•
Vehicle Information	•	•

**It can call for help, even if you can't.** In the event that an air bag or Emergency Tensioning Device is activated, mbrace initiates a call to the Mercedes-Benz Emergency Response Center to notify them of the incident, and provide information on your vehicle and its location. A Customer Specialist will then attempt to make voice contact with you. If you request help, or do not respond, they will notify local emergency response services, and stay on the line until help arrives.

**Across town, or cross-country.** Whether you're going out for dinner, picking up a friend or planning a trip, mbrace offers a variety of ways to make getting there easier. You can look up an address or a Point of Interest online—or just grab it from your iPhone's contacts—and send it directly to your vehicle's navigation system. Or with a simple text message to a friend, they can let their mobile phone send its location directly to your car. Then, just a push of the *i*-Button in your vehicle will download the address, so you can either start route guidance immediately or save it in your navigation system's memory.

**The extra mile, around the clock, all for you.** Subscribing to the mbrace PLUS package gives you unlimited access to Mercedes-Benz Concierge services—our network of experienced, professional personal assistants who can fulfill virtually any request, at any time of day or night, right from the comfort of your vehicle. You can even enjoy their services on the go, via the mbrace Mobile Application for iPhone.

# make it yours.

Genuine Mercedes-Benz Accessories help you make your car the perfect expression of your style. And since they're exclusively engineered for your E-Class, they fit your car as well as they fit your life. A wide selection of accessories allows you to enhance your vehicle's appearance, expand its functionality, or offer it some extra protection in everyday use. From alloy wheels to chrome door handle inserts to state-of-the-art entertainment systems, every accessory is thoughtfully designed and thoroughly engineered. It's the best way to make your E-Class Coupe or Cabriolet unmistakably yours while keeping it genuinely Mercedes-Benz. To see the entire selection, visit [MBUSA.com/E](http://MBUSA.com/E).

**18" two-tone 5-spoke wheels.** Add to the poise and performance of your E-Class Coupe or Cabriolet without compromising its engineering precision. With a lustrous Black finish set off by polished highlights, these strong yet lightweight 5-spoke wheels<sup>3</sup> are sized 8.0x18" front and 8.5x18" rear, to fit 235/40 front and 255/35 rear tires.

**All-season floor mats.** Precisely contoured to fit the footwells of your E-Class, each rubber mat's honeycomb texture helps to keep water, mud and melting snow away from your carpets. They're easy to remove and clean, and are available as a set of four in Black, Beige or Grey.

**Mercedes-Benz In-Vehicle Hotspot.** Now you can check your email and browse the web from the convenience of your Mercedes-Benz. With the In-Vehicle Hotspot, you can enjoy internet connectivity on the go, allowing your passengers (or the driver, when safely parked) to simultaneously connect up to four wireless devices such as laptops, tablets or other mobile devices. The fast router is securely installed and not visible from outside the vehicle, while an encrypted password helps to ensure limited access to your wireless connection. An initial activation fee and monthly service subscription may be required.

**Rear spoiler.** Aerodynamically contoured to accentuate the bold lines of the E-Class, the rear spoiler is designed for secure attachment without drilling and a perfect fit with the sculpted lines of the trunklid.



