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C-Class

2018



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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Mercedes-Benz





Standard and available equipment may vary by model. Please see back of brochure.



C-Class

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THE 2018 C-CLASS

You could have flown in, gone to the event, and flown home. But reunions have a way of making you do some accounting of your life—the plans you've accomplished, the dreams fulfilled, and the wishes still held. You'll no doubt be comparing notes during the event and after it, but as you do, one thing will become clear in your head: It's nearly impossible to imagine where you're going without appreciating where you came from. Right now, one realization rings true above all: No matter how impressive life's milestones are, they didn't make you who you are. The miles in between did.

*Athletic, elegant and intelligent:
The family traits that the six
sedans, five coupes, and five
cabriolets of the C-Class have in
common set them apart from
every other car on the road.*

Windshield to your future.

Instead of sitting in airport parking, your new C-Class is enjoying a multi-state run this weekend. And instead of sitting in 4A and 4B, the two of you have a front-row view of a world that feels bigger than usual today, but more inviting, too. Under the wide sky, the road is a ribbon, continuously unwrapping the gift of scenery. The enjoyable act of driving draws you closer to your destination. The art of conversation draws you closer to each other. Your contentment in the present lets you laugh about the past, and smile about the future.

In a quiet moment, your hand moves from the wheel to adjust an air vent. Leather, wood and aluminum return your caress—as if your C-Class knows you, and understands why you chose it to join you on this journey. Like you, its inner strength comes from its family. Its world view looks far ahead, yet it cherishes certain traditions. It even matches your mix of playful and practical. Your conversation resumes. And you find yourself relishing not just the moment you're in, but all the moments. And the miles in between.



KEY FEATURES

PERFORMANCE

Turbo-fed power—or a plug-in hybrid sedan—collaborates with a range of road-taming chassis setups. Five drive modes, from Comfort to Sport+, team up with you.

- > Inline-4 turbo, AMG V6 biturbo, AMG V8 biturbo, or gasoline/electric plug-in hybrid power
- > 7-speed, 9-speed, AMG-enhanced 9-speed or AMG SPEEDSHIFT® MCT 7-speed transmission
- > DYNAMIC SELECT drive modes
- > Confident 4MATIC® permanent all-wheel drive*

DESIGN

Muscle-toned, wind-carved and undeniably sporty lines make every sedan, coupe and cabriolet a visual knockout. Styling and wheel options let you make yours a standout.

- > 17" to 20" alloy wheels*¹
- > A variety of grille designs, all integrating the iconic Star
- > LED headlamps* and taillamps
- > AMG Line and Night Package* (C 300 models)
- > AMG Carbon Fiber and Night Packages (AMG models)
- > 3-layer power soft top (Cabriolets)

SAFETY

Groundbreaking safety advancements watch the road and the driver. Active and semi-autonomous systems add to your comfort, confidence and driving enjoyment.

- > Radar-based COLLISION PREVENTION ASSIST PLUS
- > PRE-SAFE® and ATTENTION ASSIST®
- > Rearview camera, or Surround View System*
- > Intelligent Drive suite of active safety systems*
- > Front seat-belt presenters (Coupes, Cabriolets)
- > Pop-up roll bars² (Cabriolets)

LUXURY

Spacious 5-passenger sedans, stylish 4-seat coupes, and cabriolets tailored for four are all rich in innovation, generous with comfort, and invigorating to all of your senses.

- > Power driver seat with memory, split-folding rear seats
- > Digital dual-zone climate control
- > Power glass sunroof (Sedans) or Panorama roof*
- > Heated and ventilated front seats*
- > 13-speaker Burmester® Surround Sound System*
- > AIRSCARF® neck-level heating* (Cabriolets)

TECHNOLOGY

User-friendly innovations help keep you connected, engaged and entertained. Intuitive controls help you stay in command of your car and in touch with your world.

- > 7" or 8.4** color screen and central controller
- > mbrace® featuring Mercedes me smartphone app with Remote Start, in-car Internet, and 4G LTE WiFi³
- > COMAND® navigation* or Garmin MAP PILOT®**
- > Apple CarPlay™ and Android Auto*
- > KEYLESS-GO® with HANDS-FREE ACCESS trunklid*

*Optional or not available on some models. Please see back of brochure.

INVIGORATING CONFIDENCE

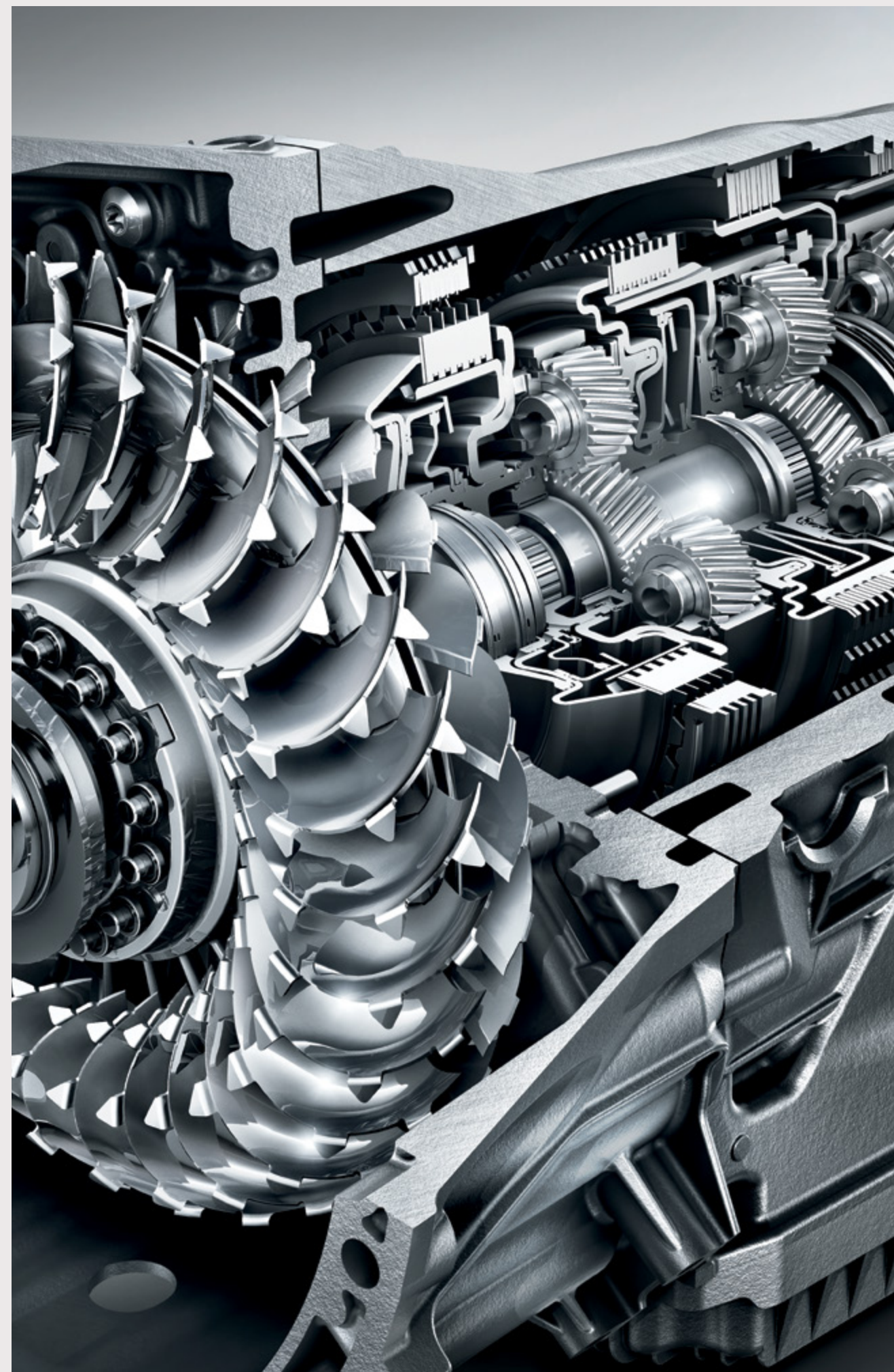
You know this road. You've traveled it more times for more reasons than you can count. It's been a workaround for weekday traffic, your Saturday shortcut to the mall, and a scenic escape when you just feel like going for a drive. Every curve is etched in your muscle memory. There's one stretch where the engine's revs reverberate off the hillside. At one corner, where the motorcycle officer sits, you pass by—going exactly 45—and lift four fingertips from the wheel to give a friendly wave. You know this road in the rain. And by dark of night. Still, today it feels like you're going somewhere new.

Shifting moods.

It's just you and your C-Class on this ride. You let your hand fall toward the console, and your finger goes right to an aluminum-clad switch—more of a paddle, really—that bears the label DYNAMIC. With a few taps, you exit the "ECO" mode you use whenever your carpool buddy is onboard, and watch the dash until "Sport" shows up. Instantly, you feel the steering flex its muscle. With a turbo-infused growl, the 9-speed* grabs a lower gear, and the throttle feels directly connected to your foot, and to your pulse.

You start to think about everything that must be going on under the hood, and how quickly it all syncs with your chosen mode. But a C-Class continually fine-tunes itself anyway, even before you invoke a change of mood. Its Direct Injection and multispark ignition can adjust the fuel spray and fire it four times in a row—all in the milliseconds of a combustion cycle. The transmission adapts to your driving style, and the suspension can firm up instantly in corners. The modes of DYNAMIC SELECT put a finer point on some already ultrafine points—a focus on eco-friendliness, a little extra fun, or the comfort and composure that'll keep your family calm—even while you're quietly relishing a tight corner and getting ready for that friendly, exactly-45-mph wave.

Seven or nine speeds, one or a pair of turbos, and a choice of five driving modes all add up to a feeling of oneness with your C-Class and the road.





PERSISTENT VIGILANCE

You're sure you were paying attention. And maybe the merge was messy this morning, with all the construction and traffic. But by the time your brain started processing the red lights growing large in your windshield, your C-Class was already on the brakes—hard. And while there certainly was drama, there wasn't tragedy. Your car didn't blink.⁵

Decades of prep, moments of proof. Safety engineers at Mercedes-Benz have spent nearly 80 years preparing for these life-changing milliseconds. They don't just dream of an accident-free future. They've been bringing us closer to it with ongoing innovation. They crash-test thousands of real and virtual vehicles. They build robots and algorithms to simulate human nature. They learn from dummies. And they help make every car safer, since what starts in a Mercedes-Benz often becomes the standard for all cars—if you wait a few years. This morning, you're glad you didn't wait.

