



The new Mercedes-AMG C 63

**Press Information**

## **Powerful High-Performance Athlete**

24 September 2014

**Affalterbach. Pure fascination and breathtaking dynamics – the new Mercedes-AMG C 63 sets benchmarks. The high-tech drive, the signature AMG handling and the high level of individuality in equipment choices guarantee an utterly unique driving experience. The top model in the C-Class line-up is driven by a 4.0-litre V8 biturbo engine closely related to the power unit that provides breathtaking propulsion in the Mercedes-AMG GT. The power spectrum ranges from 350 kW (476 hp) in the C 63 to 375 kW (510 hp) in the C 63 S. With an unrivalled fuel consumption figure of just 8.2 litres per 100 kilometres (NEDC combined), the C 63 is the most fuel-efficient eight-cylinder car in the high-performance segment. The extensive range of standard equipment includes the AMG RIDE CONTROL sports suspension with electronically controlled shock absorbers, the mechanical rear locking differential and the AMG DYNAMIC SELECT drive programmes. The highly exclusive “Edition 1” is available from market launch.**

Dynamics plus long-distance comfort – as a sports saloon and high-performance estate car, the new Mercedes-AMG C 63 offers compelling engine data with exceptionally low consumption figures, outstanding longitudinal and lateral dynamics and a high level of everyday usability. The interior and exterior design is more distinctive than ever before.

The V8 top model in the C-Class is available in a choice of four variants – the saloon and the estate are both offered as the Mercedes-AMG C 63 S and C 63, with the C 63 S set up for even more dynamic handling and performance. The Mercedes-AMG C 63 celebrates its world premiere on 2 October 2014 together with the show premiere of the Mercedes-AMG GT at the Salon de l’Automobile in Paris. Market introduction begins in February 2015 with the more powerful

C 63 S Saloon with **375 kW** (510 hp). The C 63 with **350 kW** (476 hp) and the C 63 S Estate will follow in April 2015.

“We are also marking the beginning of a new era with the new nomenclature. The successor to the Mercedes-Benz C 63 AMG, which has been incredibly successful worldwide, will now be called the Mercedes-AMG C 63,” says Tobias Moers, CEO of Mercedes-AMG GmbH. “At 40,000 units, the 204 C 63 AMG was the bestselling AMG model. We will now add to this success with the new Mercedes-AMG C 63. Be it in drive, handling or equipment, the Mercedes-AMG C 63 sets new benchmarks and will further strengthen our brand promise ‘Driving Performance’. AMG customers can look forward to an exceptionally dynamic driving experience.”

Model overview:

	<b>Mercedes-AMG C 63 S</b>	<b>Mercedes-AMG C 63</b>
<b>Displacement</b>	3982 cm <sup>3</sup>	3982 cm <sup>3</sup>
<b>Power</b>	<b>375 kW</b> (510 hp) at 5500-6250 rpm	<b>350 kW</b> (476 hp) at 5500-6250 rpm
<b>Max. torque</b>	700 Nm at 1750-4500 rpm	650 Nm at 1750-4500 rpm
<b>Fuel consumption NEDC combined</b>	8.4-8.2 l/100 km (8.6-8.4 l/100 km)	8.2 l/100 km (8.4 l/100 km)
<b>CO<sub>2</sub> emissions</b>	195-192 g/km (200-196 g/km)	192 g/km (196 g/km)
<b>Efficiency class</b>	E (E)	E (E)
<b>Kerb weight (to EC)</b>	1655 kg* / 1730 kg** (1725 kg* / 1800 kg**)	1640 kg* / 1715 kg** (1710 kg* / 1785 kg**)
<b>Acceleration 0-100 km/h</b>	4.0 (4.1) s	4.1 (4.2) s
<b>Top speed</b>	250 km/h***	250 km/h***

Figures in brackets for estate \* driveable (fuel tank 90 % full, minus driver and luggage); \*\* driveable (fuel tank 90 % full, with driver (68 kg) and luggage (7 kg)); \*\*\* electronically limited