# build your own.

MBUSA.com/E

## option packages

	E 350	E 550
<b>Premium 1 Package</b>	<input type="radio"/>	<input type="radio"/>
<ul style="list-style-type: none"> <li>• Hard-drive-based navigation<sup>14</sup> with 10GB Music Register for storing MP3 files</li> <li>• harman/kardon LOGIC7<sup>®</sup> surround-sound system with Dolby Digital 5.1</li> <li>• HD Radio<sup>™</sup> receiver and Gracenote<sup>®</sup> media database</li> <li>• iPod<sup>®</sup>/MP3 Media Interface<sup>13</sup></li> <li>• SiriusXM Satellite Radio, SiriusXM Traffic and SiriusXM Weather<sup>12</sup> (with 6-month trial)</li> <li>• Enhanced Voice Control for audio, telephone and navigation</li> <li>• Heated front seats</li> <li>• Power rear window sunshade (Coupes)</li> <li>• AIRSCARF neck-level heating system (Cabriolets)</li> <li>• Rear view camera<sup>15</sup></li> </ul>		
<b>Premium 2 Package</b> (also includes all items in Premium 1 Package)	<input type="radio"/>	<input type="radio"/>
<ul style="list-style-type: none"> <li>• Bi-Xenon headlamps with Active Curve Illumination, Adaptive Highbeam Assist, LED front turn indicators, and corner-illuminating front lamps</li> <li>• Headlamp washing system, heated windshield/headlamp washer reservoir</li> <li>• KEYLESS-GO</li> <li>• Heated and Active Ventilated front seats</li> </ul>		
<b>Trim Package</b>	<input type="radio"/>	<input type="radio"/>
<ul style="list-style-type: none"> <li>• Wood/leather shift knob and steering wheel<sup>16</sup></li> </ul>		
<b>Lane Tracking Package</b>	<input type="radio"/>	<input type="radio"/>
<ul style="list-style-type: none"> <li>• Blind Spot Assist<sup>10</sup></li> <li>• Lane Keeping Assist<sup>4</sup></li> </ul>		
<b>Driver Assistance Package</b>	<input type="radio"/>	<input type="radio"/>
<ul style="list-style-type: none"> <li>• DISTRONIC PLUS with PRE-SAFE<sup>®</sup> Brake<sup>7</sup></li> <li>• Active Blind Spot Assist<sup>11</sup></li> <li>• Active Lane Keeping Assist<sup>6</sup></li> </ul>		
<b>Appearance Package</b>	<input type="radio"/>	<input type="radio"/>
<ul style="list-style-type: none"> <li>• 18" AMG twin 5-spoke wheels with all-season tires<sup>1</sup></li> <li>• Sport-tuned AGILITY CONTROL suspension (E 350 models)</li> <li>• 3-spoke sport steering wheel<sup>16</sup> (E 550 models)</li> <li>• Multicontour front seats</li> <li>• Rubber-studded aluminum pedals</li> <li>• Perforated front brake discs with painted calipers (standard on E 550 models)</li> </ul>		

## individual options

	E 350	E 550
PARKTRONIC with Parking Guidance	<input type="radio"/>	<input type="radio"/>
Rear side-impact air bags <sup>8</sup>	<input type="radio"/>	<input type="radio"/>
Mercedes-Benz mbrace <sup>™</sup> system <sup>17</sup>	<input type="radio"/>	<input type="radio"/>
Heated front seats	<input type="radio"/>	<input type="radio"/>
Metallic paint	<input type="radio"/>	<input type="radio"/>
Premium leather upgrade (in Black, Almond/Mocha or Natural Beige/Black)	<input type="radio"/>	<input type="radio"/>

● Standard    ○ Optional    – Not Available

## specifications

	E 350 Coupe and Cabriolet	E 550 Coupe and Cabriolet
<b>Engine</b>	3.5-liter Direct Injection V-6 302 hp @ 6,500 rpm 273 lb-ft net torque @ 3,500–5,250 rpm	4.6-liter twin-turbo Direct Injection V-8 402 hp @ 5,000–5,750 rpm 443 lb-ft net torque @ 1,600–4,750 rpm
<b>Transmission</b>	7-speed automatic with steering wheel-mounted paddle shifters	7-speed automatic with steering wheel-mounted paddle shifters
<b>Wheels</b>	Staggered-width 17" 5-spoke <sup>1</sup>	Staggered-width 18" 5-spoke <sup>1</sup>
<b>Suspension</b>	4-wheel multilink with AGILITY CONTROL	Sport-tuned 4-wheel multilink with Dynamic Handling suspension
<b>Drivetrain</b>	Rear-wheel drive	Rear-wheel drive

## dimensions

	E 350 and E 550 Coupes	E 350 and E 550 Cabriolets
<b>Wheelbase</b>	108.7"	108.7"
<b>Overall length</b>	185.0"	185.0"
<b>Overall height</b>	54.8"	55.0" (top up)
<b>Overall width</b>	79.3" (w/mirrors)	79.3" (w/mirrors)
<b>Curb weight</b>	3,619 lbs (E 350) 3,773 lbs (E 550)	3,883 lbs (E 350) 4,048 lbs (E 550)
<b>Headroom</b>	36.8" front / 35.5" rear	38.3" front / 36.2" rear
<b>Legroom</b>	42.0" front / 32.6" rear	42.0" front / 30.1" rear
<b>Shoulder room</b>	54.1" front / 48.9" rear	54.1" front / 47.8" rear
<b>Cargo capacity</b>	13.3 cu ft	11.5 cu ft (top up) 8.8 cu ft (top down)

## europa delivery program

Pick up your new Mercedes-Benz in Germany through the original manufacturer-sponsored tourist delivery program. You'll enjoy significant savings<sup>20</sup> and other benefits, as well as the unforgettable experience of a European vacation in your E-Class. Visit [MBUSA.com/edp](http://MBUSA.com/edp) for more information.

