



Mercedes-Benz



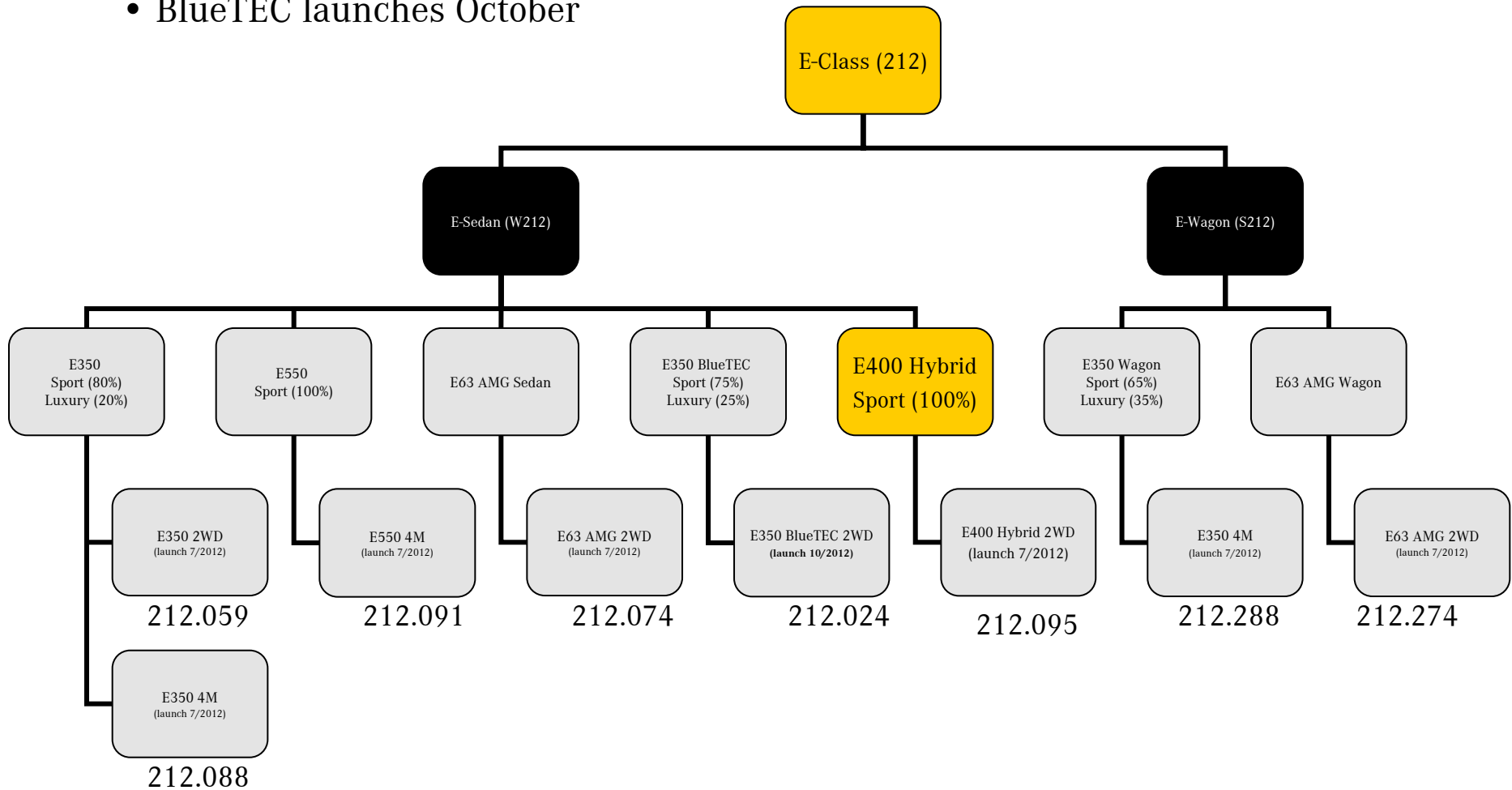
MY13 E-Class Sedan & Wagon

Product Management

March 2012



- Hybrid launches July ← NEW
- BlueTEC launches October





Carryover Engines, plus:

- New E400 Hybrid, 301 hp/272 lb-ft torque, with estimated fuel economy 24 city/31 highway/27 combined.
 - Up to 10% more horsepower (301 + 27hp electric = 328 total hp)
 - Lithium-ion battery
 - ECO Start/Stop
 - Accelerating, Parking, Turning - electric mode
 - Boost - Electric motor supports gas engine when accelerating/passing
 - Cruising - Engine control unit shifts operating range toward lower fuel consumption
 - Sailing - At normal driving speeds, shuts off gas engine and uses electric motor
- 100% Sport, 2WD, run-flat tires
- Removal of “Blue Efficiency” badging cross carline



- 040 - Black



- 149 Polar White



- 197 - Obsidian Black Metallic



- ~~230 - Quartz Blue Metallic~~



- 497 - Cuprite Brown Metallic



- 755 - Steel Grey Metallic



- 775 - Iridium Silver Metallic



- 792 - Palladium Silver Metallic



- 794 - Pearl Beige Metallic



- 799 - Diamond White Metallic



Additional Charge - \$795

- 890 - Lunar Blue Metallic



- 963 - Indium Grey Metallic



- 988 - Diamond Silver Metallic





- 101 – Black MB-Tex (std. E350)
- 201 – Black Leather (std. E550 / E63 AMG; opt. E350)
- 801 – Black Premium Leather (opt. E63 AMG)

- 105 – Almond / Mocha (Black) MB-Tex (std. E350)
- 205 – Almond / Mocha (Black) Leather (std. E550 / E63 AMG; opt. E350)
- 805 – Almond / Mocha (Black) Premium Leather (opt. E63 AMG)

- 108 – Ash / Dark Grey (Black) MB-Tex (std. E350)
- 208 – Ash / Dark Grey (Black) Leather (std. E550 / E63 AMG; opt. E350)
- 808 – Ash / Dark Grey (Black) Premium Leather (opt. E63 AMG)

- 264 – Natural Beige / Black Leather (std. E550; opt. E350)



Sport always comes with Black dash, Black Headliner

Black Carpets, etc. ie, Almond / Black or Ash / Black



- 731 – Burl Walnut Wood Trim

Available on sport or luxury



- 736 – Black Ash Wood Trim

Available on sport



- H73 – Carbon Fiber Trim

Available on E63 AMG

Additional Charge – \$2,850 (est.)





P01pkg – Premium 1 Package

E350 / E400H / E550 / E63 AMG: \$4,000/ \$3,350 / \$4,450 / std.*

- 049/518 – iPod/ MP3 Media Interface (std. E63 AMGs)
- 218 – Rearview Camera (std. Wagons)
- 297 – Rear Side Window Sunshades (Wagons only)
- 401 – Heated & Active Ventilated Front Seats (V8s only)
- 432 – Active Multicontour Driver Seat (E63 AMGs only)
- 512 – COMAND Navigation
- 536 – Sirius Satellite Radio (std. E63 AMGs)
- 540 – Power Rear-Window Shade (std. E63, n/a Wagons)
- 810 – Premium Sound System (n/a E400H, std. E63 AMGs)
- 873 – Heated Front Seats (V6s only)

E350 Wagon: P01pkg = \$3,500, P02pkg = \$5,950

E63 AMG Wagon: P01pkg = std., P02pkg = std.