### **Best in fuel consumption, best in performance**

The C 63 is at the forefront of the competitive field. The new high-performance vehicles from Affalterbach are the only ones in the segment to be equipped with an eight-cylinder biturbo engine. The result is sporty power delivery and a highly emotional engine sound – a signature of the AMG brand. Drivers benefit from unrivalled performance delivered by a supreme level of power and torque. The C 63 S accelerates from zero to 100 km/h in 4.0 seconds and the C 63 in 4.1 seconds (Estate: 4.1 and 4.2 seconds respectively). The top speed is

250 km/h (electronically limited). Power-to-weight ratios of 3.4 kg/hp (C 63 S) and 3.6 kg/hp (C 63) likewise put the new AMG V8 top models at the head of the rankings.

“Naturally, the new Mercedes-AMG C 63 is once again powered by an eight-cylinder engine. The passionate power delivery and highly emotional sound of our 4.0-litre V8 biturbo are truly compelling. At the same time, we are maintaining our leading role in the core issue of efficiency. No other high-performance V8 automobile is more fuel efficient than the new C 63,” says Christian Enderle, Head of Development Engine and Drivetrain at Mercedes-AMG GmbH.

The C 63 not only holds the top position in terms of engine data and performance, it also sets new benchmarks in fuel consumption. With a figure of 8.2 litres per 100 kilometres (NEDC combined, equating to 192 CO<sub>2</sub> g/km), the high-performance car from Affalterbach demonstrates exceptional efficiency that puts it at the top of the segment. And it does not stop there – the C 63 is the most fuel-efficient eight-cylinder, high-performance vehicle in the world. It achieves a remarkable decrease in fuel consumption compared with the preceding C 63 AMG. The new Mercedes-AMG C 63 consumes around 32 percent less fuel than its direct predecessor with the 6.3-litre V8 naturally aspirated engine – while delivering even more performance and the emotional sound that is a signature of the AMG V8.

### **New V8 biturbo closely related to the engine in the Mercedes-AMG GT**

This impressive efficiency improvement is rooted in the new drive package. The M177 4.0-litre V8 biturbo engine, the newest member of the BlueDIRECT engine family, is a close relative of the M178, which is the sports-car heart of the new Mercedes-AMG GT. The innovative eight-cylinder is notable for its outstanding power delivery, targeted lightweight design, high efficiency and environmental compatibility. It also fulfils the highest standards in terms of noise and vibration comfort.

The newly developed eight-cylinder features biturbocharging, whereby the two chargers are not located on the outside of the cylinder banks, but instead, within the cylinder V – specialists refer to this as the “hot inside V”. The benefits are compact engine dimensions, optimum responsiveness and low exhaust emissions.

## **Petrol piezo direct injection with spray-guided combustion**

Page 4

Mixture preparation is handled by the petrol piezo direct injection system used exclusively by Mercedes. The third generation of the spray-guided combustion process has been developed to meet all future legislative requirements. The highly efficient and clean 4.0-litre V8 biturbo engine fulfils the Euro 6 emissions standard, including the rules pertaining to maximum particulate emissions that do not come into effect until 2016. A sophisticated engine cooling system ensures high performance even at ambitious race-track speeds.

## **Performance exhaust system available as an option**

Fascination, emotionality and immediate recognition – engine sound is an important development objective. The C 63 and C 63 S feature a sports exhaust system with exhaust flap. Depending on the AMG DYNAMIC SELECT drive programme, the engine sound varies between low-key for long-distance travel and raw emotionality. The exhaust flap is located in the front third, at the interface between the two pipes. Its infinitely variable actuation is controlled on the basis of the drive programme, performance wishes of the driver and engine speed.

A Performance exhaust system with three switchable exhaust flaps is available as an option for both engine variants. It provides the driver with an even greater spread. In the “Comfort” drive programme, the engine is quieter and more comfortable, while, in “Sport +” and “Race”, the V8 sound is even more dominant and evocative of a race touring car – complete with acoustic up-shift and distinctive double de-clutching feedback. In addition to setting it via the drive programme, the engine sound can also be set individually at any time at the push of a button.

