

The 2012 R-Class



Mercedes-Benz
The best or nothing.

The R-Class is the perfect blend of convenience and luxury that is nothing less than artful. Even at first glance, it's clear that this is more than just a roomy Mercedes-Benz. Luxurious interior accommodations, a stylish and sporty exterior, state-of-the-art entertainment and communication capabilities as well as innovative engineering blend together to create a driving experience with unmatched character and sophistication.

The R-Class

DESIGN	2
ENTERTAINMENT COMMUNICATION	6
AGILITY	8
BlueEFFICIENCY 4MATIC™	12
SAFETY	14
COLOURS MATERIALS	16
EQUIPMENT LISTING	20
ACCESSORIES TECHNICAL DATA	22
OWNERSHIP, WEBSITE TEST DRIVE	24





R 350 BlueTEC 4MATIC™.

Even its looks are enormously impressive.

The bold lines of the exterior create an aggressive and sporty impression. An impression validated by the R-Class' car-like performance. Every detail, from the shape of the door handles to the radiator grille in chrome-accented black is an expression of a subtle, yet sleek design sensibility. And, as with every Mercedes-Benz, where there's form there's function. Features include:

- 19" 5-spoke alloy wheels.
- Available AMG 20" 5-spoke alloy wheels.¹
- Dynamic hood, fenders, mirrors, and rear bumper.
- Front bumper design with simulated underguard.
- New Citrine Brown and Pearl Beige Metallic exterior paint options.
- Bi-Xenon headlamps with washers and cornering lights.
- LED daytime running lights.
- LED taillights.
- Panoramic sunroof¹ opens with one touch of the overhead switch.
- Integrated exhaust tips.
- Passive Blind Spot Assist.¹

¹Available on the R 350 4MATIC™ and R 350 BlueTEC 4MATIC™ as part of an option package.





R 350 BlueTEC 4MATIC™.



R 350 BlueTEC 4MATIC™ interior.

We luxuriously welcome you aboard.

Can smart functionality and sophisticated good looks truly coexist? Inside the R-Class, the answer is a resounding 'yes'. Even your passengers get treated to luxuries you'll only find in a Mercedes-Benz. Features include:

- Available Leather Package featuring luxurious Leather upholstery on seats and front and rear headrests, and Interior Lighting Package.
- Standard 8-way power adjustable heated front seats with 4-way power lumbar support and 3-position memory.
- THERMOTRONIC 3-zone automatic climate control system.¹
- EASY-PACK power tailgate which opens and closes at the push of a button.¹



Adjustable rear seats offering quick and easy access for 3rd row seating.

¹Available on the R 350 4MATIC™ and R 350 BlueTEC 4MATIC™ as part of an option package.

Acts like a sixth sense, works like second nature.

Leading-edge features that follow your intuition. The R-Class makes it easy to enjoy the benefits of its advanced technology and entertainment systems. Its controls are designed to operate with a simple, natural logic. The concert-hall experience of the sound system, the preeminence of the communication features, and the available Rear Seat Entertainment System² compliment your driving experience. Features include:

- Standard COMAND APS system equipped with HDD navigation, LINGUATRONIC voice control system, and 6-disc DVD player, that combines navigation, audio and telephone into one intuitive design.
- Media Interface¹ with 3 different connection cables: one for your iPod®, another with a USB input for your memory stick, and an auxiliary audio input.
- harman/kardon® LOGIC7® surround sound system¹ with 610 watts and 12 speakers.
- Available Rear Seat Entertainment System² includes two 8" LCD screens in the back of the front seats, a DVD player and two wireless headphones.
- SIRIUS Satellite Radio³ featuring 120 channels, including 100% commercial-free music from every genre, plus sports, news, talk and comedy – all with crystal clear, coast-to-coast coverage.



Entertainment controls are easily accessed by either the head unit or controls on the steering wheel.



¹Available on the R 350 4MATIC™ and R 350 BlueTEC 4MATIC™ as part of an option package. ²Available on the R 350 4MATIC™ and R 350 BlueTEC 4MATIC™ as a standalone option. ³©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.



Convenient and discreet, playback and iPod® functionality is hosted by the optional Media Interface.



R 350 4MATIC™.



Power or comfort? For life's journeys, have both.

