A close-up, low-angle photograph of a Mercedes-Benz grille and headlight. The grille features the characteristic horizontal slats, and the headlight is partially visible on the right side. The lighting is dramatic, with a strong highlight on the left side of the image, creating a gradient from light to dark.

MODEL OVERVIEW

MERCEDES-BENZ 1994

The 1994 Mercedes-Benz automobiles are perhaps the most rewarding cars ever to wear the Three-Pointed Star. Like every preceding Mercedes-Benz, they are built to uphold the standards of quality and craftsmanship that are the envy of the

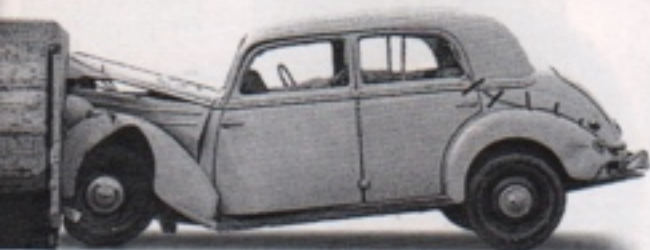
MERCEDES-BENZ: LIKE NO OTHER CAR.

automotive world. Yet each 1994 Mercedes-Benz model reflects the demands of today: for safety engineering, reliability, efficiency and value. And for an ownership experience that goes beyond the car to include customer service worthy of a century-old commitment to innovation and excellence.

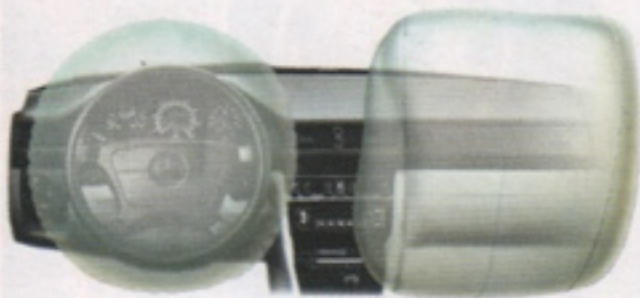


SAFETY ENGINEERING.

The comprehensive system of safety features found in every 1994 Mercedes begins with the



crumple zone, a concept first patented by Mercedes in 1951. Front and rear sections of the body are designed to deform, helping to absorb some of the impact before it can reach the passenger cabin. The crash management system is especially designed to help a Mercedes body withstand the forces of an offset frontal collision.



The body structure is designed to distribute



forces across the entire width of the car, helping maintain the integrity of the passenger cabin, and the front seat backs are crash-tested to withstand a 30-mph car-to-car rear impact.

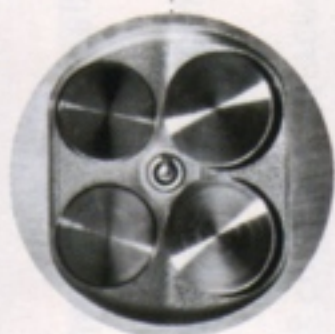


Air bag Supplemental Restraint Systems (SRS) for both driver and front passenger each include an Emergency Tensioning Retractor (ETR) and a padded knee bolster.



PERFORMANCE REDEFINED.

The performance of a Mercedes-Benz isn't just a question of top speed, or the result of high technology.



How technical innovations are integrated to meet the criteria of the real world – safety, efficiency and longevity – is the true measure of Mercedes-Benz performance. The multilink rear suspension, for example, allows for spirited driving. But it also creates active safety –



the ability to maintain control in critical driving situations.

All 1994 gasoline-engine

Mercedes-Benz models use four valves per cylinder for more power,

as well as improved fuel efficiency. Variable intake-valve timing makes these engines



more responsive at the lower rpm levels of stop-and-go driving. And the new Mercedes-Benz E 300 Diesel Sedan* meets the stringent emissions standards of all 50 states – even California and New York.

* Available in early 1994 as a 1995 model.

