



2015 | *C-Class Sedan*



C is for change.

Year after year, the C-Class has reached far ahead in performance, refinement and bold innovation—and put it all within reach. For 2015, a dramatically new C-Class fuses sporty, spacious and stylish like no car in its class. It can also protect you and connect you like no one else's sedan—in any class. It's far more than a changed C. More like a sea change.

C 300 Sedan. Turbocharging and a team of technological advances generate 241 hp and eager acceleration from four efficient cylinders. Available with rear-wheel drive¹ or optional 4MATIC[®] all-wheel drive, the C 300 is generous with style and standard equipment, from its grille-mounted Star and 17" wheels to its richer, roomier cabin and industry-exclusive safety innovations. Sport and Luxury Packages let you tailor your sedan inside and out to fit your style.

C 400 4MATIC[®] Sedan. A new biturbo V-6 sends 329 hp and 354 lb-ft of torque to all four 18" AMG[®] wheels—part of its standard Sport Package. Along with aggressive AMG body styling, a sport-tuned suspension and performance-focused cockpit, the C 400 is also lavish with luxury. Heated front seats, Burmester[®] premium sound, KEYLESS-GO[®] and LED headlamps are all standard. New options for both models include a Head-Up Display and AIRMATIC[®] air suspension.



C400 4MATIC Sedan shown on cover with optional Lunar Blue metallic paint, 19" AMG multispoke wheels, and Driver Assistance, Lighting and Premium Packages. C300 Sedan shown at left with Polar White paint, and optional Panorama roof, and Driver Assistance, Lighting and Premium Packages. Please see endnotes at back of brochure.

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GENERATIONS OF
OVERACHIEVEMENT



*Your heart will race.
Your gaze will linger.*

The Mercedes-Benz designs that people now regard as classics were all born as something strikingly modern. What unites them is also what distinguishes them from other cars: Balance, sculpture and details that start out ahead of their time, and stand up to the test of time.



Style is subjective. That is perhaps the only characteristic of design that most people can agree upon. But when the eyes behold the new C-Class, consensus seems to form quickly on a number of its attributes. Part of that comes from the cohesiveness of the design itself—a flowing sculpture that expresses its athletic performance with confident elegance. Its long wheelbase, short overhangs and taut sheet metal—all of it lightweight aluminum—further assert its core values.

In keeping with its sporting spirit, the new C integrates its iconic chrome Star within the dual chrome crosswings of its wide grille. The front apron sweeps into the headlamps, which define not only the front of the car but its profile as well. Crisp character lines draw the eye to the toned muscle of the rear shoulders. Shapely LED taillamps and a subtle spoiler sculpted into the trunklid leave a distinctive parting impression that fulfills every promise the front end began.

Three distinctive looks are available. The C300's standard lower bodywork is subtly accented in chrome, and sets off the standard 17" split 5-spoke wheels. The Luxury Package, a C300 option, includes a traditional grille with a stand-up Star, along with 17" multispoke wheels. The Sport Package, standard on the C400 and optional on the C300, features aggressively chiseled AMG® body styling and 18" wheels—or a 19" upgrade—and the stance of a sport-tuned suspension.



C300 Sedan shown with optional Diamond Silver metallic paint, 19" AMG multispoke wheels, Panorama roof, and Driver Assistance, Lighting, Premium and Sport Packages.

C400 4MATIC Sedan shown with Black interior, Linden wood trim, and optional Driver Assistance, Multimedia and Premium Packages.





Exquisite appointments. Zero disappointments.

No matter how closely you examine the new C-Class cabin, there's one thing you won't find: compromise. From its wide, flowing console to its satin aluminum accents, it's a multi-dimensional environment that's functional, fresh and fun.

The visual centerpiece of the C-Class cockpit is its cascading console. But the car's center of attention is without a doubt its driver. Every control is optimized to fit, feel and function naturally. Its instruments are designed to read quickly and clearly—from its analog gauges and vivid color screens to its newly available Head-Up Display. Every element is engineered to work with cohesive unity, while achieving a higher order of aesthetic harmony as well. Three-dimensional shapes envelop the driver and passengers without crowding them. The

most spacious C-Class yet, many details add to its open feel. Surfaces are cleverly shaped. The glass area is generous. And the dashtop screen reads crisply without a bulky visor. Polished chrome and low-sheen aluminum add rich detail to the switches and aircraft-style vents. And a wide choice of upholstery colors can be paired with an array of decidedly modern finishes: Gloss Black with aluminum, matte-finish Open-pore Black Ash wood, the linear grain and deep gloss of Linden wood, or the timeless warmth of Burl Walnut wood.

Every car gets graded on a curve.

Some drivers crave power. Others seek comfort. But nothing earns more points with a driver than how a car handles. What bonds the new C to the road is more than a highly capable chassis—it's a legacy. The forefather of today's C-Class premiered the world's first multilink suspension. Each of its 10 links—five per rear wheel—controls a single dimension of motion—for handling that's precise and refined, yet sporty and fun. Thirty years later, the design is still a Mercedes-Benz hallmark, and an industry benchmark. For 2015, the lighter, tighter C-Class features new torque vectoring—a technique that uses physics and geometry to ace any handling test.



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LINKS THAT
TURNED
A CORNER



C400 4MATIC Sedan shown with optional Iridium Silver metallic paint, 19" AMG multispoke wheels, Panorama roof, and Multimedia and Premium Packages.



Performs better under pressure.

There's a reason that terms like pre-stressed, tempered and pressure-treated indicate superior performance. The same concept makes the C-Class eager to outperform, too. Turbocharging, direct fuel injection and a newly available air suspension all convert higher pressure into response that's quicker and sharper, yet seamless. So what you feel behind the wheel is 100% unstressed.

Turbo power. An intercooled turbo boosts the inline-4 in the C300 Sedan to 241 hp. Its peak torque of 273 lb-ft is all on tap from just 1,300 rpm—for quicker response in any situation. And even with 20% more power and torque than its predecessor, it's more fuel-efficient as well. In the C400 4MATIC Sedan, a biturbo V-6 puts out 329 hp and 354 lb-ft of torque. It'll sprint to 60 mph in a mere 5.2 seconds,² yet return up to 29 mpg on the highway.³ Both engines employ advanced technology that acts with exceptional speed and precision, to make more torque from less fuel, with fewer emissions. The turbos spool up to high rpm with virtually no lag. The Direct Injection applies up to 2,900 psi of pressure, to finely atomize the fuel spray. The rapid-multispark ignition can fire each spark plug up to four times in a millisecond, for cleaner, more complete combustion of every droplet of fuel.

