

# In the tradition of perfection.

Steeped in years of Mercedes-Benz history, the appeal of the legendary E-Class is instantly apparent. The sleek lines of its striking design lend to its powerful presence, perfectly adapted from the Mercedes-Benz idiom.

A testimony to this tradition, the E-Class delivers an emotional, dynamic driving experience with formidable agility.

With sophisticated engines and an extensive lineup of sport and comfort oriented equipment, the E-Class will leave you wanting nothing more than a longer trip. Between the Coupe or the open-topped Cabriolet, rest assured the E-Class will offer a driving experience that stimulates all your senses.

# The E-Class Coupe and Cabriolet

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## The look of effortless superiority.

The design of the E-Class Coupe is unmistakable – from the double-louvre radiator grille with integrated Mercedes-Benz star at the front, to the dual chrome tailpipes at the rear. The front section – adorned with its brand new straight-bar design LED daytime running lights – brims with character. A powerful shoulder-line spells sheer dynamism, while the sporty rear shows off an aggressive diffuser, striking LED-design taillights and an all-new standard LED lit licence plate. The continuous line of retractable side windows without a B-pillar effuses a matchless elegance. The luxurious panoramic glass sunroof extends from the windshield to the rear, offering a breathtaking view, making the E-Class Coupe the picture of power even before it hits the road.

The E-Class Coupe is more than just a comfortable cruiser. Multicontour front seats<sup>1</sup>, sport steering wheel and AMG 18" twin 6-spoke alloy wheels deliver a driving experience far from ordinary.

### Comfort, convenience and sportiness converge.

From the moment you step in the E-Class Cabriolet, automatic front seatbelt feeders and 10-way power adjustable heated front seats with 3-position memory optimize your comfort. The Nappa leather dashboard – a standard on the 550 models – entices you with its COMAND media interface, now on the centre console. A new 12-button, multi-function 3-spoke steering wheel and lush leather or Nappa leather interior with wood trim provides an elegance you'll truly feel.

## Alluring athleticism.

The true measure of any design is how long it can endure without appearing dated. On that count, the E-Class Cabriolet will surely hold its allure for years to come. Expressive contours and muscular lines flow seamlessly to form a perfectly balanced combination of elegance and athleticism. It's evident in every detail and every angle. The crowning touch is the classic fabric roof, woven with the finest craftsmanship and materials. As fashions come and go, the E-Class Cabriolet is a timeless design, an expression of style that surpasses trends. It is available in four different colours, has been ingeniously designed both visually and technically, and is immune to inclement weather conditions. By easily raising and holding the soft top switch the roof can be opened and closed while the vehicle is travelling at up to 40 km/h or, from outside at close range, via the infrared function on the key fob.

#### Serene comfort.

Excellent soft-top sealing and aerodynamic design give the E-Class Cabriolet a low level of interior noise. An electro hydraulic mechanism folds the roof in a way that leaves an optimum load compartment during open-top motoring.

#### Feel at home on the road.

The sporty front and rear seats combine ergonomic comfort with safety. 10-way adjustable front seats with standard NECK-PRO head restraints are shaped to give the driver and front passenger optimum support, even when the driving style is particularly dynamic.

Optional Climate Comfort front seats feature 3-stage active heating and ventilation. Multicontour front seats<sup>4</sup> feature integrated inflatable air chambers for lumbar support and side bolsters, plus a chamber for extending the driver's seat cushion length to ensure the seats are perfectly adjusted for your maximum comfort.

The standard trunk pass-through rear seats allows longer items such as skis, to be carried with ease.







## Undisturbed luxury.

Open-top driving has never been more refined. The AIRCAP® system combines an extendable, power operated wind deflector mounted atop the windshield frame, with an electronically adjustable draught-stop positioned between the rear head restraints. Meanwhile, AIRCAP® diverts the flow of air over the passenger compartment and delivers a virtually draft-free interior – all at the touch of a button. The ingenious AIRSCARF system¹ extends the open-air driving season is by sending heated air from vents mounted in the head rests to the shoulders and neck areas of the driver and front passenger. Whatever your mood, the E-Class Cabriolet will readily oblige with a fully electric fabric roof that opens and closes automatically. Best of all, these features are easily accessible via the new full-colour display instrument cluster on the centre console.