When it comes to power, the R 350 4MATIC™ has plenty to offer. Driven by the new 3.5 L direct injection V6, the R 350 4MATIC™ offers 302 horsepower (6,500 rpm), 273 lb-ft of torque (3,500-5,250 rpm), with an estimated 10% increase in fuel economy versus the outgoing V6 and reduced CO₂ emissions.



3.5 L direct injection V6.

Optimum power and performance.

The revised programming of the R Class' 7G-TRONIC automatic transmission provides the optimum engine speed for all shifts. Working in tandem with the engine, the 7G-TRONIC delivers exceptional ride comfort due to its seven forward gears – and with DIRECT SELECT, gear selection is easy using the steering column selector lever. Additionally, the transmission can skip several gears for responsive stopping power or when downshifting.

What comes between you and the road.

The R-Class wheel options are designed with the same philosophy as the rest of this inspired vehicle. Style, substance and safety are the cornerstones of Mercedes-Benz, and none of them were spared while developing these impressive wheels.

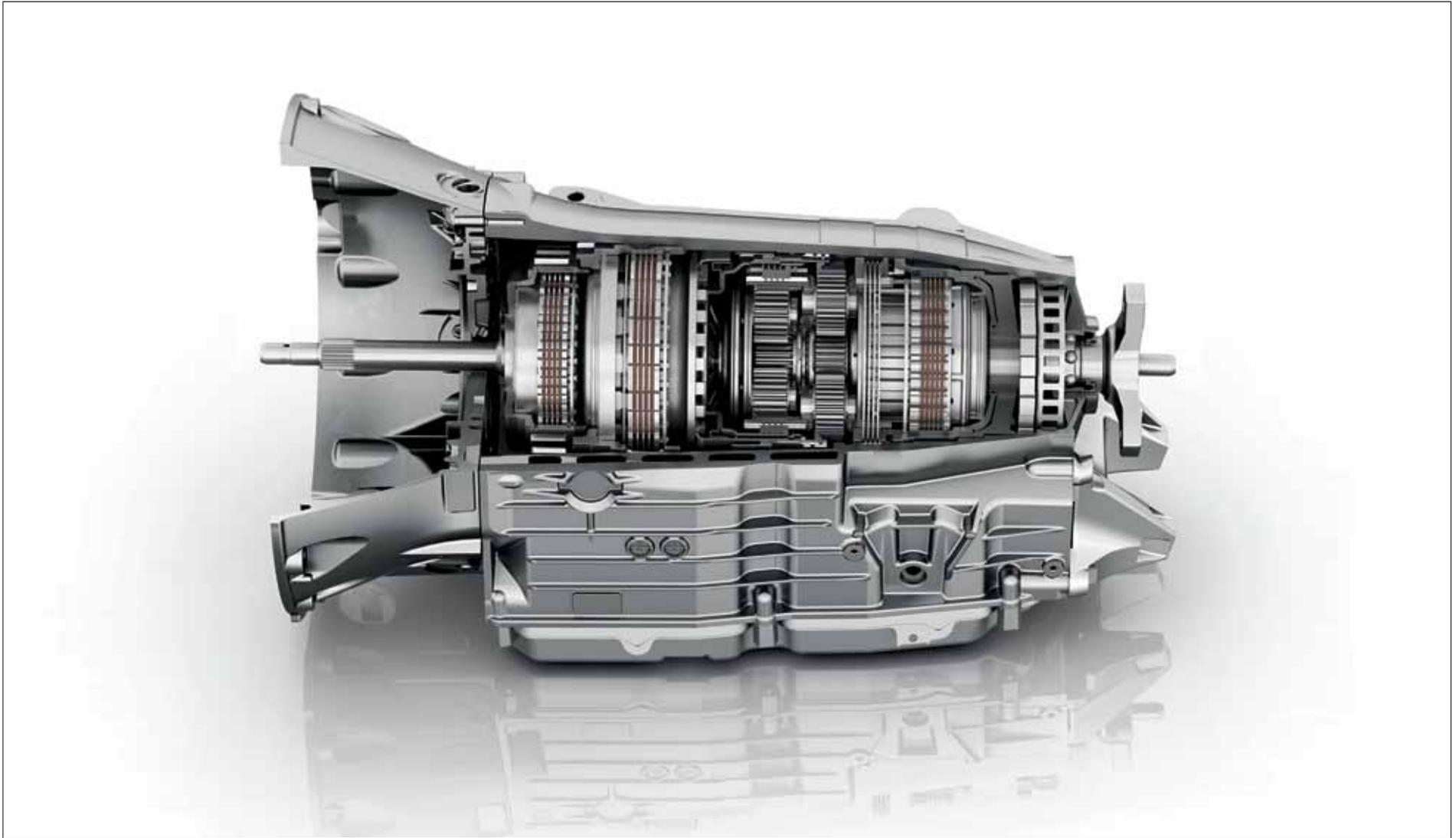
¹Standard on the R 350 4MATIC™ and R 350 BlueTEC 4MATIC™. ²Available on the R 350 4MATIC™ and R 350 BlueTEC 4MATIC™ as part of an option package.



