



The 2010 **B-Class**

Mercedes-Benz





The B-Class. A completely new kind of Mercedes-Benz.

What do you desire in a new car? Versatility? Safety? Performance?

The B-Class saves you from having to choose. It combines the advantages of many different vehicles to create a completely new kind of Mercedes-Benz that is both practical and luxurious – so it caters to your active lifestyle.

With a strikingly attractive interior and exterior and an array of enhanced standard features, the sporty B-Class provides exceptional ride comfort, sophisticated safety systems, a generous amount of space, and plenty of performance. All of this is remarkably captured in an eye-catching 4.27-metre long body.

The B-Class

DESIGN	
Exterior	4
Interior	6
Seating comfort	8
Entertainment and Communication	10
Versatility	12
<hr/>	
AGILITY	
Engines and transmissions	14
Handling	16
<hr/>	
SAFETY	18
<hr/>	
COLOURS AND MATERIALS	
Paint, combination options	24
Upholstery and trim	26
<hr/>	
EQUIPMENT	
Wheels	28
Equipment listing	30
Accessories	32
<hr/>	
TECHNICAL FEATURES	
Technical data	33
<hr/>	
MERCEDES-BENZ OWNERSHIP	34
<hr/>	
MERCEDES-BENZ WEBSITE	35
<hr/>	
TEST DRIVE	36
<hr/>	





When looks matter as much as performance.

What is the shape of versatility? What does comfort look like? The B-Class has all the answers. It gives you versatility and spaciousness with a truly sporty flair. The front hood flows down into the broad silver radiator grille creating a wedge shape. This is underlined by the large air intakes in the bumpers and the wide-eyed design of the headlamps. The forward sloping side contours, together with the flared wheel arches, add a powerful touch. For more individuality and flair, you also have the choice of three solid paint finishes – or upgrade to one of our sleek metallic finishes. Combined with extraordinary versatility, the look of the B-Class shows you why it stands alone.

The distinctive headlamps set the tone at the front of the B-Class. At the rear, the horizontally split tail lights are an eye-catching feature. Exterior chrome trim adds an elegant touch all around.





Stylish through and through.

The B-Class interior is remarkably generous in terms of both space and comfort, especially given its compact exterior. Every drive should leave a lasting impression, that's why the B-Class focuses on the little details. The cockpit follows an organic design. When it comes to beauty, luxury and practicality, the B-Class is beyond reproach.

Beauty and comfort have been brought together to create the practical yet stylish B200 seats that are upholstered in Groningen fabric and come in a selection of colours to best suit your desires: Black, Orient Beige and Alpaca Grey. The ARTICO leather¹/Bastogne fabric combination comes standard on the B200 TURBO, which also offers a sumptuous full leather option.

And to ensure every drive provides you with the best possible comfort and seating position, all B-Class models come standard with 8-way manually adjustable front seats with height and angle control, and telescopic steering column adjustment.

DRIVER-FRIENDLY DETAILS

Driving doesn't get much better than when you're behind the wheel of the B-Class. Its dramatic interior is rich in details, including chrome-ringed instrumentation and aluminium trim. Rubber-studded aluminium pedals², leather-wrapped multifunction steering wheel and shift knob add to the experience and put all the controls at your fingertips. The ergonomic centre console is very user friendly, so you can keep your eyes on the road.

¹Man-made leather. ²Standard on the B200 TURBO only.









Comfort comes standard.

The little things are what make a car stand apart. It's all in the finishes. For example: the B-Class seats are hand fitted. Whether you choose the refined fabric trimmings, the luxurious leather option or the attractive range of leather and fabric combinations, you are guaranteed satisfaction.

Your control over comfort extends past the smooth seat coverings, with 8-way manual control of the driver and front passenger seats. Plus, the seats are fitted with extra lumbar support to make even long drives exceptionally comfortable. Power adjustable front seats highlight the B200 TURBO Power Seating Package¹, and for that extra indulgence, heated front seats² as part of the Premium Package help counter all those chilly morning commutes.

For even more comfort, the B-Class offers THERMATIC automatic climate control, with the ability to monitor the interior temperature and automatically adjust the heating and cooling system as needed. Some may even say that the B-Class can read your mind.