The network of sensors in a C-Class, from radar to cameras, is designed to see more than a human, and process what it sees

faster. Its standard systems watch traffic ahead and help you see out back.⁵ Options can look out for pedestrians, look into your blind spots, and look at where you're going relative to the lanes of the road. If they see danger coming, they can help prepare the car to better see you through it—cinching seat belts, closing windows, or holding the brakes if you're about to get rear-ended. So much can change in the blink of an eye. That's why Mercedes-Benz engineers keep innovating: to preserve your status quo.

The inventors of the crumple zone, seat-belt pretensioners, and electronic stability control have spent their lifetimes looking out for yours.

TANGIBLE AMBIANCE

You've probably listened to this album a hundred times. It's been years, however, since you've played it start-to-finish, in the original order of the songs. And you have to admit, nine channels of digital surround sound* pays a worthy tribute to the original studio production. As the last track fades out, you decide the muffled growl of the engine can be your soundtrack for a bit.

Everything else in the cabin, you leave exactly the way you'd set it up when you started your impromptu concert: The Sport mode feels tight in your hands. The ambient lighting* is set to Solar, its warm red glow underlining the natural grain of the wood. The starry sky flickers through the trees. And every so often, a hint of jasmine and sage infuses the crisp cabin air.* As you channel your senses into the curve ahead, all you can think is "what a perfect evening for a drive." By instinct, you reach for the button on the mirror, and that's when you remember: The garage door you just opened—this is point B. Point A was your office. You've driven this route more

times than you've listened to that album. Neither one ever felt like this before.

A sensation for every sense.

Even the most sensible C-Class is a treat for the senses, offering rewarding performance, digital dual-zone climate control, a power sunroof or soft top,* hand-finished wood trim, and enough audio features to make every ride a rock concert. But with so many ways* to make yours sensational, how can you resist Burmester® surround sound, an Air Balance fragrance atomizer, and multicolor ambient lighting? After all, what turns something from nice-to-have to a must-have is simple: Having it.

A C-Class does more than offer a sense of luxury. From audio gear that can also entice the eye, to the spa-like comfort of cabin aromatherapy, you deserve luxury for all of your senses.





SUSTAINED INDULGENCE

Nothing says driving refinement quite like leather and wood. But when Daimler and Benz started making cars, such finery was more likely to be found in drive belts, suspension dampers and wheel spokes. It was a time long before plastics, and handcrafting was simply the way things were made.

A tradition of tomorrows.

Over the next century, both materials and manufacturing kept leaping ahead—as did luxury. Around the centennial of the automobile, Mercedes-Benz engineers initiated a massive effort that would embrace both its rich past and our planet’s future. By the early 1990s, long before “eco-friendly” was an industry buzzword, it had become a new way of life for Mercedes-Benz. As a major first step, chlorofluorocarbons, or CFCs, were banished from the vehicles as well as their entire manufacturing process. Sustainability is now a key focus from the start of a car’s production to the finishes you see and touch. The wood for the cabin trim is sensitively forested, for example. Beneath its beauty are components made

from coconut fiber, flax and olives. Foam for padding is expanded using steam. And most of the plastic parts are code-marked to facilitate future recyclability.

Let your hand roam over the impeccably stitched seat of your C-Class, or its flowing console, and you’re touching traditions that have advanced for decades by keeping both past and future in sight—and in balance. Its upholstery is still hand-fitted, its wood trim hand-finished. But behind it all is a quest that’ll never finish: Indulging you like there’s no tomorrow. And investing in ways to help make sure there is.

In its segment, only the C-Class is certified both for ultralow-emission performance and an allergen-friendly cabin.

A touch more thoughtful

Ergonomic switches encircle an intuitive turn-and-click knob in the console. Teaming with the large central screen and a touchpad controller,* you can operate and adjust numerous features and settings while your hand rests comfortably.

MODES FOR EVERY MOOD

The **DYNAMIC SELECT** paddle lets you set up the car's driving systems to suit the situation and your desires. Modes from green-minded **ECO** to red-blooded **Sport** vary the feel of the throttle, shifting, handling and more. You can even set up your own **Individual mode**.



PAUSE FOR SAVINGS

The standard **ECO Start/Stop** system can automatically switch off the engine while you're waiting at a red light, saving fuel and emissions. When the light turns green, the engine instantly fires back to life as you lift your foot from the brake pedal.



INTUITIVE CONTROL

Illustrated and animated menus match their appearance to the way you move the rotary controller, making it easy to adjust audio or navigation,* personalize features, and more. The touchpad lets you use fingertip gestures like swiping, or pinching to zoom on a map.



IN TOUCH WITH YOUR VEHICLE

The configuration of satellite switches is based on the specific equipment on your C-Class. For example, you can manually extend the seat-belt presenters on coupes and cabriolets, adjust the C350e Sedan's **AIRMATIC**® air suspension, or dial in the performance of **AMG** models. You can even customize a menu of "favorite" features.

UNDERSTATED BRILLIANCE

Does it seem that a lot of cars today have taken their styling to extremes, as if their “design language” is shouting in all caps? A Mercedes-Benz expresses itself in its own way—in part because its design is driven by the way it drives. The athletic elegance of a C-Class comes from within, and comes alive in its stylish body. Crisp lines sweep from its iconic grille to its muscular tail. In between, instead of overdone details, it’s more of a “no detail overlooked” approach.

Reflections and projections.

Do your homework and then you can play, your parents used to tell you. As you know now, that level of discipline proved rather effective. The C-Class had to spend time in laboratories and the wind tunnel before it could go running on the track. That’s why it’s not only sleek and trim but smart, too. Meticulous aerodynamic refinement helps it save fuel, hold the road better, wrap you in quiet comfort, and even deflect rain from the mirrors and windows. Intelligent use of diecast and extruded aluminum and

ultrahigh-strength steel help make it more rigid and better at managing impacts, even while saving weight. And tiny ceramic particles in its nanotechnology paint help fend off chips, scratches and other challenges to its showroom shine. Homework done, a C-Class loves to play—especially with light. LEDs help get you noticed by day or night. They can even greet you at the front door by projecting the iconic Star on the ground.* Of course, the Star in the grille makes its own statement: It quietly asserts that true style comes from substance. And it leads the way with innovation, and inspiration.

In the C-Class diamond-block grille, each of its 241 hexagonal pins has been carefully shaped, sized and placed by the eye of the car’s designer.



The Sedans



Look forward to what's next.

Advanced technology and ever-fresh style deliver on the same promise in a C-Class sedan. You could call it enjoying the road ahead, or a bright future, but it's meant to be savored very much in the here and now.

What the C 300, C 300 4MATIC and C 350e Sedans have in common also makes each one a standout: Their spirit is playful, with turbo power that can whisk you to 60 in 5.8 seconds.⁶ Their amenities are thoughtful, with a power glass sunroof, driver-seat memory and rich wood trim, all standard. And their safety systems are watchful, teaming radar, camera and other technology to help keep your outlook bright.

Drive to be different.

How do you like your performance served? In any C-Class it's well-done, but you get to pick a flavor: The sporty balance of rear-wheel drive, or add 4MATIC[®] all-wheel drive to a C 300 for added reassurance on wet, wintry or winding roads.⁴ Both C 300 models expand their smooth, swift response from seven speeds to nine with a new 9G-TRONIC transmission. And the C 350e doesn't just take charge—it's a plug-in hybrid, so it can literally take a charge and convert it into added power, torque and fuel-efficiency. A 60kW electric motor joins forces with a turbo gas engine to generate up to 443 lb-ft of torque, or up to 61 MPGe on the highway.⁷ Its lithium-ion battery can be charged by the gas engine

as you drive, or you can plug it in at home or at public charging stations.⁸ And while DYNAMIC SELECT lets you alter the driving character of any C-Class to suit your mood, the C 350e adds electric bonuses: Its Radar-based Regenerative Braking can optimize the energy recaptured to charge the battery as you decelerate. And options can collaborate even more intelligently with COMAND[®] navigation or DISTRONIC PLUS[®] adaptive cruise control to further extend your range on battery power.

Flex your muscle.

With their grille-mounted Star, 17" wheels and an innovative selective damping suspension that can firm up in sharp turns, the C 300 sedans take a confident stance. The AMG Line adds more aggressive AMG body styling, 18" AMG[®] wheels¹ and sporty enhancements from chassis to cabin. The Night Package cloaks all that in bold gloss black accents. With standard 18" wheels and self-leveling, multimode AIRMATIC[®] air suspension, the C 350e offers a hybrid of responsive handling and refined comfort.

More than a sneak preview of what's next, a C-Class Sedan is a personal joyride to its world premiere.

The engineering and craftsmanship of a C-Class sedan work as one because Mercedes-Benz engineers and artisans also do.

Put the world at your fingertips.

The standard rotary controller on the console and a vivid 7" color screen mounted high at center stage make it easy to enjoy the audio system and personalize many vehicle settings. Three navigation⁹ options are available: The Garmin[®] MAP PILOT[®] is an SD card-based system that integrates with the standard controls, offers voice command and provides traffic information. Apple CarPlay[™] and Android Auto pair your iPhone[®] or Android[®] phone with the car's display and controls to bring you their own unique interfaces, apps and voice control.¹⁰ And COMAND[®] upsizes the screen to 8.4", adds a touchpad to the controller, and includes voice control that can learn how you talk, three years of map updates, and five years of SiriusXM Traffic and Weather.¹¹

Mercedes me puts a world of convenience into a smartphone app—like Remote Start. It comes with five years of Mercedes-Benz mbrace[®] Connect services, which include in-car MB Apps like a fuel-price finder.³

Unlimit your listening.

The C-Class offers nearly endless choices in audio enjoyment. Along with standard HD Radio[®] stations and Bluetooth[®] wireless audio streaming, the award-winning FrontBass[®] system utilizes the car's rigid front body structure as the chambers for a subwoofer. Optional nationwide SiriusXM Radio includes a 6-month trial of their All Access plan.¹¹ With the mbrace Entertain package you get Internet radio and in-car 4G LTE WiFi. And you can fill the cabin with 590 watts of rich, lifelike surround sound from Burmester[®]. One of Germany's most respected names in high-end home audio, the 13-speaker system they've crafted for the C-Class also rewards your eyes with its intricately drilled metal speaker grilles.

