



MY13 C-Class Sedan Dealer Ordering Guide

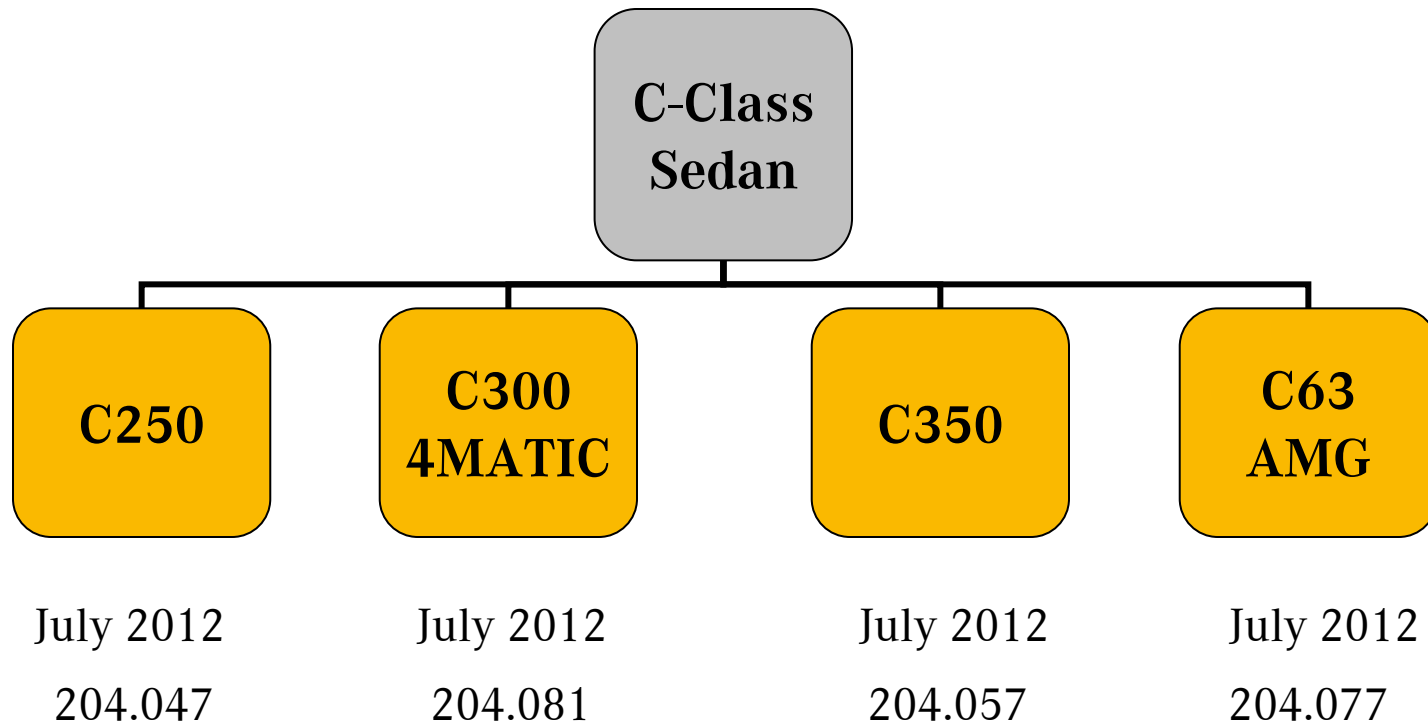
Product Management

March 27, 2012

Note: Ordering details and pricing subject to change



MY13 C-Class Sedan (W204) Portfolio





New for MY13 C-Class Sedan Highlights

New Feature: Engine ECO Start/Stop with Technology (C300 4MATIC/C350)



New Feature: DISTRONIC PLUS with PRE-SAFE® Brake
(offered in Driver Assistance Package, est. MSRP: \$2,990)





New for MY13 C-Class Highlight: Sport Package (Code 956)

Exterior:

- new 18" 7-double spoke AMG wheel, black/polished (Code 760)
- AMG rear spoiler in vehicle color



Interior:

- Sport seats in MB TEX/DINAMICA with red stitching (black upholstery only)
- door panel, center console and gear lever with red contrast stitching
- sports steering wheel with red contrast stitching and silver shift paddles
- instrument cluster in three-tube design (from C-Coupe)
- red seat belts (black seat belts available as no-cost option)
- black floor mats with red leather piping