For that added touch, the panoramic lamella sunroof³ surrounds you with warm summer days, soft sunsets and starry nights. The front louvre tilts upwards, acting as a wind deflector while the other four louvres slide back to the desired position.

¹Only available in conjunction with the Premium Package. ²Available as part of the Premium Package or as a stand alone option. ³Only available as part of the Premium Package.

A full-on entertainment experience.

Today, the need to stay connected and entertained while on the road is virtually a given. Understanding this, the B-Class gives you an extensive array of ways to stay plugged in, including integrated Bluetooth connectivity for mobile communication devices. Enjoy being serenaded while you drive? The in-dash 6-disc CD changer and AM/FM weather-band radio is MP3-compatible with an auxiliary input in the glove box, providing ease of connectivity to your media player. Steering wheel audio controls allow you to adjust the sound without taking your eyes off the road.

Upgrade to the new optional Media Interface and you'll receive 3 different connection cables, one for your iPod®, a USB input for memory sticks and the auxiliary audio input. Those wanting to take their symphonies to an even higher level will applaud the new-generation, 450 watt harman/kardon® LOGIC7® surround sound system¹ and SIRIUS Satellite Radio² 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.



¹Available as a stand alone option on the B200 TURBO. Not available on the B200. ²© 2009 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. Available as a stand alone option.

Smooth surround sound powers through the harman/kardon® speakers. With its 6-disc CD changer, you have every mood at your fingertips.





RADIO

DISC

TEL

SYS



ON



1 Q.D
2 ABC
3 DEF

4 GHI
5 JKL
6 MNO

7 PQRS
8 TUV
9 WXYZ

* +
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Built for living.

The B-Class is ready to tackle all the big and small things life throws at you. Don't be deceived by its compact 4.27-metre length – its interior gives you an amazing amount of highly versatile cargo space.

With the rear seats occupied, the back cargo area has an impressive capacity of up to 544 litres, easily handling everything from sports gear to mid-sized furniture. Even so, the back seat provides as much leg room, shoulder room and head room as a luxury sedan.

But if you're wondering just how much you can take along on your travels, you can configure the B-Class to accommodate an astonishing 1,530 litres of cargo with the rear seats folded down. This makes it perfect for your active life, no matter what your activity of choice may be.

Performance on a grand scale.

