



First Class Protection Plan

Your Mercedes-Benz is designed and built with precision to provide you with years of exceptional driving. You can help protect your vehicle with a number of protection products, which can provide peace of mind, convenience and security. Choose which options are right for you, and ensure that you're driving with confidence for years to come. Ask your Mercedes-Benz dealer about your First Class Protection Plans today.






Mercedes-Benz Financial Services

First Class 3 Star Protection Plan

Plan aggregate limit

- \$15,000

The First Class 3 Star Protection Plan includes:

-  First Class Tire & Rim Protection with a product aggregate limit of \$8,000
-  First Class Paintless Dent Repair¹
-  First Class Windshield Protection with a product aggregate limit of \$5,000





¹ Plan aggregate limit is \$15,000. \$2,000 can be used towards First Class Paintless Dent Repair plus any unused balance from the First Class Tire & Rim and/or Windshield product aggregate limit can be used toward Paintless Dent Repair.

First Class 4 Star Protection Plan

Plan aggregate limit

- \$15,000

The First Class 4 Star Protection Plan includes:

-  First Class Paintless Dent Repair¹
-  First Class Interior Protection with a product aggregate limit of \$5,000
-  First Class Key Protection¹
-  First Class Windshield Protection with a product aggregate limit of \$5,000

¹ First Class 4 Star Protection Plan aggregate limit is \$15,000. \$5,000 can be used towards First Class Paintless Dent Repair Protection and/or First Class Key Protection, plus any unused product aggregate limit balance from the First Class Interior and/or Windshield Protection can also be used towards Paintless Dent Repair and/or Key Protection.

First Class 5 Star Protection Plan

Plan aggregate limit

- \$20,000

The First Class 5 Star Protection Plan includes:

 First Class Tire & Rim Protection with a product aggregate limit of \$8,000

 First Class Paintless Dent Repair¹

 First Class Interior Protection with a product aggregate limit of \$5,000

 First Class Key Protection¹

 First Class Windshield Protection with a product aggregate limit of \$5,000






¹ Plan aggregate limit is \$20,000. \$2,000 can be used towards First Class Paintless Dent Repair Protection and/or First Class Key Protection, plus any unused balance from the First Class Interior, Windshield or Tire & Rim Protection product aggregate limit can also be used towards Paintless Dent Repair and/or Key Protection.

First Class 5 Star Protection Plan with Cosmetic Repair

Plan aggregate limit

- \$25,000

The First Class 5 Star Protection Plan with Cosmetic Rim Repair includes:

-  First Class Tire & Rim Protection with Cosmetic Rim Repair with a product aggregate limit of \$10,000
-  First Class Paintless Dent Repair¹
-  First Class Interior Protection with a product aggregate limit of \$5,000
-  First Class Key Protection¹
-  First Class Windshield Protection with a product aggregate limit of \$5,000

¹ Plan aggregate limit is \$25,000. \$5,000 can be used towards First Class Paintless Dent Repair Protection and/or First Class Key Protection, plus any unused balance from the First Class Interior, Windshield or Tire & Rim with Cosmetic Repair Protection product aggregate limit can also be used towards Paintless Dent Repair and/or Key Protection.



First Class Appearance Protection

Plan aggregate limit

- \$10,000 in a First Class Appearance Protection Plan.
- \$5,000 as a standalone First Class Exterior Protection Plan.

First Class Appearance Protection Plan Includes:

 First Class Interior Protection with a product aggregate limit of \$5,000¹

 First Class Exterior Protection with a product aggregate limit of \$5,000¹

¹ First Class Appearance Protection does not permit any unused portion of the product aggregate limits to transfer between First Class Interior Protection and First Class Exterior Protection.



First Class Interior Protection[†]

Protect every detail

We do so much more today than just drive in our vehicles. Food, drink, kids, pets all bring the risk of spills and stains that can be annoying and take away from the appearance of your new Mercedes-Benz.

First Class Interior Protection uses a unique water-based treatment that invisibly coats the surfaces of the interior of your vehicle and keeps spills on the surface, making stains less likely to penetrate. This doesn't just preserve the interior, it also helps maintain a natural moisture balance to keep leather soft, supple, and resistant to drying and cracking.

What does it cover?

Interior Protection covers treated fabric, leather and headliners against common stains and dye transfer on seating surfaces. Interior Protection comes with a 10-year protection guarantee.

- No limit to the number of occurrences.
- No kilometer restrictions.
- No deductible.

[†] Not available to purchase as a standalone product.



First Class Exterior Protection[†]

For longstanding beauty

Mercedes-Benz paint finish is among the very best in the world. The best finishes deserve the best protection.

First Class Exterior Protection is a unique two component covalent bond ceramic paint protection treatment that provides the most advanced permanent protective barrier. The complex invisible coating also enhances and prolongs the showroom look of your Mercedes-Benz.

First Class Exterior Protection is available in:

- Gloss Finish Ceramic
- Matte Finish Ceramic

What does it cover?

- Exterior coverage: protects against damage caused by exposure to the sun, acid rain, hard water, de-icing materials, and spray paint or paint overspray from roads.
- \$5,000 aggregate limit during the agreement term for standalone Exterior Protection
- No deductibles

[†] Available on new Vehicles only (within two model years of the current model year).



First Class Tire and Rim Protection

Keep your wheels rolling

With Tire and Rim Protection, you're covered from the repair or replacement cost of your tires and rims in the event of damage from road hazards.