Multiple modes. The new AGILITY SELECT[®] system can alter the car's performance character with the flick of one button on the console. Any of five programs can be selected: ECO, Comfort, Sport, Sport+, and Individual—which you can set up à la carte. Each program includes specific settings for the shift points, throttle response and steering effort, as well as the ECO Start/Stop system and climate-control efficiency. It also varies the AIRMATIC[®] suspension on models so equipped.

Sporty shifting. A versatile 7-speed automatic transmission features an intuitive electronic selector and shift paddles—all fingertip-close without taking a hand from the steering wheel. At any time, a tap of the paddles offers instant manual control of gear changes. Fully automatic shifting resumes after a few moments—but if you're taking a corner or you downshifted to hold your speed on a hill, it'll stay manual until you're done.

Fuel-saver. While you wait at a red light or in heavy traffic, ECO Start/Stop can automatically shut off the engine, to help save fuel and emissions. The moment you're ready to go, the system restarts the engine instantly and seamlessly.

All-wheel confidence. Standard on the C400 and a C300 option, 4MATIC[®] is one of the lightest, most efficient all-wheel drive systems in its class. It automatically sends the engine's torque to the tires with the best grip—whether that's all four wheels, two of them, or even just one. And since 4MATIC is especially nimble, it adds cornering fun in summer as much as it enhances your confidence on wet roads or in winter.⁴

Control with comfort. The 4-wheel multilink suspension's new front axle relieves the struts of any wheel-locating duty. The legendary 5-arm rear axle is further refined, with forged aluminum components to cut weight while raising rigidity and precision. Four suspension setups are offered. The standard selective damping can instantly firm up for sharper response in corners, while maintaining ride quality on uneven surfaces. The Sport Package⁵ adds firmer tuning. A Luxury Package for the C300 emphasizes comfort. A new option is also a class first: AIRMATIC. An advanced air suspension, it continuously adjusts to optimize control, comfort and composure. AGILITY SELECT lets you engage two Sport modes. On every model, standard ESP[®] Curve Dynamic Assist can shift torque toward the outside rear wheel in a corner, to further enhance agility.⁴

Rolling style. The C300 Sedans come with 17" split 5-spoke alloy wheels, or any of four optional choices all the way up to 19" AMG[®] wheels.⁶ Every C400 is fitted with AMG wheels—a standard 18" 5-spoke style or two 19" multispoke options.

A mode for every mood.

It's like setting up your car in a video game, only far more rewarding because it's real. With a few taps of a switch on the console, AGILITY SELECT® lets you choose among five drive programs for your C-Class—from ECO to Sport+. Each setup reprofiles as many as four driving systems plus two efficiency factors. One mode lets you configure each element individually. It's almost like having 120 cars in one. In reality, it's having one car that always feels just right.



Drive decider. The five drive modes of AGILITY SELECT let you alter the car's character with one button. Four of them are preconfigured: Comfort, ECO, Sport, and Sport+ each vary the steering, shifting and throttle response, as well as the ECO Start/Stop and climate control settings, plus the available AIRMATIC® suspension's three modes.



Custom car. In addition to the four preconfigured drive modes of AGILITY SELECT, you can use the touchpad controller and central screen to create a mode all your own. With up to 120 combinations, the Individual mode lets you sharpen handling while optimizing fuel economy, quicken acceleration while maximizing cabin comfort, or even enjoy full manual control of the paddle-shifted 7-speed transmission.





Feast for the power-hungry.

The class-devouring output of two all-new biturbo V-8s is but a first course for the new Mercedes-AMG C 63 Sedans. From their tantalizing thrust to the intoxicating snarl of their variable exhaust, they elevate 47 years of AMG passion to new heights. They're also lighter and ideally balanced, brilliantly advancing a legacy rooted in championship racecars and thoroughbreds for the street. Their heart and soul is, as always, crafted by the hands of its own master: "One man, one engine" is a guiding philosophy—and a pedigree of performance evident throughout the car. It's a promise made in the rigors of competition that a Mercedes-AMG fulfills even in the routine of a daily commute.

1 MAN

AMG C 63 S Sedan shown with Polar White paint, and optional AMG Performance front seats, Panorama roof, and Driver Assistance and Lighting Packages. For more information, please visit MBUSA.com/C

ENGINE



Take your heart racing.

Crowning the engine of each AMG C 63 is a plaque bearing the signature of the master artisan whose two hands carefully brought it to life. The same passion for precision courses throughout the vehicle, from its racing-derived powertrain, chassis and bodywork, to its exclusive instruments, controls and appointments. The impeccable intensity of AMG engineering and craftsmanship puts a world of performance at your feet—and more importantly, directly into your hands.

AMG C 63 Sedan. A new generation of handcrafted AMG power unites racing-developed technology with numerous other advances. A pair of high-pressure, high-rpm turbos are nested between the banks of the 4.0-liter V-8, eradicating lag and pressure loss. Direct Injection and rapid-multispark ignition team with ultralow-friction NANOSLIDE® cylinder walls, zirconium-alloy heads, and high-strength/lightweight magnesium and composite components. The AMG C 63 outshines its competitors with 469 hp, 479 lb-ft of torque from just 1,750 rpm. A standard limited-slip differential expertly sends it to the rear wheels, for balanced handling and a 4.0-second 0-60 time²—all with dramatically improved efficiency.

AMG C 63 S Sedan. With its increased output, dynamic engine mounts, and new electronic limited-slip differential, the AMG C 63 S is arguably the most precise car in its class. It's irrefutably the most powerful: The new 4.0-liter biturbo V-8 generates breathtaking figures: 503 hp, 516 lb-ft of torque, and 0-60 mph in a mere 3.9 seconds. The new S-Model is further distinguished by its standard 19" wheels,⁶ red brake calipers, and exclusive exterior and cockpit details.