ENGINES

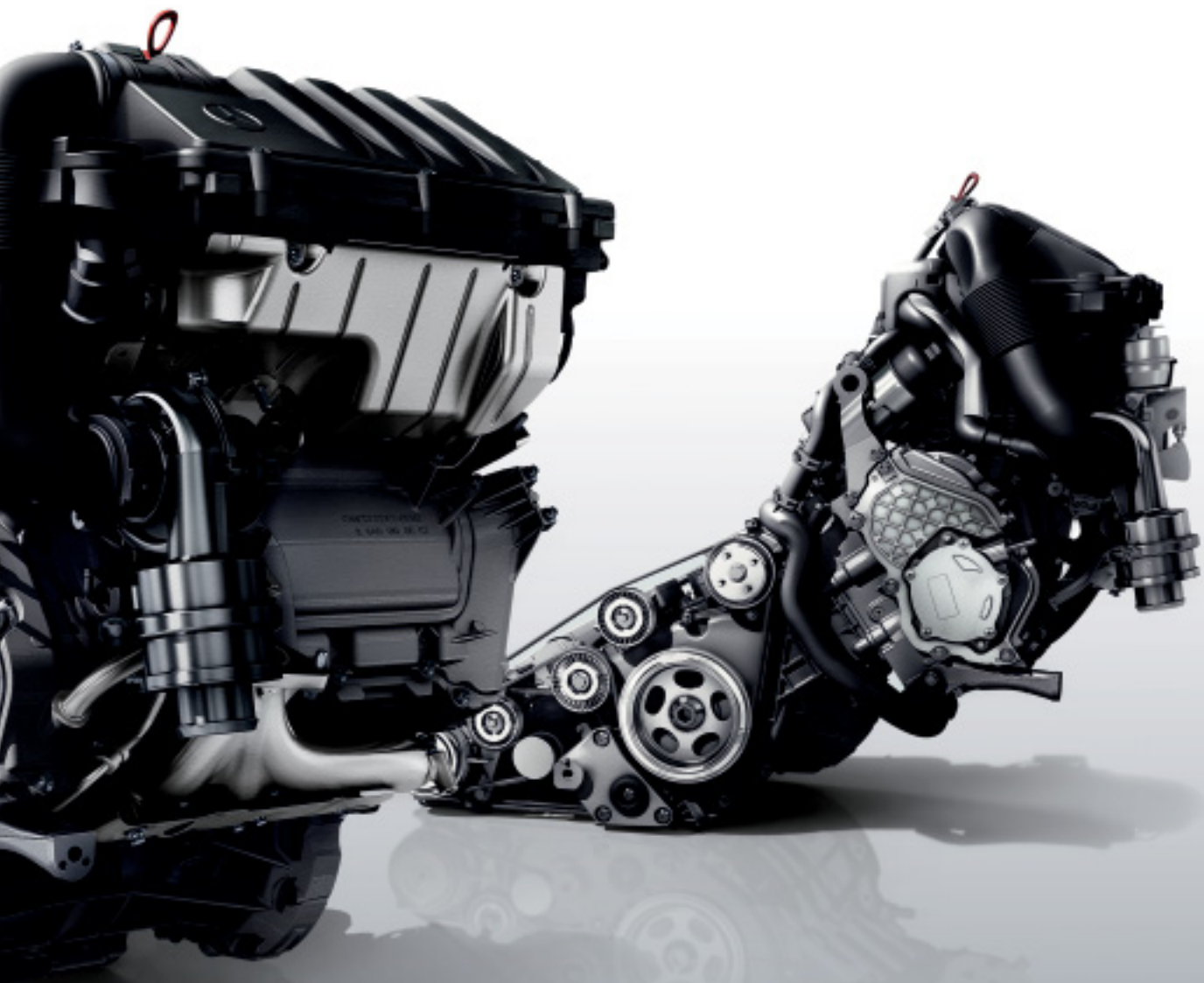
The B-Class is always in top form. The B200 TURBO generates an outstanding 193 hp with 206 lb-ft of torque, while the B200 offers 134 hp and 136 lb-ft of torque. The B-Class draws its power from a 4-cylinder inline engine, making your drive spirited while also conserving fuel.

TRANSMISSIONS

Whether you're a sporty or relaxed driver, the B-Class' transmission masters any style with ease. The B200 comes with a 5-speed manual transmission, while the B200 TURBO features a 6-speed manual transmission.

Our optional AUTOTRONIC continuously variable automatic transmission recognizes your personal driving style and adjusts itself accordingly. Instead of using gears like a conventional transmission, it uses pulleys and sliding discs to provide the ideal gear ratio at all times. This means your B-Class always accelerates smoothly with no lags in power. And because the engine always operates in the optimum engine-speed range, AUTOTRONIC also ensures low fuel consumption. For a more intense driving experience, you can even change manually between virtual gears by nudging the selector lever.









Stay smooth.

The B-Class manages to deliver both comfortable and responsive driving thanks to its advanced suspension, unusually wide track and the longest wheelbase in its class. It also comes equipped with shock absorbers and a selective damping system that no other car in its class offers. The B-Class' suspension reacts smoothly to bumps in the road, adapting the damping as required. The parabolic axle makes the suspension more stable in corners, improves wheel location and reduces tire wear.

More adventurous drivers should consider the B200 TURBO Sport Package option, which provides increased stability when cornering and gives you an even greater grip on that bumpy road. All of this ensures that the B-Class handles with agility and precision, even with a full load.

How a sandwich could save your life.