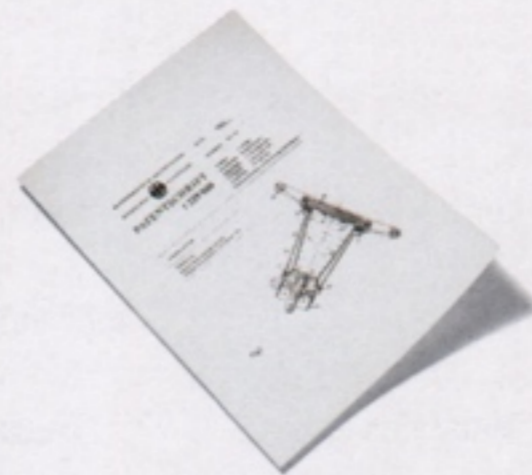
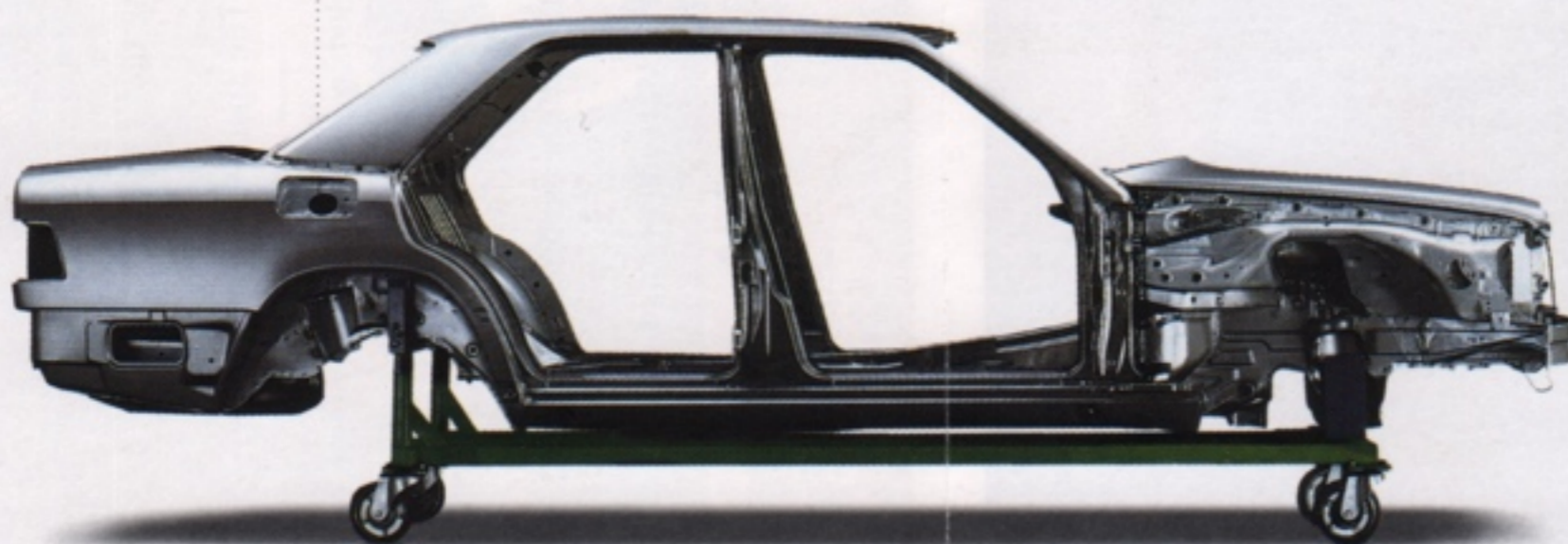
HOW A MERCEDES-BENZ GETS TO BE A MERCEDES-BENZ.

A new Mercedes-Benz design spends years in development, proving itself worthy of its name. Mercedes engineers often begin analyzing new ideas in concept cars like the C 112. An idea that shows promise is considered for production – but only after



passing a battery of tests to prove such ideas meet the rigorous Mercedes-Benz standards of performance, reliability, durability and longevity.