Treat yourself to something special.

The cabin is spacious, stylish and a treat for your senses. The power front seats are contoured for enduring support. A memory

system for the driver seat lets you save three sets of settings for your seat, the side mirrors and the 4-way power steering column. The power-folding mirrors can also be set to retract as you lock the car.

Two leather options are available, including exquisitely supple *designo* Nappa with diamond-pattern inserts. The front seats are also available with soothing heat and cooling ventilation. Heating of the steering wheel is an option with most interiors, too. The rear cabin welcomes three adults. Its 40/20/40 split seatbacks fold for various combinations of people and packages.¹²

A power tilt/sliding glass sunroof is standard for 2018, or you can treat everyone in the cabin to the sun and stars with the available Panorama roof. Its expanse of heat-rejecting tinted glass features a power front section as well. The standard dual-zone climate control filters the cabin air for dust and pollen. While the refreshing Air Balance option can ionize it with an

electrical charge, then infuse it with any of six subtle fragrances that won't linger on clothing or cabin surfaces. And multicolor LED ambient lighting is an option that you can vary to suit your mood, or even inspire a new one.

Plan for the unexpected.

Standard COLLISION PREVENTION ASSIST PLUS uses radar to scan the road ahead. If it detects you're closing in on another vehicle too quickly, it can alert you. If you don't respond, it can start braking to help prevent or lessen a collision.¹³ ATTENTION ASSIST[®] helps sense a driver becoming drowsy on a longer trip.¹⁴ And a rearview camera is standard, too.¹⁵ Optional systems can also keep virtual eyes out for vehicles in your blind spot,¹⁶ and pedestrians or cross-traffic in your path.¹⁷ Others can help keep you from drifting across lane markings,¹⁴ or prepare for an imminent rear impact.¹⁸ And advanced driving assists can ease your way along the open highway, in stop-and-go traffic,¹⁹ or when parking.²⁰



Whether on your first drive or years down the road, the C-Class will share with you the secret of time well spent: Making every moment count.









Since 1967, AMG has turned victory on the track into passion on the streets of the world.

Three thundering thoroughbreds, all born from a 50-year legacy of turning Mercedes-Benz sedans into championship racecars. Since its debut in the DTM (German Touring Car Championship), the AMG C-Class has won countless racing trophies. In street form, the AMG C 43, C 63 and C 63 S Sedans are created and crafted to win the hearts of the most passionate drivers with thundering power and lightning-quick reflexes. In the biturbo V6 C 43, 362 AMG-trained horses, nine speeds and AMG Performance 4MATIC® team up for 0-60 in 4.6 seconds.⁶ Handcrafted biturbo V8s are even stronger and quicker: the 469-hp C 63 can reach 60 mph in 4.0 seconds, the 503-hp C 63 S in 3.9. Distinctive appointments, from 18" or 19" AMG® wheels¹ to exclusive body and cockpit detailing, set each model apart.



AMG C 43 Sedan interior shown above. Please see endnotes at back of brochure.



FORTIFIED

With higher boost and lower friction, the C 43's biturbo V6 sends 384 lb-ft of AMG-enriched torque to all four wheels. The C 63 and C 63 S each feature a pair of turbos set inside the "hot V" of their handcrafted V8s. The configuration slashes lag and losses, for immediate response. Multiclutch AMG SPEEDSHIFT® 7-speeds channel power via limited-slip diffs to the cars' rear wheels.



FOCUSED

A thick, flat-bottom steering wheel frames the analog gauges and a color screen with exclusive AMG performance menus. Sport front seats embrace you in corners, or opt for AMG Performance seats modeled after racing shells. Exclusive colors and details highlight the cabin and the aero-enhanced exterior, with carbon fiber among numerous functional and stylish options for both.



FINESSED

Substantial AMG® brakes lurk behind AMG wheels in a range of styles. Both are sized to suit each model, from the standard 18" wheels and 14.2" multipiston front brakes of the C 43 and C 63, to the 19" wheels and 15.4"/6-piston composite or optional AMG Ceramic Composite front brakes²¹ of the C 63 S. Each model also offers a range of 19" wheel options in silver and black.



A plug for the future.

The C 350e Sedan offers plug-in hybrid perks like no other C-Class. Along with the advantages of every other C-Class.

C is never for “compromise.”

Ready for a test of character? Here goes: What would you be willing to sacrifice if you could get 45 MPGe around town, and as much as 61 MPGe on the highway⁷ as a tradeoff? A little zoom? Some cabin room? Maybe some style, or a little luxury?

Mercedes-Benz engineers aren't fond of words like sacrifice and compromise. They prefer words like ideal, best and balanced. Which is why the plug-in hybrid C 350e is every bit as quick, as roomy inside, and as rewarding to look at, touch, and ride in as its gasoline-only C 300 Sedan stablemate. And with a 60-kW electric motor and compact, lithium-ion battery, you'll enjoy class-leading power and torque (275 hp and 443 lb-ft) while retaining nearly 94% of its trunk space as well as the versatility of its 40/20/40-split folding rear seatbacks.¹²

“e” stands for more than efficiency.

With 18" wheels¹ and adaptive, self-leveling AIRMATIC[®] suspension standard, a C 350e can elate its driver and enthral its passengers. You can charge its battery easily and quickly in a variety of ways: Less than 2.5 hours at a public charging station⁸ can deliver a full charge. You can plug in the included charger at home for a full charge in less than 4.5 hours. And the gas engine also charges it as you drive. Radar-based Regenerative Braking helps extend battery

range by optimizing how the car recovers energy as you decelerate. Also standard are automatic gas-free coasting, as well as a “haptic” accelerator pedal that can help you save gas with a gentle underfoot pulse.

Innovative options let its advanced driver assists elevate efficiency while they ease your journey: The longer-range radar of DISTRONIC PLUS[®] cruise control⁹ teams with the regenerative brakes and 7-speed transmission for even smoother response



and greater energy recuperation. And the COMAND[®] navigation⁹ adds Route-Based Battery Optimization. It taps into the map data for your route to optimize the use of gas and electric power based on terrain, city and highway portions, and more. Even when you're not using route guidance, it “looks ahead” up to four miles to help extend battery range and efficiency. All from a cabin that's a hybrid of sporty and sumptuous. In a C 350e, you'll appreciate your environment in entirely new ways.

A body that reveals the soul.

“Coupe” comes from a French word meaning “cut.” But if there’s one thing a C-Class Coupe is not, it’s a cut-down version of its sedan counterpart. It has its own muscular physique, honed by the wind. A cabin with four sport seats, tailored to fit. Staggered-width wheels and tires, to carve through corners. If there’s any cutting going on, it’s the C-Class showing who has the edge.

The C 300 and C 300 4MATIC Coupes—plus their three AMG siblings—also stand a cut above their competition with features some of them don’t offer at any price. Like a paddle-shifted 9-speed transmission, a power Panorama roof, or hand-finished wood trim with an elegant analog clock—all standard. And options from a cabin-air ionizer and aromatherapy system, to adaptive cruise control with steering assist, to a choice of three navigation systems.

The shape you're in.

A diamond-block grille, the iconic Star in its center, anchors an outstretched hood. The 18" wheels¹ and fastback profile give it an athletic stance befitting how it moves. LED headlamps, Daytime Running Lamps and taillamps wrap around the ends. For even more brilliance, the AMG Line adds chrome grille pins, 18" AMG[®] wheels, AMG lower body styling, a rear spoiler, sport brakes, and an even sportier cockpit. The Night Package takes all that to the dark side with elements rendered in Gloss Black.

A true sport coupe isn't defined by the number of doors it has. How you get into it isn't nearly as important as how into it you get.

The power to move you.

The turbocharged C 300 models send their 241 hp and 273 lb-ft of torque to the rear wheels or, with 4MATIC[®] all-wheel drive, to all four wheels. Lightweight, nimble and fuel-efficient, 4MATIC elevates your driving confidence when the weather turns, and heightens your fun when the road turns.⁴ And along with no penalty in mpg rating,⁷ both the C 300 and C 300 4MATIC Coupes can whisk you from 0 to 60 in 5.9 seconds.⁶

Nine speeds and a pair of shift paddles on the steering wheel add up to both smooth and sporty. The 9G-TRONIC transmission is a silky automatic that can deliver quick response like a manual with just the flick of your fingers. And with the most gears in its class, it's energetic at launch, relaxed on the highway, and refined around town.

Standard DYNAMIC SELECT lets you tune the driving character to suit the situation. ECO, Comfort, Sport and Sport+ modes vary the throttle feel, gear-shifting, ECO Start/Stop system, steering feel and more to optimize fuel-efficiency, refinement or performance. There's also an Individual mode you can set up à la carte, including purely manual shifting via the paddles.



The Coupes

Numbers may show how a car performs, but a C-Class Coupe is designed to outperform. You don't read its specs—you feel them.



Support in every corner.

Four sporty seats embrace the occupants in every corner of the cabin, and whenever the lowered, selective-damping suspension takes any corner in the road. The power front seats integrate their head restraints like a racecar's do. The standard memory is pure luxury, letting you store and recall three sets of settings for the seat, the side mirrors and 4-way power steering column. Heating and ventilation are available, as is a heated steering wheel. To make fastening your seat belt easier, automatic presenters extend to hand the belts to the driver and front passenger. When they're unfastened, the belts retract out of the way, for easy access to the rear cabin. The individually contoured rear seats can be folded down in a 40/20/40 split to progressively expand the roomy and richly finished trunk.¹²

Something for all your senses.

A rotary controller on the console, where your hand rests naturally, controls a crisp 7" color screen that's high-mounted for easy readability. Along with audio system settings, it lets you customize a variety of comfort and convenience features without needing to reach for a touchscreen—or leave unsightly fingerprints on one. While most cars offer a navigation⁹ system, the C-Class gives you three options: The SD card-based Garmin[®] MAP PILOT[®] works with the car's standard in-dash displays and controls, offers real-time traffic information, and can be operated using voice commands. Apple CarPlay[™] and Android Auto pair your iPhone[®] or Android[®] phone with the car's controls to bring you their own unique on-screen interfaces, apps and voice control.¹⁰ The third option is COMAND[®], which brings you a larger, 8.4" screen, a touchpad controller, and voice control that can learn your natural way of talking. It also comes with three years of updates for its maps, and five years of SiriusXM Traffic and Weather service.¹¹

For your auditory pleasure, you can bring your own playlist with Bluetooth[®] wireless audio streaming, tune in the fee-free local programming of HD Radio[®] stations, or opt for nationwide SiriusXM Radio with a 6-month trial of their All Access plan—which lets you listen online or via their smartphone app.¹¹ And the Entertainment package of Mercedes-Benz mbrace[®] gets you Internet radio and in-car 4G LTE WiFi.³

Standard FrontBass[®] uses the car's front frame members as subwoofer resonance chambers, enriching sound while saving

Technology for human nature.