DYNAMIC SELECT. With the touch of a console-mounted paddle, the driver of either AMG C 63 can dial in the response of its 7-speed AMG SPEEDSHIFT® MCT transmission, as well as the multistage ESP,[®] AMG Adaptive Sport Suspension, available AMG Performance Exhaust, and more. In addition to four preconfigured drive programs, you can set up your own Individual mode, too. Separate controls on the console also let you adjust nearly all of these systems directly as well.

Competitive chassis. The exclusively developed front axle gives both sedans a 1.2" wider track and more negative camber, to enhance grip and stability at speed. Staggered-width 18" or 19" AMG[®] twin 5-spoke wheels¹ are standard—or you can opt for forged-alloy 19" wheels in a new cross-spoke design, in silver or black. Massive AMG brakes employ multipiston front calipers. AMG Carbon Ceramic brakes⁷ are an S-Model option.

Tailored cockpit. The driver-focused cabin features exclusive AMG controls and instrumentation. An AMG-specific Head-Up Display⁸ is optional. Finely finished appointments satisfy the eye and the touch equally. Highlights from the rich menu of options include AMG Performance front seats, soft two-tone Nappa leather, and carbon fiber trim.



Please see endnotes at back of brochure.

AMG

DRIVING PERFORMANCE





6 DIMENSIONS OF VISION

C300 Sedan shown with Black paint, and optional 18" twin 5-spoke wheels, 4MATIC all-wheel drive, Panorama roof, and Premium Package.



You never saw it coming, but your car did.

For more than 60 years, Mercedes-Benz engineers have been predicting the future of driving safety by inventing it. From the patent for the crumple zone in 1951 to the first stability control 20 years ago, many of their breakthroughs have gone on to become the safety standards all automobiles must meet. Today's C-Class doesn't just imagine what's next. It actually looks ahead—and all around the car—to detect imminent danger, alert you to it, and help you respond to avoid it. Someday all cars might do this. Right now, no car in its class can help you see the future—or better yet, experience it—like a C-Class.

Looks out for danger, and sees you through it.

With Intelligent Drive, Mercedes-Benz introduces the next generation of safer driving, and its breakthroughs are truly visionary. Multipurpose cameras, multirange radar and a multitude of sensors continually survey your surroundings. An integrated network of systems can alert you to danger from almost any direction—because they're able to see more at once than the human eye. They can adapt the car's speed, steering, braking and exterior lighting to rapidly changing situations—because they can multitask more effectively. And they can even take action autonomously on your behalf—to ease your journey, help protect you, and look out for others, like never before.

Learn more about the many safety innovations in the C-Class at MBUSA.com/C

Detecting cross-traffic and pedestrians.

The Driver Assistance Package includes systems that can help detect an impending collision with a vehicle or pedestrian ahead—even while you aren't using its DISTRONIC PLUS® adaptive cruise control. If the sensors of Intelligent Drive detect cross-traffic or recognize pedestrians in your path, an alert sounds. The instant you apply the brakes, it can precisely boost braking pressure to the ideal level. And if you fail to heed the alert for a stopped vehicle or a crossing pedestrian, it can automatically apply up to 100% braking force to help prevent or reduce the severity of an impact.⁹

Mercedes-Benz Intelligent Drive.



Stereo multipurpose cameras.

While you drive, a set of multitasking cameras continuously captures a rapid series of images of the environment in front of the car. High-speed algorithms help the system's "eyes" to recognize other cars and trucks or pedestrians, and then predict their movement in six dimensions of space and time. This ongoing perception helps the various systems of Intelligent Drive respond instantly as needed, when needed.

Radar-based autonomous braking.

When you're driving above 5 mph, new COLLISION PREVENTION ASSIST PLUS uses multirange radar to monitor your speed and distance to the vehicle ahead. If it senses that a collision is likely, it alerts you to brake. As soon as you do, its Adaptive Brake Assist can automatically increase braking to the ideal level.¹⁰ And in certain situations, it can apply the brakes autonomously if you do not respond to an alert.



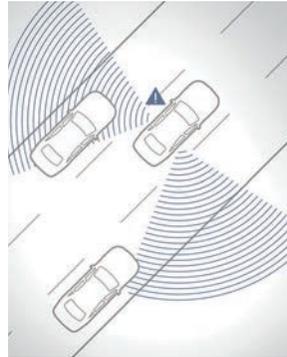
Pedestrian Recognition takes action:

1. Cameras detect pedestrian crossing.

→ 2. Audible warnings alert driver to urgently apply the brakes.

→ 3. If driver brakes, BAS® PLUS instantly increases braking to level needed.

→ 4. If driver doesn't brake soon enough, PRE-SAFE Brake does automatically.