AIRCAP® technology ensures a comfortable draft-free interior.

Optional as part of the Premium Package on the E 350 and E 550 Cabriolet.

### You will be entertained.

The E-Class Coupe and Cabriolet take entertainment as seriously as they do comfort.

All the cockpit controls are visible at a single glance thanks to the multifunctional COMAND 7" colour LCD display screen in the centre console. Navigation, audio and telephone are combined into one intuitive design with the new COMAND APS<sup>1</sup> media interface system, equipped with an integrated hard-disc drive (HDD) navigation and 6-disc DVD changer. Even better, all key functions can now be called up using the LINGUATRONIC voice control function with whole-word recognition capability.

The premium harman/kardon<sup>®</sup> LOGIC7<sup>®</sup> surround sound system<sup>1</sup>, featuring 12 loudspeakers, 450 watts of power and a 9-channel Digital Sound Processing (DSP) amplifier lets you hear your favourite music with stunning clarity and depth. You'll enjoy the Media Interface<sup>1</sup>, which gives you 3 different connection cables - one for your iPod®, a USB input for memory sticks and the auxiliary audio input.

SIRIUS Satellite Radio<sup>2</sup> comes integrated into your vehicle's audio system. With 120 channels of coast-to-coast reception coverage including music, sports, news, talk, and comedy, SIRIUS lets you listen to what you want, whenever you want.

Available as part of the Premium Package on the E 350 Coupe and Cabriolet. Standard on the E 550 Coupe and Cabriolet. 2 @ 2011 SIRIUS Satellite Radio Inc. "SIRIUS," the SIRIUS dog logo and related marks are trademarks of SIRIUS Satellite Radio Inc. Complimentary 6 months of service included. Monthly subscription required for service thereafter.











### Increased adrenaline. Reduced emissions.

Performance meets fuel economy. Luxury meets responsibility. At Mercedes-Benz, we don't believe in compromise. This is no exception: our BlueEFFICIENCY platform ensures that when we develop a new model, environmental responsibility plays a major role. We do this at all levels of our vehicle development and production – and therefore take a comprehensive approach to all the potential factors relating to drive systems, lightweight construction, energy management and fuels. This all-round approach also includes aspects such as the total harmful emissions, choice of materials, development, production, use and servicing, right up to eventual vehicle recycling and disposal. The world's awareness is increasing as emissions, fuel consumption and fuel prices become topics that affect us all. For Mercedes-Benz it is both a corporate goal and an obligation to shape the future of mobility in a responsible and sustainable manner.

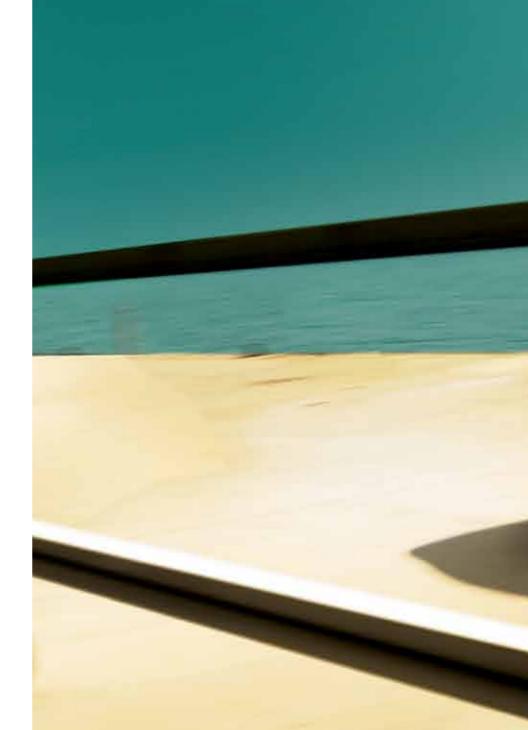


## An accelerated performance.

We went to extraordinary lengths to produce the special driving experience offered by the E-Class. Both the E 350 Coupe and Cabriolet have a 3.5 L direct injection V6 engine that produces 302 hp and 273 lb-ft of torque, giving you plenty of power to get the most out of everyday driving. Performance goes a step further on the E 550 Coupe and Cabriolet with their 4.6 L Bi-Turbo V8 engine with 402 hp and 443 lb-ft of torque. The result: a sublime driving experience, whatever the situation.