An advanced network of standard and available technologies use radar, cameras and other sensors to help you avoid accidents, or reduce their severity. Standard systems include radar-based COLLISION PREVENTION ASSIST PLUS,¹³ ATTENTION ASSIST[®] to help detect a drowsy driver,¹⁴ and a rearview camera concealed behind the Star in the trunklid to help stay clean.¹⁵ Options can watch your blind spot,¹⁶ look out for pedestrians or cross-traffic in your path,¹⁷ help keep you from drifting out of your lane,¹⁴ or prepare for a rear impact.¹⁸



space. To reward your ears and your eyes, Germany's Burmester[®] has developed an available 590-watt, 13-speaker surround sound system that visually enriches the cabin with drilled metal speaker grilles.

Available multicolor LED ambient lighting can enhance any mood. And let the Air Balance option soothe your sense of well-being: It adds an ionizer and a fragrance atomizer to the dual-zone climate control's standard filtration for dust and pollen.

And for your sense of style, your interior options including a range of color choices plus two grades of leather—including soft, diamond-quilted *designo* Nappa leather—and three types of hand-finished wood trim.

Other high-tech options can help make almost any part of a drive easier—from HANDS-FREE ACCESS trunk opening, to DISTRONIC PLUS[®] adaptive cruise control with Steering Assist,¹⁹ to PARKTRONIC²⁰ and a multicamera Surround View System.

And *Mercedes me* puts a world of convenience in your pocket. Its smartphone app provides Remote Start and other features. It comes standard, along with five years of Mercedes-Benz mbrace[®] services.³



When you don't wait for others to make progress, it automatically puts you in the lead.









The magic that comes out of a Mercedes-AMG is irrefutable proof of what goes into it.

From half a century of competition comes a triple threat of coupes—one with the most power in its class, one with even more. The AMG C 43, C 63 and C 63 S Coupes carry more than just the racing spirit of Mercedes-AMG. Beneath their seductive bodies you'll find track-born technologies from friction-reducing NANOSLIDE® cylinder walls to a new AMG Track Pace App.²² The C 43's 362-hp biturbo V6, 9-speed and Performance 4MATIC® all-wheel drive are all infused with AMG know-how. Packing handcrafted biturbo V8s under their twin-power-dome hoods, the 469-hp C 63 and 503-hp C 63 S are the two most powerful cars in their competitive set.²³ AMG® wheels¹ from 18" or 19" with options up to 20", team up with distinctive details inside and out, to make each AMG coupe as strong visually as it is physically.



ENRICHED

Deeply contoured sport front seats feature distinguishing details for each model, from standard red topstitching in the C 43 to embossed AMG crests in the C 63 S head restraints. Racing-style AMG Performance seats are available on all three coupes, for maximum support when exercising the 3-stage adaptive damping of the standard AMG RIDE CONTROL Sport Suspension.



INFORMED

Analog gauges flank a color multifunction display whose exclusive AMG screens help keep you on top of vital performance data. An AMG Head-Up Display is also available. The AMG Track Pace App for your iPhone® syncs with the optional COMAND® system to let you store, study and share driving data. You can even shoot video with your iPhone or a compatible GoPro® camera.



UNFAZED

Proven AMG® wheels and brakes are precisely matched to each model's capability. The C 43 and C 63 come standard with 18" wheels and 14.2" multipiston front brakes, with several 19" wheel options for both. The C 63 S runs 19" wheels and 15.4"/6-piston composite front brakes as standard, with AMG Ceramic Composite front brakes²¹ and forged 19" front/20" rear wheels optional.

The Cabriolets



Motoring in its purest form.

Nothing celebrates the open road like the open sky, especially with nothing but you and your C-Class Cabriolet in between. If the sun's warm glow doesn't brighten your face, surely some turbo power will.

Each of five cabriolets—the sporty C 300, the confident C 300 4MATIC, and the trio of biturbo AMG models—take the athletic prowess, progressive engineering and elegant proportions of the C-Class family to new dimensions of driving enjoyment and motoring style. Distinguishing details help make each one special, while the virtues they share set them apart from other cars. Their soft tops are impeccably tailored in any of four colors of rich, enduring fabric. A single power control lowers the windows and stows the top under a sleek cover that elegantly flows with the decklid and wraps the cabin in a ring of brushed metal. LED headlamps, Daytime Running Lamps and taillamps are like functional jewelry.

Brilliance in the details.

C 300 models greet the eye and the wind with a wide grille, its gloss black “diamond blocks” radiating from the chrome Star. Wheels are in a staggered configuration—wider at the rear axle—and range from a standard new 18" split 5-spoke design to several 19" options. The extra-sporty AMG Line wraps 18" or 19" AMG® wheels with

ground-hugging AMG lower body styling, and tips each of the grille pins in glistening chrome. The option also includes sport brakes, brushed-metal pedals, and a racy flat-bottom steering wheel.

Responsive in the moment.

A 2.0L inline-4 turbo engine whisks both C 300 cabriolets from 0 to 60 mph in just 6.3 seconds.⁶ Their 241 hp and 273 lb-ft of torque are sent to the rear wheels in the C 300, and to all four wheels in the C 300 4MATIC®—another reason this is a convertible you can enjoy driving all year long.⁴

Both models also put their power at your fingertips: Shift paddles behind the upper steering-wheel spokes let you take charge of a transmission whose nine speeds are yet another class-leading claim.²³ And like every C-Class, a few taps of the DYNAMIC SELECT switch on the console lets you tune the car's performance parameters to suit the road or your driving mood. Multiple modes range from Comfort to Sport+.

Driving under the blue sky is how the first car was born. It's how the first race was won. And it's still a sure way to turn horsepower and sunshine into miles of smiles.

A 4-passenger cabriolet is one of the greatest pastimes under the sun. And a long-standing tradition under the Three-Pointed Star.

Refreshing in every season.

A C-Class Cabriolet is engineered to be far more than a summer fling, too. Front seats include standard heating and AIRSCARF®—a season-stretching innovation that emits warm air from beneath the head restraints. Enveloping your shoulders and neck like a virtual scarf, it can turn a chilly evening or autumn day into top-down driving weather. In lieu of the standard removable wind-blocker,²⁴ the available AIRCAP® system pairs a speed-sensitive airfoil that rises above the windshield with a see-through wind deflector in between the rear seats. Together they help to keep the cabin quiet and calm, even at highway speeds.

Top-up, triple-layer construction provides excellent thermal and acoustic insulation while smoothly concealing the roof frame. Along with the large windows—including flush-bonded, heated rear glass—it offers coupelike comfort, style and views.

A movable partition lets you increase the trunk space with the top up. It's available with new automatic electric operation, too—lowering as you retract the top, or alerting you if your luggage is in the way. For extra cargo versatility, the twin rear seats fold down in a 50/50 split.¹² And if the traffic light turns green as you're raising or lowering the power top, you can accelerate to 37 mph without interrupting its operation.

Engineered from the road up.

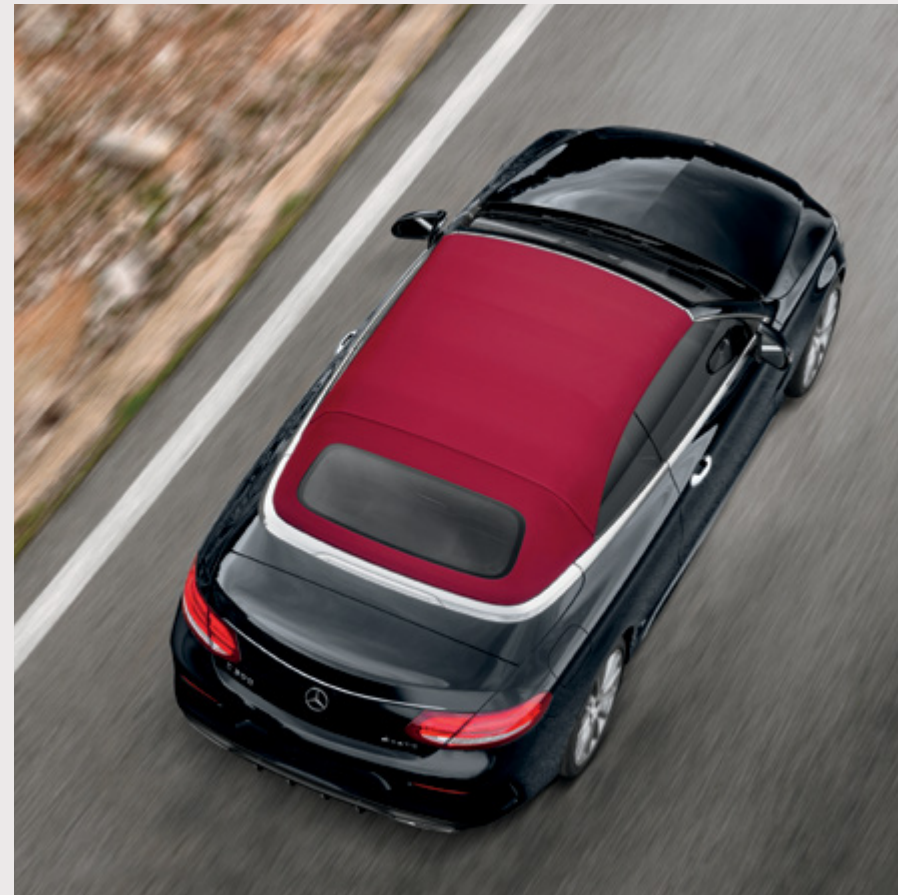
While it draws from generations of C-Class values—luxury with a sporty edge, inspiring safety innovation, secure handling, and a long, proud career in motorsports—the C-Class cabriolet has been engineered from road to sky as a purebred convertible.

Its high-strength body structure combines excellent rigidity with light weight, for tight handling and refined comfort. Twin pop-up roll bars, concealed beneath the sculpted rear deck, are designed to deploy within a third of a second of a detected rollover.²

Automatic seat-belt presenters graciously extend the belts toward the driver and front passenger for easy fastening, yet retreat from the open doorway to allow rear-seat passengers to enter and exit gracefully.