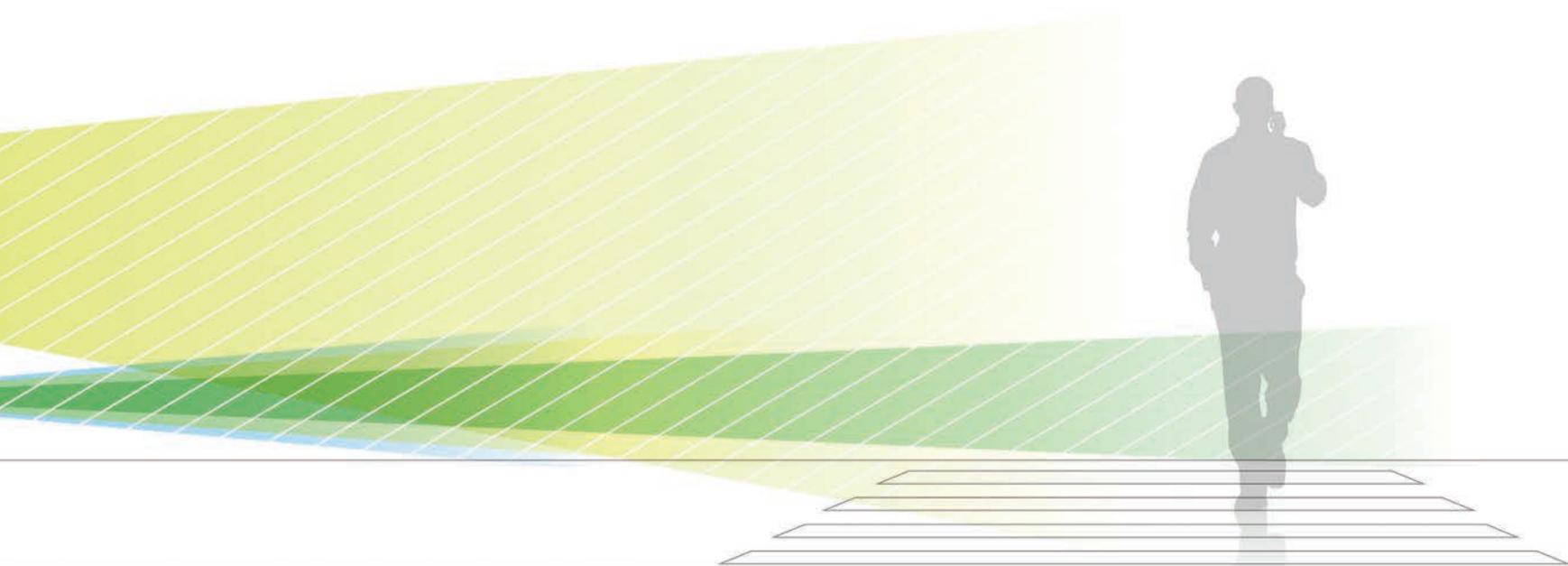
A watchful eye if it's time for a rest. By continually monitoring a variety of driving behaviors, ATTENTION ASSIST® can alert you if it detects signs of drowsiness on long trips. It measures more than 70 variables, starting in the first minutes of a drive, to establish a profile for the warning thresholds. If the system issues an alert, the car's available COMAND® navigation can offer to help find a nearby rest area.¹¹

Multilane multitaskers. Two available systems make highway driving easier. Active Blind Spot Assist can alert you to some unseen vehicles in the adjacent lane.¹² Active Lane Keeping Assist can vibrate the steering wheel if you start to drift across visible lane markings.¹¹ It can even help detect a vehicle about to overtake yours in the next lane. If you disregard the alerts, both systems can gently brake selected wheels to help guide the car back into its lane.

Cruise control that steers and stops. Available DISTRONIC PLUS® adaptive cruise control, a Mercedes-Benz first, uses radar-based technology to adapt your set speed in response to the flow of traffic ahead. It can automatically slow the vehicle—or even brake it to a halt—until your path clears, and then resume with just a tap. As you cruise, its Steering Assist feature uses the cameras to help keep you centered in your lane, even around mild curves.¹³

Brilliance without bulbs. LEDs are utilized for nearly all exterior lighting: Daytime Running Lamps, turn signals, brake lamps and taillamps. Daylight-approximating LED headlamps and fiber-optic taillamps are part of the Premium Package.⁵ And the Lighting Package adds active LED headlamps that swivel their beams as you steer, seamlessly vary their high beam range to vehicles ahead, and brighten your turns into dark driveways or garages.

Action when danger is behind you. Part of the Driver Assistance Package, PRE-SAFE® PLUS uses radar to sense a possible rear-end collision before it occurs. If it senses you're about to be hit from behind, it can tighten the front seat belts. If you're already stopped, it can firmly apply the brakes to help minimize whiplash injuries. It can also hold the brakes after impact, to help prevent a secondary collision even if the driver's foot slips off the brake.



→ 5. Earlier or autonomous braking helps to prevent a collision or reduce its severity.

→ 6. With a collision averted, driver and pedestrian continue on their way. Intelligent Drive continues to look ahead.



C400 4MATIC Sedan shown with Cranberry Red/Black leather, Open-pore Black Ash wood, and optional Interior and Multimedia Packages.



864,400
ANIMATED PIXELS

Fine art meets state-of-the-art.

For Mercedes-Benz designers, balancing technology with tradition is a challenge to be cherished, not fought. It's no secret that the passion for innovation has always been a pillar of the brand. But to be honest, it's also a lot of fun to create something totally new—and not just how it looks, but in the way it connects with you. The sleek high-resolution displays are a perfect example, with animated menus that are logical and enjoyable to use. So are its aluminum-ringed vents, crafted to feel as good as the flowing wood trim looks. Beauty is in the eye, for sure. Here, it's also in your hands.

New sensations for all of your senses.

Luxury is a long-standing tradition at Mercedes-Benz, but it's never been caught standing still. That's because of another tradition that runs even deeper: Innovation. Ventilated front seats, ambient cabin lighting, and the Panorama roof were all introduced under the Three-Pointed Star. But Mercedes-Benz engineers strive to satisfy more than your sense of indulgence. They want to enhance your actual well-being, too. The Air Balance Package can refresh you with subtle aromatherapy as you drive. More significantly, its ionizer can purify the air of bacteria, spores and allergens so effectively, it can improve your breathing capacity. In fact, the new C is the only car in its class certified by the European Centre for Allergy Research Foundation.¹⁴ True luxury should take your breath away—in the figurative sense. The new C-Class can also, quite literally, give it back.





Eyes on the road ahead. An optional new Head-Up Display⁹ can project an 8"-wide high-resolution virtual image a few feet in front of the windshield. Color graphics show your speed and cruise-control settings, plus the next instruction for the available COMAND[®] navigation, all well within your natural field of vision. The display automatically adapts to ambient lighting conditions, but is further adjustable for brightness and height—with the position stored in the standard driver-seat memory.

Stress-relieving style. Along with the supple richness of hand-fitted leather upholstery, the Interior Package includes LED ambient lighting for the cabin. First pioneered by Mercedes-Benz, the subtle glow that defines the cabin space is more than a stylish detail. Research has shown that it can elevate passengers' sense of secure comfort when driving in darkness. In the new C-Class, LEDs and fiber optics work in concert to highlight the flowing console and sweeping door trim with edge-lighting. You can select from three colors—warm amber Solar, cool blue Polar, or Neutral white, to suit your mood, or create one, at any time. Illuminated front door sills are included, to welcome you in or ease your exit.



Comfort zones. The standard dual-zone climate control offers individual left and right settings for temperature, as well as three airflow modes—diffused for gentle flow with minimal drafts, moderate, and focused for greater air volume from the dash vents. For more consistent comfort, a solar sensor monitors the intensity and direction of sunlight on the cabin, further augmented by available GPS data to help calculate the sun's precise position.