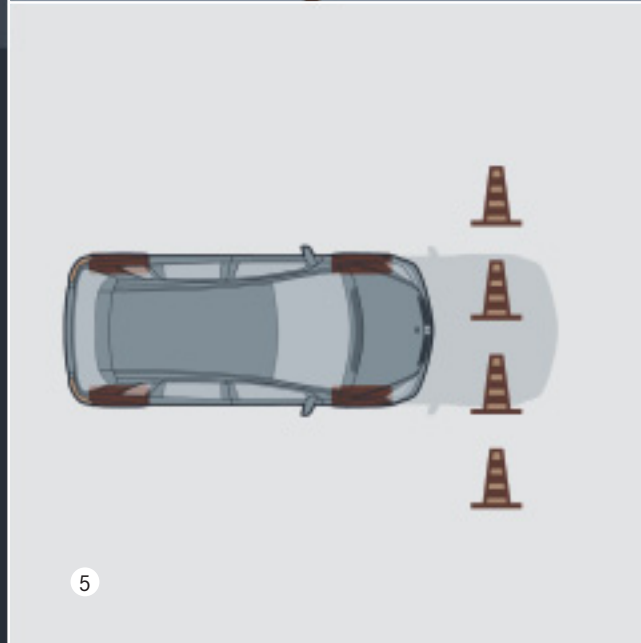
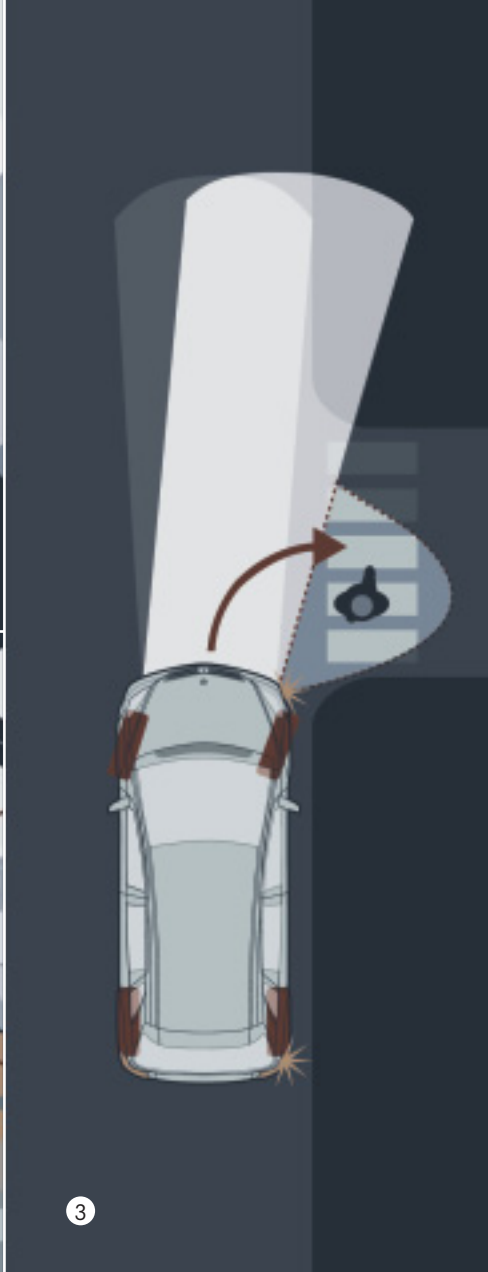
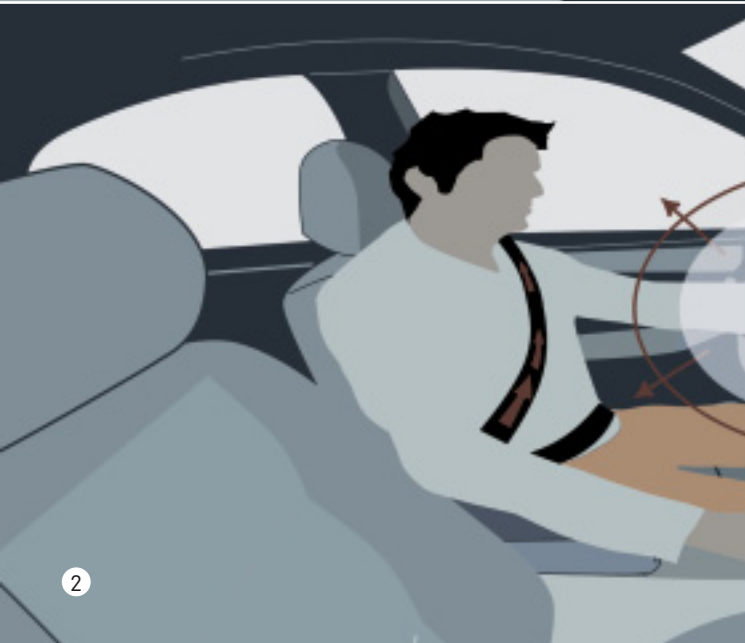
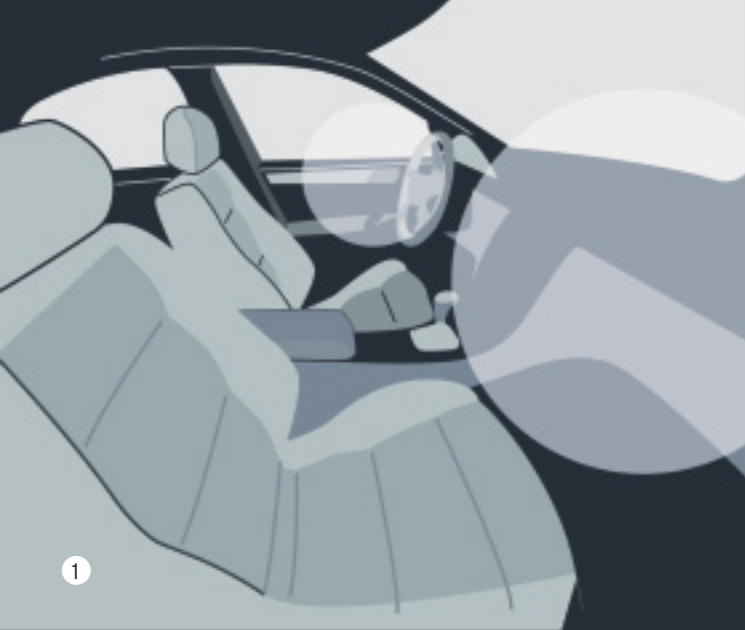
Safety is another strength of the B-Class.