Legendary for luxury.

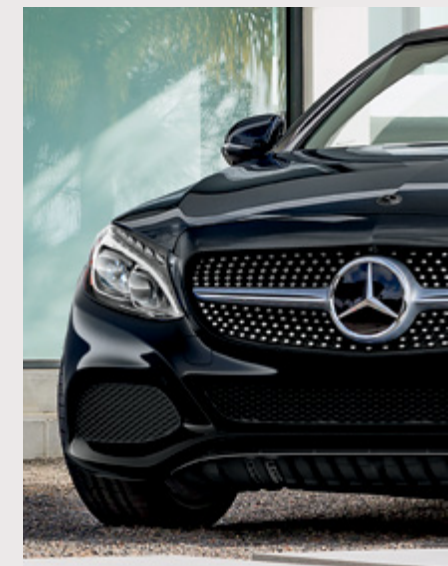
A Mercedes-Benz cabriolet puts its stylishness on full display when the top is down, but you can enjoy it for yourself anytime. Hand-fitted upholstery and hand-finished wood trim are offered in the same palette as the coupes, further accented by your choice of four soft-top colors. The wealth of advanced yet user-friendly technologies in its cabin corresponds as well, with a few adaptations for the open-air models: The touchpad central controller is standard, while both the 7" and available 8.4" color screens assure crisp readability even on a sunny day. The digital dual-zone climate control automatically adapts when you lower the top, and it's available with the Air Balance system's ionizer feature.



And both the body-integrated FrontBass® subwoofers and the available 13-speaker, 590-watt, 9-channel Burmester® Surround Sound System are designed to fill the air with rich music, top-up or top-down.

Safety in the family tradition.

Even a soft-top Mercedes-Benz adheres to the rigid safety standards that have long made the Star in its grille a guiding light for the industry. Standard and available technologies coordinate a network of radar, cameras and other sensors to help you avoid accidents, or reduce their severity. Standing guard on every C-Class Cabriolet are radar-based COLLISION PREVENTION ASSIST PLUS,¹³ ATTENTION ASSIST® to help sense if you're getting drowsy behind the wheel,¹⁴ and a rearview camera.¹⁵ Blind Spot Assist¹⁶ is standard on all cabriolets, too. And like every C-Class, advanced options can watch for traffic or pedestrians crossing in your path,¹⁷ help correct lane drift,¹⁴ prepare for a rear impact, and more.



Season-extending innovation means a C-Class Cabriolet can bring you the stars on a chilly night, and let the autumn leaves turn before your eyes.





AMG
DRIVING PERFORMANCE



50 YEARS AMG



The racing-bred performance of a Mercedes-AMG is born to be enjoyed wide-open.

The three AMG C-Class Cabriolets can turn a breeze into a rush. And while they all have a power top, two are also tops in power. If you need any reminder that driving is an outdoor sport, just open up an AMG C43, C63 or C63 S Cabriolet. Between the road below and the sky above, there's a legacy proven on the track – along with AMG technology born and bred there, too. AMG enhancements to the C43's biturbo V6, 9-speed transmission and Performance 4MATIC® all-wheel drive result in 362 well-trained horses. And you'll find the two most potent engines in their class²³ sending 469 hp to the rear wheels of the C63, and 503 hp in the C63 S, both via multiclutch AMG SPEEDSHIFT® 7-speeds. Top-up or top-down, from the driver seat of their AMG-detailed cockpits, their racing pedigree is incontrovertible.



EMBRACING

Deep sport seats, or optional racing-style AMG Performance front seats, hold you in corners as the 3-stage adaptive damping of AMG RIDE CONTROL hugs the pavement. A wider stance and more rigid components makes the most of the solid construction of the C-Class cabriolets. The multiple drive modes of AMG DYNAMIC SELECT let you make the most of its drivetrain's flexibility.



GRIPPING

With a flat-bottom rim and shift paddles, the steering wheel can be hand-stitched in supple Nappa leather, grippy DINAMICA microsuede or both, depending on model. Power and handling go hand-in-hand with AMG Performance 4MATIC in the C43, or a limited-slip differential in the C63 models. Electronic control of the C63 S diff helps it apportion torque even more precisely.⁴



TENACIOUS

Staggered AMG® wheels¹ and substantial brakes are tailored to each model. For the C43 and C63, 14.2" multipiston front brakes team with standard 18" wheels or an array of 19" options. For the C63 S, 19" wheels and 15.4"/6-piston composite front brakes are standard, while AMG Ceramic Composite front brakes²¹ and forged-alloy 19" front /20" rear wheels are optional.

MBUSA.com/C-sedan
MBUSA.com/C-coupe
MBUSA.com/C-cab

Build your own

Specifications	C 300 models	C 350e Sedan	AMG C 43 models	AMG C 63 models	AMG C 63 S models
Engine	Type 2.0L inline-4 turbo w/Direct Injection Power 241 hp @ 5,500 rpm Torque 273 lb-ft @ 1,300–4,000 rpm	2.0L inline-4 turbo w/Direct Injection + 60kW plug-in hybrid electric motor 275 hp (combined) 443 lb-ft (combined)	3.0L V6 biturbo w/Direct Injection 362 hp @ 5,500–6,000 rpm 384 lb-ft @ 2,000–4,200 rpm	Handcrafted AMG 4.0L V8 biturbo w/Direct Injection 469 hp @ 5,500–6,250 rpm 479 lb-ft @ 1,750–4,500 rpm	Handcrafted AMG 4.0L V8 biturbo w/Direct Injection 503 hp @ 5,500–6,250 rpm 516 lb-ft @ 1,750–4,500 rpm
Automatic transmission	9G-TRONIC 9-speed w/shift paddles	7G-TRONIC 7-speed w/shift paddles	AMG-enhanced 9G-TRONIC 9-speed w/shift paddles	7-speed AMG SPEEDSHIFT® MCT w/shift paddles	7-speed AMG SPEEDSHIFT CONTROL w/3-stage damping
Acceleration, 0–60 mph⁶	Sedan 5.8 sec Coupe 5.9 sec Cabriolet 6.3 sec	5.8 sec — —	4.6 sec 4.6 sec 4.7 sec	4.0 sec 3.9 sec 4.1 sec	3.9 sec 3.8 sec 4.0 sec
Wheels¹	Sedan 17" split 5-spoke Coupe/Cabriolet 18" twin 5-spoke Tires All-season Extended Mobility	18" twin 5-spoke — All-season Extended Mobility	18" AMG® 5-spoke 18" AMG 5-spoke All-season Extended Mobility	18" AMG twin 5-spoke 18" AMG 10-spoke High-performance	19" AMG twin 5-spoke 19" AMG twin 5-spoke High-performance
Suspension	4-wheel multilink w/selective damping	4-wheel multilink w/self-leveling AIRMATIC®	4-wheel multilink AMG RIDE CONTROL w/3-stage damping	4-wheel multilink AMG RIDE CONTROL w/3-stage damping	4-wheel multilink AMG RIDE CONTROL w/3-stage damping
Drivetrain	Rear-wheel drive or 4MATIC® all-wheel drive	Rear-wheel drive	AMG Performance 4MATIC all-wheel drive	Rear-wheel drive	Rear-wheel drive

KEY STANDARD FEATURES

C 300	C 350e	AMG C 43	AMG C 63	AMG C 63 S	Performance and efficiency
○	—	●	●	●	ECO Start/Stop system
●	●	●	●	●	DYNAMIC SELECT <i>AMG DYNAMIC SELECT on AMG models</i>
—	●	—	—	—	Plug-In Hybrid Drive w/4 driving modes
—	●	—	—	—	Haptic accelerator pedal
—	●	—	—	—	Radar-based Regenerative Braking System
—	—	—	—	●	Active engine mounts
—	●	—	—	—	Multimode AIRMATIC suspension w/4-wheel level control
○	—	—	—	—	4MATIC permanent all-wheel drive
—	—	●	—	—	AMG Performance 4MATIC all-wheel drive
●	●	●	●	●	Torque Vectoring Brake
—	—	—	—	●	Limited-slip differential
—	—	—	—	●	Electronically controlled limited-slip differential

Safety and security

●	●	●	●	●	COLLISION PREVENTION ASSIST PLUS
●	●	●	●	●	ATTENTION ASSIST®
●	●	●	●	●	PRE-SAFE®
●	●	●	●	●	Electronic Stability Program (ESP®)
●	●	●	●	●	Adaptive braking technology: Predictive Brake Priming, Auto Brake Drying, Hill-Start Assist, brake HOLD feature
●	●	●	●	●	Emergency-sensing Brake Assist (BAS®)
●	●	●	●	●	Advanced Tire Pressure Monitoring System
●	●	●	●	●	Rearview camera
○	○	○	○	○	Blind Spot Assist ¹⁶ <i>Std on all Cabriolets</i>
●	●	●	●	●	9 air bags <i>8 air bags on Coupes, 10 on Cabriolets</i>
●	—	●	●	●	Automatic front seat-belt presenters <i>Coupes, Cabriolets</i>
●	—	●	●	●	Dual pop-up roll bars ² <i>Cabriolets</i>
●	●	●	●	●	LED Daytime Running Lamps
○	●	○	●	●	LED headlamps <i>Std on all Coupes, Cabriolets</i>
○	○	○	●	●	LED taillamps <i>Std on all Coupes, Cabriolets</i>
●	●	●	●	●	SmartKey remote locking w/KEYLESS-START
○	○	○	○	○	KEYLESS-GO® <i>Std on all Cabriolets</i>
○	○	●	●	●	Antitheft alarm system w/remote panic feature

