



Mercedes-Benz

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THE NEW MERCEDES-BENZ C63 AMG MAKES U.S. DRIVING DEBUT New Model Priced At \$54,625

PARADISE VALLEY, AZ – The 2008 Mercedes-AMG C63 AMG is making its on-road debut in the U.S. this week as U.S. journalists test-drive the new car on a wide range of roads through Arizona's mountain and desert terrain. The 2008 C63 AMG makes its debut with the signature AMG 6.3 liter V8 engine that produces a 451-hp and 443 lb-ft. of torque. Top speed is electronically limited to 155 mph, while its 0-60 time is 4.3 seconds. Introduced on the C63 AMG, the AMG SPEEDSHIFT PLUS 7-Speed Automatic Transmission includes a new double de-clutching feature on downshifts to maintain vehicle balance during cornering, while delivering shift times up to 50 percent faster than previously. The exterior of the C63 AMG departs from other C-Class models with a unique hood (with power domes), widened front fenders and a special front fascia and other body components not shared with any C-Class model. Available in U.S. Mercedes-Benz dealerships in April, the new C63 AMG will be priced at \$54,625, which includes the \$825 destination fee.

AMG V8 Power for the C-Class

One of the most powerful naturally aspirated production V8s ever, the 6.3-liter AMG engine boasts a wealth of exciting features derived from AMG's highly successful racing efforts.

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Built almost completely from a high-strength silicon-aluminum alloy, the engine features four valves per cylinder, variable valve timing, bucket-type cam followers (rather than rocker arms), and a variable intake manifold. Designed exclusively by AMG, the engine shares no parts with other Mercedes-Benz V8 engines.

A first for a production engine, the cylinder bores feature a twin-wire-arc-sprayed (TWAS) coating, a new process that results in impressively low friction and running surfaces that are twice as hard as conventional cast-iron cylinders.

Due to its large displacement, the engine develops over 30 percent more torque than comparable engines. The electronically controlled fuel delivery also adds to the outstanding performance of this engine. The sound emanating from this engine also produces a very special resonance.

In the interests of optimal reliability, the C63 AMG has a particularly efficient water cooling system and large engine and transmission oil coolers. Located behind the large apertures in the AMG front apron, these coolers ensure non-critical operating temperatures at all times – even under extreme driving conditions.

Every new AMG engine is hand-assembled one at a time by expert technicians at Mercedes-AMG in Affalterbach, Germany and is bench-tested to ensure maximum performance. Mercedes-AMG follows a philosophy of “one man, one engine.” This means that a single technician – identified by the signature plate affixed to the engine – is responsible for the complete assembly of an AMG high-performance engine from start to finish. With the utmost care, the craftsman installs each and every part – from the crankshaft, connecting rods and pistons to the intake system. Individual workmanship and skill still count here.

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A High-Performance Seven-Speed Transmission

This high-performance eight-cylinder engine has the perfect partner in the form of the AMG SPEEDSHIFT PLUS 7-Speed Automatic Transmission. Equipped with the AMG steering wheel shift paddles and three driving modes, the seven-speed automatic transmission allows a decidedly sporty or more comfort-oriented style of driving according to the driver's preference. The different modes - "S" (Sport), "C" (Comfort) and "M" (Manual) differ in their shift characteristics and speed. Gearshifts in "S" mode are around 30 percent faster than in "C", and no less than around 50 percent faster in "M" mode.

The new C63 AMG is the very first AMG car to have a new double declutching feature during downshifts, which maintains vehicle balance during cornering. This ensures more dynamic handling and enhanced safety thanks to more rapid downshifting and reduced braking torque on the drive axle.