19" 5-spoke wheels.¹



AMG 20" 5-spoke wheels.²

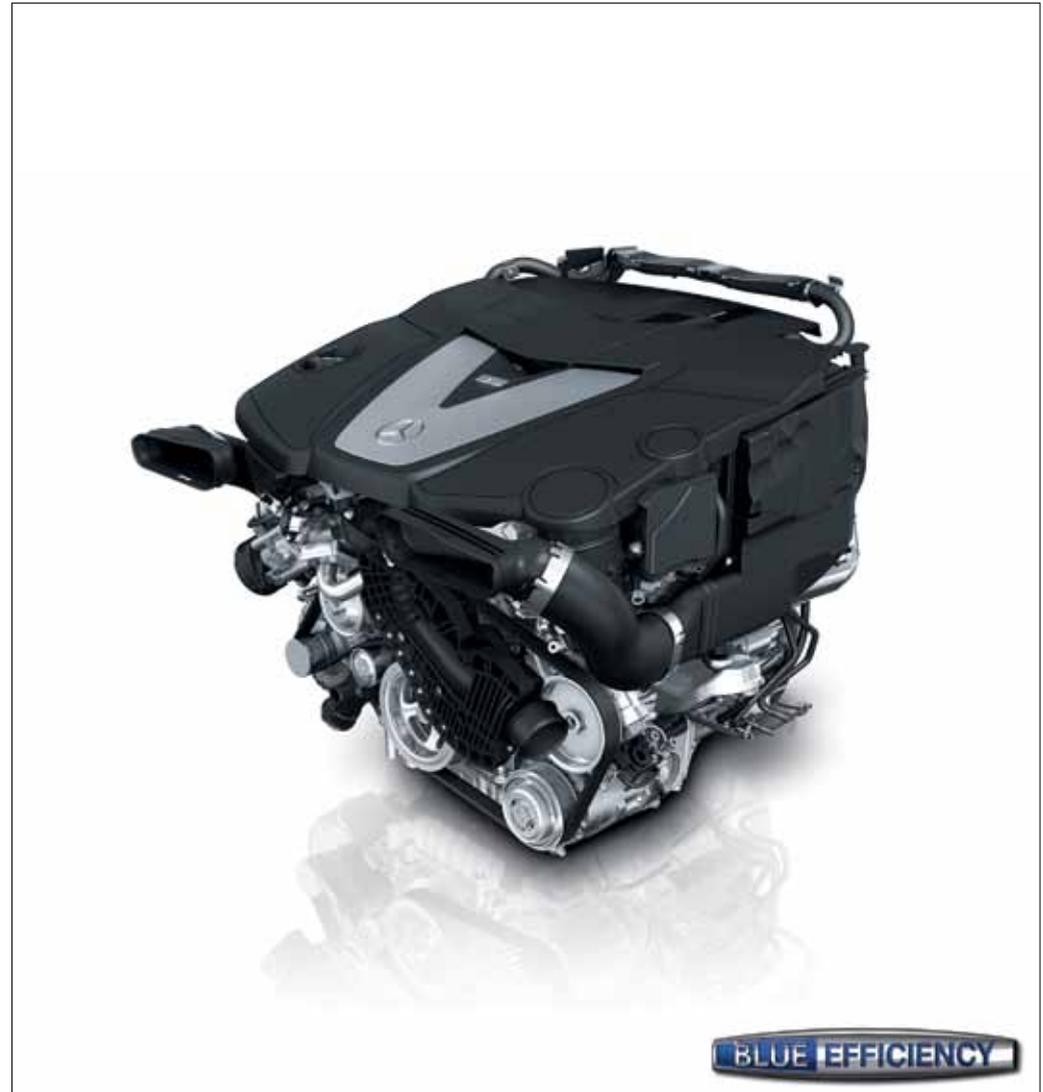


The 7G-TRONIC automatic transmission; one of over 18 million automatic transmissions produced in a period spanning more than 50 years.

