



First impressions

Life is full of surprises. With the B-Class you can make the most of them – with plenty of beautifully designed space, plenty of attitude, and plenty of forward-thinking technology. For example, the B-Class is packed with the latest electronic assistants, including Collision Prevention Assist, to ensure you experience a comfortable and safe journey. For a more efficient drive, there is BlueEFFICIENCY technology. It's our way of taking care of a more sustainable future. The B-Class looks smart. Is smart.

Featured models:

B 200 CDI BlueEFFICIENCY Sport | metallic paint | front cover and from page 2

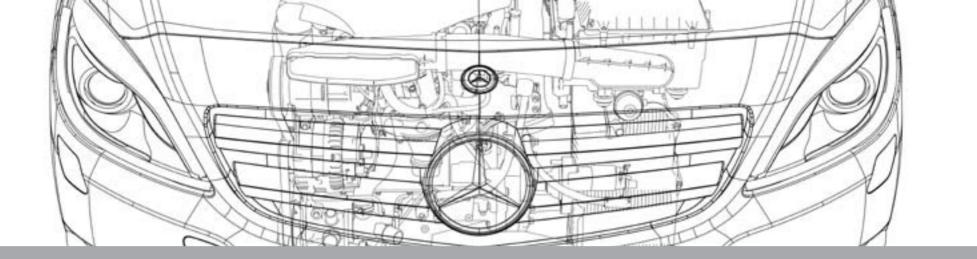
18" bi-colour alloy wheels, panoramic sliding sunroof, Active Park Assist, Exclusive Package, Hazelnut Brown leather upholstery, Black Ash wood high-gloss trim

B 180 BlueEFFICIENCY SE | metallic paint | from page 10 17" alloy wheels, Intelligent Light System, Domburg fabric upholstery in Grey, Matrix-look trim, luxury automatic climate control, heated seats, rear centre armrest

Specifications shown may include optional equipment and accessories



With an iPhone® or iPad® you can download the interactive B-Class brochure app either by scanning the QR code or by visiting the App Store



Facts

For a pleasant journey: BlueEFFICIENCY technology, diesel and petrol engines, transmission and suspension.

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Integrated safety in the B-Class: 'safer driving', 'anticipating danger', 'protecting occupants' and 'post-crash safety'.

Safety | from page 28

For everyday luxury: multimedia systems, electronic assistants, versatility, ergonomic seats, Memory Package and Light and Sight.

Comfort | from page 32

For endless choice: model lines, Exclusive Package, comprehensive standard and optional equipment, alloy wheels and Retailer-fit accessories.

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For the best service: test drive, Mercedes-Benz Finance and Insurance, Factory Collection, Interactive Owner's Manual, Roadside Assistance and Mercedes-Benz World.

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For the finer details: technical data, dimensions and paint finishes.

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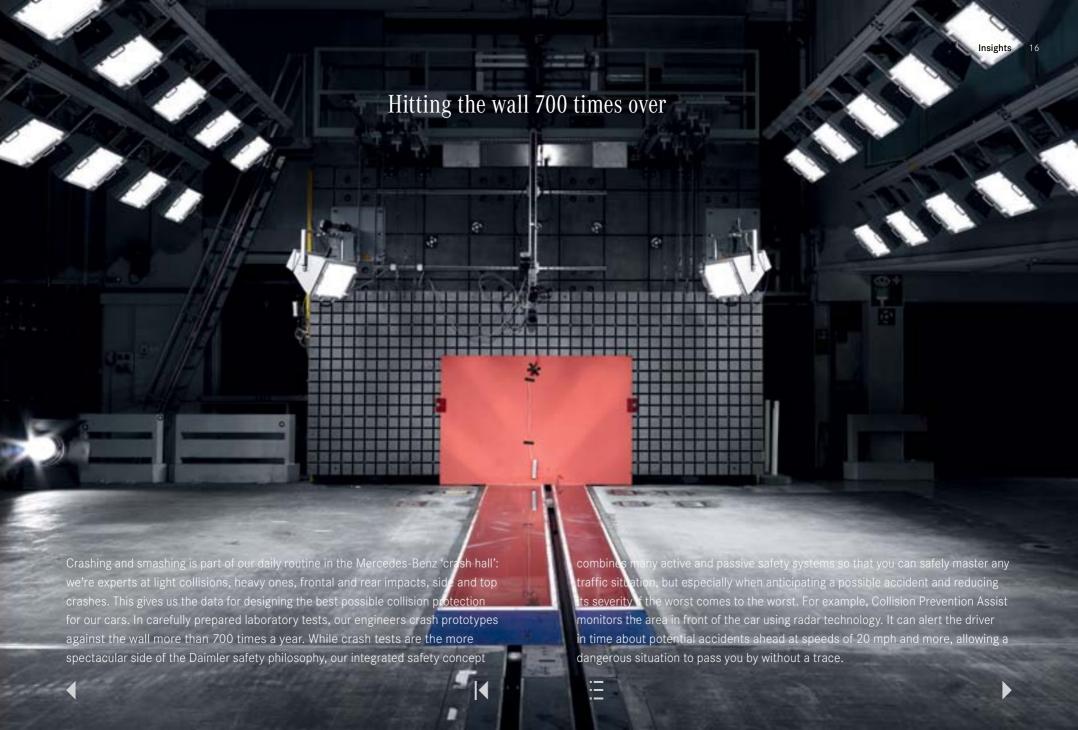