Air quality. In addition to the standard combination filter for dust, pollen and odors, the optional Air Balance Package enhances the cabin's air quality with three additional innovations. An ionizer uses an electrical charge to create the same refreshing effect you feel after a summer storm. Ionized oxygen molecules can deactivate many viruses, bacteria and spores, to help improve breathing. Additional activated charcoal filtration helps remove airborne pollutants. And a fragrance atomizer can periodically introduce subtle aromas into the cabin. An LED-backlit vial in the glovebox comes in a variety of scents, all formulated not to linger on clothes or the car's interior.

Sun, stars or shade. The optional power Panorama roof features a vast expanse of heat-rejecting glass. Its power sunshade can close itself to help keep the cabin cooler while you're parked. A fine-mesh power rear-window sunshade, as well as manual pull-out sunblinds for all the rear door windows, are also available options.



Preferred seating. Intuitive seat-shaped power controls make it easy to find your ideal driving position. A memory system lets you store up to three positions for the driver seat, 4-way power steering column, and both side mirrors. Heated front seats, a C300 option, are standard equipment on the C400. The Interior Package adds the cooling comfort of ventilated front seats, along with soft, hand-fitted leather upholstery, and a 3-position memory for the standard power front passenger seat. The heated power side mirrors can also be folded in electrically—at the touch of a button, or when you remote-lock the car. Their aerodynamic design also helps divert road spray from the side windows, further enhancing your outward vision when you're driving in rainy weather.

Extended stay. More than three inches of additional wheelbase help make the rear cabin of the new C more inviting than ever before. Legroom, knee space, and ease of entry and exit are all significantly increased. The seatbacks fold down in a 40/20/40 split, allowing for a greater variety of cargo and passenger combos, including passing a long item through the center while two passengers ride in comfort.¹⁵ For easier access through any door, available KEYLESS-GO[®] lets the driver lock and unlock the car without touching its key.⁵ Pushbutton KEYLESS-START is standard, while a new package pairs a power trunklid with HANDS-FREE ACCESS—a convenience that lets you open or close the trunklid with a gentle "kick" motion under the rear bumper.

*Keeps you in touch,
and in tune.*

The user-friendly technology in the new C goes to great lengths to bring your world closer. It can get you to a new restaurant across town, and dodge traffic along the way. It can play music from your collection, or import it from another country. And it'll listen, and learn how you talk.



C300 Sedan shown with Silk Beige/Espresso Brown interior, Linden wood trim, and optional power rear-window sunshade, and AIRMATIC, Driver Assistance, Luxury, Multimedia and Premium Packages. Please see endnotes at back of brochure.

Crisp instruments team with vividly illustrated color screens and a new touchpad controller to unify most every cockpit feature. Analog gauges flank a color multifunction display you can access from the thick 3-spoke steering wheel. The 7" central screen presents entertainment and convenience features with clear, animated menus. Its sleek, freestanding design is at once easier to see and to see around. A classic analog clock is included with any of the wood trim options.

Standard audio gear includes Bluetooth® audio streaming,¹⁶ dual USB ports, an SD card reader, and FrontBass®, which creates bass enclosures from the car's front body structure. The Premium Package² adds SiriusXM Radio with a 6-month All Access plan trial,¹⁷ and a 13-speaker, 590-watt surround sound system crafted by Germany's Burmester®. A 10GB Music Register is in the Multimedia Package. And TuneIn® world radio is one of many Mercedes-Benz mbrace¹⁸ apps.

Navigation¹⁹ options include the new Garmin® MAP PILOT—a feature-rich system that fits on an SD card—or the COMAND® system. Part of the Multimedia Package, it adds a large 8.4" screen, and features a fast 80GB hard drive, 3D maps with building profiles, three years of map updates, and three years of SiriusXM Traffic and Weather.¹⁷ The Cloud-based apps of mbrace[®] bring the Internet to your dash, with Google,[®] Yelp and other useful tools. It also makes the car a WiFi hotspot.





Rotary controller. COMAND's clear, animated on-screen menus feature an intuitive "carousel" layout. Turn the knob, and your selection options rotate exactly the same way, with tactile "clicks" adapting to the number of items in each menu.

Touchpad. The new fingertip interface responds much like the tablet you use at home, but is easy to master by feel alone. You can swipe left-right or up-down to navigate maps and menus, and pinch to zoom on a map. You can even handwrite letters and numbers on it, with each one shown on-screen and confirmed by the system out loud.

Drive modes. An intuitive paddle switch lets you sequence through the modes of AGILITY SELECT.[®] Nearby buttons can raise the ride height for the available AIRMATIC[®] suspension, and operate the power rear-window sunshade. A button on the right turns the ECO Start/Stop system off or on.

Quick-access keys. Three keys on the touchpad let you call up the main audio menu, go back one step, or access your programmable favorites. For greater ease and comfort, the Back and Favorite keys are duplicated near the rotary controller.

Volume and mute. A thumbwheel control lets the driver or front passenger adjust the volume of whatever mode is in use—audio, a phone call, or a navigation announcement. Push down on the thumbwheel to mute the sound, or to shut off the microphone during a call. The driver can also do all of this from the multifunction steering wheel.



*Easy to reach,
simple to grasp.*

The new touchpad central controller brings the best features of a touchscreen to a convenient console location where your hand falls naturally. It responds to fingertip gestures using one or two fingers, and even recognizes handwriting. In addition, a rotary controller and dedicated keys offer you multiple input options—so you can use whichever method you prefer for many functions.

mbrace®

Mercedes-Benz mbrace® can make any trip easier, safer, more productive and more enjoyable.¹⁸ It brings you a world of security and convenience. It brings the Internet to your dashboard. It connects you to your car, from your smartphone or computer. It even updates over the air.

For more information and a complete list of mbrace services, visit MBUSA.com/mbrace

Please see endnotes at back of brochure.

mbrace Package 6-month trial included

*Advanced features you'll enjoy every day.
Support you can count on when you need it most.*

Safety and Security

From Roadside Assistance²⁰ to anti-theft measures to emergency aid, mbrace looks after you, your passengers and your Mercedes-Benz.