Increased adrenaline. Reduced emissions.

At Mercedes-Benz, we don't believe in compromise. Our BlueEFFICIENCY philosophy ensures that environmental responsibility plays a major role in all we do. This all-round approach includes aspects such as total 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.

The standout BlueTEC diesel engine generates a remarkable 210 hp and attains a massive 400 lb-ft of torque at an incredibly low rpm range, between 1,600 and 2,400.



The innovative and environmentally inspired Turbocharged V6 diesel engine equipped with BlueTEC technology – the powerhouse of the R 350 BlueTEC 4MATIC™.

Owens the road as easily as it does attention.

With our award-winning 4MATIC™ permanent all-wheel drive system delivering optimal traction regardless of road conditions, the R-Class knows no boundaries. 4MATIC™ incorporates the 4-wheel Electronic Traction System (4ETS), monitoring each wheel for slippage and individually braking wheels to maintain the balance of power. By continuously ensuring that power is transferred to the wheels with grip, 4MATIC™ will provide control and a balanced feel making the R-Class a joy to drive in any season.



The award winning 4MATIC™ permanent all-wheel drive system provides exceptional traction capability in all weather conditions.

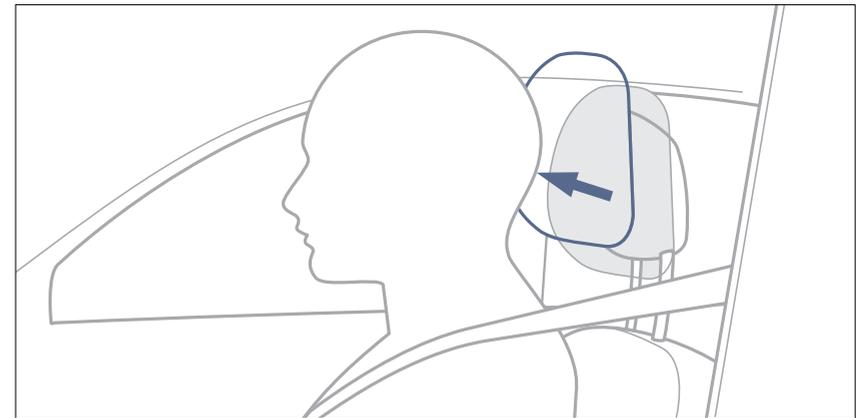
Priority one.

A cornerstone of Mercedes-Benz engineering and design is to ensure your driving experience is as safe as possible. Should the unthinkable occur, a series of functions designed to provide passengers with the best possible protection engage automatically providing support throughout the duration of danger.¹ The R-Class works with your safety in mind by preventing a post-accident situation from deteriorating. Safety features include:

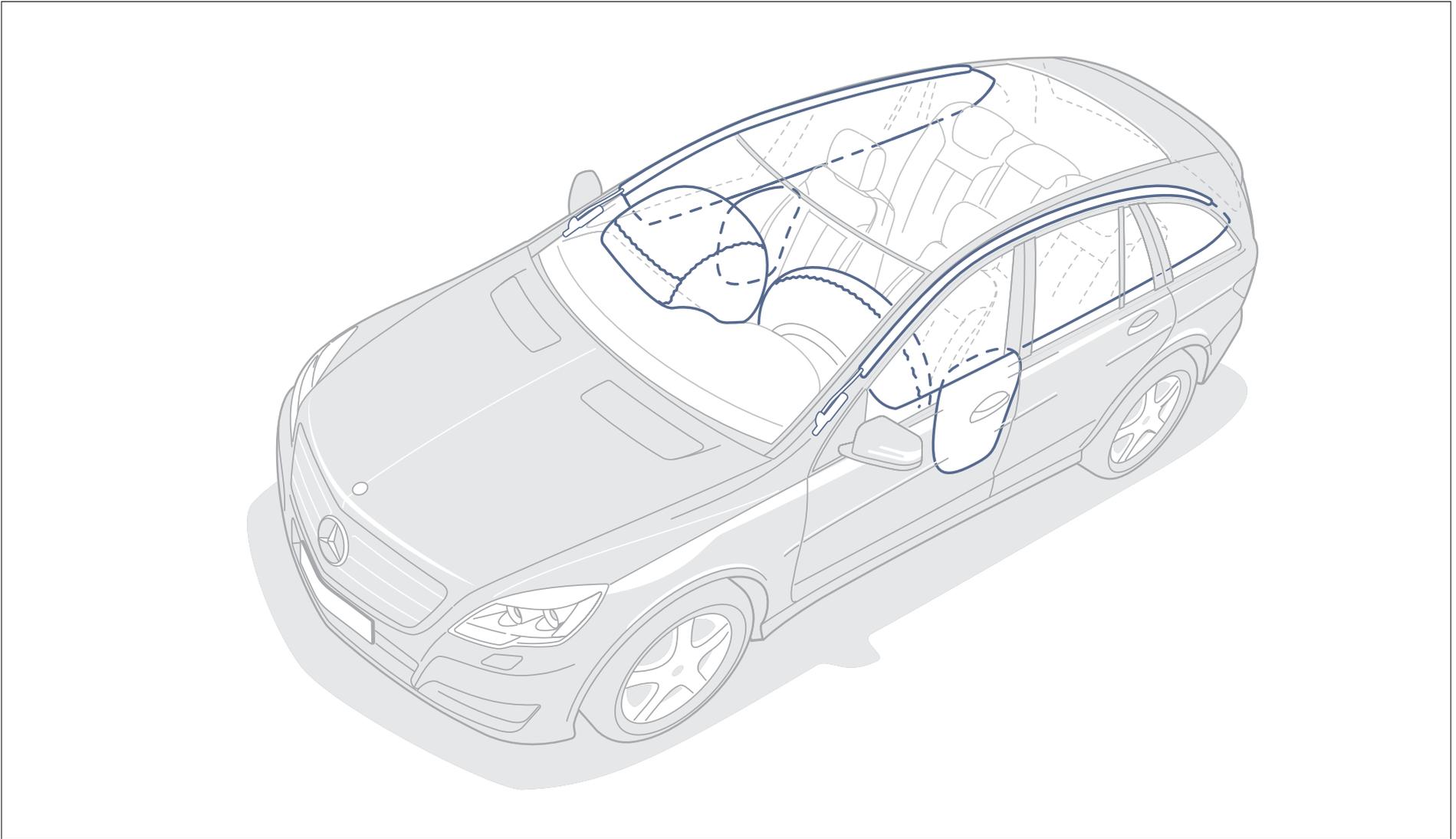
- Sensor-controlled NECK-PRO front headrests, moving almost instantaneously into position to reduce the risk of whiplash.
- PRE-SAFE[®] predictive occupant-protection system.
- The Electronic Stability Program (ESP[®]) providing automatic traction control in suspect road or adverse weather conditions.
- Brake Assist System (BAS) which automatically applies full brake pressure should you be incapable of doing so.
- Front, rear and side airbags support all occupants in the event of vehicle impact.²

Additionally, anytime an airbag or Emergency Tensioning Device is activated, the vehicle engages the TeleAid System³, putting your vehicle in touch with the TeleAid³ Emergency Response Center, where trained specialists can assess the situation and alert emergency services.

¹No 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. ²WARNING: 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 airbags, seat belts and child seats. ³First year's monitoring provided at no cost. Subscription is required for service to be active thereafter. TeleAid operates only where cellular and Global Positioning System coverage is available.



NECK-PRO head restraints automatically engage should an accident occur.



Eight-standard airbags including side curtain airbags in all three rows will support all occupants in the event of a vehicle impact.

Dressed for the occasion.