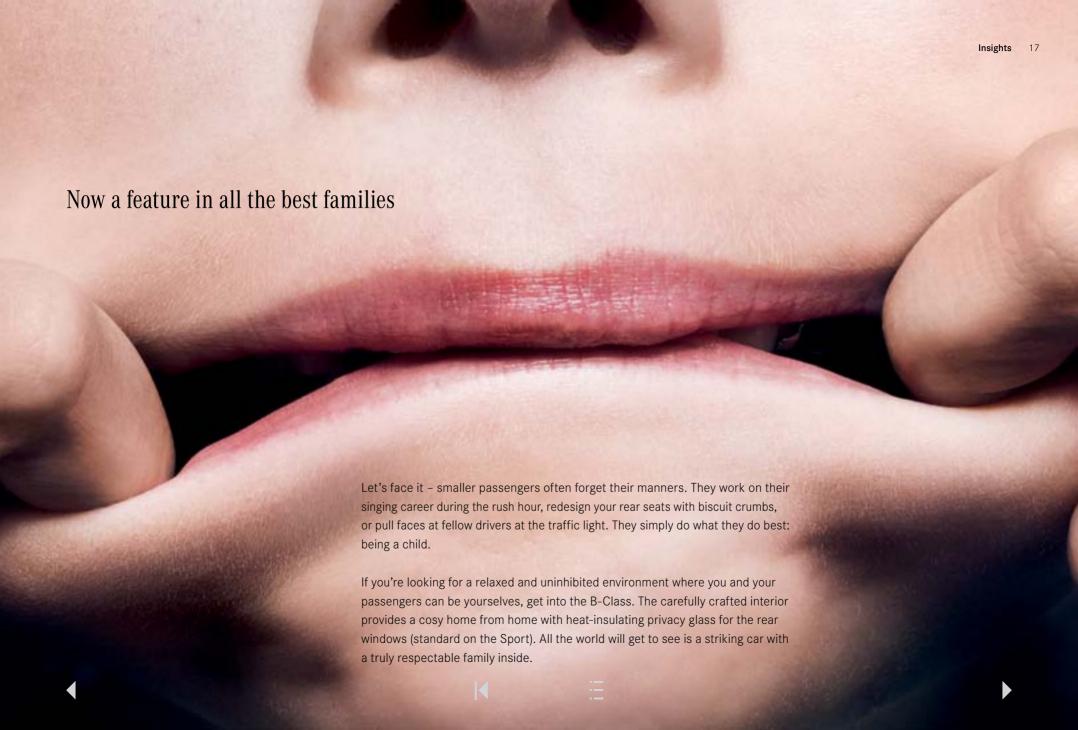












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BlueEFFICIENCY – technology for more efficient driving

Our comprehensive BlueEFFICIENCY measures have already brought significant cuts in fuel consumption to many current Mercedes–Benz models, helping to lower both their $\rm CO_2$ emissions and their running costs. What's more, we are continuing to develop new environmentally friendly technologies that will reduce emissions even further and help to make motoring more sustainable in the long term.

BlueEFFICIENCY - the Mercedes-Benz efficiency drive.

BlueEFFICIENCY models feature a range of measures that can considerably reduce fuel consumption and $\rm CO_2$ emissions. They include aerodynamic optimisation, low-resistance tyres and intelligent energy management technologies such as the ECO start/stop function, which comes as standard on the majority of our passenger car models. Many of our model ranges also now offer new BlueDIRECT engines. Their innovative direct petrol injection system delivers significantly more power, yet also helps to cut fuel consumption by up to 25%.

BlueTEC – cleaner diesel power. BlueTEC is our cleanest diesel technology to date. Its combination of advanced common-rail direct injection, optimised combustion and modular emissions control systems reduces particulate levels by up to 95% and removes up to 90% of nitrogen oxides, leaving little but water and nitrogen.

HYBRID - internal combustion at its most intelligent.

Our hybrid system combines a conventional petrol engine with an electric motor that boosts acceleration and enables brake energy to be recuperated and stored in the battery. In addition, our latest-generation hybrid models offer all-electric propulsion at up to approx. 20 mph, as well as the ability to 'glide' at speeds of up to 100 mph, by shutting down the combustion engine for maximum efficiency and zero emissions. In the E-Class, this advanced hybrid technology can also be enjoyed in diesel form, thanks to the new E 300 BlueTEC HYBRID!

E-Cell and F-Cell – new drivetrain concepts. We've also already rolled out limited production runs of two all-electric vehicles with zero local emissions: the A-Class E-Cell² and the B-Class F-Cell.² The F-Cell uses a hydrogen fuel cell to drive its electric motor, while the E-Cell is powered solely by twin lithium-ion batteries. Our F 125! F-CELL Plug-In HYBRID, meanwhile, demonstrates the possibilities of innovative zero-emission motoring for luxury vehicles.

Design for Environment. Our environmental philosophy is not just about in-car technologies. It also involves taking the entire lifecycle of each vehicle into account, from its initial planning to its end-of-life recycling. In addition, Mercedes-Benz is involved in the development of alternative fuels and conducts research in the field of bionics.

For more information about our holistic approach, see www.mercedes-benz.co.uk/blueefficiency

¹E 300 BlueTEC HYBRID Saloon: Euro 5 emissions rating. Fuel consumption, urban: 65.7–67.3 mpg; combined: 65.7–67.3 mpg; combined: CO₂ emissions: 112–109 g/km; efficiency rating A+ ²Provisional efficiency rating A+ Figures obtained in accordance with the prescribed measuring process (Regulation 715/2007/EC in the currently applicable version). The figures are not based on an individual vehicle and do not constitute part of the product offer; they are provided solely for purposes of comparison between different vehicle models

B-Class BlueEFFICIENCY

With its comprehensive sustainable approach, the B-Class combines performance and dynamics with pioneering efficiency technologies and innovative measures to reduce both fuel consumption and harmful emissions.



Every B-Class comes with BlueEFFICIENCY as standard. As a testament to its green credentials ranging from the manufacturing process through to its recycling measures, the B-Class has been awarded with the environment certificate 'Design for Environment' (ISO/TR 14062).

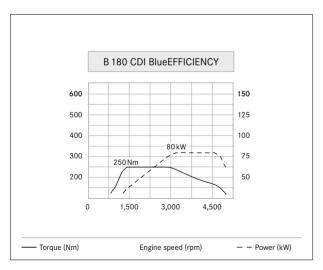
BlueEFFICIENCY covers a range of measures:

- 1 Energy-saving ancillaries
- 2 Adjustable radiator shutters and intelligent oil pump management
- 3 Highly efficient generator
- 4 Engines with petrol direct injection; optimised diesel engines
- 5 Air-conditioning compressor feature
- 6 Enhanced aerodynamics. Improvement by 13% compared to previous model (drag coefficient 0.26)
- 7 ECO start/stop function
- 8 Driver information to encourage fuel-efficient driving
- 9 Euro 5 emissions standard across the range
- 10 Tyres designed for lower rolling resistance
- 11 7G-DCT 7-speed dual-clutch automatic transmission (optional)

Diesel engines

Cleaner, more efficient, more powerful: The B-Class is a showpiece for Mercedes-Benz diesel technology. The engines are quiet yet bursting with energy, offering low fuel consumption and reduced emission levels.

4-cylinder diesel engines. The 4-cylinder diesel engine offers a torquey performance and an impressive response even at a low engine speed, while also ensuring improved fuel efficiency and reduced CO₂ emissions.



The B 180 CDI BlueEFFICIENCY engine reaches maximum torque between 1,400 and 2,800 rpm

Noise and vibration levels have also been significantly reduced. The key to this impressive set of achievements is a combination of advanced technologies. The engines' fourth-generation common-rail system boasts ultraprecise magnet valve injectors, increased pressures of 1,800 bar and further optimised combustion chambers. The higher ignition pressure and turbocharging mean high levels of torque are available at any engine speed.

A whole range of measures helps to further increase overall vehicle efficiency of the B-Class. These include tyres with lower rolling resistance, improved aerodynamics and intelligent ancillary unit management. In addition, the current engine generation boasts impressive performance and high levels of torque whilst keeping fuel consumption and CO₂ emissions low.

But that's not all: the standard ECO start/stop function automatically switches off the engine at traffic lights or in a traffic jam. The standard ECO display keeps the driver informed about efficiency and encourages an economic driving style. Both diesel engines meet the Euro 5 standard for exhaust emissions.