C 300	C 350e	AMG C 43	AMG C 63	AMG C 63 S	Comfort and convenience
●	●	●	●	●	Power front seats w/3-position driver-seat memory
○	○	○	○	○	3-position front passenger-seat memory
○	—	○	○	○	Sport front seats <i>Std on all Coupes, Cabriolets</i>
○	○	○	○	○	Heated front seats <i>Std on all Cabriolets</i>
○	—	○	○	○	AIRSCARF® <i>Cabriolets</i>
●	—	○	○	○	Individual rear seats <i>Coupes, Cabriolets</i>
●	●	●	●	●	40/20/40-split folding rear seatbacks <i>50/50-split on Cabriolets</i>
●	●	●	●	●	Power tilt/telescoping steering column
●	●	●	●	●	Multifunction steering wheel w/Nappa leather trim
○	—	○	—	—	Flat-bottom sport steering wheel
—	—	—	○	—	AMG Nappa leather Performance steering wheel
—	—	○	○	○	AMG Nappa/DINAMICA Performance steering wheel
●	●	●	●	●	Power tilt/sliding glass sunroof <i>Sedans</i>
●	○	○	○	○	Power glass Panorama roof <i>Coupes (optional on all Sedans)</i>
●	—	○	○	○	Triple-layer acoustic power soft top <i>Cabriolets</i>
●	○	○	○	○	Dual-zone automatic climate control
—	●	—	—	—	Remote pre-entry climate control
●	●	●	●	●	Rain-sensing windshield wipers
●	●	●	●	●	Integrated garage-door opener
●	●	●	●	●	Heated power side mirrors <i>w/power fold-in on Sedans</i>
●	●	●	●	●	Auto-dimming driver-side and inside rearview mirrors

Entertainment and navigation

●	●	●	●	●	7" high-resolution color central screen
●	●	●	●	●	Console-mounted central controller <i>w/touchpad on Cabriolets</i>
●	●	●	●	●	High-resolution color multifunction display
○	○	○	○	○	Burmester® Surround Sound System <i>Optional on C 43 Sedan, all Cabriolets</i>
●	●	●	●	●	FrontBass® system
●	●	●	●	●	Bluetooth® audio streaming, hands-free Bluetooth interface
●	●	●	●	●	Dual USB ports, in-dash CD player, SD card reader
○	○	○	○	○	SiriusXM Radio w/6-month All Access trial ¹¹
●	●	●	●	●	HD Radio™ receiver
●	●	●	●	●	Prewiring for Garmin® MAP PILOT®
●	●	●	●	●	5 years of Mercedes-Benz mbrace® Connect services ³

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

Dimensions	Sedans C 300/C 350e	AMG Sedans C 43/C 63/C 63 S	Coupes C 300	AMG Coupes C 43/C 63/C 63 S	Cabriolets C 300	AMG Cabriolets C 43/C 63/C 63 S
Wheelbase	111.8"	111.8"	111.8"	111.8"	111.8"	111.8"
Overall length	184.5"	185.0" / 187.0" / 187.0"	184.5"	184.9" / 187.0" / 187.0"	184.5"	184.9" / 187.0" / 187.0"
Overall height	56.8"	56.3" / 56.1" / 56.1"	55.3"	55.3" / 55.1" / 55.2"	55.3"	55.4" / 55.2" / 55.3"
Overall width w/mirrors	79.5"	79.5"	79.4"	79.4"	79.4"	79.4"
Curb weight	RWD C 300: 3,472 lbs C 350e: 4,079 lbs 4MATIC C 300: 3,638 lbs	C 63: 3,829 lbs C 63 S: 3,856 lbs C 43: 3,799 lbs	3,616 lbs — 3,759 lbs	C 63: 4,074 lbs C 63 S: 4,096 lbs C 43: 3,968 lbs	3,836 lbs — 3,979 lbs	C 63: 4,206 lbs C 63 S: 4,226 lbs C 43: 4,220 lbs
Headroom	ft—rr 37.1"—37.1"	37.1"—37.1"	38.8"—35.6"	38.8"—35.6"	40.2"—35.6"	40.2"—35.6"
Legroom	ft—rr 41.7"—35.2"	41.7"—35.2"	42.0"—32.0"	42.0"—32.0"	42.0"—32.0"	42.0"—32.0"
Shoulder room	ft—rr 55.3"—55.5"	55.3"—55.5"	54.8"—51.7"	54.8"—51.7"	54.8"—51.7"	54.8"—51.7"
Cargo capacity	12.6 cu ft / 11.8 cu ft	12.6 cu ft	10.5 cu ft	10.5 cu ft	8.8 cu ft	8.8 cu ft

C 300	C 350e	AMG C 43	AMG C 63	AMG C 63 S	Option Packages
○	○	●	●	●	Premium Package <i>Sedans and Coupes</i>
○	○	○	○	○	Blind Spot Assist
○	○	○	○	○	KEYLESS-GO
○	○	○	○	○	SiriusXM Radio w/6-month All Access trial ¹¹
○	○	○	○	○	Power-folding side mirrors <i>Coupes (std on Sedans)</i>
○	○	○	○	○	Burmester Surround Sound System <i>Coupes</i>
○	○	○	○	○	Electronic trunk closer w/HANDS-FREE ACCESS <i>Coupes</i>
○	○	○	○	○	Premium Package <i>Cabriolets</i>
○	○	○	○	○	SiriusXM Radio w/6-month All Access trial <i>Std on AMG models</i>
○	○	○	○	○	Burmester Surround Sound System
○	○	○	○	○	AIRCAP®
○	○	○	○	○	Power-folding side mirrors
○	○	○	○	○	Automatic trunk partition <i>Std on AMG models</i>

○	○	○	○	○	HANDS-FREE ACCESS Package <i>Sedans only; requires Premium Pkg</i>
○	○	○	○	○	Electronic trunk closer w/HANDS-FREE ACCESS
○	○	○	○	○	Driver Assistance Packages <i>Requires Multimedia Pkg on all models except C 350e Package name and content varies by model (see below)</i>
○	○	○	○	○	Includes Premium Package <i>C 300 models, all Cabriolets</i>
○	○	○	○	○	DISTRONIC PLUS® w/Steering Assist
○	○	○	○	○	BAS PLUS with Cross-Traffic Assist
○	○	○	○	○	PRE-SAFE Brake w/Pedestrian Recognition
○	○	○	○	○	PRE-SAFE PLUS rear collision detection and preparation
○	○	○	○	○	Active Blind Spot Assist, Active Lane Keeping Assist
○	○	○	○	○	Speed Limit Assist
○	○	○	○	○	Enhanced Radar-Based Regenerative Braking <i>C 350e only</i>
○	○	○	○	○	Anticipatory shift strategy <i>C 350e only</i>

○	○	○	○	○	Multimedia Packages <i>Requires Premium Pkg; NA w/Smartphone Integration Pkg Package name and content varies by model (see below)</i>
○	○	○	○	○	COMAND® hard-drive navigation ¹¹ with 8.4" screen
○	○	○	○	○	Touchpad controller <i>Std on Cabriolets</i>
○	○	○	○	○	Voice control w/learning feature
○	○	○	○	○	3 years of no-charge navigation map updates
○	○	○	○	○	5 years of SiriusXM Traffic and Weather service ¹¹
○	○	○	○	○	Route-based Battery Optimization <i>C 350e only</i>
○	○	○	○	○	Anticipatory Operating Mode <i>C 350e only</i>

○	○	○	○	○	Smartphone Integration Package <i>NA w/Multimedia Pkg</i>
○	○	○	○	○	Apple CarPlay and Android Auto ¹⁰
○	○	○	○	○	Advanced Lighting Package <i>C 300 requires Premium Pkg</i>
○	○	○	○	○	Active LED headlamps w/Adaptive Highbeam Assist
○	○	○	○	○	Multicolor LED ambient lighting
○	○	○	○	○	Illuminated door sills <i>C 300 and AMG models only</i>

○	○	—	—	—	Leather Seating Package
○	○	○	○	○	Leather upholstery <i>Available separately on AMG models</i>
○	○	○	○	○	3-position front passenger-seat memory <i>Std on AMG models</i>
—	○	—	—	—	Comfort Package <i>Items available separately on most models</i>
—	○	—	—	—	Rear-side window sunshades, power rear-window sunshade

○	○	○	○	○	Parking Assist Package
○	○	○	○	○	PARKTRONIC w/Active Parking Assist ²⁰
○	○	○	○	○	Surround View System ¹⁵

C 300	C 350e	AMG C 43	AMG C 63	AMG C 63 S	Option Packages continued
○	—	—	—	—	AMG Line
○	○	○	○	○	AMG body styling
○	○	○	○	○	AMG rear spoiler <i>Sedans and Coupes</i>
○	○	○	○	○	18" AMG 5-spoke wheels, ¹ Sport Suspension and Steering
○	○	○	○	○	Perforated front brakes w/painted and lettered calipers
○	○	○	○	○	Sport front seats, flat-bottom sport steering wheel ²⁵
○	○	○	○	○	Brushed aluminum pedals, AMG floor mats, black headliner
○	—	○	○	○	Night Package <i>C 300 requires AMG Line</i>
○	○	○	○	○	Gloss Black exterior accents <i>Elements vary by model</i>
○	○	○	○	○	18" AMG 5-spoke wheels w/black accents <i>C 300 only</i>

—	—	○	○	○	AMG Exterior Carbon Fiber Package
—	—	○	○	○	Carbon fiber side mirror housings and rear spoiler

Individual Options

○	○	○	○	○	Blind Spot Assist <i>Std on Cabriolets; also in Premium Pkg</i>
—	○	—	—	—	PARKTRONIC w/Active Parking Assist <i>Also in Parking Assist Pkg</i>
—	—	○	○	▲	AMG Track Pace app ²² <i>Requires Multimedia Pkg</i>
—	—	○	○	○	AMG Performance Exhaust System
—	—	—	—	○	AMG Ceramic Composite Front Braking System ²¹
—	—	○	○	○	AMG carbon fiber rear spoiler <i>Also in Ext. Carbon Fiber Pkg.</i>