## **C 63 S comes as standard with dynamic engine mounts**

A further new feature of the C 63 S that is unique in the competitive field is the dynamic engine mounts – as used on the Mercedes-AMG GT. They address the conflict of interest between comfort and handling by reducing vibration from the engine/transmission unit. The dynamic mounts can adapt their stiffness smoothly and in fractions of a second to the prevailing driving conditions and style. Soft engine mounts improve comfort by better decoupling noise and vibration. Handling and agility, on the other hand, benefit from slightly stiffer mounts. When driving dynamically, the driver feels more closely connected to

the vehicle as a result of increased feedback, while steering response is more direct. The driver benefits overall from a more precise driving feel. Minimized movement of the drivetrain mass calls for less correction on turn-in.

### **Engine production by hand – “one man, one engine”**

Powerful V8 engines have always been one of the competencies of AMG, the Mercedes-Benz performance brand. Mercedes-AMG GmbH is fully responsible for development and production. The 4.0-litre V8 biturbo engine is manufactured in the Affalterbach engine shop in accordance with the “one man, one engine” principle.

### **Variable dynamics – the AMG SPEEDSHIFT MCT 7-speed sport transmission**

A large part of the direct and sporty character of the new Mercedes-AMG C 63 is attributable to the transmission. The AMG SPEEDSHIFT MCT 7-speed sport transmission offers a compelling mix of tailor-made dynamics and exceptional variability. The MCT transmission was extensively redeveloped for application in the C 63 and is now even faster in its reaction times.

Be it automatic or triggered at the steering wheel paddle by the driver, a manual up or down-shift is now noticeably faster than in the last model. The transmission is now significantly more spontaneous in the “Sport +” and manual modes in particular. This increase in responsiveness was enabled by optimisation of the transmission’s hardware and software. Also, the aluminium shift paddles on the Performance steering wheel are now able to transmit the driver’s shift inputs even faster than before, thus further increasing the dynamic feel.

One look at the drive programmes shows the high variability of the AMG SPEEDSHIFT MCT 7-speed sport transmission. The available choices are “Controlled Efficiency”, “Sport” and “Sport +” – as well as “Race”, which is exclusive to the C 63 S. The driver chooses from the various drive programmes with the aid of the AMG DYNAMIC SELECT switch. The “temporary M” function, activated by using the paddles, delivers a further increase in dynamics.

Fascinating agility, high cornering speeds and optimum neutrality – the C 63 is equipped with independent suspension featuring a high proportion of aluminium, dynamic-oriented kinematics, electronically controlled shock absorbers and AMG-specific elastokinematics. With the AMG RIDE CONTROL sport suspension, the customer can vary characteristics in three stages between maximum sporting performance and good long-distance comfort.

At the front of the C 63 is a four-link front suspension with motorsport-based radially mounted brakes. Independent steering knuckles and a wider track permit higher lateral acceleration. The multilink rear suspension with independent wheel mounts likewise has a higher negative camber. To improve traction and dynamics, the C 63 has a mechanical locking differential at the rear, while the C 63 S is equipped with an electronic rear locking differential. Both locking differentials reduce slip at the inside wheel without braking input. As a result, the driver can accelerate sooner out of corners and the car maintains its stability when braking at high speed. The locking differential also improves traction when accelerating from a standstill. Compared with the mechanical solution, the benefits of the electronic locking rear differential, which is standard equipment on the C 63 S, are its faster and more finely tuned control, thus pushing the physical limits of the driving envelope even higher. The standard 3-stage ESP<sup>®</sup> with the functions “ESP ON”, “SPORT Handling Mode” and “ESP OFF” is perfectly networked with the locking rear differential and expertly tuned to the high level of dynamics.

The electromechanical speed-sensitive sport steering ensures precise and agile handling, with the driver benefitting from a direct ratio and optimised response characteristics. It also has variable power assistance, whereby the steering force is adapted relative to the current vehicle speed. The power assistance reacts not only in accordance with vehicle speed, but also in line with current lateral acceleration and the drive programme chosen via AMG DYNAMIC SELECT.