There are two 4-cylinder diesel engines to choose from:

- B 180 CDI BlueEFFICIENCY 107 hp (80 kW) with 250 Nm maximum torque
- B 200 CDI BlueEFFICIENCY 134 hp (100 kW) with 300 Nm maximum torque

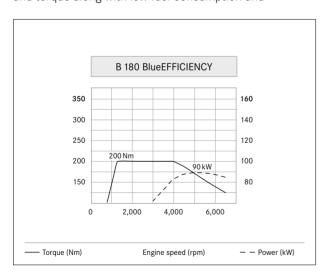


The 4-cylinder B180 CDI BlueEFFICIENCY diesel engine combines high levels of torque with low fuel consumption and reduced emissions

Petrol engines

The petrol engines deliver on all fronts: they boast significantly lower fuel consumption and reduced CO₂ emissions, with performance continuing to be impressive.

4-cylinder petrol engines. Direct petrol injection, variable valve control and turbocharging help this 1.6-litre 4-cylinder petrol engine to deliver high levels of power and torque along with low fuel consumption and



The B 180 BlueEFFICIENCY offers 200 Nm maximum torque between 1,250 and 4,000 rpm

emissions, as well as reduced noise and vibration levels.

For higher combustion efficiency and performance which, in turn, guarantees lower fuel consumption, the refined combustion system works with direct petrol injection and highly precise piezo injectors. Variable camshaft control ensures precisely the right amount of fuel is used for any given situation. Weight-savings and lower internal friction also help to further reduce fuel consumption.

But that's not all: the standard ECO start/stop function and the ECO display both help the driver to further reduce consumption. As soon as the car is stationary, at a traffic light or in a traffic jam, the engine is switched off to save fuel and to lower CO₂ emissions.

The petrol engines also benefit from BlueEFFICIENCY measures to reduce the warming up phase, intelligent oil pump management and a highly efficient generator.

There are two 4-cylinder petrol engines to choose from:

- B180 BlueEFFICIENCY with 121 hp (90 kW) with 200 Nm maximum torque
- B 200 BlueEFFICIENCY with 154 hp (115 kW) with 250 Nm maximum torque

Both 4-cylinder B-Class petrol engines meet the current Euro 5 emissions standards.





The B180 BlueEFFICIENCY 4-cylinder petrol engine features direct injection with piezo injectors and turbocharging

Transmissions

Whether you choose the 6-speed manual or the 7G-DCT 7-speed dual-clutch automatic, both transmissions are tailor-made to suit the B-Class' individual engines with optimised weight and excellent levels of performance and drive comfort.

6-speed manual transmission (standard). All engines come with our 6-speed manual transmission combined with ECO start/stop function as standard. The 6-speed manual transmission benefits from short, precise shift throws while the transmission ratios are ideally matched to the engine and the final drive ratio. The ECO start/stop function temporarily switches the engine off when the car is coming to a standstill, for example, at a red traffic light, or when in a traffic jam. It restarts as soon as you touch the accelerator or depress the clutch. Additionally, a shift point indicator and current fuel consumption display helps you to drive more efficiently.

7G-DCT 7-speed dual-clutch automatic transmission

(optional). The dual-clutch transmission achieves a unique combination of comfort, sportiness and efficiency. It consists of two part-transmissions, each featuring its own clutch. One is responsible for the 'even' gears, the other takes care of the 'odd' ones. During acceleration or braking, the transmission that is currently not in use will preset the next higher or lower gear. When changing gear, the system switches to the currently inactive transmission. As a result, gear changes are delivered faster without loss of throttle. Both clutch and gear changes are fully automatic to ensure significantly smooth gear shifts. The driver can choose between 'Economy', 'Sport' and 'Manual' modes to suit their individual driving style. The 'Sport' mode, for example, will choose a higher gear at higher revs than in 'Economy' mode, and lower gears are activated sooner. For an even sportier driving style, drivers can shift gears via the 'Manual' mode, or use the steering wheel shift paddles.

For greater efficiency, the transmission also features ECO start/stop function. Additionally, an ergonomic Direct Select gear shift lever, Cruise Control and Speedtronic are also standard on the 7G-DCT 7-speed dual-clutch automatic transmission.



Comfortable gear shifts without throttle disruption: the 7G-DCT

Suspension

Whatever suits your B-Class model. A suspension system to match.

Suspension and steering. Completely redesigned and optimised, the suspension combining McPherson front axle and four-link front suspension ensure optimum road holding and ride comfort. The standard rack-and-pinion steering system with integrated Steer Control offers precise handling in critical driving situations. For additional comfort and safety, the electro-mechanical power steering decreases at increased speeds.

Lowered comfort suspension with Direct Steer system (as part of the B-Class Sport). The lowered comfort suspension with selective dampers combines agility and drive safety with excellent body control. The lowered comfort suspension has a sporty setup for even more direct response, resulting in agile handling and a dynamic driving sensation. The body is additionally lowered by 15 mm.

Direct Steer system (as part of the B-Class Sport). Featuring an innovative spur rack, this system blends driver comfort and safety with a sporty edge. Working together with the suspension system, the Direct Steer system allows a more spontaneous response to steering movements. At lower speeds, in tight corners or, when parking, for example, very little steering effort is required. At higher speeds, straight-line stability is outstanding.

Integrated safety concept

Like all our passenger cars, the B-Class is built according to an integrated safety concept. It ensures the many passive and active protection systems work together to enhance safety in every situation – helping to bring our vision of accident-free driving another step closer.

As the inventor of the motor car, we feel a particular responsibility towards road safety. That's why we were the first manufacturer to develop an integrated safety concept that seamlessly combines a car's active and passive safety features, thus ensuring optimum all-round protection. This concept covers four different areas safer driving, anticipating danger, protecting occupants and post-crash safety - and incorporates measures designed to maximise safety in every situation, by helping you to stay safe, alerting you to danger, and assisting you wherever possible. In addition, our unique Pre-Safe® anticipatory safety system recognises likely accident scenarios and takes steps that help to further enhance occupant protection. If a collision can't be avoided, intelligent passive safety systems help to provide protection where it's needed, while solutions that can minimise the consequences of an accident and facilitate emergency assistance are also a key part of this safety concept. A selection of these technologies for the phases 'safer driving', 'anticipating danger', 'protecting occupants' and 'post-crash safety' are presented on the following pages.

Safer driving: Attention Assist (standard). If it detects signs of tiredness, Attention Assist alerts the driver via visual and acoustic warnings and recommends taking a break. It monitors driver behaviour via an array of sensors and registers unexpected changes that may indicate drowsiness or concentration lapses.



