

Special Initiatives

December 2013

Mercedes-Benz Star Service Prepaid Maintenance - Lease Advertising Guidelines

Privileged & Confidential Information for
Authorized MB Dealers Only. Do Not Forward.

Mercedes-Benz USA is pleased to announce the advertising guidelines for the Mercedes-Benz Star Service Prepaid Maintenance Program. The following language must be utilized for all advertised lease pricing that is inclusive of the Mercedes-Benz Star Service Prepaid maintenance:

Example

"Lease the 2014 C250W for \$369/month for 36 months with Mercedes-Benz Star Service Prepaid Maintenance"*

The following disclaimer must be used:

* For details, exclusions and limitations on Mercedes-Benz Star Service Prepaid Maintenance, contact your dealer, visit www.mbusa.com/maintenance, or call 1-800-FOR-MERCEDES.

The advertised lease payment including Mercedes-Benz Star Service Prepaid Maintenance must be greater than the advertised lease structures stated in the monthly sales program guide.

	Current Advertised Lease Structure without PPM	Advertised Lease Structure with PPM
Example	C250W (Sport)	C250W (Sport)
Model Year	2014	2014
	39 months	39 months
Base MSRP	\$35,800	\$35,800
Premium Package/ P1	\$2,500	\$2,500
Automatic Transmission	Incl.	Incl.
Star Service Prepaid Maintenance	N/A	\$899
Transportation Charge	\$925	\$925
Total MSRP	\$39,225	\$40,124
Suggested Dealer Contribution	\$1,371	\$1,371
Gross Capitalized Cost	\$37,854	\$38,753
Customer Down Payment	\$2,899	\$2,925
Net Capitalized Cost	\$34,955	\$35,828
Term (in months)	39	39
Residual	60%	60%
Money Factor	0.00113	0.00113
Monthly Payment*	\$359	\$369
Customer Down Payment	\$2,899	\$2,925
Acquisition Fee	\$795	\$795
First Month's Payment	\$359	\$369
Amount Due at Signing	\$4,053	\$4,089
Mileage	10,000	10,000
Total Miles	32,500	32,500
Vehicle Turn-In Fee	\$595	\$595
Total Lease Payments	\$14,001	\$14,391
Total Payments	\$17,695	\$18,111
Residual Value at Lease End	\$23,535	\$24,074

*Example Super Tier, Tier I and Tier II rate/payment only