## Optimum power and performance.

The revised programming of the E-Class Coupe and Cabriolet's 7G-TRONIC 7-speed automatic transmission provides the optimum engine speed for all shifts. Steering wheel shift paddles also allow the driver to manually change gears with ease. The result is an unmatched driving experience you would only expect in a Mercedes-Benz.









## Always in command.

Staying relaxed at the wheel means having complete control over your vehicle. We kept this in mind when designing the E-Class Coupe and Cabriolet. The standard AGILITY CONTROL suspension automatically adjusts the dampers at each wheel according to the given situation, giving you a noticeably smoother and bump-free ride than conventional dampers, particularly on poor road surfaces.

The standard Dynamic Handling Package with speed-sensitive steering provides a unique degree of agility and handling dynamics, enabling you to switch between Comfort and Sport drive modes at the mere touch of a button. This package also gives you a significant enhancement in ride comfort, thanks to continuously variable damping.

Along with sophisticated braking systems, a wind-optimized shape with countless bodywork details, and improved sound insulation, the pure pleasure you get from driving an E-Class Coupe or Cabriolet is equal only to the feeling you get from owning one.

### Throw everything to the wind. Except caution.

Sit back and enjoy that wonderful sensation of freedom without worry – the E-Class Coupe and Cabriolet boast impressive safety features tailored to meet the highest technical and aesthetic standards.

#### Body structure.

Right from the outset, the E-Class Cabriolet is designed with the safety of its occupants in mind – much of the body consists of high-strength and maximum-strength steel. The passenger compartment has cabriolet-specific reinforcement in the floor and side areas. The roof frame structure and the A-pillars have been built for stability. The A-pillars are reinforced with high-strength steel which, along with roll-over bars, offers effective occupant protection in the event of a roll-over.



The energy-absorbing crumple zones in the front and rear sections, an extremely robust safety passenger cell, and the doors with special reinforcing elements form an effective defensive barrier in an emergency.

### An overwhelming sense of well-being.

The available Driving Assistance Package avails state-of-the-art technology like ATTENTION ASSIST<sup>1</sup>, which detects drowsiness and alerts the driver. Small front-mounted cameras allow LANE KEEPING ASSIST to detect unintentional lane drifting via the road's painted lines, cuing both audible and physical warnings<sup>2</sup>. Passive BLIND SPOT ASSIST sensors can detect a vehicle in the driver's blind spot and display a warning light on the dashboard. If the driver misses the warning and begins to turn, the active system sounds audible warnings and rumbles the steering wheel. DISTRONIC PLUS<sup>3</sup> with PRE-SAFE BRAKE automatically regulates the distance between you and the vehicle ahead. If the driver fails to react to visual and audible warnings of an imminent collision, PRE-SAFE can initiate braking by itself. Adaptive Highbeam Assist (AHA) automatically lowers the highbeams when it senses oncoming traffic. NECK-PRO headrests instantly spring forward to reduce the risk of whiplash in a collision. Plus, it has front and side airbags for the driver and front passenger, a driver's knee air bag, and window bags for all seats<sup>4</sup>. Without sacrificing style, the E-Class Coupe and Cabriolet bring the next generation of substance in the form of safety.

'Standard on all models. 'No system, regardless of how advanced, can overcome the laws of physics or correct careless driving. Please always wear your seat belt. Best performance in snow is obtained with winter tires. 'Available as optional equipment. 'WARNING: The forces of a deploying airbag can cause serious or fatal injuries to a child under age 13. Children under 13 should be seated in the back seat if possible. See Operator's Manual for additional warnings and information on air bags, seat belts and child seats.



The finishing touches can mean the difference between a work of art and a true masterpiece. Whichever colour you opt for, you've made the right choice. Because with a selection of paint finishes benefiting from an extra scratch-resistant clear coat, your E-Class is less susceptible not only to scratches, but also to sunlight, temperature variations, dust and soot.



