

Canadian premiere of new the CLS-Class at the 2011 Montreal International AutoShow

The new CLS-Class - the new design icon from Mercedes-Benz

Press Information

January 13, 2011

- **The CLS-Class brings refined sportiness to life**
- **Visualization of the Mercedes-Benz brand values**
- **Athletic proportions, perceptible design idiom**
- **Expressive front design features central star in the grille**
- **Dynamic, feature line flowing back towards the rear**
- **Elegance with handcrafted details in the interior**

Montréal, PQ - The Mercedes-Benz CLS-Class created an entirely new vehicle category when it was launched in 2003, which for the first time combined the elegance and dynamism of a coupé with the comfort and functionality of a sedan. The public was delighted, the competition astounded and a style icon was born. For years, the CLS-Class has endured as the only four-door coupé in its class, and today the new Mercedes-Benz CLS-Class made its Canadian premiere at the 2011 Montreal International AutoShow.

"Customers all over the world benefited from our bold move to launch a completely new vehicle concept in the market," explained Dr. Joachim Schmidt, member of the board of Mercedes-Benz Cars, Sales & Marketing. "And with its exciting design, the new edition of the CLS-Class also benefits from the fact that we are a whole generation ahead of the competition with our four-door Coupé."

Celebrating its Canadian premiere at the Montreal International AutoShow, the new CLS-Class builds on the pioneering role of its predecessor, yet at the same time is an entirely new edition. "The new CLS-Class points the way forward for the future perceptible design idiom of Mercedes-Benz," explains Professor Gorden Wagener,

head of design at Mercedes-Benz. "At the same time it takes its inspiration from the great tradition of stylish, refined sportiness which has always been a feature of Mercedes-Benz coupés."

Page 2

Exterior: classic Coupé styling with a distinctive front

The proportions remain as spectacular as ever: long hood, high beltline with frameless side windows, dynamic roof sweeping back at an angle towards the rear. The four-door Coupé from Mercedes-Benz immediately made its mark in 2003 as a new style icon. Now the proportions are the same - and yet everything is different: the second generation of this design trendsetter has adopted a completely new look.

What immediately strikes the eye is the innovative front design, which is reminiscent of the Mercedes-Benz SLS AMG. Visually, the radiator grille is not integrated into the hood but is formed separately. This highlights the long, sporty hood even further. The grille is dominated by the large central star, which underlines the car's relationship to the other coupés of the brand and also enhances brand identity. The large, elongated dark air inlets with black grilles also add to the vehicle's athletic appearance.

Design brings high-tech features to life

Another distinguishing feature comes in the form of the optional **full LED headlamps**, which are the world's first to offer all of the regular dynamic light functions using LED technology. This innovation boasts an impressive design - inside they are divided into three arrow-shaped layers from top to bottom: the upper layer contains an LED indicator, with a striking LED side light offering LED low beam functions below. The side light can also be seen when the dipped beam function is switched on, creating a separate night-time design, with a fresh and distinctive look. The lowest level of the headlamp houses the main beam and nightview functions. A total of 71 LED lights provide an unmistakable appearance, and also significantly

enhance the view of the road compared to previous systems.

Page 3

The familiar CLS-Class outline, with its elegantly long proportions, is the dominating attribute of the new model. The effect of the dynamic, athletic form has been enhanced with a new interplay of lines and areas. The front edge of the structure, above the mudguards, which slopes off towards the rear - known by designers as the dropping line - is not only a novel design feature but also represents a new interpretation of a formal design element recalling the uniquely rich wealth of forms present in historic Mercedes-Benz sports cars.

A distinctive and muscular sports car-like shoulder line above the rear axle highlights the athletic character of the new CLS-Class.

The side view is rounded off with wide wrap-around tail lights featuring LED technology arranged in the form of a linking element to the rear of the vehicle. The shape is emphasized by the broad shoulder line, which is clearly visible from behind and supports the flat hardtop. A wide metal insert adds a further visual highlight at the rear.

The interior: design brings quality to life

The interior of the CLS-Class is also distinguished by a timeless design that combines straightforward elegance with innovative details and handcrafted perfection. An eye-catching feature is the wrap-around effect of the cockpit: a high line sweeps from the driver's door over the instrument panel support and across to the front passenger door. The central display has also been integrated harmoniously into the upper part of the instrument panel. At the same time, the downward sweeping side line on the doors continues the dynamic dropping line of the exterior.