Its entire design is based on the unique sandwich safety concept. In the event of a frontal impact, the engine and transmission are able to slide down along the angled pedal floor and below the passenger compartment.

Because your seating position is slightly higher in the B-Class than in a conventional car, the sandwich safety concept is also a crucial advantage in the event of a side-on collision. It also means that you benefit from better all-round visibility.







Safety is never compromised.

SIX STANDARD AIR BAGS

Every B-Class provides the protection of six standard air bags, including adaptive dual-stage front air bags, two side-impact air bags and window-curtain air bags that expand between the A and C-pillars, providing extra protection for all four outboard occupants. (1)

ADVANCED SEAT BELTS

All four outboard seat belts feature Emergency Tensioning Devices (ETDs), which help remove seat-belt slack in a sufficiently severe front or rear impact. Belt force limiters are also included, helping to reduce the peak deceleration forces on belted occupants. (2)

ACTIVE BI-XENON HEADLAMPS WITH CORNERING LIGHTS

Truly visionary thinking, the optional Active Bi-Xenon headlamps¹ monitor your steering angle and driving speed, then swivel their beams to either side to better follow the curvature of the road ahead. As a result, you get a better view into corners, with illumination improved by up to 90% over conventional headlamps. (3)

ELECTRONIC STABILITY PROGRAM AND STEER CONTROL

The Electronic Stability Program (ESP[®]) can dramatically enhance cornering control by monitoring your steering and braking actions and responding nearly instantaneously if it detects a loss of directional control or stability. If your B-Class begins to fishtail (oversteer) or plow (understeer), ESP[®] can apply the brakes to any of the four wheels or reduce excess power to help you regain control and stay on course. ESP[®] is complemented by our traction control system (ASR). On uneven surfaces or in inclement weather, ASR prevents the wheels from inadvertently spinning during acceleration.