Attention Assist recommends a break when the system detects tiredness or a lack of concentration

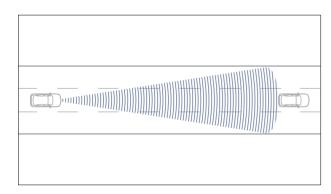
Safer driving: Adaptive Brake (standard). In conjunction with anti-lock braking system (ABS), this modular driving dynamics system helps improve traction and drive comfort, enhancing the B-Class' safety performance in critical driving situations. It includes automatic brake drying for driving in wet conditions, ensuring a faster reaction to the pedal and thus a shorter stopping distance. By priming the brakes, the system automatically moves the brake pads into surface contact with the brake discs when the driver suddenly takes the foot off the accelerator. This enables the brakes to engage fully and firmly in less time. During hill starts, the system helps prevent unintentional rolling backwards when switching from brake pedal to accelerator. Additionally, the hold function, activated by pressing the pedal twice, holds the car stationary, even if the driver takes the foot off the brake pedal.

Safer driving: Distronic Plus (optional). Distronic Plus radar-assisted cruise control helps you to maintain the required distance from the vehicle in front. The system works between standstill and 124 mph and for distances between 8 inches and 200 yards, applying the brakes automatically (bringing the car to a standstill if necessary) and accelerating again once the situation allows. This also makes it useful in city and stop/start traffic. Distronic Plus is only available in conjunction with the optional 7-speed, dual clutch 7G-DCT transmission.

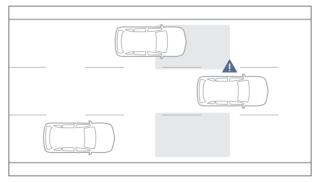
Safer driving: Lane-Tracking Package (optional).

Lane-Keeping Assist recognises white road markings and warns you via subtle vibrations of the steering wheel should you unintentionally stray out of lane. Blind Spot Assist, meanwhile, uses twin radar sensors to monitor the hard-to-see areas either side of the rear. In lane changes at speeds of approximately 20 mph or above, the system can detect the presence of another vehicle in your blind spot and alert you to the danger via a symbol in the relevant exterior mirror.

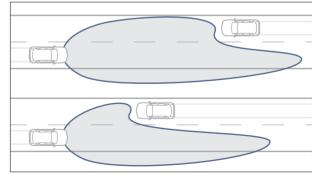
Safer driving: Intelligent Light System (optional). The Intelligent Light System comprises a variety of modes and functions that help your visibility at night or in other low-visibility conditions. Country mode and motorway mode adjust the light to suit the road, while the Active Light System enables the beams to follow your steering angle. Also included is Adaptive High Beam Assist, which dips the headlamps automatically when on high beam, if the lights of an oncoming vehicle are detected. Additionally, the chrome-trimmed LED daytime running lights in the front bumper and LED tail lights, further enhance visibility on the road.



Distronic Plus helps the driver keep the required distance to the car in front



Lane-Keeping Assist/Blind Spot Assist are designed to warn the driver about potentially dangerous situations



The Intelligent Light System automatically adapts to changing light and driving conditions

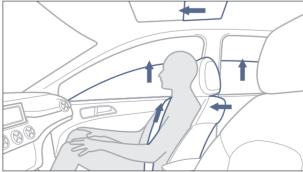
Anticipating danger: Collision Prevention Assist

(standard). Collision Prevention Assist can alert the driver if the distance to the vehicle in front decreases with unusual rapidity, thereby helping you to avoid front-end shunts. The radar-assisted warning system works from speeds around 20 mph. When the brakes are then applied, the Adaptive Brake Assist function can automatically increase the brake force if necessary, ensuring the available stopping distance is exploited to the full and thereby increasing the chances of avoiding an impact.

Anticipating danger: Pre-Safe® system (optional). If it detects a probable accident scenario, Pre-Safe® can take a range of anticipatory measures to reduce the risk of injury to the occupants. Triggered by events such as emergency braking, these can include activating the front seat belt tensioners and automatically closing the windows and sunroof (if fitted), ensuring maximum protection from airbags and seat belts should an impact then occur.



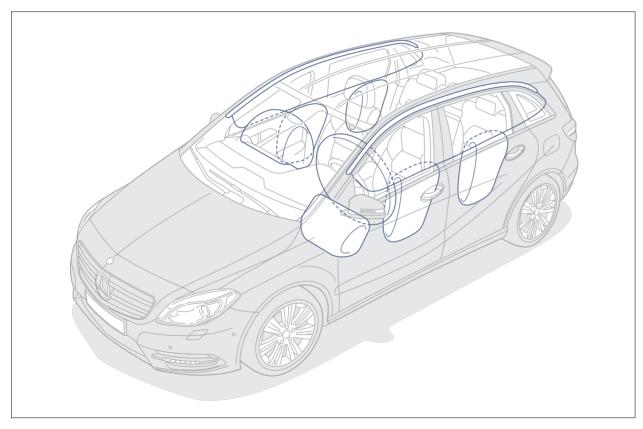
Collision Prevention Assist alerts the driver via acoustic and visual warning if the distance to the car in front becomes too low.



The Pre-Safe® system helps to enhance safety belt and airbag performance

Protecting occupants: restraint systems (standard).

The 3-point seat belts, seat belt tensioners, belt force limiters and airbags are all carefully coordinated so as to keep injuries to a minimum. In addition to the rigid passenger cell, seven standard airbags further reduce the risk of injury: dual-stage front airbags, which are triggered according to the severity of the impact, windowbags, pelvisbags for driver and front passenger, and a driver's side kneebag. Sidebags for rear seat occupants are available as an option. If the crash sensors detect an impact, the seat belts are instantly tensed, helping to ensure the occupants remain firmly in their seats, while the belt force limiter relaxes the belt as the situation allows, in order to prevent undue force being applied to the rib cage.



Seven airbags help to significantly reduce the risk of injury in a collision

Post-crash safety: Mercedes-Benz Emergency
Call System (part of optional COMAND Online system).
If the restraint system detects a collision, it automatically makes a call to the Mercedes-Benz emergency call centre with the position and data of the car. The centre then makes a voice connection to the car. The emergency call can also be made manually.

Post-crash safety. Mercedes-Benz has developed a range of measures that help to minimise the secondary consequences of an accident and facilitate occupant rescue. These include automatic engine cut-off, self-activating hazard lights and emergency cabin lighting. In addition, the central locking system is automatically released in the event of an accident, and there are special crash joints between the front doors and wings that make it easier to open the doors after frontal collisions. In addition, Mercedes-Benz provides a rescue guide for emergency services that can be downloaded from the Internet at www.mercedes-benz.co.uk/rescueguide

Multimedia systems

The B-Class offers plenty to keep you entertained: Audio 20 radio/single CD, the optional Becker® Map Pilot navigation system, COMAND Online or Harman Kardon® Logic 7® surround-sound system with Media Interface.