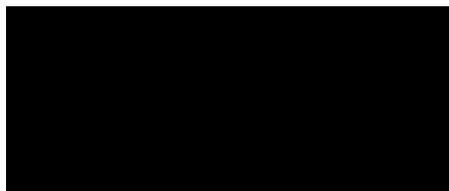
The finishing touches can mean the difference between a work of art and a true masterpiece. Whichever colour you opt for, you've made the right choice. Because with a selection of paint finishes benefiting from an extra scratch-resistant clear coat, your R-Class is less susceptible not only to scratches,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



	ARITCO LEATHER			LEATHER		
	Black/Black	Almond Beige/Black	Alpaca Grey/Black	Black/Black	Almond Beige/Black	Alpaca Grey/Black
SOLID						
Black	●	●	●	●	●	●
Calcite White	●	○	-	●	○	-
METALLIC						
Obsidian Black	●	●	●	●	●	●
Tanzanite Blue	●	○	●	●	○	●
Tenorite Grey	●	○	●	●	○	●
Iridium Silver	●	-	●	●	-	●
Palladium Silver	●	○	●	●	○	●
Pearl Beige	●	●	-	●	●	-
Citrine Brown	●	●	-	●	●	-
Diamond White	●	○	-	●	○	-

● Recommended combination ○ Possible Combination - Not Available

SOLID

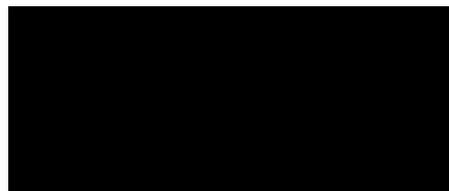


040 Black



650 Calcite White

METALLIC



197 Obsidian Black



359 Tanzanite Blue



755 Tenorite Grey



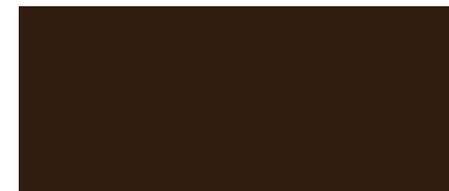
775 Iridium Silver



792 Palladium Silver



794 Pearl Beige



796 Citrine Brown



799 Diamond White

ARTICO LEATHER



151 Black/Black



165 Almond Beige/Black



168 Alpaca Grey/Black

LEATHER¹



221 Black/Black



265 Almond Beige/Black



268 Alpaca Grey/Black

TRIM



729 Anthracite Poplar Wood²



731 Burl Walnut Wood³

¹Available as part of an option package on the R 350 BlueTEC 4MATIC™ and the R 350 4MATIC™. ²Standard on the R 350 BlueTEC 4MATIC™ and the R 350 4MATIC™. ³Available as a standalone option on the R 350 BlueTEC 4MATIC™ and the R 350 4MATIC™.



INDIVIDUAL EQUIPMENT

TRANSMISSION

7G-TRONIC automatic transmission

TRACTION/STABILITY

4MATIC™ permanent all-wheel drive with 4ETS

Electronic Stability Program (ESP®) including ABS and traction control (ASR)

Brake Assist (BAS)

Rear air suspension

AIRMATIC air suspension

Adaptive Damping System (ADS)

AUDIO/VISUAL/COMMUNICATION

COMAND APS with HDD navigation and DVD player

Media Interface

SIRIUS Satellite Radio¹

Rear Seat Entertainment System

harman/kardon® LOGIC7® surround sound system

EXTERIOR

19" 5-spoke alloy wheels

AMG 20" 5-spoke alloy wheels

Bi-Xenon headlamps with washers and cornering lights

LED daytime running lights and taillights

Exterior power folding mirrors

Heated windshield washer system

Front blue tinted glass (driver and passenger)

R 350 4MATIC™

R 350 BlueTEC 4MATIC™

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INDIVIDUAL EQUIPMENT

INTERIOR

Power adjustable heated front seats

Climate comfort front seats

Multicontour front seats

Front luxury headrests

Heated rear seats

ARTICO Leather upholstery

Leather upholstery

Leather covered steering wheel and shift knob

Heated steering wheel

Wood/leather steering wheel

2nd row executive chairs with centre consolePower pop-out 3rd row windows

Sliding glass sunroof with pop-up

Panoramic sunroof

Roller blinds for rear side windows

Power-tilt/telescoping steering column with 3-position memory

THERMATIC automatic climate control

THERMOTRONIC automatic climate control with rear controls

3-position memory for front seats, steering wheel and exterior mirrors

Auto dimming mirrors (rearview and driver's side)