	LEATHER	Black/Black	Natural Beige/Black	Almond Beige/Black	Flamenco Red/Black	Alpaca Grey/Black	NAPPA LEATHER <sup>2</sup>	Black/Black	Almond Beige/Black	Alpaca Grey/Black
SOLID PAINT										
Black		•	•	•	•	•		•	•	•
Fire Opal		•	0	•	0	-		•	•	-
Calcite White		•	•	0	•	-		•	0	-
METALLIC PAINT										
Obsidian Black		•	•	•	•	•		•	•	•
Indigolite Blue		•	-	0	-	•		•	0	•
Iridium Silver		•	0	-	•	•		•	-	•
Stannite Grey		•	0	•	0	0		•	•	0
Palladium Silver		•	0	-	•	•		•	-	•
Cavansite Blue		•	0	•	-	•		•	•	•

Recommended combination
 O Possible combination

### designo TRIM<sup>3</sup>



W80 designo Leather<sup>3</sup>



W81 designo Black Leather





## An E-Class that matches your style to perfection.

designo offers a true feast for the senses. Once your eyes have taken in the many bespoke paint finishes and the leather combinations, you'll savour the scent of the fine leather upholstery and available matching trim. But it's not just the quality and workmanship that make designo so unique: it's also the almost infinite range of combinations. They allow you to give your Mercedes-Benz a signature of its own – as if you were furnishing your home.

The seats and door centre panels can be trimmed in single-tone or two-tone leather in a choice of nine shades. The unique upholstery fluting, with elaborately stitched double lap seams, is exclusive to *designo*. Beautiful *designo* leather trim is also available in black or colour matched to your selected *designo* interior.

See your dealer for further details.

E 350 Cabriolet

E 550 Coupe

Δ

Δ

Δ

E 350 Coupe

INDIVIDUAL EQUIPMENT  CONVENIENCE	E 350 Coupe	E 550 Cabrorer	E 550 Cabriolet	EQUIPMENT PACKAGES
Integrated garage door opener			<b>A</b>	E 350 COUPE PREMIUM PACKAGE:
PARKTRONIC with parking guidance	0 0	0	0	PARKTRONIC with advanced parking guidance, COMAND APS
SmartKey remote with panic button	<b>A A</b>	<b>A</b>	<b>A</b>	with hard drive-based (HDD) navigation, harman/kardon® LOGIC7® surround sound system, KEYLESS-GO, Media
KEYLESS-GO	0 0	0	0	interface. Rear window sunshade, Rearview camera.
AIRSCARF	0	_	0	E 350 CABRIOLET PREMIUM PACKAGE:
AIRCAP	- 4	_	<b>A</b>	PARKTRONIC with advanced parking guidance, COMAND APS
SAFETY				with hard drive-based (HDD) navigation, harman/kardon® LOGIC7® surround sound system, KEYLESS-GO, AIRSCARF,
ATTENTION ASSIST			<b>A</b>	Media interface, Rear view camera.
PRE-SAFE®			<b>A</b>	E 550 COUPE PREMIUM PACKAGE:
DISTRONIC PLUS	0 0	0	0	PARKTRONIC with advanced parking guidance, Climate comfort front seats. Rear window sunshade, KEYLESS-GO.
Crash-responsive NECK-PRO front head restraints		<b>A</b>	<b>A</b>	Rear view camera.
Dual stage front airbags, front side airbags, pelvic air bags.		<b>A</b>	<b>A</b>	E 550 CABRIOLET PREMIUM PACKAGE:
Seatbelt tensioners with belt force limiters		<b>A</b>	<b>A</b>	PARKTRONIC with advanced parking guidance, Climate comfort
Side window curtain airbags	<b>A</b> -	- 🔺		front seats, AIRSCARF, KEYLESS-GO, Rear view camera.
ISOFIX child seat mounts		<b>A</b>	<b>A</b>	ADVANCED DRIVING ASSISTANCE PACKAGE:
TeleAid Emergency Calling System <sup>6</sup>	Δ Δ	<u> </u>	<b>A</b>	DISTRONIC PLUS, Active Blind Spot Assist, Active Lane Keeping Assist
Anti-theft alarm system	<b>A</b> A		<b>A</b>	DRIVING ASSISTANCE PACKAGE:
Active Blind Spot Assist	0 0	0	0	Passive Blind Spot Assist, Passive Lane Keeping Assist
Passive Blind Spot Assist	0 0	0	0	AMG SPORT PACKAGE:
Active Lane Keeping Assist	0 0	0	0	Sport steering wheel, Multicontour front seats, 18" AMG
Passive Lang Keeping Assist	0 0	0	0	5-twin spoke wheels and appearance package.
Tire Pressure Loss Warning System	<b>A</b> 4		<b>A</b>	WOOD STEERING WHEEL & SHIFTER PACKAGE:
Rearview camera	0 0	0	0	Wood/leather steering wheel and shift knob.