P02pkg – Premium 2 Package

E350 / E400 / E550 / E63 AMG: \$6,450 / \$5,800 / \$6,900 / std.*

All contents of Premium 1 Package, plus:

- 600 – Headlamp Cleaning System (std. E63 AMGs)
- 608 – Adaptive Highbeam Assist
- 615 – Bi-Xenon Headlamps w/Active Curve Illum.
- 619 – Corner Illuminating Lamps
- 881 – Electronic Trunk Closer (std. Wagons)
- 889 – KEYLESS-GO

Note: All prices estimated



993pkg – Lane Tracking Package

E350 / E550 / E63 AMG: \$850

234 – Blind Spot Assist

476 – Lane Keeping Assist

R08pkg – Wheel Package*

E350: \$760 / E550: Std. / E63 AMG: N/A

791/795 – 18” AMG Twin 5-Spoke Alloy Wheel

277 – 3-Spoke Sport Steering Wheel

997pkg – Driver Assistance Package

E350 / E550 / E63 AMG: \$2,950

233 – DISTRONIC PLUS (with PRE-SAFE® Brake)

237 – Active Blind Spot Assist

238 – Active Lane Keeping Assist

P30pkg – AMG Performance Package**

E63 AMG: \$7,300

U70 – Red Brake Calipers

251 – Top Speed Raised to 186mph

281 – AMG Performance Steering Wheel

486 – Sport Suspension (n/a Wagon)

923 – Additional Power (550 hp and 590 lb-ft)

Carbon Fiber Engine Cover


*E350 BTC/E400H: R08pkg = N/A

**E63 AMG Wagon: P30pkg = \$6,550

Note: All prices estimated



MY13 E-Class S & W Stand-Alone Options

| | <u>E350BTC</u> | <u>E350W/4</u> | <u>E350S4</u> | <u>E550W4</u> | <u>E63W</u> | <u>E63S</u> |
|--|----------------|----------------|---------------|---------------|-------------|-------------|
| 063 - Metallic Paint | \$720 | \$720 | \$720 | \$720 | Standard | Standard |
| 2xx - Leather Upholstery (201, 205, 208, 264) | \$1,620 | \$1,620 | \$1,620 | Standard | Standard | Standard |
| 230 - PARKTRONIC (with Parking Guidance) | \$970 | \$970 | N/A | \$970 | \$970 | N/A |
| 287 - Split-Folding Rear Seats | \$440 | \$440 | Standard | \$440 | Standard | Standard |
| 289 - Wood/Leather Steering Wheel for Luxury* | \$590 | \$590 | \$590 | N/A | N/A | N/A |
| 314 - Wood/Leather Steering Wheel for Sport* | \$590 | \$590 | \$590 | \$590 | N/A | N/A |
| 298 - Rear Side Airbags | \$420 | \$420 | \$420 | \$420 | \$420 | \$420 |
| 401 - Heated & Active Ventilated Front Seats***** | \$450 | \$450 | \$450 | P01pkg | P01pkg | P01pkg |
| 413 - Power Tilt/Sliding Panorama Sunroof | \$1,090 | \$1,090 | \$1,090 | \$1,090 | \$1,090 | Standard |
| 432 - Active Multicontour Driver Seat** | \$660 | \$660 | \$660 | \$660 | P01pkg | P01pkg |
| 443 - Heated Steering Wheel* | \$490 | \$490 | \$490 | \$490 | N/A | N/A |
| 471 - Limited Slip Differential | N/A | N/A | N/A | N/A | \$2,030 | \$2,030 |
| 610 - Night View Assist PLUS*** | \$1,780 | \$1,780 | \$1,780 | \$1,780 | \$1,780 | \$1,780 |
| 793 - 19" AMG Twin 5-spoke Forged Alloy Wheel | N/A | N/A | N/A | N/A | \$1,790 | \$1,790 |
| 864 - Rear Seat Entertainment System | \$1,910 | \$1,910 | \$1,910 | \$1,910 | \$1,910 | \$1,910 |
| 889 - KEYLESS GO  | \$650 | \$650 | \$650 | \$650 | Std. | Std. |
| 8xx - Premium Leather Upgrade (801, 805, 808) | N/A | N/A | N/A | N/A | \$1,370 | \$1,370 |
| B07 - AMG Carbon Ceramic Braking System | N/A | N/A | N/A | N/A | \$12,625 | \$12,625 |
| H73 - Carbon Fiber Trim | N/A | N/A | N/A | N/A | \$2,850 | \$2,850 |
| U47 - Carbon Fiber Trunklid Spoiler | N/A | N/A | N/A | N/A | \$700 | N/A |
| U80 - 115V A/C Power Outlet | \$115 | \$115 | \$115 | \$115 | N/A | N/A |