MY13 C-Class Sedan Powertrain Highlights

- 1.8L Turbo I4 for C250 RWD
 - 201 hp/229 lb-ft
 - 7G-TRONIC PLUS 7-Speed Automatic
 - 3.5L V6 for C300 4MATIC **incl. ECO Stop/Start Technology** 
 - 248 hp/251 lb-ft
 - 7G-TRONIC PLUS 7-Speed Automatic
- 3.5L V6 for C350 RWD **incl. ECO Stop/Start Technology** 
 - 302 hp/273 lb-ft
 - 7G-TRONIC PLUS 7-Speed Automatic
- 6.3L V8 for C63 AMG
 - 451 hp / 443 lb-ft
 - AMG SPEEDSHIFT MCT 7-Speed Automatic



MY2013 C-Class Sedan Paint Palette Changes

Code	Name	Type	MSRP	Change
526	Dolomite Brown	Metallic	\$720	New
149	Polar White	Non-metallic	No Charge	New
755	Steel Grey	Metallic	\$720	New
988	Diamond Silver	Metallic	\$720	New
Phased Out / Removed From Sedan Palette				
650	Arctic White	Non-metallic	No Charge	Deleted
497	Cuprite Brown	Metallic	\$720	Deleted
794	Pearl Beige	Metallic	\$720	Deleted



MY13 C-Class Sedan Paint

040 - Black



183 - Magnetite Black Metallic*



526 - Dolomite Brown Metallic* ← NEW



590 - Mars Red

Exclusive to Sport Sedans



149 - Polar White



775 - Iridium Silver Metallic*



* Metallic Paint additional charge of \$720

** Diamond White Metallic additional charge of \$795 plus metallic paint charge

779 - Sapphire Grey Metallic*



792 - Palladium Silver Metallic*



755 - Steel Grey Metallic* ← NEW



799 - Diamond White Metallic**



890 - Lunar Blue Metallic*



988 - Diamond Silver Metallic* ← NEW





Becker® Map Pilot (incl. pre-wiring): Code 001, MSRP \$800



- Includes factory option Code 508
- Applicable MY13 models (without COMAND)
 - C- Class Sedan and Coupe
 - GLK-Class
 - SLK-Class
- Key features
 - Voice recognition-based “one shot” destination input
 - 45 days fresh map guarantee (after 1st time registration)
 - Optional 2D / 3D map view, including 3D landmarks, 3D city and 3D terrain model, Reality View on motorways (realistic view of junctions)
 - Display and announcement of speed limits on many roads
 - Brand logos as indication of points of interest, e.g. gas station
 - Information on distance remaining, time of arrival and street names
 - Navigation also shown in instrument cluster



Pre-Wiring for Becker® Map Pilot: Code 508, MSRP \$200



- Available only as factory option code
➔ cannot be retrofitted at the VPC / MY!
- Available for MY13 – entry radio (Audio 20)
- required for Becker Map Pilot
- Becker Map Pilot can be “installed” (plug and play) at dealership Applicable models:
 - C-Class Sedan
 - C-Class Coupe
 - SLK-Class
 - GLK-Class



MY13 C-Class Sedan Upholstery

121 – Black MB-TeX



221 – Black Leather*

125 – Almond / Beige MB-TeX



225 – Almond/Beige Leather**

235 – Sahara / Beige Leather***



128 – Ash MB-TeX



228 – Ash Leather*

224 Cappuccino Leather****



* Leather (221, 224, 225, 228, 235) has an additional charge of \$1,750; selecting leather also adds power/memory passenger seat

** 225 Almond/Beige Leather available with Luxury Sedan

*** 235 Sahara/Beige Leather available with Sport Sedan

**** 224 Cappuccino Leather available with Sport models only



MY13 C-Class Sedan Upholstery – C63 Only

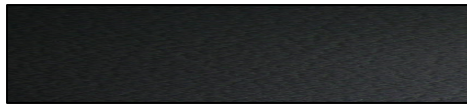
Standard

731 – Black MB-Tex/DINAMICA



Optional Single Tone Leather

290pkg* – Black



181pkg* – Sand



292pkg* – Porcelain



276pkg* – Classic Red



Optional Two Tone Leather

242pkg* – Sand/Black



244pkg* – Classic Red/Black



241pkg* – Porcelain/Black



*Packages include power/memory driver and passenger seat, and black headliner - \$3,090



MY13 C-Class Sedan Trim

731 – Burl Walnut Wood Trim

- standard on C250/3004M Luxury
- optional on all vehicles
- no cost option on C350/C63



736 – Black Ash Wood Trim

- standard on C350/C63



739 – Aluminum Trim

- Standard on C250/3004M Sport
- No cost option on C350/C63



H73 – Carbon Fiber Trim

- Available on C63 AMG
- Additional Charge – \$2,590





MY13 C-Class Sedan Optional Packages (1 of 4)