COMAND Online is your all-in-one gateway to audio, navigation and communication featuring a high-resolution 7-inch display

COMAND Online system (optional). The COMAND Online multimedia system combines hard-drive navigation with in-car Internet access and a wide range of entertainment features. These include speed-sensitive volume adjustment, a music library with 10 GB of storage space for audio files and a DVD drive that plays CDs, MP3s, and video or audio DVDs. It also enables you to connect a variety of external devices and storage media - via USB port, Media Interface, SD memory card slot or Bluetooth® interface - and lets you access the Internet as well as a variety of Mercedes-Benz Online services (Internetenabled mobile phone required). Maps and menus are presented on a high-resolution 7-inch colour display, and all key functions can be operated either via the central controller, from the multi-function steering wheel or using Linguatronic voice control. Three years of map updates are offered free of charge.

Audio 20 radio/single CD (standard). The Audio 20 system offers all the key features of a modern in-car entertainment system: radio, CD drive, MP3, WMA and AAC playback, USB port, aux-in socket and Bluetooth® interface. It also comes with a larger 5.8-inch central display and can be further enhanced with options such as a 6-disc CD changer and our Media Interface. Whilst all Audio 20 radio/CD functions can be operated via the central controller, the aux-in socket and USB port are located in the centre armrest for your convenience. Additionally, six speakers throughout the cabin ensure excellent sound quality.

Media Interface (optional). The improved Media Interface is perfectly matched to mobile audio devices such as Apple iPod®. As the folder structure of the player is copied over to the Interface and the music transferred digitally, tracks can be quickly changed and the titles displayed.

Becker® Map Pilot navigation system (optional).

Becker® Map Pilot can be integrated with the Audio 20 radio/CD system's central controller and display, turning it into a fully featured 3D map navigation system.

Downloading additional functions and map updates helps you tailor it to your needs. You can operate the system using voice recognition, via the central controller, or from the multi-function steering wheel. The control unit can be quickly secured and connected via a plug-in port in the glove compartment and removed at any time.



The Becker® Map Pilot navigation system shows vital information both via the Audio 20 radio/single CD display, and the multi-function colour display

Harman Kardon[®] Logic 7[®] surround sound system

(optional). With its 12 high-performance speakers and Logic 7® multi-channel spatial sound technology, this 450-watt surround sound system with 9-channel DSP-amplifier makes every journey a listening experience to remember. Combined with COMAND Online, it also features a Dolby-Digital 5.1-system. Additionally, the system can be adjusted to provide the perfect surround sound for specific areas of your B-Class, for the entire cabin, front, centre or rear area.



Concert-like sound quality is delivered by the Harman Kardon® Logic 7® surround sound system

Electronic assistants

It's not just safety features that premier in the B-Class. There are also plenty of new electronic assistants designed to keep you relaxed and safe.

Reversing camera (standard on Sport, optional on SE). This rear-mounted wide-angle camera makes for safer and easier parking manoeuvres. Activated automatically as soon as the driver engages reverse, it captures the area immediately behind the car and enables you to see the image on the dashboard's central display (or in the COMAND Online display, if fitted).



The central display shows the area behind the car during a parking manoeuvre

Active Park Assist including Parktronic (standard on SE, optional on Sport). Active Park Assist can assess parallel parking spaces as you drive and, if it finds one that fits, it'll even help you steer the car in. When driving at up to 20 mph, the system will recommend a parking space. Once this is approved by the driver and the car is in reverse, the system parks the car at a touch of a button. All the driver has to do, is apply the clutch, brake and accelerator, the car does the steering for you.



The multifunction display informs the driver about the current parking process

The improved system now works even more precisely: For the automatic parking procedure, the parking space has to be just 1.3 metres longer than the vehicle. And parking in a bend has been optimised. Working with 10 Parktronic ultrasound sensors, placed at the front and the rear of the vehicle, and a control unit to calculate the best possible parking angle and parking space. The car can even steer automatically out of the space. The driver only has to operate the accelerator and brake pedals and pay attention to the traffic. Leaving the parking space is activated by the button on the steering wheel once the engine has been started and the turning indicator set.

Speed Limit Assist (fitted with the optional COMAND Online system). This system reads speed limit signs and displays the permitted maximum speed in the car's instrument panel until the limit changes. Its front-mounted camera detects signs mounted above the carriageway as well as those by the side of the road and is particularly useful in areas where the speed limit varies or when passing through roadworks. To help identify the limit correctly, it compares speed limit signs with map data from the navigation system, enabling it to recognise when you are entering or leaving built-up areas, for instance. Speed Limit Assist not only helps the driver stay within the speed limit, it also enhances driving comfort, especially on longer journeys with frequently changing speed limits.



The Speed Limit Assist alerts the driver to the current speed limit

Versatility

Because no day is the same: the rear seats and the load compartment are designed to adjust to your varying needs.

Rear seats. The B-Class greets rear passengers with ample legroom and head restraints for all three rear seats (with the middle one designed to give the driver optimum visibility). The outer seats feature ISOFIX child seat points with top-tether anchorage points. Two integrated child seats for the outer seats with removable head restraints are available as an option.

Load compartment. When you need extra space, the individual sections of the 60:40 split rear seats can be folded to create an almost completely flat loading area measuring 1.57 metres with a luggage capacity of 1,547 litres. If you're using the B-Class as a 5-seater, you'll enjoy 488 litres of luggage space. For added flexibility, the height-adjustable load compartment floor is available as an option. Additionally, the B-Class features bag hooks, four load-securing rings and a load compartment cover to keep your cargo safe from prying eyes.



Set in the upper position, the optional height-adjustable load compartment reveals a handy storage area

Easy-Vario-Plus Package (optional). Adapting the B-Class to your requirements couldn't be simpler. Easy-Vario-Plus includes rear seats with fore/aft and tilt-angle adjustment and a folding rear armrest with twin cup holders.

Load Compartment Package (optional, standard with Easy-Vario-Plus Package). It includes a height-adjustable load compartment floor and folding storage. As an additional option, the package is also available with an integral safety net, which can be extended between either the B- or C-pillars depending on the cargo volume, helping to guard against injury from objects in the load compartment.



The B-Class helps you create an almost completely flat luggage area in seconds





With the rear seats folded flat, the B-Class offers an almost entirely flat loading area with 1,547 litres of luggage space

Seats and Memory Package

A totally new modular seating system was developed for the B-Class, equally satisfying the requirements of ergonomics, comfort and safety.

Seats. Front and rear passengers enjoy exceptionally comfortable seats and generous levels of leg and shoulder room. The driver also benefits from partial seat height adjustment. The stylish standard 'Domburg' fabric upholstery is available in grey or black. The Sport model features Artico artificial leather upholstery in a choice of stylish colours to suit your individual taste.

Seat Comfort Package (standard). To provide further comfort and individual ergonomic settings, especially for longer journeys, the driver and front passenger seats come with height and seat angle adjustment.

4-way lumbar support for driver and front passenger (optional). For the best support and comfortable seating positions, the backrest of both driver and front passenger seat can be individually adjusted. Both seats feature air chambers that can be set to your individual requirements for added lumbar support. Additionally, the air chamber height can also be modified.