The quietness, comfort, solidity, fit and finish, handling and durability of a Mercedes-Benz all emanate from the remarkable strength and rigidity of the carefully engineered, rigorously tested and painstakingly finished monocoque body.



As a result of this push for new ideas, Mercedes is the holder of more than 10,000 patents.

Deep-freeze testing at temperatures of 40° below zero helps

create vehicles with deep-down reliability.

In locations like Death Valley, the engineers subject Mercedes-Benz

models to extreme heat, sometimes reaching 120° Fahrenheit.



To prove the durability of a new design, prototypes undergo grueling sessions on 'shake machines' that simulate 200,000 test track miles for every 70 hours of laboratory testing.

It is because a Mercedes-Benz is so thoroughly tested to endure that it retains its value over time.

The Complete Car Cost Guide, in fact, forecast that a Mercedes-Benz 300SL will, on average, retain 76 percent of its

original value after five years, more than any other luxury car.*

* The Complete Car Cost Guide, IntelliChoice, Inc., 1993.

A PHILOSOPHY OF QUALITY AND COMMITMENT.



Mercedes-Benz doesn't design a car in the belief that its owner will want to trade it in after two or three years. Indeed, many owners discover the inherent value of Mercedes-Benz lies in the longevity that can come from careful and correct upkeep.

Part of what makes owning a Mercedes a lasting pleasure is the support



provided by your authorized Mercedes-Benz dealers, including the Mercedes-Benz Roadside



Assistance Program, available around the clock to anyone driving a Mercedes anywhere in the U.S., regardless of the car's age or mileage.*

Sophisticated laser measuring devices

inspect body-fit tolerances to fractions of a millimeter.

Yet old-world craftsmanship still plays a role

in creating the quality look and feel of a Mercedes. On models equipped with leather upholstery,

the leather covers the entire seat, not just the seating surfaces. In critical areas,

the exquisite wood veneer conceals a layer of aluminum to help prevent splintering in a collision. The exterior



of a Mercedes can withstand equally close scrutiny. Galvanized steel guards against corrosion in many areas prone to moisture build-up. And a multi-step process ensures that the lustrous finish is durable enough to maintain its sheen for years to come.



Subject to regular maintenance and other necessary repairs, it is not uncommon to find older Mercedes models with several hundred thousand miles on the odometer.



* Roadside Assistance repairs may involve charges for services and parts. For full details of Sign and Drive services as well as the Roadside Assistance Program, please see your dealer. Depending on the circumstances, these services may be provided by Cross Country Motor Club, courtesy of Mercedes-Benz Roadside Assistance.



C-Class Sedans

THE C-CLASS



C220 4-cylinder Sedan
C280 6-cylinder Sedan

The new C-Class sedans are not merely luxury cars for the sake of luxury. But for the sake of such aims as safety, reliability, and longevity. Never before has a Mercedes-Benz automobile of these proportions felt so spacious, so solid, and so serene. The C220 Sedan combines multi-valve performance with the practicality of a 2.2-liter 4-cylinder engine. The C280 Sedan's 2.8-liter 6-cylinder

engine produces response that's more typical of V-8 powered luxury sedans. The space-efficient C-Class cabin is literally surrounded by innovative safety engineering. And equipped with arguably the most comprehensive dual air bag Supplemental Restraint System in production. Simply put, the Mercedes-Benz C-Class sedan rewards its owner with sheer automotive value.

THE E-CLASS



E300 Diesel 6-cylinder Sedan*
E320 6-cylinder Sedan
E420 V-8 Sedan



E320 6-cylinder Station Wagon



E320 6-cylinder Coupe



E320 6-cylinder Cabriolet



E500 V-8 Sport Sedan

* Available in early 1994 as a 1995 model.