<sup>▲</sup> Standard equipment △ Optional equipment O Optional as part of a Package — Not available

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## The final touch for a great first impression.

You're an individual. You take pride in setting yourself apart. You also enjoy the finer things in life. Satisfy all of your discerning needs with Mercedes-Benz Genuine Parts and accessories, designed and manufactured to the highest standards for design, engineering, appearance, quality, form and function. Add nuance and unique refinement to your E-Class Coupe or Cabriolet. It's an ideal way to add your own distinctive style to an already stunning automobile.

#### **Trunk Tray**

Help protect the carpet in your trunk from dirt and moisture with the addition of this durable trunk tray. Easy to clean, nonslip, and designed to fit perfectly in the trunk of your E-Class Coupe.

#### Roof Rack and Ski/Snowboard Carrier

Increase your cargo carrying capacity when you are heading to the slopes with this roof rack and ski/snowboard carrier. Easy to use, and allows skis and snowboards to be transported safely and securely to your winter destination.

#### **Rear Spoiler**

Discreet spoiler, fitted to the trunk lid, subtly accentuating the rear contours of the E-Class.

#### Luggage Nets

Available for the floor of the trunk and the load sill. They help prevent objects from sliding around during your journey.



Trunk Tray



Roof Rack and Ski/Snowboard Carrier



Rear Spoiler



Luggage Nets

# Technical data:

Engine type
Total displacement
Net power
Net torque
Acceleration <sup>1</sup> , 0-100 km/h
Approximate top speed
Tires, front rear
Fuel economy <sup>2</sup> , city/highway estimate
Fuel tank capacity
Fuel requirement
Dimensions <sup>3</sup> Wheelbase Overall length Overall height Overall width – Mirrors Extended
Curb weight
Luggage capacity
-49946c onbrions

- 330 000FL
24V DOHC V6
3,498 cm <sup>3</sup>
302 hp @ 6,500 rpm
273 lb-ft @ 3,500 - 5,250 rpm
5.2 seconds
210 km/h
235/40 R 18 255/35 R 18
11.0-7.0 L/100 km
66.0 (litres with 8.0 litre reserv
· · · · · · · · · · · · · · · · · · ·
Premium unleaded
,
Premium unleaded 2,760 mm 4,698 mm 1,397 mm

E 350 COUPE

E 350 CABRIOLET
24V DOHC V6
3,498 cm <sup>3</sup>
302 hp @ 6,500 rpm
273 lb-ft @ 3,500 - 5,250 rpm
6.4 seconds
210 km/h
235/40 R 18 255/35 R 18
11.3-7.1 L/100 km
66.0 (litres with 8.0 litre reserve)
Premium unleaded
2,760 mm 4,698 mm 1,402 mm 2,015 mm
1,785 kg
300 - 390 litres

E 550 COUPE
32V Bi-turbo V8
4,663 cm <sup>3</sup>
402 @ 5,000 -5,750 rpm
443 lb-ft @ 1,600 - 4,750 rpm
5.1 seconds
210 km/h
235/40 R 18 255/35 R 18
12.0-7.5 L/100 km
66.0 (litres with 8.0 litre reserve
Premium unleaded
2,760 mm
4,698 mm
1,398 mm 2,028 mm
2,020 111111
1,795 kg
1,7 70 16