Memory Package (optional). With the optional Memory Package, the B-Class driver's and front passenger's seats feature full electric adjustment. The package also includes a memory function that can store up to three sets of positions for the driver's seat, head restraint and exterior mirrors. All settings can be retrieved at the touch of a button. When reversing, the exterior mirror on the passenger side is automatically lowered as well.



The B-Class front seats offer a wealth of options for the most ergonomic and comfortable seating position



The Memory Package with full electric adjustment stores up to three individual seating positions

Light and Sight

Light and Sight features multiple benefits: it enhances the ambiance of the beautiful interior and makes driving the B-Class a truly comfortable and reassuring experience.

Light and Sight. These features improve driving conditions and your safety considerably, especially when driving at night or in bad weather. It helps you to see and be seen more clearly. The Light and Sight features include rainsensing windscreen wipers complete with larger screenwash container, as well as warning lights on front doors and tailgate. Inside, the illuminated instrument panel, door trim and door handles all form part of the integrated ambient interior lighting, adding to the exclusive, welcoming feel of the B-Class. Whilst the sun visors with vanity mirror,

the rear-view mirror and the front footwells also feature elegant lighting, passengers in the rear can enjoy an ambient uplight and seperately controllable left and right reading lights. Illuminated door sill panels for driver and front-seat passenger doors can be supplied as an addition to Light and Sight.



At night-time, the ambient interior lighting creates a stylish atmosphere on-board the B-Class



The tailgate features a handy warning light illuminating the area around the car



Both front footwells and doors are illuminated for your comfort and safety

B-Class SE

The B-Class SE offers the kind of premium equipment you'd expect from a Mercedes-Benz, combined with plenty of space and versatility. The Light and Sight features and Active Park Assist come as standard, along with an Audio 20 radio/single CD system that includes Bluetooth® interface and USB port, an intuitive controller and a tablet-style central display. It also features innovative electronic assistants such as Collision Prevention Assist and Attention Assist.

Exterior

16" alloy wheels

Heated exterior mirrors in body colour, electrically adjustable, and integral indicator

Light Assist with automatic light activation

Round LED daytime running lights

Interior

Active Park Assist

Air conditioning

Attention Assist

Audio 20 radio/single CD with 5.8-inch screen and USB port

Collision Prevention Assist

Driver's kneebag

Electric parking brake

Matrix-look trim in Black

Multi-functional leather-trimmed steering wheel

Seat Comfort Package



Image shows optional Becker® Map Pilot navigation system

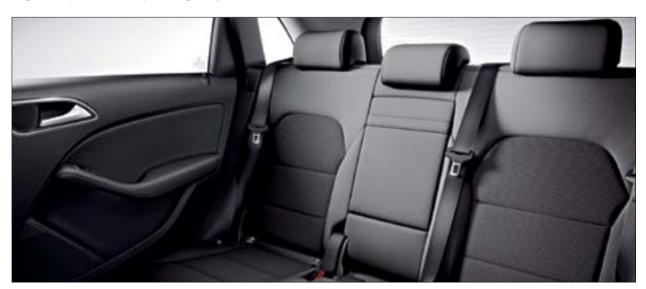


Image shows optional rear centre armrest



The image shows the B-Class SE featuring sleek 16" 10-spoke alloy wheels and optional front fog lamps



Inside the B-Class SE, silver chrome details perfectly set off the tone-on-tone Black interior. Domburg fabric upholstery comes as standard as does the Matrix-look trim in Black. The Domburg cloth upholstery is available in either Black or Grey. Artico artificial leather in either Black, Sahara Beige or Crystal Grey is available as an option.

Domburg cloth

011 Black

018 Grey

Artico artificial leather

101 Black¹

105 Sahara Beige¹

108 Crystal Grey¹

Trim

H88 Matrix Black

1 Optional

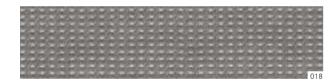
Image shows optional Becker® Map Pilot navigation system





















B-Class Sport

The B-Class is proud of its sporty credentials. It comes with two-louvre sport grille, 18" bi-colour alloy wheels and heat-insulating dark-tinted glass. And for a truly dynamic drive, the Sport model is equipped with lowered comfort suspension and Direct Steer system.



Image shows optional luxury automatic climate control and Becker® Map Pilot navigation system

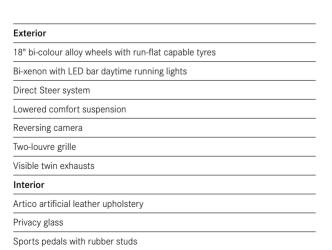




Image shows optional rear centre armrest



The B-Class Sport is fitted with lowered comfort suspension, 18" bi-colour alloy wheels, drilled front brake discs and optional panoramic sliding sunroof



Inside, the sporty theme continues: the B-Class Sport features brushed stainless steel sports pedals with rubber studs, plus Artico artificial leather upholstery, Silver Honeycomb trim and a black roof lining.

Artico artificial leather

- 101 Black
- 105 Sahara Beige
- 108 Crystal Grey

Trim

H89 Silver Honeycomb

Image shows optional panoramic sliding sunroof, luxury automatic climate control and Becker® Map Pilot navigation system















Exclusive Package

The optional Exclusive Package is designed for all those who demand a little more luxury. It includes seats with real leather upholstery and 4-way lumbar adjustment in the front. There's a choice of three carefully appointed leather options: Lava Black, Hazelnut Brown and Crystal Grey. These colours are repeated throughout on door panels, armrests, and, if you opt for Crystal Grey, also beneath the dashboard and centre console.





as on the gear shift lever are perfectly balanced with the chosen interior colour, and set against Lava Black for the remainder of the interior with floor mats in the appointed interior colour. The dashboard is fitted with Black Ash or matt-finish Brown Burr Walnut wood interior trim.

Chrome elements on dashboard dials and controls as well

Interior

Adjustable centre console armrest with Artico artificial leather and top-stitching

Armrest on door panels with Artico artificial leather and top-stitching

Black Ash wood trim

Black roof lining (Hazelnut Brown upholstery)

Door panels in Artico artificial leather with top-stitching

Electronic locking system with infrared remote control

Floor mats with inset appointed interior colour

Front seats with 4-way lumbar adjustment

Grey roof lining (Lava Black, Crystal Grey upholstery)

Heated front seats

Leather-trimmed gear shift/selector lever with silver chrome ring

Leather upholstery with top-stitching

Stainless steel door sills

Storage - covered in black synthetic material









Leather

201 Lava Black

204 Hazelnut Brown

208 Crystal Grey

Trim

736 High-gloss Black Ash wood

H03 Silk-matt Brown Burr Walnut wood (no-cost option)







Image shows optional COMAND Online system, luxury automatic climate control, 7G-DCT 7-speed dual-clutch automatic transmission, Harman Kardon® Logic 7® and Memory Package