What does it cover?

- Repair or replacement of the tire if structurally damaged due to covered road hazard damage including glass, metal, potholes, debris, nails.
- Replacement of a damaged rim (cracked, bent) due to road hazard.
- Up to one repair per tire, where repairs can be safely performed¹
- Covers approved costs related to the replacement of tires and rims including taxes, labour costs, mounting and balancing fees, valve stems, environmental/disposal fees, as well as towing expenses up to \$100.
- Covers factory approved winter tires and rims.
- Rental car reimbursement covered up to \$50 per day for up to 3 days.
- \$50/day food and lodging for a maximum of 3 days.

¹ Run-Flat and Battery Electric Vehicles Excluded.



First Class Tire and Rim with Cosmetic Repair Protection

In addition to the features covered under the First Class Tire & Rim Protection Plan

- Covers \$200 per instance of cosmetic rim damage¹ due to scrapes, scuffs and scratches caused by a valid road hazard² to a maximum of 4 repairs.

First Class Tire & Rim and First Class Tire & Rim with Cosmetic Repair Protection are available to purchase as a standalone.

¹ G and S class two tone rim repairs are limited to a maximum claim of \$350 per claim incident.

² Valid road hazards are defined in the Mercedes-Benz Financial Services First Class Protection Plan Service Contract ("Agreement").



First Class Paintless Dent Repair[†]

Protect yourself from parking lot problems

With First Class Paintless Dent Repair, those unsightly imperfections can be fixed. The Dent and Ding repair process permanently removes door dings and minor dents without harming your vehicle's factory finish.

What does it cover?

- Repair of dents and dings from everyday driving, no larger than 4 inches in diameter.
- Eliminates unsightly and unavoidable imperfections.
- Keeps your vehicle's appearance looking brand new.

[†] Not available to purchase as a standalone product.



First Class Windshield Protection[†]

Protection you can see

You can't drive safely if you can't see through your windshield clearly. Get coverage for front windshield repair or replacement including chips and cracks caused by rocks and other road debris.

What does it cover?

- Covers front windshield only.
- Repairs covered on minor chips and cracks, where permitted.
- Replacement when windshield cannot be repaired.
- Replaced with Mercedes-Benz factory glass only.
- Up to \$1,000 toward customer primary insurance deductible per claim.
- \$5,000 aggregate claim limit during the agreement term.

[†] Not available to purchase as a standalone product.



First Class Key Protection[†]

The key to peace of mind

It may be small, but it packs a lot of power, and you can't start your Mercedes-Benz without it. Your Mercedes-Benz key has important technology. If you lose your smart key or if it gets damaged, you are quickly reminded how critical this small object is for your vehicle. We will cover the cost of replacing your key if it is lost, stolen or damaged. You'll also get emergency key assistance, so that you can get back on the road as soon as possible.

What does it cover?

- Up to \$900 per year toward replacement
- Replacement benefit for additional non-programmable keys on the key ring, such as home and office, RV/trailer keys, up to \$250 per claim.
- Towing reimbursement up to \$100 per claim.
- Taxi/rental vehicle/public transportation reimbursement, up to \$75 per claim.

[†] Not available to purchase as a standalone product.



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Coverage exclusions and limitations may apply. See the Agreement (as defined below) for specific coverage details.

The Mercedes-Benz Financial Services First Class Protection Plan is optional and is not insurance. All transactions related to the optional Mercedes-Benz Financial Services First Class Protection Plan are governed solely by the provisions of the Mercedes-Benz Financial Services First Class Protection Plan Service Contract ("Agreement"). This document provides general information about the Mercedes-Benz Financial Services First Class Protection Plan and should not be solely relied upon when purchasing coverage. Please refer to the Agreement for details of terms, conditions, and specific coverage details, including limitations and exclusions. Coverage may vary by province. Please see your dealer for more information. The Provider of the Mercedes-Benz Financial Services First Class Protection Plan Multi-Coverage program is Mercedes-Benz Financial Services Canada Corporation, 2680 Matheson Blvd. E, Suite 500, Mississauga, ON L4W 0A5. The Administrator of the Mercedes-Benz Financial Services First Class Protection Plan is Industrial Alliance Insurance and Financial Services Inc., 988 West Broadway Vancouver, British Columbia, V6B 5H6, Toll-free number: 1-833-586-2205. Copyright 2024 Mercedes-Benz Financial Services. All rights Reserved except as disclosed below. All text, images, graphics and other material in this document are subject to the copyright and other intellectual property rights of Mercedes-Benz Financial Services. These materials may not be reproduced, distributed, or modified without the express written permission of Mercedes-Benz Financial Services. The information in this document is provided "as is" without any warranty of any kind and is for informational purposes only and is not intended to provide specific financial, investment, tax, legal or accounting advice to you, and should not be relied upon in that regard. Mercedes-Benz Financial Services, and its affiliates are not responsible in any way for any damages resulting from your use of this document or the information contained herein. The information provided in this document and its content may be changed at any time without notice. All products and services of Mercedes-Benz Financial Services and its affiliates are subject to the terms and conditions of the applicable governing agreements. All images of vehicles are copyright 2024 of Mercedes-Benz Canada Inc., used under license by Mercedes-Benz Financial Services. Except as otherwise stated, all trademarks displayed on this brochure are owned by or subject to the trademark rights of Mercedes-Benz Group AG and used under license in Canada by Mercedes-Benz Financial Services.