

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



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 | designo 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)

– 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



newschannel UPDATE

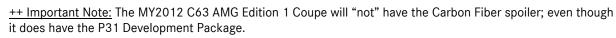
MERCEDES-BENZ USA, LLC One Mercedes Drive, P.O. Box 350, Montvale, NJ 07645-0350 Phone (201) 573-0600 Fax (201) 573-0117 MBUSA.com















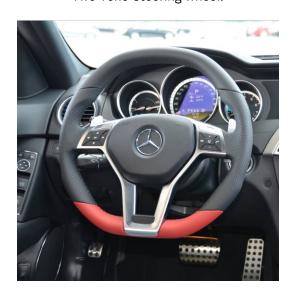
MERCEDES-BENZ USA, LLC One Mercedes Drive, P.O. Box 350, Montvale, NJ 07645-0350 Phone (201) 573-0600 Fax (201) 573-0117 MBUSA.com



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



Two-Tone Steering wheel:







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



Special "Edition 1" badging on dashboard:



MY2012 C63 AMG Edition 1 Sedan:







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



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 | • | - |
| designo Magno Night Black Matte Paint | • | - |
| designo 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 | • | • |





MERCEDES-BENZ USA, LLC

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



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

KO Cermel

Manager, Dist. Systems Alloc. & Ordering MBUSA Vehicle Distribution and Logistics