- Call for assistance after an accident or in any emergency situation. If an air bag is activated, your Mercedes-Benz can place an SOS call automatically, even if you can't
- Directly connect with Mercedes-Benz Roadside Assistance for help with a dead battery, flat tire or other car trouble
- Get notified if your car's alarm is set off, and let your car's built-in GPS help authorities with stolen vehicle recovery
- If you ever find yourself unable to drive, let an mbrace specialist help arrange alternate transportation home

Remote Connections to Your Vehicle

Interact with your vehicle's features, and send addresses to its navigation system, from your iPhone, Android or computer.²¹

- Send destinations and even exact routes to your car's available COMAND® navigation system from your computer or smartphone
- Locate your vehicle from the Mobile App on your phone when you can't remember where you parked
- Remote-lock and unlock your car's doors
- Sound your car's horn and flash its lights to help you spot it in a crowded parking lot, or to call attention to a hazardous situation

Mercedes-Benz Apps 3-month trial included

Requires Multimedia Package

In-Vehicle Internet *An ever-growing variety of in-car apps, offering Internet-based connections to the interests you enjoy, the information you need, and the world you call your own.*

- Search restaurant and business reviews with Yelp, and navigate directly to them with just a few clicks
- Listen to Internet radio stations from around the globe with TuneIn® Radio
- Create an in-car hotspot to connect up to 4 devices to the Web
- Stay connected to friends with Facebook, and navigate directly to places where they've checked in
- Find and view local Points of Interest with Google™ Local Search with Street View and Panoramio images
- Keep up-to-date on the latest news from around the world
- Follow your favorite stocks through Morningstar®
- Access your Mercedes-Benz Financial Services account
- View local traffic cams in many major metropolitan areas
- Search for hotel rooms by distance and price, and book them, provided by HRS—Hotel Reservation Service
- Check weather locally and around the world
- Compare fuel prices at nearby filling stations
- Check the status of flights and airport conditions
- Look up showtimes at local movie theaters
- Enjoy a variety of music curated by Mercedes-Benz via Mercedes-Benz Radio
- Keep up with your RSS feed and more
- Enjoy even more new apps whenever they become available

mbrace PLUS 3-month trial included

*Personal assistance to make your life easier.
Helpful ways to look after your loved ones.*

Personal Concierge

Enjoy virtually unlimited assistance from an actual person with the knowledge and resources to help with almost any request.

- Let an expert Concierge help you stay more productive on the road, or from the Mobile App on your smartphone
- Get expert recommendations and reservations for dining out, tickets to events, and answers to most any question

Family Driver Monitoring

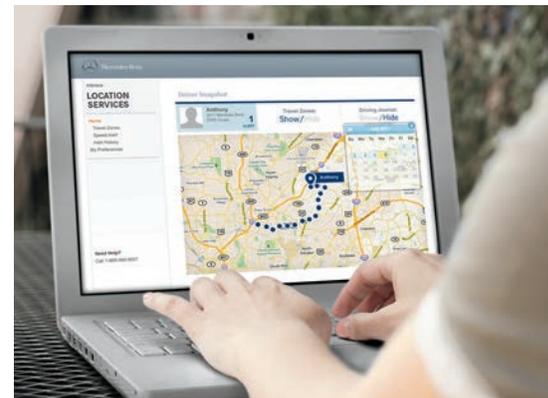
Let mbrace add to your peace of mind when the secondary drivers in your household use the family Mercedes-Benz.

- Set speed limits and be notified if they're exceeded
- Set up virtual boundaries and be alerted if they're crossed
- Receive an alert if the car is started after curfew
- See where your vehicle's been driven on an online map

Advanced Travel Assistance

Keep your eyes on the road with agent-assisted route guidance based on where you are, or plan a trip to somewhere far away.

- Receive spoken assistance in your car with weather and traffic conditions, Point of Interest information, and turn-by-turn driving directions to your destination
- Let your Concierge book and change airline, hotel and rental car reservations from your car or the Mobile App



Express yourself.

Genuine Mercedes-Benz Accessories are exclusively engineered to fit your car as well as they fit your life. A wide selection of accessories lets you enhance your sedan's appearance, expand its versatility, or offer it some extra protection in everyday use. From the artful allure of the Illuminated Star to state-of-the-art multimedia systems, they're a great way to make your C-Class unmistakably yours while keeping it genuinely Mercedes-Benz.

See the entire accessory selection at MBUSA.com/C



19" 6-spoke alloy wheels.

Enhance your car's poise and performance without sacrificing its precise engineering. The six spokes of these 19" wheels each feature an inverted rib and a distinctive Titanium Grey/polished finish.

Illuminated Star.

As you drive, LED technology illuminates the Star in the C-Class grille with a gentle white glow, for a captivating presence on the nighttime road.²²



Garmin MAP PILOT.

For C-Class Sedans with the standard 7" screen,²³ the Garmin® MAP PILOT brings the user-friendly guidance and accurate data for which Garmin is known. Voice control and touchpad handwriting recognition make using it even easier. The 3D maps precisely depict streets and buildings, while advance lane guidance and photorealistic views of upcoming intersections smooth any journey.¹⁹

Rear and roof spoilers.

Aerodynamically contoured to highlight its sporty lines, spoilers for the trunklid and rear window of the C-Class Sedan are each designed for a perfect fit and secure attachment without drilling.



Comfort box.

Help keep smaller items from rolling around the trunk with a clever bin that folds up and retracts out of the way to maximize cargo room. The bin can also be easily removed from the trunk.

All-season floor mats.

Custom-designed rubber mats feature a deep texture to help trap water, mud and melting snow before they reach your carpeting. Easy to clean, they come in sets of two in either Black or Beige.

Build your own.