P01pkg – Premium 1 Package

C250/C3004M: \$2,500

C350/C63 AMG: Standard

U22 - 4 Way Power Lumbar Support

049/518 - iPod/ MP3 Media Interface

275 - Driver's Seat Memory & Power Steering Column
(n/a C63 AMG)

287 - Split Folding Rear Seats

536 - SIRIUS Satellite Radio

810 - harman/kardon surround system*

873 - Heated Front Seats

167pkg – Luxury Package

C250/C3004M: n/c

44R - 17" Split 5-spoke Alloy Wheel

677 - Comfort Suspension for 4MATIC

955 - Elegance Line

318pkg – Full Leather Seating Package

C250/C3004M/C350: \$1,750 (requires P01 package)

2xx - Full Leather Seating

242 - Power/Memory Front Passenger Seat

P64 - Memory Package

319pkg – Lighting Package

C250/C3004M/C350/C63 AMG: \$1,290

600 - Headlamp Washing System

608 - Adaptive Highbeam Assist

615 - Bi-Xenon Head Lamps w/ Active Curve Illumination

518pkg – iPod/MP3 Media Interface Package**

C250/C3004M: \$310

C350/C63: Standard (included in P01pkg)

518 - iPod/MP3 Media Interface

049vgc - iPod/MP3 Media Interface Cable

*Includes Dolby Digital 5.1 when ordered in combination with Multimedia Package

** Not available with P01 Premium 1 Package



MY13 C-Class Sedan Optional Packages (2 of 4)

993pkg – Lane Tracking Package*

C250/C3004M/C350/C63 AMG: \$850

- 234 – Blind Spot Assist
- 476 – Lane Keeping Assist

997pkg – Driver Assistance Package

C250 / C300W4 /C350/ C63 AMG: \$2,950

- 233 – DISTRONIC PLUS (with PRE-SAFE® Brake)
- 237 – Active Blind Spot Assist
- 238 – Active Lane Keeping Assist

333pkg – Sport Package

C250/C3004M: n/c

C350: Standard

- 486 – Sport Suspension
- 772 – Sport Body Styling
- 952 – Sport Package
- 954 – Avantgarde Line

320pkg – Multimedia Package*

C250/C3004M/C350/C63 AMG: \$2,790

- 218 – Rearview Camera
- 396 – Voice Control
- 512 – COMAND System w/ Hard Drive Navigation
 - 3D Map Views
 - 7” High Resolution LCD Color Display
 - Gracenote album information including album cover art
 - In-dash 6-dvd/cd Changer & SD Card Slot
 - 10GB Music Register
 - SIRIUS Traffic Service

P31pkg – AMG Development Package

C63 AMG: \$6,050

- U47 – Carbon Fiber Trunk lid Spoiler
- U70 – Red Brake Calipers
- 251 – Top Speed Raised to 174mph
- 923 – Increased output (+30hp)

* Lane Tracking Package requires 320 Multimedia Package



MY13 C-Class Sedan Optional Packages (4 of 4)

Code 956 – Sports Package*

C250W / C300W4 / C350W \$2,500 USD

Exterior:

- new 18" 7-double spoke AMG wheel, black/polished (Code 760)
- AMG rear spoiler in vehicle color

Interior:

- Sport seats in MB TEX/DINAMICA with red stitching (black upholstery only)
- door panel, center console and gear lever with red contrast stitching
- sports steering wheel with red contrast stitching and silver shift paddles
- red seat belts (black seat belts available as no-cost option)
- black floor mats with red leather piping

*Requires P01pkg



MY13 C-Class Sedan Stand-Alone Options

	C250	C3004M	C350	C63AMG
230 - PARKTRONIC with Parking Guidance*	\$970	\$970	\$970	\$970
413 - Panorama Sunroof	\$1,090	\$1,090	\$1,090	N/A
471 - Limited Slip Differential	N/A	N/A	N/A	\$2,030
536 - SIRIUS Satellite Radio	\$460	\$460	Standard	Standard
731 - Burl Walnut Wood Trim	\$325	\$325	n/c	n/c
782 - 18" AMG 7-Spoke Alloy Wheel	\$1,040	\$1,040	\$1,040	N/A
786 - 18" AMG 5-Twin Spoke Alloy Wheel	\$1,040	\$1,040	\$1,040	N/A
790 - 18" AMG 5-Spoke Alloy Wheel	N/A	N/A	N/A	n/c
873 - Heated Front Seats	\$750	\$750	Standard	Standard
889 - KEYLESS GO	\$650	\$650	\$650	\$650
H73 - Carbon Fiber Trim	N/A	N/A	N/A	\$2,590