Since its introduction, the Mercedes-Benz E-Class has been the benchmark by which virtually every other automobile is judged. Engineered to satisfy a wide range of driving requirements, the seven diverse E-Class models display the virtues long synonymous with automobiles of Mercedes-Benz: advanced safety engineering, rigorous standards of quality, durability and reliability, and performance that is at once spirited and efficient.



provide a blend of performance and luxury which is still

The latest addition to the E-Class is the E300 Diesel Sedan.* Powered by a new 3.0-liter in-line 6-cylinder engine, it is the first modern diesel passenger car to reap the benefits of 4-valve-per-cylinder technology. The 6-cylinder E320 Sedan and V-8 powered E420 Sedan

without peer. For those who wish to add an extra measure of versatility and spaciousness, the E320 Station Wagon provides E-Class refinement for up to seven passengers. More personal expressions of the E-Class include the E320 Coupe and Cabriolet, true grand touring cars.



And finally, there is the E500 Sport Sedan. A car that once again affirms the ability of Mercedes-Benz to build automobiles of supreme performance and luxury.

E500 Sport Sedan (left), E320 Coupe and Cabriolet (above)



E-Class Sedans



E320 Station Wagon



S-Class Standard-wheelbase Sedans



S-Class Coupes

THE S-CLASS



S350 Turbodiesel 6-cylinder Sedan*
S320 6-cylinder Sedan



S420 V-8 Long-wheelbase Sedan
S500 V-8 Long-wheelbase Sedan
S600 V-12 Long-wheelbase Sedan



S500 V-8 Coupe
S600 V-12 Coupe

* Not available in California or New York.

The Mercedes-Benz S-Class has consistently defined the capabilities that modern passenger cars should aspire to. From performance to comfort, to passive and active safety features, to efficiency and environmental concern, the S-Class has been an innovator and a leader. Today, the result is a series of sedans and coupes of impeccable driving character, each a unique synthesis of automotive functions. Powerful, agile and reassuringly secure, a Mercedes-Benz S-Class automobile imparts sheer driving pleasure and enduring satisfaction like no other automobile in the world.

The standard-wheelbase S320 Sedan and S350 Turbodiesel Sedan would surely surpass the flagships within any other car maker's line. Within the S-Class, they

achieve their own exalted rank: the most civilized and spirited 6-cylinder sedans imaginable. And the 1994 S350 Turbodiesel Sedan combines luxury with the inherent durability and fuel efficiency of a Mercedes-Benz turbocharged diesel-powered engine.

In an automotive arena suddenly quite crowded with V-8 powered luxury sedans, the spacious long wheelbase S420 Sedan offers the proven durability and performance of the Mercedes V-8 engine. The luxurious Mercedes-Benz S500 Sedan and S500 Coupe are the consummate V-8 powered automobiles.

Finally, the pinnacle of the S-Class is held by two cars of astonishing technological capabilities — the S600 Sedan and S600 Coupe. With a 389-horsepower V-12 engine, the S600 Sedan and Coupe are among the most powerful production cars ever built by Mercedes-Benz.



S-Class Long-wheelbase Sedans

THE SL-CLASS



SL320 6-cylinder Coupe/Roadster
SL500 V-8 Coupe/Roadster
SL600 V-12 Coupe/Roadster

Mercedes-Benz sports cars have always transported more than their occupants: they've combined power, agility and grace as few cars ever before. The three Mercedes-Benz SL-Class models are the most advanced examples of this unbroken tradition of excellence. Each, in its own way, satisfies your desire for an automobile of consummate driving pleasure. The 6-cylinder SL320 and V-8

powered SL500 deliver their stunning pleasures within the unyielding context of Mercedes-Benz reliability, durability and safety engineering. And the V-12 powered SL600 extends the SL's achievements into a realm perhaps occupied by no sports car ever before. As an editor of *Car and Driver* noted, "describing this car is a one-word exercise: perfection."



SL-Class Coupe/Roadsters



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S-Class Long-wheelbase Sedans



S-Class Standard-wheelbase Sedans



S-Class Coupes



SL-Class Coupe/Roadsters

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