MBUSA.com/C



Option Packages

	C 300 Sedan	C 400 Sedan
Premium Package <ul style="list-style-type: none"> Heated front seats Burmester® premium sound system SiriusXM Radio¹⁷ with 6-month trial of All Access plan KEYLESS-GO® LED headlamps with fiber-optic Daytime Running Lamps and taillamps 	○	●
Multimedia Package <i>Requires Premium Package or SiriusXM Radio</i> <ul style="list-style-type: none"> COMAND® hard-drive-based navigation¹⁹ with 3 years of map updates 8.4" high-resolution color screen Rearview camera²⁴ 10GB Music Register for storing digital music files Dolby® Digital 5.1 sound Gracenote® media database with album cover art Voice control with learning feature for audio, telephone and navigation SiriusXM Traffic and Weather¹⁷ with 3 years of service 	○	○
Interior Package <i>Requires Premium Package</i> <ul style="list-style-type: none"> Leather upholstery Ventilated front seats 3-position memory for front passenger seat Illuminated front door sills Multicolor interior ambient lighting 	○	○
Lighting Package <i>Requires Premium Package</i> <ul style="list-style-type: none"> LED headlamps with Active Curve Illumination Adaptive Highbeam Assist 	○	○
Sport Package <i>Not available with Luxury Package</i> <ul style="list-style-type: none"> 18" AMG® 5-spoke wheels, or 19" AMG multispoke wheels in silver or black/polished (extra charge)⁶ AMG lower body styling Sport-tuned suspension Perforated front brakes with painted calipers Front sport seats Flat-bottom sport steering wheel Brushed aluminum pedals with rubber studs Topstitched MB-Tex upper dash and upper door trim AMG floor mats Black headliner 	○	●
Luxury Package <i>Not available with Sport Package</i> <ul style="list-style-type: none"> 17" multispoke wheels Comfort-tuned suspension Luxury lower body styling with chrome accents Slat-type grille and hood-mounted stand-up Star Topstitched MB-Tex upper dash and upper door trim Burl Walnut or Linden wood trim 	○	—
Air Balance Package <ul style="list-style-type: none"> Cabin-air purification system with ionizer and dual activated-charcoal filters Fragrance atomizer with LED-backlit vial in glovebox 	○	○
AIRMATIC Package <ul style="list-style-type: none"> AIRMATIC® suspension with 4-wheel level control Sport and Comfort modes (selectable via AGILITY SELECT) 	○	○
Driver Assistance Package <ul style="list-style-type: none"> DISTRONIC PLUS® with Steering Assist¹³ PRE-SAFE® Brake with Pedestrian Recognition¹³ BAS® PLUS with Cross-Traffic Assist PRE-SAFE PLUS rear-end collision protection Active Blind Spot Assist¹² Active Lane Keeping Assist¹¹ 	○	○

● Standard ○ Optional △ No-charge option — Not available

Individual Options

	C 300 Sedan	C 400 Sedan
4MATIC® all-wheel drive	<input type="radio"/>	<input checked="" type="radio"/>
Head-Up Display	<input type="radio"/>	<input type="radio"/>
PARKTRONIC with Active Parking Assist	<input type="radio"/>	<input type="radio"/>
Blind Spot Assist	<input type="radio"/>	<input type="radio"/>
Rearview camera	<input type="radio"/>	<input type="radio"/>
Panorama roof	<input type="radio"/>	<input type="radio"/>
Power rear-window sunshade	<input type="radio"/>	<input type="radio"/>
Manual rear side-window sunblinds	<input type="radio"/>	<input type="radio"/>
KEYLESS-GO	<input type="radio"/>	<input checked="" type="radio"/>
Heated front seats	<input type="radio"/>	<input checked="" type="radio"/>
SiriusXM Radio ⁷ with 6-month trial of All Access plan	<input type="radio"/>	<input checked="" type="radio"/>
18" twin 5-spoke wheels ⁶	<input type="radio"/>	<input type="radio"/>
Aluminum/Gloss Black interior trim	<input checked="" type="radio"/>	<input type="radio"/>
Burl Walnut wood interior trim <i>Not available with Sport Package</i>	<input type="radio"/>	<input type="radio"/>
Linden wood interior trim	<input type="radio"/>	<input type="radio"/>
Open-pore Black Ash wood interior trim <i>Not available with Luxury Package</i>	<input type="radio"/>	<input type="radio"/>
Metallic paint	<input type="radio"/>	<input type="radio"/>

Specifications

	C 300 Sedan	C 400 Sedan
Engine	2.0-liter Direct Injection turbocharged inline-4 241 hp @ 5,500 rpm 273 lb-ft torque @ 1,300–4,000 rpm	3.0-liter Direct Injection biturbo V-6 329 hp @ 5,250–6,000 rpm 354 lb-ft torque @ 1,600–4,000 rpm
Transmission	7-speed automatic with shift paddles	7-speed automatic with shift paddles
Wheels	17" split 5-spoke	Staggered-width 18" AMG 5-spoke ⁶
Suspension	4-wheel multilink with selective damping	Sport-tuned 4-wheel multilink with selective damping
Drivetrain	Rear-wheel drive or 4MATIC all-wheel drive	4MATIC all-wheel drive

Dimensions

	C 300 Sedan	C 400 Sedan
Wheelbase	111.8"	111.8"
Overall length	184.5"	184.5"
Overall height	56.8"	56.8"
Overall width (without mirrors)	71.3"	71.3"
Curb weight	3,417 lbs (4MATIC: 3,594 lbs)	3,693 lbs
Headroom (f/r)	37.1" / 37.1"	37.1" / 37.1"
Legroom (f/r)	41.7" / 35.2"	41.7" / 35.2"
Cargo capacity	12.6 cu ft	12.6 cu ft

Styling choices



C 300 Sedan
Shown with standard headlamps



C 300 Sedan with optional Luxury Package
Shown with LED headlamps (in Premium Package)



C 300 Sedan with optional Sport Package, C 400 Sedan
Shown with active LED headlamps (in Lighting Package)

Wheel choices



17" split 5-spoke
● C 300



17" multispoke
○ C 300 Luxury Package



18" AMG 5-spoke
● C 400 ○ C 300 Sport Package



18" twin 5-spoke
○ C 300 Sedan



19" AMG multispoke (silver)
○ C 400 Sedan, C 300 Sport Package



19" AMG multispoke (black/polished)
○ C 400 Sedan, C 300 Sport Package

Color and trim.