Please see endnotes at back of brochure.

## wheel choices



Standard 17" split 5-spoke (E 350)



Standard 18" 5-spoke (E 550)



Optional 18" AMG twin 5-spoke (Appearance Package)

# color and trim.

## leather upholstery



Ash/Dark Grey (with Burl Walnut wood)



Black (with Burl Walnut wood)



Almond Beige/Mocha Brown (with Burl Walnut wood)



Natural Beige/Black (with Black Ash wood)



Red/Black (with Black Ash wood)

## cabriolet soft tops



Red Beige Blue Black

individually chosen.  
exquisitely crafted.

*designo* is an exclusive program of paintwork, leather and interior trim choices offering an extraordinary degree of handcrafted quality and personalization. Please ask your dealer about the *designo* paint and interior options for the E-Class.

## interior trim



Burl Walnut



Black Ash

## non-metallic paintwork



Arctic White



Black



Mars Red

## metallic paintwork



Diamond White<sup>21</sup>



Iridium Silver



Obsidian Black



Lunar Blue



Olivine Grey



Palladium Silver



Quartz Blue



Steel Grey

## endnotes

- 1 Lower aspect ratio tires and accompanying wheels provide substantially increased treadwear, increased tire noise and reduced ride comfort. Serious wheel and tire damage may occur if the vehicle is operated on rough or damaged road surfaces or upon encountering road debris or obstacles. These tires are not designed for use on snow and ice. Winter tires mounted on appropriately sized and approved wheels are recommended for driving in those conditions.
- 2 Stated rates of acceleration are based upon manufacturer's track results and may vary depending on model, environmental and road surface conditions, driving style, elevation and vehicle load.
- 3 Preliminary 2012 EPA estimated fuel economy. See dealer for final figures. Compare the estimated mpg to the estimated mpg of other vehicles. You may get different mileage depending on how fast you drive, weather conditions and trip length. Your actual highway mileage will probably be less than the highway estimate.
- 4 Driving while drowsy or distracted is dangerous and must be avoided. ATTENTION ASSIST and/or Lane Keeping Assist may be insufficient to alert a fatigued or distracted driver of lane drift and cannot be relied on to avoid an accident or serious injury. Lane Keeping Assist operates at speeds above approximately 20 mph.
- 5 PRE-SAFE<sup>®</sup> closes the side windows and sunroof when the system's sensors detect side movement that suggests a possible rollover.
- 6 Braking effectiveness also depends on proper brake maintenance, and tire and road conditions.
- 7 DISTRONIC PLUS adaptive cruise control is no substitute for active driving involvement. It does not react to stationary objects, nor recognize or predict the curvature and lane layout of the road or the movement of vehicles ahead. It is the driver's responsibility at all times to be attentive to traffic and road conditions, and to provide the steering, braking and other driving inputs necessary to retain control of the vehicle. Drivers are cautioned not to wait for the DISTRONIC Proximity Warning System before braking, as that may not afford sufficient time and distance to brake safely. After braking the car for stopped traffic ahead, system resumes automatically only if traffic pauses for less than 3 seconds.
- 8 WARNING: THE FORCES OF A DEPLOYING AIR BAG CAN CAUSE SERIOUS OR FATAL INJURIES TO A CHILD UNDER AGE 13. THE SAFEST SEATING POSITION FOR YOUR CHILD IS IN THE REAR SEAT, BELTED INTO AN APPROPRIATE, PROPERLY INSTALLED CHILD SEAT, OR CORRECTLY WEARING A SEAT BELT IF TOO LARGE FOR A CHILD SEAT. SEE OPERATOR'S MANUAL FOR ADDITIONAL WARNINGS AND INFORMATION ON AIR BAGS, SEAT BELTS AND CHILD SEATS.
- 9 The roll bar system is designed to enhance the level of rollover protection compared to a vehicle without one. No system, regardless of how advanced, can eliminate the chance of injury in an accident. Please always wear your seat belt.
- 10 Blind Spot Assist may not be sufficient to avoid all accidents involving vehicles in your blind spot and does not estimate the speed of approaching vehicles. It must not be used as a sole substitute for driver awareness and checking of surrounding traffic conditions.
- 11 Bluetooth<sup>®</sup> interface does not provide phone charging or external antenna. Voice interactivity feature is dependent on selected handset. Visit MBUSA-Mobile.com for details. Phone sold separately. See dealer for a list of approved compatible phones.