CONVENIENCE

Integrated garage door opener

SmartKey remote with panic button

R 350 4MATIC™

R 350 BlueTEC 4MATIC™

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INDIVIDUAL EQUIPMENT

CONVENIENCE CONTINUED

KEYLESS-GO	
PARKTRONIC	
EASY-PACK power tailgate	
115 V power outlet	
Trailer hitch	
SAFETY	
DISTRONIC	
PRE-SAFE®	
Crash-responsive NECK-PRO front head restraints	
Dual-stage front airbags, front side airbags, rear side airbags and full-length window curtain airbags	
ISOFIX child seat mounts	
TeleAid Emergency Calling System ²	
Anti-theft alarm system	
Tire Pressure Loss Warning System	
Rear view camera	
Passive blind spot assist	

R 350 4MATIC™

R 350 BlueTEC 4MATIC™

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EQUIPMENT PACKAGES

PREMIUM PACKAGE:

Rear view camera, Passive Blind Spot Assist, Panoramic sunroof, Media interface, harman/kardon® LOGIC7® surround sound system, Heated rear seats, KEYLESS-GO, EASY-PACK power tailgate, 115V Power socket.

PREMIUM SEATING PACKAGE:

Climate comfort front seats, Multicontour driver's seat, Multicontour passenger seat.

LEATHER PACKAGE:

Leather upholstery, Luxury front headrests, Interior lighting package.

PREMIUM REAR SEATING PACKAGE:

Roller blinds for rear side windows, THERMOTRONIC automatic climate control.

SPORT PACKAGE:

Adaptive damping system (ADS), AIRMATIC air suspension, Blue tinted glass, AMG 20" 5-spoke wheels.

R 350 4MATIC™

R 350 BlueTEC 4MATIC™

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▲ Standard equipment △ Optional equipment ○ Optional as part of a package

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The final touches.

Added nuances and unique refinements are just the things to make your R-Class a distinctively richer driving experience. Mercedes-Benz accessories are a cut above, having been designed and built to the highest standards for concept, engineering, quality, form and function.

Rear Roof Spoiler

- Emphasize the sporty, yet elegant appearance of the R-Class while maintaining its strong character. Exclusively designed for a perfect fit.



Rear Roof Spoiler

Chrome Door Handle Cups

- Rounds out the chrome finish of the R-Class while protecting your paint from scratches.



Chrome Door Handle Cups

Roof Rack and Box

- Need even more cargo carrying capacity? The R-Class roof rack and box is an ideal solution. We have something to fit all of your needs with multiple sizes available.



Rear Rack and Box

Technical data:

	R 350 BlueTEC 4MATIC™	R 350 4MATIC™
Engine type	24V DOHC V6 Turbo	24V DOHC V6
Total displacement	2,987 cm ³	3,498 cm ³
Net power	210 hp @ 3,400 rpm	302 hp @ 6,500 rpm
Net torque	400 lb-ft @ 1,600-2,400 rpm	273 lb-ft @ 3,500-5,250 rpm
Acceleration ¹ , 0-100 km/h	8.9 seconds	8.4 seconds
Approximate top speed ²	210 km/h	210 km/h
Tires, front rear	255/50 R 19 255/50 R 19	255/50 R 19 255/50 R 19
Fuel economy ³ , city/highway estimate	11.7-8.2 L/100 km	13.1-9.4 L/100 km
Fuel tank capacity	80 litres (13 L reserve)	80 litres (13 L reserve)
Fuel requirement	Diesel	Premium unleaded
Dimensions ⁴		
Wheelbase	3,215 mm	3,215 mm
Overall length	5,157 mm	5,157 mm
Overall height	1,663 mm	1,663 mm
Overall width – Mirrors Extended	2,183 mm	2,183 mm
Curb weight	2,380 kg	2,270 kg
Cargo capacity	2,385 litres	2,385 litres

¹Stated rates of acceleration are based upon the manufacturer's track results and may vary depending upon model, environmental and road surface conditions, driving style, elevation and vehicle load. ²Electronically limited. ³These estimates are based on Transport Canada testing methods. The actual fuel consumption of these vehicles may vary. Refer to the *Fuel Consumption Guide*. ⁴With 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 and 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.²

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.

¹Vehicle 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. ²Please see your dealer for warranty details as well as for terms, conditions and pricing for extended warranty options.

Mercedes-Benz is virtually yours.

Visit www.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. Get information about any of our vehicles, including financing and leasing options, upcoming models, and how to configure your own ideal 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 your R-Class 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 www.mercedes-benz.ca. We look forward to seeing you.



R 350 BlueTEC 4MATIC™.



R 350 4MATIC™.

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