Redesigned Front Axle with 1.4" Wider Track

The C63 AMG owes its outstanding handling dynamics to the AMG sports suspension with an all-new three-link front axle design. The stiff configuration of the springs and gas-pressure shock absorbers ensures optimal road contact and low body movements when negotiating serpentine bends at speed. The new front axle has a 1.4" wider track – visible by the more widely flared wheel arches – and therefore ensures lower dynamic wheel loads when cornering. A number of features make for substantially greater stability and precision in all driving situations: the redesigned wheel location at the front axle is 100 percent more rigid, leading to a considerable improvement in steering precision. Another benefit is realized when braking, as the new wheel location ensures an immediate response even under high dynamic stresses.

In combination with the completely new elasto-kinematics configuration, the new wheel location provides greatly improved lateral dynamics and allows the driver of the C63 AMG to benefit from significantly higher cornering speeds. A larger torsion bar stabilizer, new head bearings and dampers with rebound buffer springs further enhance this stability and precision. Steering feedback is also improved by the new kinematics. The speed-sensitive AMG sports steering has a ratio of 13.5:1, but feels more direct as a result of moving what is termed the instant center of motion at the front axle.

The multi-link independent rear suspension has also been thoroughly re-engineered, with a half-inch wider track and more camber leading to improved cornering performance. Reinforced drive shafts and drive joints increase fatigue strength and round off the improvements to the rear suspension of the C63 AMG.

The completely newly developed AMG sport suspension combines outstanding handling dynamics with the long-distance comfort to be expected of a Mercedes – which also means that the C63 AMG has the characteristic virtues of a genuine AMG.

18-inch AMG Light-Alloy Wheels

The C63 AMG is appropriately fitted with new, 18-inch AMG light-alloy wheels in a five-spoke design. Painted in titanium grey, these high-sheen wheels in size 8.0 x 18 and 8.5 x 18 are shod with wide-base tires in size 235/40 R 18 (front) and 255/35 R 18 (rear).

AMG High-Performance Braking System

Excellent stopping power for the C63 AMG is provided by large, internally ventilated and perforated disc brakes. Matched to its power and speed capability, the front brakes of the C63 AMG have a size of 14.2 inch discs with six-piston calipers, while the rear brakes are 13 inch discs with four-piston fixed calipers.

3-Stage ESP with Sport Function

The new C63 AMG is the first AMG model to feature the new 3-stage Electronic Stability Program (ESP) with a Sport function. The ESP button in the center console allows the driver to choose between three ESP modes; “ESP ON”, “ESP SPORT” and “ESP OFF.”

While in ESP ON, briefly pressing the ESP key activates “ESP SPORT” mode. When it comes to high-performance driving style on private tracks, the ESP Sport mode considerably boosts driving enjoyment, with full control (traction and handling controls) always available for every driving situation. During Sport mode, the handling control allows a corresponding drift angle before intervening. As soon as the driver applies the brake, ESP is restored to its normal function. Prolonged pressure on the ESP key activates "ESP OFF". There is no intervention to control the handling dynamics, and no reduction in engine torque – thus increasing driving enjoyment even further. "ESP OFF" should only be used by experienced drivers under controlled driving conditions. In this mode too, operating the brake pedal also restores all the normal functions of ESP.

AMG Performance Unleashed

Available for model year 2009 vehicles, the C63 AMG can achieve an electronically-limited top speed of 186 mph (155 mph on standard) when equipped with the P30 AMG Performance Package. Other features include an alcantara steering wheel, composite brakes, and a locking rear differential.

Exclusive AMG Styling, Inside and Out

The C63 AMG departs from past AMG C-Class models with a unique hood, with two power domes, widened front fenders and a special front fascia and other body components not shared with any C-Class model.

The rear of the C63 AMG, features the standard LED lights, along with the black diffuser insert and the AMG sport exhaust system with two twin chrome tailpipes. The AMG spoiler on the trunk reduces lift and ensures greater handling stability at high speeds.