* Requires Sport bodystyling



MY13 C-Class Sedan VPC Accessories

	C250	C3004M	C350	C63AMG
001 – Becker Map Pilot (incl. pre-wiring)	\$800	\$800	\$800	\$800
014 – Sport Grille Conversion Kit ¹	\$200	\$200	N/A	N/A
056 – Rear Seat Entertainment ²	\$1,910	\$1,910	\$1,910	N/A
067 – Illuminated Door Sills (Set of 2)	\$700	\$700	\$700	N/A
068 – Wheel Locks	\$140	\$140	\$140	\$140
070 – Chrome Door Handle Inserts (Set of 4)	\$90	\$90	\$90	\$90
104 – Rear Trunk Lid Spoiler	\$300	\$300	N/A	N/A
105 – Roof Spoiler ⁴	\$300	\$300	\$300	N/A
120 – AMG Illuminated Door Sills (Set of 2)	N/A	N/A	N/A	\$850


*VPC installed options use “vgc” suffix. i.e., code 067vgc.

1. Luxury Models Only
2. C250/C3004M vehicles require P1 package
3. Not available with 320 Multimedia Package
4. Only available with (104) Rear spoiler



MY13 C-Class Sedan SPC Options

Note: All prices estimated

	C250	C3004M	C350	C63AMG
197 - Obsidian Black Metallic Paint	\$720	\$720	\$720	\$720
				
315- Dynamic Handling Package ¹	\$1,530	N/A	\$1,530	N/A
510 - In-Dash 6-Disc CD Changer	\$480	\$480	\$480	\$480
540 - Power Rear Window Sunshade	\$440	\$440	\$440	\$440

*SPC options carry additional \$250 charge

1. Dynamic Handling Package includes (786) 18" AMG twin 5 spoke wheel, advanced agility suspension, speed sensitive steering and shift paddles



Mercedes-Benz

MY13 C-Class Sedan Body Styling

Sport



Luxury



AMG



Note European images shown



Mercedes-Benz

MY13 C-Class Sedan Headlights



Halogen (Standard)



Bi-Xenon (319pkg Lighting Package)



MY13 C-Class Sedan Wheels



1. C250/C300 Sport Standard 17 in. (R95)
2. C250.C300 Luxury Standard 17 in. (44R)
3. C350 Sport 17 in. AMG (784)
4. C250/300/350 Sport Optional 18 in. AMG (782)
5. C250/300/350 Sport Optional 18 in. AMG(786)
6. C63 AMG Standard 18 in. AMG (795)
7. C63 AMG Optional 18 in. AMG (790)



MY13 C-Class Sedan Steering Wheels



C250/3004M/350 Sport



C250/3004M Luxury

Note: Almond/Beige interior will not include flat bottom steering wheel. Wheel will be replaced with a round three spoke steering wheel



MY13 C-Class Sedan Steering Wheels



C63 AMG



C63 AMG w/
AMG Development Package

C250/3004M/350 Sport

- 792 - Palladium Silver Metallic
- 782 - Optional 18" 7-Spoke AMG Wheel
- 319pkg - Lighting Package
- 230 - PARKTRONIC with Parking Guidance
- 413 - Panorama **Sunroof**



C250/3004M/350 Luxury

- 890 - Lunar Blue Metallic
- 44R - Standard 17" Split 5-Spoke Wheel
- 167 - Luxury Package
- 319pkg - Lighting Package



Note European image shown

C63 AMG

- 775 - Iridium Silver Metallic
- 795 - Standard 18" Twin 5-Spoke AMG Wheel
- 319pkg - Lighting Package
- 230 - PARKTRONIC with Parking Guidance



Note European image shown

Sport Interior

- 128 - Ash/Grey Leather
- 736 - Black Ash Wood Trim
- 320pkg - Multimedia Package
- P01pkg - Premium 1 Package

Note that this is a European image and U.S. vehicle will not feature multi-contour driver's seat, ECO button in center console, center blind over cup holders or the line badge under climate control function

Luxury Interior

- 225 - Almond/Beige Leather Interior
- 731 - Burl Walnut Wood Trim (standard on Luxury)
- P01pkg - Premium 1 Package

*Note that this is a European image and U.S. vehicle will not feature ECO button in center console, center blind over cup holders or the line badge under climate control function. U.S. P01 package will also feature harman/kardon surround system

AMG Interior

- 181pkg - Sand Leather
- H73 - Carbon Fiber Trim
- P01pkg - Premium 1 Package (std)
- 320 pkg - Multimedia Package

*Note that this is a European image and U.S. vehicle will not feature center blind over cup holders.



Note European image shown