32V Bi-turb	o V8
4,663 cm <sup>3</sup>	
402 @ 5,00	00 -5,750 rpm
443 lb-ft @	1,600 - 4,750 rpm
5.2 second	s
210 km/h	
235/40 R 255/35 R	
12.2-7.8 L/	/100 km
	vith 8.0 litre reserve)
	with 8.0 litre reserve
66.0 (litres	with 8.0 litre reserve

300 - 390 litres

<sup>&#</sup>x27;Stated rates of acceleration are based on the manufacturer's track results and may vary depending upon model, environmental and road surface conditions, driving style, elevation and vehicle load. <sup>2</sup>These estimates are based on Transport Canada testing methods. The actual fuel consumption of this vehicle may vary. Refer to the Fuel Consumption Guide. <sup>3</sup>Dimensions shown are for models with standard equipment.

## A passion for things done right.

A passion for craftsmanship and attention to detail – it's what you'd expect from Mercedes-Benz. It drives us to set new standards in design, performance, comfort and safety. To continually build on the legendary traditions of Mercedes-Benz, and to provide you with an ownership experience that includes the valuable benefits described below.

#### 24-hour Roadside Assistance

During the basic warranty coverage of
48 months and the time duration of the optional
Extended Limited Warranty, Mercedes-Benz
Roadside Assistance will be at your service.
We'll bring you some gas, replace a flat tire
with your spare, or jumpstart your car. In the
event of a mechanical breakdown, if attempts
by our Roadside Assistance technician
have not made your vehicle safely
operable, towing service will be provided
to the nearest Mercedes-Benz dealership.
Assistance is available 24 hours a day,
every day, to anyone driving a Mercedes-Benz
anywhere in Canada or the continental U.S.1

#### Wear and tear period

The following parts listed are covered for wear and tear during the first 24 months or 40,000 km, whichever comes first. Brake pads, brake discs, brake pad wear sensors and light bulbs.

#### Mercedes-Benz warranties

The Mercedes-Benz New Vehicle Limited Warranty covers defects in materials or workmanship for 48 months or 80,000 km, whichever comes first. To widen your window of confidence, you can opt for a Mercedes-Benz Extended Limited Warranty as well?

#### **Customer service**

Owning a Mercedes-Benz means that when you have a question, we're here to help.
Customer Service is open from 9 a.m. to 5 p.m. EST, Monday through Friday, and is staffed with knowledgeable Mercedes-Benz experts who can talk you through the finer points of working your car's audio system — or even assist you in locating the nearest Mercedes-Benz dealership. Just call 1-800-387-0100. It's that simple.

#### Trip interruption reimbursement

If a breakdown covered by your New Vehicle Limited Warranty or optional Extended Limited Warranty occurs more than 80 km from your home, leaves your Mercedes-Benz vehicle inoperable or unsafe to drive, and requires overnight repairs, we've got you covered. You will be reimbursed up to \$500 for hotel accommodations and up to \$600 for alternative travel expenses per incident while your car is being repaired at an authorized Mercedes-Benz dealership.

Vehicle must be accessible from main roads. Roadside Assistance may involve charges for parts, service and towing. Depending on the circumstances, these services may be provided by an outside service provider, courtesy of Mercedes-Benz Roadside Assistance. For full details of the Roadside Assistance Program, please see your dealer. Please see your dealer for warranty details as well as for terms, conditions and pricing for extended warranty options

## Mercedes-Benz is virtually yours.

Visit mercedes-benz.ca and open an online window to Mercedes-Benz Canada. Revel in the incredible photography of our vehicles and get a visceral impression of what it would be like to see yourself behind the wheel. Access information about any of our vehicles, including financing and leasing options, upcoming models, and configure your dream Mercedes online. Our website also offers details about the Mercedes-Benz Extended Limited Warranty, vehicle ownership, and much more on the fascinating story behind one of the world's most recognizable brands.

### To be continued. With a test drive.

Nowhere is a Mercedes-Benz so convincing as on the road. It's only there that you can fully experience the superior handling and power that makes this car so special. Feel the engine move you forward, and watch your heart rate rise with the speedometer. That unique feeling in your stomach cannot be put down on paper. That's why we would like to invite you in for a test drive at your local Mercedes-Benz dealer. Reserve your appointment today, or visit mercedes-benz.ca. We look forward to seeing you.



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