Upholstery styles



C300 Sedan
MB-Tex (shown) or leather



C300 Sedan Luxury Package
MB-Tex (shown) or leather



C300 Sport Package and C400
MB-Tex or leather (shown)

Upholstery colors



Black
MB-Tex or leather: C 300, C 400



Silk Beige/Black
MB-Tex or leather: C 300 only
Not available with Luxury or Sport Package



Silk Beige/Espresso Brown
MB-Tex or leather: C 300 Luxury Package



Crystal Grey/Black
MB-Tex: C 300
Leather: C 300, C 400
Not available with Luxury Package



Crystal Grey/Deep Sea Blue
MB-Tex: C 300 Luxury Package



Cranberry Red/Black
Leather: C 300 Sport Package, C 400

Endnotes

- 1 Introduction dates vary. Please see your dealer.
- 2 Stated rates of acceleration are estimated based upon manufacturer's track results and may vary depending on model, environmental and road surface conditions, driving style, elevation and vehicle load.
- 3 2015 EPA estimated fuel economy 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 No system, regardless of how advanced, can overcome the laws of physics or correct careless driving. Please always wear your seat belt. Performance is limited by available traction, which snow, ice and other conditions can affect. Always drive carefully, consistent with conditions. Best performance in snow is obtained with winter tires.
- 5 Standard or optional at no charge on C400. Please see Options listing in this brochure or MBUSA.com/C for details.
- 6 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.
- 7 The carbon-ceramic brakes are designed expressly for high-performance braking. It is a characteristic of their materials and design that brake noise/squeal may result, along with differing brake pedal feel at lower brake temperatures compared to higher operating temperatures.
- 8 Head-Up Display may not be visible with certain eyewear, including polarized glasses.
- 9 Braking effectiveness also depends on proper brake maintenance, and tire and road conditions.
- 10 COLLISION PREVENTION ASSIST PLUS may not be sufficient to avoid an accident. It does not react to certain stationary objects, nor recognize or predict the curvature and/or lane layout of the road or every 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 system's alerts before braking, as that may not afford sufficient time and distance to brake safely. Autonomous braking is available at speeds between approximately 5 and 65 mph.
- 11 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.
- 12 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.
- 13 DISTRONIC PLUS® adaptive cruise control is no substitute for active driving involvement. It does not adapt cruising speed in response to stationary objects, nor does it predict the curvature and lane layout of the road ahead 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.

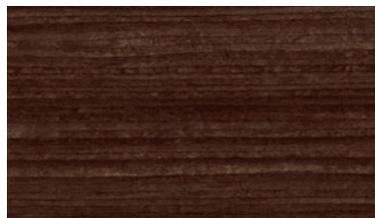
Interior trim



Aluminum/Gloss Black



Burl Walnut wood



Linden wood



Open-pore Black Ash wood

Paintwork



Black



Polar White



Diamond Silver metallic



Dakota Brown metallic



Iridium Silver metallic



Lunar Blue metallic



Obsidian Black metallic



Palladium Silver metallic



Steel Grey metallic



designo Diamond White metallic²⁵

¹⁴ The European Centre for Allergy Research Foundation (ECARF) has granted its Seal for Allergy Friendliness to the C-Class. For more information, visit ECARF.org/en

¹⁵ Unsecured cargo can become hazardous in a collision. Always secure cargo using the floor-mounted tie-downs.

¹⁶ Bluetooth® interface does not provide phone charging or external antenna. Voice interactivity feature is dependent on selected handset. Visit www.mercedes-benz-mobile.com for details. Phone sold separately. See dealer for a list of approved compatible phones.

¹⁷ The purchase of a new, satellite radio-enabled vehicle includes a 6-month introductory subscription to the Sirius All Access package, as well as a 3-year introductory subscription to SiriusXM Traffic and SiriusXM Weather, when equipped with Multimedia Package. SiriusXM Traffic and Weather services are available for select markets. SiriusXM Satellite Radio, SiriusXM Traffic and SiriusXM Weather subscriptions are sold separately or as a package after trial period. If you decide to continue your subscription after your trial, the plan you choose will automatically renew and you will be charged according to your chosen payment method at then-current rates. Fees and taxes apply. To cancel you must call SiriusXM at 1-866-635-2349. See SiriusXM Customer Agreement for complete terms at siriusxm.com. All fees and programming subject to change.

¹⁸ All Mercedes-Benz mbrace® services operate only where cellular and Global Positioning System 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. Some services may be limited or restricted in some areas. Apps may be introduced and updated at varying dates, and may also require a vehicle software update. Driver is responsible for

complying with traffic and other laws. See your dealer or MBUSA.com/mbrace for details, including a list of compatible smartphones. Internet-based features require an active subscription to mbrace Mercedes-Benz Apps Package. Connection may be limited by cellular signal.

¹⁹ 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.

²⁰ 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.

²¹ The mbrace Mobile App is compatible with Apple iPhone® models running iOS 7.0 or later, and Android-based phones running OS 2.3 or later. Please visit MBUSA.com/mbrace for more information.

²² Not available in combination with Driver Assistance Package or Luxury Package.

²³ Not available in combination with Multimedia Package.

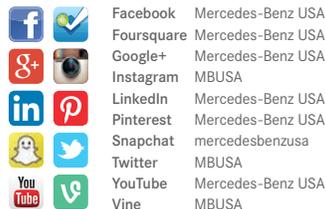
²⁴ Rearview camera does not audibly notify driver of nearby objects and is not a substitute for actively checking around the vehicle for any obstacles or people. Images displayed may be limited by camera field of view, weather, lighting conditions and the presence of dirt, ice or snow on the cameras.

²⁵ Extra-cost option.



The personal rewards of striving to be the best are even more meaningful in the development of young people than they are for automobiles. Instilling the values of leadership, goal-setting, discipline and teamwork in youth is an investment in everyone's future. It's why Mercedes-Benz USA is collaborating with the Laureus Sport for Good Foundation, with an ongoing commitment to train and place hundreds of coaches for after-school and in-school sports programs in communities around the country. Sports offer kids more than the chance to be physically active and have fun. It's also an opportunity to have a mentor who can guide them, help them learn how to deal with major life issues, and help them grow stronger not just physically but in their character. As a Mercedes-Benz driver, you become a part of this effort to give hundreds of thousands of kids a better life today, and all of us a brighter tomorrow.

Learn more about how Mercedes-Benz USA believes in giving back at MBUSA.com/community



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