

MERCEDES-BENZ USA, LLC

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To: All Mercedes Benz Sales Managers. General Managers , Inventory Managers

From: Product Management

Date: November 2, 2009

Re: New AMG Package for the 2010 C63 AMG

Dear Colleagues,

We are pleased to announce some important changes to the available options for the **2010 C63 AMG**. These changes become effective with December ('09) production.

1. Discontinuation of AMG Performance Package (code P30)

As of December production, the AMG Performance Package (P30) will be superseded by the new AMG Development Package (P31) which is described below.

The suspension components of the P30 Performance Package will be completely discontinued. We have received repeated feedback over the past 18 months that the track-developed suspension enhancements provide a particularly stiff ride.

The **Limited Slip Differential** from the P30 Performance Package will be made a **standalone option** at a price of **\$2,000** and can be ordered using **code 471**. The remaining components of the former P30 Performance Package are maintained in the new P31 AMG Development Package.

2. Introduction of AMG Development Package (code P31)

The Development Area of AMG headquarters in Affalterbach is constantly working on ways to enhance AMG vehicles. To this end, they have developed an exciting new option that provides a 'shot of SLS AMG' for the C63 AMG.

The AMG Development Package is designed to appeal to power-hungry driving enthusiasts and increases the power level of the C63 AMG by **30hp to 481hp** - close to that of the C-Class DTM racing cars! This power increase is achieved by important upgrades to the C63's engine, using elements derived from the SLS AMG supercar. Additionally, several differentiation items are included to provide a visual cue to the potency of a C63 AMG equipped with the new AMG Development Package.

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Package Contents:

- ▶ Lightweight AMG Forged Pistons
- ▶ New Lightweight Connecting Rods
- ▶ Revised Crankshaft
- ▶ New Engine Management
- ▶ AMG Compound Braking System
- ▶ New Red-Painted Brake Calipers
- ▶ New Carbon Fiber Trunk Spoiler
- ▶ New Exclusive Engine Intake Runners in Titanium Grey Finish
- ▶ Top Speed Increased to 174mph
- ▶ AMG Leather/Alcantara Performance Steering Wheel



As a result, a C63 AMG with the AMG Development Package boasts a 0-60mph time 0.1 seconds faster than a 'standard' C63 AMG. 0-120mph is reduced by a whopping 1.2 seconds.

P31 AMG Development Package - \$5,950

Again, please note that the discontinuation of the P30 AMG Performance Package and the introduction of the P31 AMG Development Package take effect with December production. Cars currently scheduled for December production that feature the old P30 AMG Performance Package will have this package **automatically deleted**. At which point, you have the option of adding the new P31 AMG Development Package to those orders.

Please refer to the new Advantages Online tool, accessible through Netstar, which will be updated with further details, images and ordering information shortly.

Greg Clark
Manager, Exclusive Vehicles
Product Management