- 12 With the purchase of a new, satellite radio-enabled vehicle, you'll receive a complimentary 6-month subscription to SiriusXM Satellite Radio, SiriusXM Traffic and SiriusXM Weather, courtesy of Mercedes-Benz. SiriusXM Traffic and Weather services are available in select markets. If you decide to continue your SiriusXM service at the end of your 6-month trial, all SiriusXM services are sold separately, and the plan you choose will automatically renew and bill at then-current rates until you call 1-866-635-2349 to cancel. See SiriusXM Customer Agreement for complete terms, www.siriusxm.com. Sirius U.S. Satellite service available only to those at least 18 years of age in the 48 contiguous United States, DC and Puerto Rico (with coverage limitations).
- 13 All iPod<sup>®</sup> devices are sold separately. Feature not compatible with iPod Shuffle. See dealer for details.
- 14 While the navigation system provides directional assistance, the driver must remain focused on safe driving behavior, including paying attention to traffic and street signs. The driver should utilize the system's audio cues while driving and should only consult the map or visual displays once the vehicle has been stopped in a safe place. Maps do not cover all areas or all routes within an area. Availability of 80GB hard drive, 3D maps, SiriusXM Weather is delayed. Control panel appearance and minor functionality may vary from system shown. See dealer for additional information.
- 15 Rear view camera does not audibly notify driver of nearby objects and is not a substitute for actively checking around the vehicle for any obstacles or people. Images displayed may be limited to camera field of view, weather, lighting conditions and the presence of dirt, ice or snow on the camera.
- 16 Sport steering wheel is excluded from Appearance Package if Trim Package is ordered.
- 17 All Mercedes-Benz mbrace<sup>™</sup> services operate only where cellular and Global Positioning Satellite signals are available, which are provided by third parties and not within the control of Mercedes-Benz USA, LLC. An mbrace Package trial period is offered on new, Certified Pre-Owned and pre-owned sales and leases at an authorized Mercedes-Benz dealer. Subscriber Agreement is required for service to be active. Some services are only available on select vehicles. Your PIN is required in order to use certain services. See your dealer or MBUSA.com/mbrace for details, including a list of compatible smartphones.
- 18 Roadside Assistance repairs may involve charges for parts, service and towing. Vehicle must be accessible from main roads. Depending on the circumstance, these services may be provided by an outside provider, courtesy of Mercedes-Benz Roadside Assistance. Restricted roadways, acts of nature and vehicle accessibility may limit our ability to provide services to you. For full details, eligibility requirements, and limitations/exclusions of Sign and Drive services, as well as the Roadside Assistance Program, please see your dealer.
- 19 mbrace is compatible with select Apple iPhone<sup>®</sup> models running iOS 4.2 or later. Please visit MBUSA.com/mbrace for more information.
- 20 European Delivery Program discount of 7% available on select models, other models offered at MSRP. Please see your dealer for details.
- 21 Extra-cost option.



for a small blue planet.

For 125 years—longer than any other automaker—we’ve been sharing this planet with you. Respecting it, and protecting it, have long been a part of our vision, ambition, and our history of innovation. We introduced the world’s first 100% CFC-free car, not just in its air conditioning but in 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 diesels to the fuel cell vehicles of a rapidly approaching tomorrow. Mercedes-Benz is also legendary for producing automobiles of extraordinary durability and longevity. After all, it takes virtually the same amount of energy to build vehicles that last as ones that won’t. Even our brochures conserve resources and are produced with eco-conscious printing. Everything we engineer is born from the motivation to make things better and the ingenuity to make it happen. Passion with compassion—that is what drives us.

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E 350 Coupe shown above with Arctic White paint, and optional PARKTRONIC and Premium 2 Package. E 550 Cabriolet shown on cover with Mars Red paint, Black leather, and optional PARKTRONIC, and Driver Assistance and Premium 2 Packages.

