

MERCEDES-BENZ USA, LLC

One Mercedes Drive, P.O. Box 350, Montvale, NJ 07645-0350
Phone (201) 573-0600
Fax (201) 573-0117
MBUSA.com



Mercedes-Benz

To: Mercedes-Benz Dealers

From: MBUSA Product Management

Date: August 24, 2011

Re: MY12 C63 AMG Edition 1 Coupe & Sedan

Dear Mercedes-Benz Dealers,

We are pleased to announce two very special and exciting MY2012 C63 AMG vehicles:

1. MY2012 C63 AMG Coupe Edition 1 – Estimated MSRP: \$77,740 (100 units)
2. MY2012 C63 AMG Sedan Edition 1 – Estimated MSRP: \$69,790 (60 units)

One sedan and one coupe will be allocated as an advance allocation to each AMG Performance Center. The remaining units will be allocated as an advance based upon the formula for all AMG sales over a fixed 12 month sales period Aug 2010 - Jul 2011. Pricing excludes destination and delivery (\$875).

MY2012 C63 AMG Edition 1 Coupe (P88pkg):

056	<i>designo</i> Magno Night Black (satin matte finish) Paint – exclusive to Edition 1
X49	Premium Black Nappa Leather with red contrast stitching – exclusive to Edition 1
P88pkg	P88 Launch Edition Package
P01pkg	Premium 1 Package
P31	AMG Development Package (Carbon Fiber Spoiler not included) <ul style="list-style-type: none">– 251 – Speed Limit Raised to 174mph– 923 – Increase of output +30hp– U70 – Red Brake Calipers
319pkg	Lighting Package
218	Rearview Camera
242	Power Passenger Seat w/Memory
396	Voice Control
527	COMAND System w/ Hard-Drive Navigation
739	Aluminum Trim
797	19" Matte Black Multispoke Wheel
889	KEYLESS-GO

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++ Important Note: The MY2012 C63 AMG Edition 1 Coupe will “not” have the Carbon Fiber spoiler; even though it does have the P31 Development Package.

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Special "Edition 1" Exclusive Nappa Leather Seats with Red Contrast Stitching with Affalterbach Crest:



Two-Tone Steering wheel:



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Special "Edition 1" badging on dashboard:



MY2012 C63 AMG Edition 1 Sedan:



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MY2012 C63 AMG Edition 1 Sedan (P88pkg):

- 044 *designo* Magno Alanite (satin matte finish) Paint – exclusive to Edition 1
- X49 Premium Black Nappa Leather with red contrast stitching – exclusive to Edition 1

- P88pkg P88 Launch Edition Package
- P01pkg Premium 1 Package
- 242 Power Passenger Seat w/Memory
- 275 Power Driver Seat & Steering Col. w/ Memory
- 396 Voice Control
- 527 COMAND System w/ Hard-Drive Navigation
- 739 Aluminum Trim
- 797 19" Matte Black Multispoke Wheel
- 889 KEYLESS-GO

MY2012 C63 AMG Edition 1 Coupe vs. MY2012 C63 AMG Edition 1 Sedan Matrix

Option	C63 Edition 1 Coupe	C63 Edition 1 Sedan
P88 Package: Edition 1	•	•
P31 Development Package Carbon Fiber Spoiler NA	•	-
Red Brake Calipers	•	-
<i>designo</i> Magno Night Black Matte Paint	•	-
<i>designo</i> Magno Alanite Matte Paint	-	•
Black Nappa Leather w Red Contrast Stitching	•	•
Two-Tone Red Steering Wheel	•	•
Aluminum Trim	•	•
19" Matte Black Multispoke Wheel	•	•
Exclusive Edition 1 badging	•	•
KEYLESS GO	•	•
Bi-Xenon Lights	•	•

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All MY2012 C63 AMG Edition 1 vehicles are scheduled for August & September production and tentatively scheduled to arrive at US ports in September/October 2011 (please note: subject to change). Again only 100 Coupes and 60 Sedans will be built for the US Market

One sedan and one coupe will be allocated as an advance allocation to each AMG Center. The remaining units will be allocated as an advance based upon the formula all AMG sales over a fixed 12 month sales period from Aug 2010 - Jul 2011.

More details on these highly exclusive vehicles will be available in PDF Dealer Ordering Guide which will be posted to ADVANTAGESonline in early-September 2011.

Please note: These vehicles are special editions and are limited.

Sincerely,

Robert Moran
Manager, Exclusive Vehicles (AMG, Maybach)
MBUSA Product Management

Kevin O'Connell
Manager, Dist. Systems Alloc. & Ordering
MBUSA Vehicle Distribution and Logistics

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