As a design trendsetter, the CLS-Class sets new standards in interiors with its wide variety of individualization options. Five interior colours, five trim designs and two

grades of leather are available to choose from. As a result, each CLS-Class can be configured individually between warm naturalness and cool modernity.

Page 4

The CLS-Class also lives up to its role as a design icon thanks to the innovative nature of the materials used. These comprise an exciting mixture of satin and high-gloss finishes used on the metal surfaces. Highlights here also include matte galvanized air vents that form the ideal framework for a high-gloss-trimmed analogue clock.

Handcrafted perfection is reflected in details such as the stitched seat covers or the sewn covering for the dashboard. For the latter, the individual parts of the leather cover are sewn together by hand in a process that takes several hours, and are then fitted and upholstered with high-quality foam. Prior to this process, the leather is pre-shrunk so that it will retain its shape even after extreme exposure to direct sunlight.

The particularly fine, 1.6-millimetre thick semi-aniline PASSION leather available in the CLS 550 meets the highest standards in terms of both look and feel. Protected by only a light pigmentation, the natural pore structure remains intact and the leather has an especially warm and soft feel to it. Since the natural characteristics also remain visible for the most part, the semi-aniline leather requires a very precise manual selection process and therefore a high quantity of raw leather.

The refined sportiness of the interior of the CLS-Class is further reflected in the generous use of high-quality trim elements. They are located on the instrument panel support of the centre console and on parts of the door linings. Customers can choose between three exclusive types of wood: high-gloss burl walnut, high-gloss dark ash and satin-finish light-brown poplar. The wood has even been perfectly fitted around difficult contours for a masterful handcrafted finish, and the wood trim has been matched according to grain as part of an elaborate selection process to create a harmonized overall impression.

The interior can be given an even more progressive look with the addition of piano black lacquer or AMG carbon fibre trim elements. Handcrafted perfection once again plays a prominent role in the production process. Up to seven layers of lacquer are applied and polished for the piano lacquer trim until the desired high-gloss finish is achieved.

The Mercedes-Benz CLS550 4MATIC is powered by a 4.6 litre bi-turbo V8 that produces 402 hp and 443 lb-ft of torque. This advanced engine offers lower displacement and increased horsepower, improved fuel efficiency and reduced emissions when compared to the previous engine.

The Mercedes-Benz CLS63 AMG is powered by the all-new hand-built AMG 5.5-litre V8 bi-turbo engine that generates 518 hp and 516 lb-ft of torque, which propels the vehicle from 0 to 100 km/h in 4.4 seconds. This sophisticated powerplant offers spray-guided gasoline direct injection with piezo injectors for enhanced fuel efficiency, and boasts an all-aluminium crank-case, four-valve technology with variable camshafts and an ECO stop-start system. When the optional AMG Performance Package is specified, engine output rises to 549 hp and 590 lb-ft, which allows the CLS63 AMG to achieve a 0 to 100 km/h figure of just 4.3 seconds.

In Canada, there will be two different CLS-Class models offered. The CLS63 AMG will be available in the summer of 2011, and the CLS550 4MATIC will be available in the fall.

About Mercedes-Benz Canada

Mercedes-Benz Canada is responsible for the sales, marketing and service of the four brands within the Mercedes-Benz Group in Canada: Mercedes-Benz, smart, AMG, and Maybach. Headquartered in Toronto, Ontario, Mercedes-Benz Canada Inc. employs approximately 1,250 people in 19 locations across Canada. Through a nationwide network of 14 Mercedes-Benz owned retail operations and 39 authorized dealerships,

Mercedes-Benz Canada sold 31,651 vehicles in 2010, the best year ever reported for Mercedes-Benz Canada Inc.

Page 6

Contact:

JoAnne Caza 416-847-7550 joanne.caza@mercedes-benz.ca

Michael Minielly 416-847-7509 michael.minielly@mercedes-benz.ca

Further information from Mercedes-Benz is available on the internet at:
www.media.mercedes-benz.ca