



Mercedes-Benz USA, LLC  
A Daimler Company

October 5, 2009

Dear Colleagues,

We are pleased to announce the wholesale/retail release of the all-new 2010 E63 AMG Sedan.

Several important innovations and enhancements establish the W212 E63 AMG as a quantum leap over its extremely capable predecessor. A 518hp hand-built engine, AMG Multi-Clutch Technology (MCT) Transmission and unique suspension technology make the 2010 E63 AMG far more responsive, nimble and even more exhilarating to drive than the outgoing model.

The all-new E63 AMG has already received extremely positive coverage by the automotive press with journalists calling the E63 AMG “..worthy of Thor...” and “...the finest AMG offering to date.”

Of course, the E63 AMG is built upon the strongest of foundations – the new W212 E-Class, which has enjoyed a very successful launch.

**2010 E63 AMG Sedan MSRP:           \$85,750**

While packed with cutting-edge technology and offering significant increases in performance, there are no increases in the MSRP. On the contrary, the 2010 E63 AMG is aggressively priced at nearly \$2,000 less than the 2009 model it replaces.

With your continued support, AMG continues pushing the envelope of high-performance.

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