Standard equipment | Selection



Multi-function steering wheel



Collision Prevention Assist



Audio 20 radio/single CD



Air conditioning



Ambient lighting



Load compartment cover

Optional extras | Selection



Panoramic sliding sunroof



Becker® Map Pilot navigation system



Harman Kardon® Logic 7® surround sound system



Luxury automatic climate control



Telephone pre-wiring



Memory Package

Alloy wheels



Standard on B-Class SE: 16" 10-spoke alloy wheels, tyre size 205/55 R 16 (code 55R)



Standard on B-Class Sport: 18" bi-colour alloy wheels, tyre size 225/40 R18 (code 01R)



Optional for B-Class SE: 17" 7-twin-spoke alloy wheels, tyre size 225/45 R17 (code 26R)



Optional for B-Class Sport at no extra cost: 17" 5-spoke alloy wheels, tyre size 225/45 R17 (code R24)

Retailer-fit accessories

Concert hall, sports companion, holiday hold-all: adapting the B-Class exactly to your needs couldn't be simpler. → www.mercedes-benz.co.uk/accessories



Great entertainment for the rear seats - with two high-resolution LCD colour displays

Rear seat entertainment system. This elegant DVD system enables passengers to view their favourite films and video games on the high-resolution 7-inch LCD colour display without disturbing the driver. One of the monitors is fitted with a DVD player, a USB port and an SD card slot to cater for various media. Whilst the second monitor serves as display only, both monitors can easily be removed, and if required, used externally via the 230/12-volt power supply.

The comprehensive equipment includes two infrared headphones and a remote control. As an option, the monitors are available separately. Your B-Class does not require any pre-rewiring, allowing the rear seat entertainment system to be fitted at a later stage. Zig-zag load sill protection. For scratch-free and comfortable loading, the B-Class can be fitted with a protective mat featuring highly durable nylon. When the load sill protection is not in use, it can be secured with velcro fittings and neatly tidied away on the luggage compartment floor behind the tailgate. For added comfort, the mat can be simply unfolded with one hand.

The rear-mounted bicycle rack. This lockable rear-mounted bicycle rack offers safe and comfortable transport for two or three bikes. Securing the bicycles is effortless, while the rack is easy to attach to the tow bar. A simple fold-down mechanism means that the boot can still be opened. When folded, the rack can be stored in a handy nylon bag.

Roof boxes. These highly durable roof boxes have been aerodynamically designed to suit the B-Class. For easy loading and unloading, they can be opened from both sides. The boxes are available in two sizes: the Family box in metallic Black or matt Silver has a loading capacity of 450 litres, whilst the Sport Box in metallic Titan or matt Silver offers 330 litres.



The load sill protection prevents scratches when loading and unloading



The rear-mounted bicycle rack is available for two or three bikes



The roof boxes are available in two colours, offering a loading capacity of 330 litres or 450 litres

Services

Test drive. Words can only do so much. Some things have to be experienced to be truly appreciated. Which is why we'd like to invite you for a test drive. Feel the power of efficient engines that offer impressive fuel consumption. Feel exhilarated by precise steering, designed to connect the driver with the road and enjoy sumptuous levels of comfort. Your Mercedes-Benz Retailer will be happy to make arrangements for you to experience the things that set a Mercedes-Benz apart. Alternatively, to request a test drive online simply visit www.mercedes-benz.co.uk/testdrive We look forward to seeing you.

Mercedes-Benz Finance. At Mercedes-Benz Finance, our single-minded aim is to provide optimum financial solutions for all those who share the Mercedes-Benz philosophy of absolute commitment to quality. Whether you are a private customer or a business user, our finance and leasing packages can be tailored to meet your individual

needs. For further information on Mercedes-Benz Finance, please contact your local Mercedes-Benz Retailer.

Mercedes-Benz Insurance offers a fully comprehensive 5 star¹ Motor Insurance policy specifically designed to give you the cover you would expect from Mercedes-Benz. For a quotation, please call 0845 600 2180?

Mercedes-Benz from three different locations, depending on which model you have chosen. For more information, please contact your local Retailer, the Mercedes-Benz Factory Collection team on 0845 273 9705 or visit www.mercedes-benz.co.uk/factorycollection

Factory Collection. The Factory Collection experience

provides the opportunity to collect your brand new

Interactive Owner's Manual. The website also offers an interactive tour, enabling you to take a closer look at your desired model. This simulation is the ideal way to acquaint yourself with your dream car. You can view key functions in detail, gain an insight into the car's inner workings or look at the benefits of each model. For further details, visit www.mercedes-benz.co.uk/bclassmanual









Roadside Assistance. Rest assured that should you ever need help, Mercedes-Benz Roadside Assistance is there for you. In the unlikely event of a technical breakdown³ you can rely on the Mercedes-Benz Roadside Assistance Team - anywhere in Europe. Simply phone our Customer Assistance Centre on 00800 1 777 7777,4 where our specialists will organise assistance for you. Mercedes-Benz will also assist you in the event of a minor mishap preventing you from driving your vehicle.3 Whether you lose your key, run out of fuel or your vehicle is damaged due to an accident or vandalism, Mercedes-Benz ensures that you still reach your destination. Often the problem can be rectified on the spot, but if this is not possible, we will naturally ensure that your vehicle is taken to the nearest Mercedes-Benz Official Workshop to get you back on the road as quickly as possible.

Mercedes-Benz World at Brooklands. Celebrate the story of Mercedes-Benz and you'll celebrate the story of motoring itself at Mercedes-Benz World in Surrey. A World of experiences. Discover Mercedes-Benz racing heritage, from its connections to the famous Brooklands circuit through to present-day Formula 1[™] brought to life in the most sensational way. View, touch and sit in every car from the Mercedes-Benz range, and encounter automotive legends like the 'Gullwing' and many other classic icons. in the UK's largest Mercedes-Benz showcase. Then set your pulse racing by booking one of our thrilling Driving Experiences. Enjoy AMG performance on the purpose-built Handling Circuits or Wet Skid Circle, an axle-twisting off-road adventure, or treat your kids over 1.5 metres tall to their own driving experience in an A-Class or on the off-road terrain in an M-Class.

³ Cover is initially valid for your vehicle for four years from the date of first registration. This can be extended from the fifth year, up to a maximum of 30 years, on completion of each scheduled maintenance service, providing that this service is carried out by a Mercedes-Benz And for kids even younger and under 1.3 metres tall, let them be a 'Little Learner' in their own miniature electric version of the desirable Mercedes-Benz SL. For more interactive action, take a virtual 3D journey along the production line in 'Build' and take a seat in the cinema to accelerate from the birth of the car to the latest innovations in 20 eye-opening minutes.