The C 63 runs as standard on titanium grey painted and polished alloy wheels measuring 8.5 x 18 (front) and 9.5 x 18 (rear) in 10-spoke design and clad in 245/40 R 18 tyres (front) and 265/40 R 18 (rear). The tyre dimensions on the C 63 S are 245/35 R 19 (front) and 265/35 R 19 (rear) running on alloy wheels measuring 8.5 x 19 (front) and 9.5 x 19 (rear) in 5-twin-spoke design, painted in titanium grey and polished.

A high-performance, ceramic-composite brake system is available for the first time as optional equipment for the C 63 S. Optional sports tyres ensure a noticeable and measurable increase in grip.

Page 7

### **AMG DYNAMIC SELECT drive programmes**

The driver can use four different AMG DYNAMIC SELECT drive programmes to influence the characteristics of the C 63. The C 63 S has the additional “Race” programme, which enables a maximum level of individualisation. The driver defines the driving experience using a switch to the left of the touchpad. There is a choice of several different pre-configured driving programmes and an “Individual” drive programme, which allows extensive self-configuration.

“Controlled Efficiency” is the balanced drive programme with a comfortable suspension and steering set-up as well as fuel-optimised drivetrain settings – including soft gearshifts and a more restrained engine sound. The “Gliding Function” is completely new and delivers a further reduction in fuel consumption. If the driver lifts off the accelerator between 60 and 160 km/h, the clutch of the MCT transmission opens and the engine is decoupled from the drivetrain. The electronics system reduces the engine revs to idle, and the resistance generated by the compression and frictional forces produced under trailing throttle are reduced.

The “Sport” and “Sport +” drive programmes increase sporting intensity. “Race” is reserved exclusively for the C 63 S and is the optimum setting for ambitious laps on a closed race track.

### **Form follows performance – the design reflects the technology**

Form follows performance – the design of the powerful V8 top model is influenced by motorsport and reflects its fascinating technology. Sensual clarity combines with stylish sporting character – the Mercedes C 63 inspires fascination from the very first glance. From a visual standpoint, the Saloon and Estate are both clearly members of the Mercedes-AMG family. The exteriors of the C 63 and C 63 S are differentiated by specific design elements.

The emotional, sensual surface design of the new C-Class, with its reduced, minimalist forms, now has an added, positive tension that gives it a truly dynamic character. The wider track and powerful eight-cylinder call for a completely standalone front end. The Mercedes-AMG C 63 has aluminium front

wings, widened on each side by 14 millimetres and bearing “V8 BITURBO” lettering. The entire front end has also been lengthened by 54 millimetres. In addition, the structure of the body-in-white has been reinforced in specific areas in order to compensate for the extreme longitudinal and transverse forces generated and transmitted by the drivetrain and running gear.

Mercedes-AMG sets clear accents in sporting character, expressed succinctly at the front end – gracing the long aluminium bonnet are two distinctive power domes. Together with the wider wings, they guarantee a particularly muscular look. Positioned low down and with a characteristic arrow form, the “twin blade” radiator grille with AMG lettering lowers the vehicle’s visual centre of gravity.

The “A-wing” takes a three-dimensional form and also serves as an airflow guide for the three cooling air intakes. Flics ensure optimum airflow to the cooling module. Along the lower edge of the front skirt, a front splitter helps to reduce lift.

At the rear end, the diffuser insert with three fins is a feature carried over from motorsport, as are the visual air outlets positioned on either side. They generate defined air separation edges and improve the  $c_d$  figure. The two chrome-plated twin end pipes of the AMG sport exhaust system are perfectly integrated into the diffuser. The C 63 Saloon has a separation edge on the boot lid, while the estate has a roof spoiler – each of which ensure even better grip at the rear axle.

### **Stunning interior design**

Every detail in the interior of the C 63 contributes to a stunning overall effect. The careful choice of select, first-class materials, their sumptuous tactile qualities and their precision craftsmanship deliver a sense of quality that is seldom seen even in higher vehicle classes. Like the exterior, the more powerful C 63 S is distinguished from the C 63 on the inside by a number of design details.