This decidedly sporty theme is continued in the interior of the C63 AMG, which has special AMG sport seats with integrated head restraints for the first time. The seats not only feature a new design with cross-piping and AMG lettering, but also an adaptive backrest with adjustments for the side bolsters and lumbar support. Perfect handling control is assured with the new AMG performance flat-bottom steering wheel in a three-spoke design, which has a rim diameter of 14.2 inches. The side sections are covered in perforated leather, and two silver AMG shift paddles.

The trademark AMG instrument cluster features newly styled dials (with red needles), AMG-specific lettering, the "6.3 V8" logo in the tachometer and a new night-time design.

The AMG main menu in the central display allows numerous settings, with "Warm Up", "Set Up" and "RACE" modes activated via buttons on the steering wheel. "Warm Up" displays the engine oil and coolant temperature, "Set Up" the current ESP mode and the transmission mode "S", "C" or "M". "RACE" mode makes the RACETIMER available, where the driver is able to measure lap times on a racetrack.

Development and Design

Beginning in 2004, the new C63 AMG was first constructed as a digital model, to examine potential development. In spring 2005 the first 1:4-scale design models were produced based on drawings and computer images, and the first testing & development vehicles were built on the basis of the C55 AMG. This made it possible to test major assemblies such as the drive train, brakes and axles.

The latest onboard measuring technology provided valuable data such as engine oil, coolant and brake disc temperatures – but other aspects of interest were lap times e.g. on the north loop of the Nürburgring, as well as measurable, precisely defined handling maneuvers to provide comparisons between different axle configurations. These tests were accompanied by extensive aerodynamic tests on the bodyshell of the C63 AMG.

Following approval of the concept in the autumn of 2005, the first fully-fledged prototypes of the C63 AMG were built. At the same time the high-performance sedan was also produced as a digital prototype. Computer simulations made it possible for the "real" development prototypes to exhibit a very high level of maturity during the first rollout. These simulations included the most important vehicle functions, such as handling dynamics, the engine and drive train, bodyshell durability, suspension performance, passive safety, the engine's thermal characteristics and performance/fuel consumption.

These tests are supplemented with extensive crash simulations and real crash tests, to provide the necessary evidence for country-specific certifications without which no registration would be possible. The end result is final vehicle approval – the green light for the launch of the C63 AMG.

About AMG

The abbreviation AMG stands for Hans-Werner Aufrecht (A) and his partner Erhard Melcher (M), who founded AMG in 1967, and Aufrecht's birthplace of Grossaspach (G). Both had been employees of Mercedes-Benz and officially described themselves as "engineering, design and testing specialists in the development of racing engines." The fledgling firm initially based itself in an old mill in Burgstall (near Affalterbach).

From its beginnings as an independent racing and tuning firm of Mercedes cars, Mercedes-AMG has grown into a supplier of exclusive high-performance cars, now with some 750 employees, an extensive model range and customers around the world. An integral part of the Mercedes-Benz organization, Mercedes-AMG has become synonymous with factory-developed high-performance vehicles. Far more than a tuner or marketing division, Mercedes-AMG is a self-contained entity responsible for all aspects of its vehicles, from development and testing to marketing, with some aspects of production shared with Mercedes-Benz facilities.

On January 1, 1999, H.W. Aufrecht sold a majority shareholding in AMG, and the company was incorporated into DaimlerChrysler AG, allowing the newly founded Mercedes-AMG to benefit even more from DCAG's global resources. The engine factory, showroom and two development buildings, built and operational in 2003, have more than doubled the space of its Affalterbach facility from 199,000 to 426,000 square feet.

About Mercedes-Benz USA

Mercedes-Benz USA, headquartered in Montvale, New Jersey, is responsible for the sales, marketing and service of all Mercedes-Benz and Maybach products in the United States. In 2007, MBUSA achieved an all-time sales record of 253,433 new vehicles, setting the highest sales volume ever in its history and achieving 14 consecutive years of sales growth. More information on MBUSA and its products can be found on the Internet at www.mbusa.com and www.maybachusa.com.

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