Relax and refuel in Café 1886, or for something more enjoy the delicious menu and elegant surroundings of the Gullwing Restaurant. Finally, extend your visit with a short stroll to Brooklands Museum to see their collection of classic cars, aviation exhibitions – and the legendary Concorde. For more information visit

www.mercedes-benzworld.co.uk

Official Workshop. Minor mishap cover is provided at the absolute discretion of Mercedes-Benz In non-affiliated European countries: +44 20 7975 7077

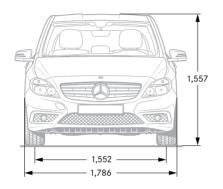


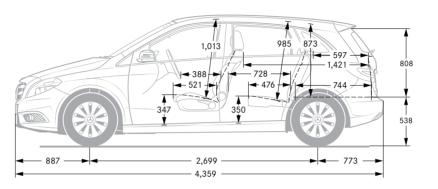
¹ As rated by Defaqto, a leading UK independent financial research company.

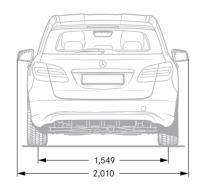
Mercedes-Benz Motor Insurance is underwritten by Aviva Insurance Limited

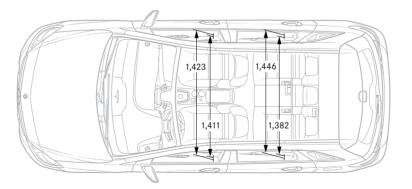
² Calls are charged at local rate and may be recorded

Dimensions









All measurements in millimetres. The dimensions shown are mean values and apply to standard-specification, unladen vehicles





Comfort Equipment 59 Engines and suspension Safety Services Facts and finishes

Technical data

No. of cylinders/arrangement
Total displacement - cc
Rated output¹ – hp (kW) at rpm
Rated torque¹ – Nm at rpm
Acceleration 0-62 mph - sec (auto.)
Top speed, approx. – mph (auto.)
Tyre size
Fuel consumption ² - mpg (auto.) Urban
Extra-urban
Combined
EU emissions standard
CO ₂ emissions, combined ² – g/km (auto.)
Fuel tank capacity/reserve (approx.) – I
Boot capacity - I
Turning circle - m
Kerb weight³ – kg
Perm. GVW - kg
Permissible towing capacity – kg
unbraked/braked

Diesel engines

B 180 CDI BlueEFFICIENCY	B 200 CDI BlueEFFICIENCY	
4/in-line	4/in-line	
1,796	1,796	
107 (80)/3,200-4,600	134 (100)/3,600-4,400	
250/1,400-2,800	300/1,600-3,000	
10.9 (10.7)	9.5 (9.3)	
118 (118)	130 (130)	
205/55 R16	205/55 R16	
52.3 (56.5)	52.3 (56.5)	
74.3 (70.6)	74.3 (70.6)	
64.2 (67.3)	64.2 (67.3)	
Euro 5	Euro 5	
115-121 (116-122)	115-121 (116-122)	
50/6.01	50/6.01	
488-1,547	488-1,547	
11.00	11.00	
1,475 (1,505)	1,475 (1,505)	
2,030 (2,025)	2,030 (2,025)	
735/1,200 (750/1,200)	735/1,400 (750/1,400)	

¹ Figures according to Directive 80/1269/EEC in the currently applicable version ² The figures shown were obtained in accordance with the prescribed measuring process (Directive 80/1268/EEC in the currently applicable version). The figures are not based on an individual model and do not constitute part of the product offer; they are provided solely for purposes of comparison between different vehicle models
^a Figures according to Directive 92/21/EC, version 95/48/EC (kerb weight with fuel tank 90% full, driver, 68 kg, and luggage, 7 kg) for standard-specification vehicles. Optional extras and accessories will generally increase this figure and reduce the payload capacity accordingly

lo. of cylinders/arrangement
otal displacement - cc
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yre size
uel consumption ² – mpg (auto.) Irban xtra-urban Iombined
U emissions standard
O ₂ emissions, combined ² - g/km (auto.)
uel tank capacity/reserve (approx.) - I
oot capacity - I
urning circle – m
erb weight³ - kg
erm. GVW – kg
ermissible towing capacity – kg raked/unbraked

Petrol engines

B 180 BlueEFFICIENCY	B 200 BlueEFFICIENCY
4/in-line	4/in-line
1,595	1,595
121 (90)/5,000	154 (115)/5,300
200/1,250-4,000	250/1,250-4,000
10.4 (10.2)	8.6 (8.4)
118 (118)	137 (137)
205/55 R16	225/40 R18
35.3 (37.2)	34.5 (37.2)
60.1 (58.9)	57.7 (57.7)
47.9 (48.7)	46.3 (47.9)
Euro 5	Euro 5
138-144 (138-145)	144 (145)
50/6.01	50/6.01
488-1,547	488-1,547
11.00	11.00
1,395 (1,425)	1,395 (1,425)
1,960 (1,950)	1,960 (1,950)
695/1,200 (710/1,200)	695/1,400 (710/1,400)

¹ Figures according to Directive 80/1269/EEC in the currently applicable version ² The figures shown were obtained in accordance with the prescribed measuring process (Directive 80/1268/EEC in the currently applicable version). The figures are not based on an individual model and do not constitute part of the product offer; they are provided solely for purposes of comparison between different vehicle models ³ Figures according to Directive 92/21/EC, version 95/48/EC (kerb weight with fuel tank 90% full, driver, 68 kg, and luggage, 7 kg) for standard-specification vehicles. Optional extras and accessories will generally increase this figure and reduce the payload capacity accordingly

Safety Comfort Engines and suspension Equipment Services Facts and finishes 61

Paint finishes

The innovative Mercedes-Benz paint system features one of the finest clearcoats of any manufacturer. Its exceptionally dense molecular structure makes the paintwork more durable and lends it a deeper, more lasting sheen, helping your B-Class to retain both its looks and its long-term value.

Non-metallic paints



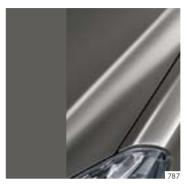


Metallic paints



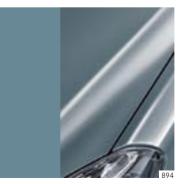












Non-metallic paints (standard)

- 589 Jupiter Red
- 650 Cirrus White

Metallic paints (optional)

- 191 Cosmos Black
- 240 Lotus Blue
- 761 Polar Silver
- 787 Mountain Grey
- 893 Monolith Grey
- 894 Universe Blue
- 895 Canyon Beige



Take-back of end-of-life vehicles. Coming full circle. At the end of its long life, you can return your B-Class to us for environment-friendly disposal in accordance with the EC End-of-Life Vehicle Directive! But that day lies a long way off.

¹Applies in accordance with national regulations to vehicles up to 3.5 t permissible gross weight. The B-Class has met the statutory regulations governing the suitability of the vehicles' design for reuse and recycling for a number of years now. A network of vehicle take-back depots and dismantlers has been established which will process your vehicle in an environment-friendly manner. The ways in which both vehicles and parts can be recovered are subject to ongoing development and improvement. Consequently, the B-Class will be able to comply with any future increases in the recycling quota within the stipulated time limits. For further information, please go to www.mercedes-benz.co.uk or call 8080 156 6606.

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