*289 - Wood/Leather Steering Wheel can not be combined with 443 - Heated Steering Wheel.

**432 - Active Multicontour Driver Seat is formerly called Drive-Dynamic Multicontour Driver Seat with Massage.

***610 - Night View Assist PLUS requires P02pkg - Premium 2 Package.

****U47 - Carbon Fiber Trunklid Spoiler requires P30pkg - AMG Performance Package.

*****401 - Heated and Active Ventilated Front Seats requires either P01pkg or P02pkg, and Leather Upholstery.

Note: All prices estimated



| | <u>E350BTC</u> | <u>E350W/4</u> | <u>E350 S4</u> | <u>E550W4</u> | <u>E63W</u> | <u>E63S</u> |
|--|----------------|----------------|----------------|---------------|-------------|-------------|
| 056 - Accessory Rear Seat Entertainment System | \$TBD | \$TBD | \$TBD | \$TBD | \$TBD | \$TBD |
| 067 - Illuminated Door Sills | \$800 | \$800 | \$800 | \$800 | N/A | N/A |
| 068 - Wheel Locks | \$140 | \$140 | \$140 | \$140 | \$140 | \$140 |
| 070 - Chrome Door Handle Inserts | \$90 | \$90 | \$90 | \$90 | \$90 | \$90 |
| 104 - Rear Trunklid Spoiler | \$300 | \$300 | N/A | \$300 | Standard | N/A |
| 120 - AMG Illuminated Door Sills | N/A | N/A | N/A | N/A | \$850 | \$850 |
| 129 - Rear Spoiler Kit (Trunklid & Roof) | \$600 | \$600 | N/A | \$600 | N/A | N/A |
| 137 - Comfort Box | \$290 | \$290 | N/A | \$290 | \$290 | N/A |

Note: All prices estimated



| | <u>E350BTC</u> | <u>E350W/4</u> | <u>E350 S4</u> | <u>E550W4</u> | <u>E63W</u> | <u>E63S</u> |
|--|----------------|----------------|----------------|---------------|-------------|-------------|
| H76 - Aluminum Trim (Sport only) | No charge | No charge | No charge | No charge | N/A | N/A |
| 254 - Chestnut Brown Leather (Sport only) | \$1,370 | \$1,370 | \$1,370 | No charge | N/A | N/A |
| 297 - Rear Side Window Sunblinds | \$380 | \$380 | P01pkg | \$380 | \$380 | P01pkg |
| 489 - AIRMATIC Air Suspension | N/A | N/A | N/A | \$1,610 | N/A | N/A |
| 773 - AMG Exterior Carbon Package** | N/A | N/A | N/A | N/A | \$3,125 | \$3,125 |
| 796 - 18" AMG 10-Spoke Alloy Wheels | N/A | N/A | N/A | N/A | No charge | No charge |
| 872 - Heated Rear Seats*** | \$625 | \$625 | \$625 | \$625 | N/A | N/A |
| 811 - Bang & Olufsen Surround Sound System**** | \$6,400 | \$6,400 | N/A | \$6,400 | \$6,400 | \$6,400 |



* SPC options carry an additional \$250 charge.

**Requires P30pkg

***Requires P01pkg/P02pkg + Leather

**** 811 - significantly compromises trunk space due to location of spare 690 (669 AMG) above trunk floor. N/A BTC.

Note: All prices estimated