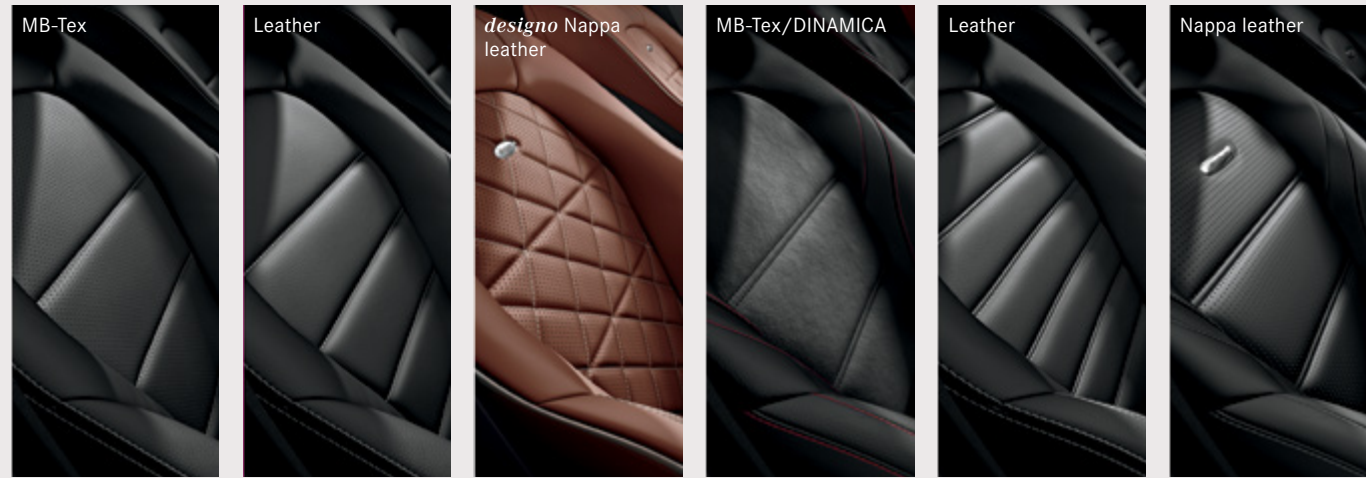
○	○	○	○	○	LED headlamps and LED taillamps
○	○	○	○	○	<i>Std on Coupes, Cabriolets; NA w/Advanced Lighting Pkg</i>
○	○	○	○	○	LED logo projectors <i>in front-door entrance lamps</i>

○	○	○	○	○	Heated front seats <i>Std on Cabriolets</i>
○	○	○	○	○	Heated and ventilated front seats <i>Requires leather upholstery</i>
—	—	○	○	○	AMG Performance front seats <i>NA w/ventilated front seats</i>
—	○	—	—	—	Multicolor LED ambient lighting/illuminated front door sills

○	—	○	○	○	Topstitched MB-Tex upper dash and door trim <i>Requires AMG Line; also included w/designo leather on C 300, C 350e</i>
○	○	—	—	—	Burl Walnut wood/leather steering wheel ²⁵ <i>Sedans</i>
○	○	—	—	—	Heated round steering wheel ²⁵
—	—	○	○	○	AMG Nappa/DINAMICA Performance steering wheel
—	—	○	○	○	Red seat belts ²⁶
—	—	▲	—	▲	Replace standard red or silver seat belts with black<

Upholstery

Appearance may vary by model and bodystyle.



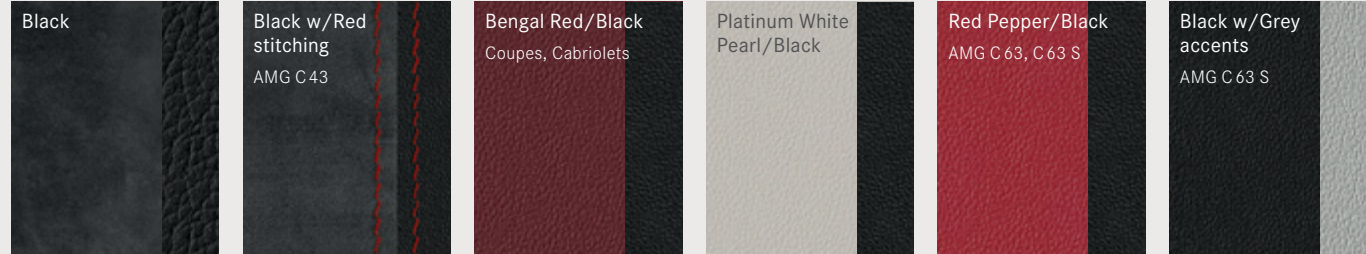
- C 300
● C 350e
- C 300
○ C 350e
- All models
- AMG C 43
● AMG C 63
- AMG C 43
- AMG C 63 S
○ AMG C 63

Upholstery colors

Availability varies by model and may require other options. Please visit MBUSA.com or see your dealer for details.



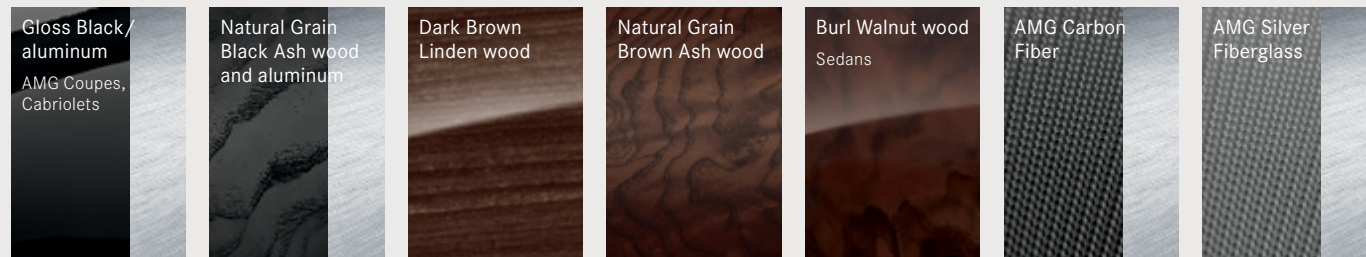
- MB-Tex, leather or Nappa leather
- MB-Tex or leather
- MB-Tex or leather
- MB-Tex, leather or designo Nappa leather
- Leather
- Leather



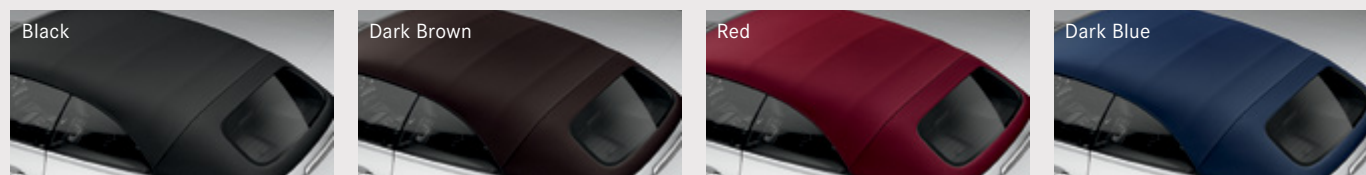
- MB-Tex/DINAMICA
- MB-Tex/DINAMICA or leather
- designo Nappa leather
- Nappa leather or designo Nappa leather
- Nappa leather
- Nappa leather

Trim

Availability varies by model and may require other options. Please visit MBUSA.com or see your dealer for details.

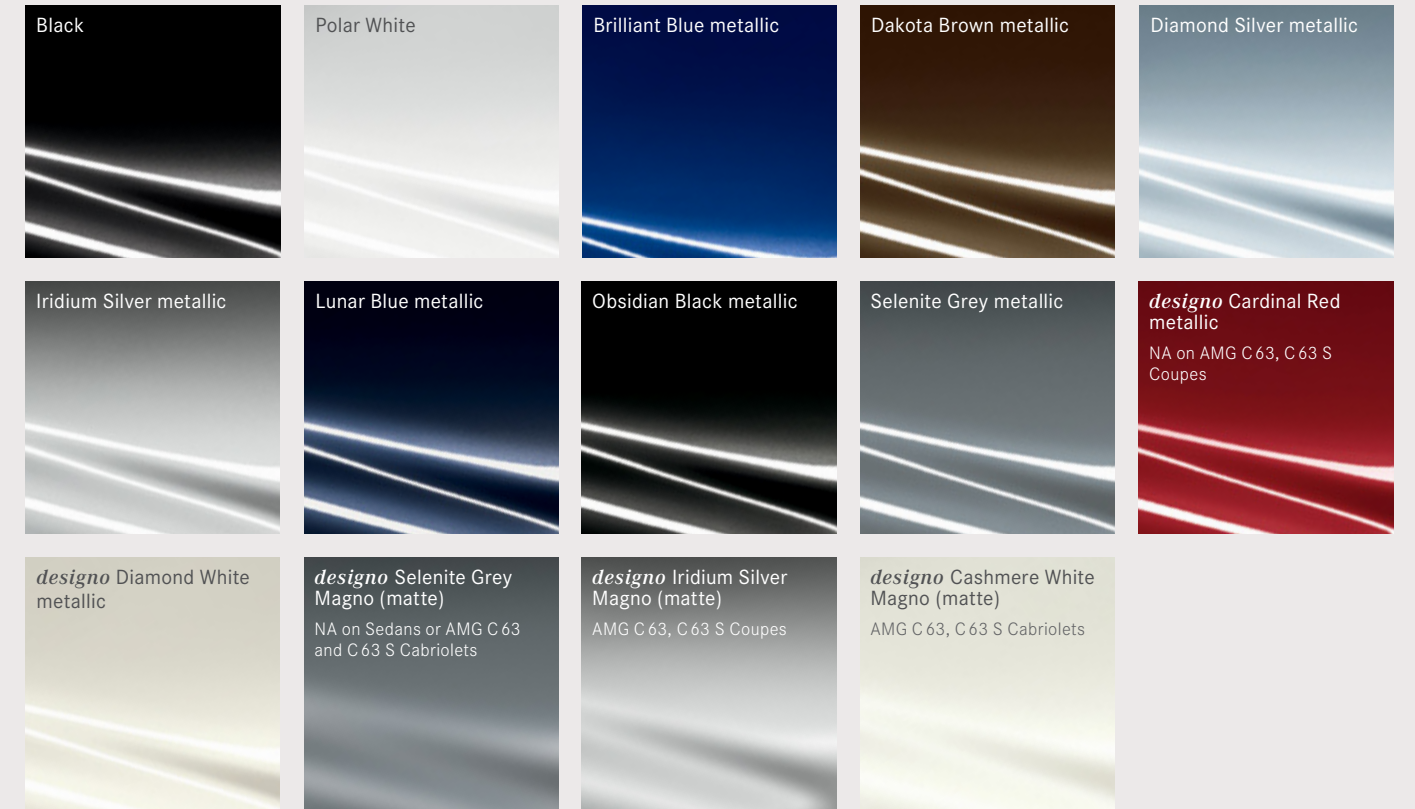


Cabriolet soft tops



- Standard
- Optional
- ▲ No-charge option

Paintwork



Wheels



- 17" twin 5-spoke
● C 300 Sdn
- 18" twin 5-spoke
○ C 300 Sdn
○ C 350e Sdn
○ C 300 Cpe, Cab
- 18" AMG® 5-spoke silver
○ C 300 (all) AMG Line w/black accents
○ C 300 Sdn, Cpe Night Pkg
- 19" twin 5-spoke
○ C 300 Cpe, Cab
- 19" 10-spoke
○ C 300 Cpe, Cab
- 19" AMG multispoke silver
○ C 300 (all) AMG Line w/black accents
○ C 300 Sdn, Cpe Night Pkg



- 18" AMG 5-spoke w/black accents
● AMG C 43 (all)
- 19" AMG split 5-spoke silver w/black accents
○ AMG C 43 (all)
- 19" AMG multispoke silver w/black accents
○ AMG C 43 (all)
- 19" AMG multispoke matte black
○ AMG C 43 Cpe, Cab
AMG Performance Studio Pkg



- 18" AMG twin 5-spoke
● AMG C 63 Sdn
- 18" AMG 10-spoke
● AMG C 63 Cpe, Cab
- 19" AMG twin 5-spoke
● AMG C 63 S (all)
○ AMG C 63 (all)
- 19" AMG forged cross-spoke silver or matte black
○ AMG C 63 (all)
○ AMG C 63 S Cpe, Cab
- 19"/20" front/rear AMG forged cross-spoke silver or matte black
○ AMG C 63 S Cpe, Cab
- 19"/20" front/rear AMG forged twin 5-spoke matte black
○ AMG C 63 S Cpe, Cab

Mercedes-Benz PhotoPass

Mercedes-Benz USA is proud to support and showcase talented photographers through the PhotoPass program on its Instagram pages. To view the latest work, search for the #MBPhotoPass tag on the Instagram app or at [instagram.com/mbusa](https://www.instagram.com/mbusa)

C 300 Coupe photographed in the Florida Keys by Steven Sampang.