The dashboard is finished in black ARTICO man-made leather, with the premium look-and-feel further enhanced by stitching in crystal grey, the wing-like trim element in aluminium and the AMG-exclusive, IWC-design analogue clock (depending on equipment choice). Next to the touchpad is the AMG DYNAMIC SELECT switch as well as a number of AMG-specific controls, such



as the button for the 3-stage RIDE CONTROL sport suspension, the 3-stage ESP® and the optional button for the Performance exhaust system with flap control.

The instrument binnacle and the 3-spoke Performance steering wheel with 12-o'clock mark deliver a dynamically sporty ambience. Equipped with dedicated carbon-look dials, the speedometer scale goes all the way to 320 km/h. Performance seats are also available as an alternative to the standard sports seats in ARTICO man-made leather / DINAMICA microfibre. They give occupants a lower seating position and ensure increased lateral grip due to their more powerfully contoured form.

A range of further optional equipment means the Mercedes-AMG C 63 can be extensively tailored to individual preferences.

### **Exclusive and irresistible – the C 63 “Edition 1”**

The Mercedes-AMG C 63 und C 63 S are also available from market launch in “Edition 1” variants – with a stunning and irresistible combination of exclusive design and equipment features. There are six attractive exterior paint finishes to choose from: polar white, designo diamond white bright, iridium silver metallic, palladium silver metallic, obsidian black metallic and the AMG-exclusive paint finish designo iridium silver magno. The “Edition 1” is available as saloon and estate and can be identified from the outside by a number of design highlights:

- Forged wheels in 8.5 x 19 and 9.5 x 19 cross-spoke design, painted matte black with the rim painted in red; tyres are 245/35 R 19 (front) and 265/35 R 19 (rear)
- Night package (A-wing and trim in high-gloss black, wing mirror housings in high-gloss black, sill cladding inlays in high-gloss black, waistline trim and window frames in high-gloss black, radiator grille with double fin in silver chrome, heat-insulating tinted glass rearward of B-pillar)
- Separation edge in high-gloss black (saloon only)
- Black-chromed twin end pipe fairings
- Red accents (decals) on radiator grille and wing mirrors
- Sport stripes (decals) in matte graphite grey above sill cladding

The distinctive colour combination carries into the interior:

Page 10

- Performance seats, door centre panels and armrest in black nappa leather with diamond pattern and red contrasting stitching
- designo seatbelts in red
- Performance steering wheel in DINAMICA microfibre, flattened bottom, with red 12-o'clock marking, red contrasting stitching, steering wheel fairing in silver chrome with "Edition 1" lettering and silver-coloured aluminium shift paddles
- Trim element in carbon red pepper / light aluminium with longitudinal grain and red filaments
- Foot mats in black with "AMG" lettering and piping in red

### **Highest safety levels**

The stated aim of Mercedes-Benz is to make the highest level of safety available to all. For this reason, the C-Class features many of the new and extensively enhanced assistance systems that celebrated their world premieres just a few months ago in the S and E-Class. Standard equipment on-board the C 63 includes enhanced drowsiness warning system ATTENTION ASSIST and COLLISION PREVENTION ASSIST PLUS, which helps to avoid rear-end collisions. The assistance systems increase both comfort and safety. Mercedes-Benz calls this "Intelligent Drive". The predecessor to the new C-Class already demonstrated impressive results in terms of passive safety. The new model exceeds these and sets new benchmarks.

### **Contacts:**

Birgit Zaiser, Press and Public Relations Mercedes-AMG,  
Tel.: +49 (0)7144 302-581, [birgit.zaiser@daimler.com](mailto:birgit.zaiser@daimler.com)

Norbert Giesen, Global Product Communications Mercedes-Benz Cars,  
Tel.: +49 (0)711 17-76422, [norbert.giesen@daimler.com](mailto:norbert.giesen@daimler.com)

Further information on Mercedes-Benz is available on the internet:  
[www.media.daimler.com](http://www.media.daimler.com) and [www.mercedes-benz.com](http://www.mercedes-benz.com)