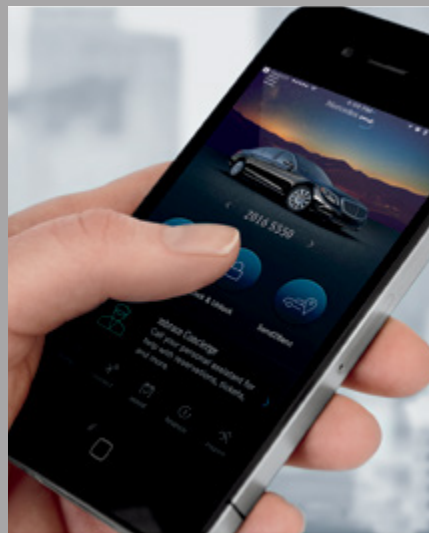


Mercedes me makes it easy to stay connected to your car—and to your life. It can make any trip easier, more enjoyable, or more entertaining. And it'll bring you a world of rewards for being part of the family. Get started at MBUSA.com/mercedesme

YOUR WORLD IS RIGHT AT YOUR FINGERTIPS

From connection to inspiration.

Driving a Mercedes-Benz opens up a world of special benefits. The Mercedes me app on your smartphone teams with five years of mbrace® Connect services—standard.³ Together they can keep you in touch with your car, let you remote-control numerous features, and offer you easy access to your dealer, Mercedes-Benz Financial account, or even special events and benefits geared exclusively to Mercedes-Benz owners.



The power of a tap, or your voice.

Mercedes me lets you remote-start your car from your iPhone® or Android® phone, plus lock, locate and monitor it via your phone, Google Home or Amazon® Alexa. You can also send a destination directly to its navigation system,⁴ get more from its features with helpful how-to videos, and book a service appointment. You'll enjoy perks at luxury resorts, and get the scoop on sponsored events. You might even find inspiration for some new adventures.

A range of benefits, to better fit you.

From your smartphone and laptop to your real world, you can tailor Mercedes me and mbrace to fit the way you drive, and the way you live. The standard Connect package also puts apps like a gas station finder in your car's dash. Three additional packages can heighten your family's peace of mind, place a team of expert concierges at your service, or entertain everyone in your car with online music apps and onboard WiFi.



connect

From the app: A direct interface with your vehicle includes Remote Start, lock/unlock, sound horn/flash lights, Valet Protect, Curfew Minder, and more. Send2Benz™ can upload a destination directly to the car's navigation system.* From the web: Manage your account, learn about mbrace features, and more.



assist

From the app: Connect with your dealer, speak to a Product Concierge, schedule service, view How-to Videos and vehicle manuals, summon Roadside Assistance. From the web: Learn about your vehicle features from a Product Concierge or by viewing How-to Videos. Read up on maintenance and warranty information.



finance

From the app or the web: View a snapshot of your Mercedes-Benz Financial Services account. Explore special offers for MBFS customers.



inspire

From the app or the web: Enrich your Mercedes-Benz experience with special perks and exclusive offers from Partner Resorts. Discover new adventures from Featured Road Trips. And find out about Sponsored Events, and how to attend.

Genuine Accessories



Genuine Mercedes-Benz Accessories are engineered to exacting standards of quality, appearance and fit. They help make your car more of what you want or need it to be—from grille to wheels to roof racks, from cabin to cargo area. There's no better way to make your car all your own, while keeping it 100% Mercedes-Benz.

C-Class Accessories include:

- A selection of alloy wheels
- Illuminated Star *NA with Driver Assistance Pkg*
- LED logo projectors *NA on C350e*
- AMG Add-on Parts *Front apron splitter and flics, side sill panels, rear apron flics, rear spoiler*
- Side mirror housings *Black or carbon fiber look*
- Garmin® MAP PILOT® *NA w/Multimedia Pkg*
- Protection Package
- All-season floor mats and cargo area tray*
- Comfort box *retractable trunk bin*
- Coat hanger, universal hook *Requires base module*
- Cargo nets *Available for trunk floor and load sill*

ENDNOTES

* Item may be optional or not available on some models. See Packages and Options listing in this brochure or visit MBUSA.com for more information.

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. Vehicles are not provided with a spare tire. Vehicles not equipped with Extended Mobility tires are provided with TIREFIT sealant and a portable air pump.

2 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.

3 Mercedes me and Mercedes-Benz mbrace® services operate only where cellular and GPS satellite signals are available, which are provided by third parties and not within the control of Mercedes-Benz USA, LLC. Five years of the mbrace Connect package are included with new-vehicle sales and leases at an authorized Mercedes-Benz dealer. Subscriber Agreement is required for service to be active. Secure, Concierge and Entertain services require acceptance of the complimentary mbrace Connect services, and paid subscriptions after their trial periods. Some services are only available on select vehicles. Your PIN is required to use certain services. WiFi Multimedia Package. WiFi and streaming apps require an mbrace Entertain subscription. Connection may be limited by cellular signal. Apps may be introduced, updated or deleted at varying dates, and may also require a vehicle software update. Some services may be limited or restricted in some areas. Driver is responsible for complying with traffic and other laws. Mobile app is compatible with Apple iPhone® models running iOS 7.0 or later, and Android-based phones running OS 2.3 or later. See your dealer or MBUSA.com/mercedesme for details.

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 Even the most advanced safety systems may not be sufficient to avoid an accident. Please refer to more detailed information on specific systems elsewhere in this brochure, at MBUSA.com, and in the vehicle's Operator's Manual. Some systems may be optional.

6 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.

7 2018 EPA estimated fuel economy (city/highway mpg) is 24/33 for the C 300 Sedan, 23/32 for the C 300 4MATIC Sedan, 22/30 for the C 300 and C 300 4MATIC Coupes, 22/29 for the C 300 and C 300 4MATIC Cabriolets, and 45/61 MPGe for the C 350e. For other models, please see your dealer or MBUSA.com. 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. C 350e highway estimate is with a fully charged battery.

8 Charging stations must be J1772-compatible. See your dealer for more information.

9 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. Online features require a subscription and one or more mbrace Packages.

10 Delayed availability. See your dealer. Apple CarPlay™ is a product of Apple Inc. Android Auto is a product of Google Inc. Device and app providers' terms and privacy statements apply. Requires connected compatible device and data plan. Apps, content and features are selected solely by their providers. Connection to apps and streaming services may be limited by the device's network connection. Data usage is routed through device and subject to fees, charges and restrictions in user's wireless plan. Vehicle's factory audio/information interface, including COMAND® navigation and the apps of Mercedes-Benz mbrace®, may not be used simultaneously with Apple CarPlay or Android Auto. When Apple CarPlay or Android Auto is in use, the steering-wheel voice control button accesses Siri® or Google voice recognition software for voice commands.

11 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 5-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.

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

13 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. See Operator's Manual for system's operating speeds and additional information and warnings.

14 Driving while drowsy or distracted is dangerous and must be avoided. ATTENTION ASSIST™ and Lane Keeping Assist are warning systems only. ATTENTION ASSIST, Lane Keeping Assist and Active Lane Keeping Assist cannot be relied on to avoid an accident or serious injury. They may not be sufficient to alert a fatigued, distracted or inattentive driver, and cannot override the laws of physics. See Operator's Manual for system's operating speeds and additional information and warnings.

15 Rearview camera and Surround View System do 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.

16 Blind Spot Assist is a warning system only. Blind Spot Assist and Active 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 should not be used as a substitute for driver awareness and checking of surrounding traffic conditions. See Operator's Manual for system's operating speeds and additional information and warnings.

17 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. Braking effectiveness also depends on proper brake maintenance, and tire and road conditions.

18 System cannot prevent a collision, and does not alert the driver of an impending collision or system activation. It does not intervene if vehicle is backing up, and does not apply the brakes if the driver is accelerating or if Active Parking Assist is operating.

19 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 system's alerts before braking, as that may not afford sufficient time and distance to brake safely.

20 Active Parking Assist is not a substitute for driver attention to the immediate surroundings, as well as any people, animals or vehicles in or approaching the vehicle's maneuvering range. System cannot determine if a space is legally available or of a suitable surface for parking. See Operator's Manual for additional information, tips and warnings.

21 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.

22 The AMG Track Pace app is compatible with Apple iPhone® iOS update may be required.

23 Competitive claims are based on manufacturer-published data available at time of publication. May include 2017 models.

24 Rear seats cannot be occupied with windblocker installed.

25 Steering wheel options may not be ordered together. If heated steering wheel is ordered in combination with AMG Line, flat-bottom sport steering wheel is excluded from package. Burl Walnut wood/leather steering wheel available only with Burl Walnut interior trim.

26 See your dealer or MBUSA.com for interior colors that include red or silver seat belts as standard.

27 *designo* interior packages include additional items based on leather color, require heated and/or ventilated front seats, and may require additional options and interior wood trim. Please see your dealer or MBUSA.com for details.