Our STEER CONTROL steering assistance system helps the driver stabilize the vehicle. If the vehicle starts to skid, a clear impulse in the steering wheel helps the driver counter-steer in the correct direction. (4)

BRAKE ASSIST (BAS)

Complementing the anti-lock brakes, Brake Assist (BAS) recognizes emergency braking by the speed at which you apply the brake pedal. When emergency braking is detected, BAS instantly applies full brake pressure. This compensates for a driver's tendency to apply less brake pressure than necessary in panic situations. (5)

¹Only available as part of the Bi-Xenon Headlamp Package on the B200 TURBO. Not available on the B200. ²No 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.





Show your true colours.



Colour is the most personal choice of all. So which one expresses you best? And which interior do you choose to live in? After all, the perfect finishing details are what make an automotive masterpiece. And here's a reassuring thought: both solid and metallic paint finishes benefit from an extra scratch-resistant clear coat. This makes your colour less susceptible not only to scratches, but also to sunlight, temperature variations, dust and soot.

	GRONINGEN FABRIC			ARTICO LEATHER/BASTOGNE FABRIC			ARTICO LEATHER/ZANDVOORT FABRIC ¹		
	Black	Orient Beige	Alpaca Grey	Black	Orient Beige	Alpaca Grey	Black	Orient Beige	Alpaca Grey
SOLID PAINT									
Jupiter Red	●	○	●	●	○	●	●	○	●
Calcite White	●	○	●	●	○	●	●	○	●
Nocturnal Black	●	●	●	●	●	●	●	●	●
METALLIC PAINT									
Cosmos Black	●	●	●	●	●	●	●	●	●
Lotus Blue	●	●	●	●	●	●	●	●	●
Horizon Blue	●	○	○	●	○	○	●	○	○
Delta Green	●	●	○	●	●	○	●	●	○
Steppe Brown	●	●	○	●	●	○	●	●	○
Polar Silver	●	○	●	●	○	●	●	○	●
Mountain Grey	●	○	●	●	○	●	●	○	●

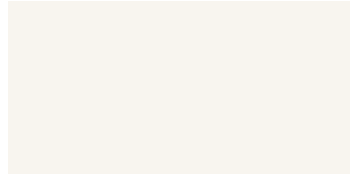
● Recommended combination ○ Possible combination

¹Only available in conjunction with the Optional B200 TURBO Sport Package

SOLID PAINT



589 Jupiter Red



650 Calcite White



696 Nocturnal Black

METALLIC PAINT (OPTIONAL)



191 Cosmos Black



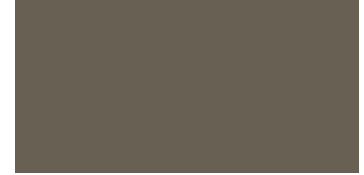
240 Lotus Blue



391 Horizon Blue



478 Delta Green



490 Steppe Brown



761 Polar Silver



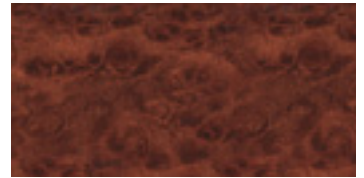
787 Mountain Grey



TRIM



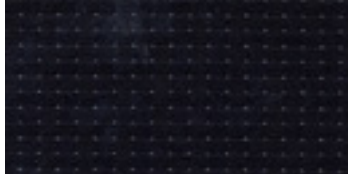
739 Aluminium



727 Myrtle Wood Trim¹

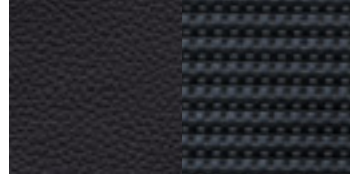
¹Only available as stand alone option

GRONINGEN FABRIC



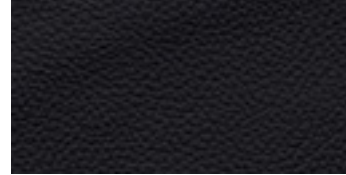
471 Black

**ARTICO LEATHER/
BASTOGNE FABRIC**



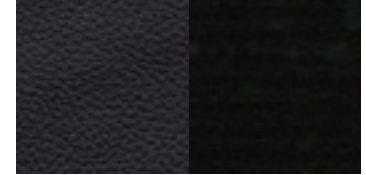
721 Black

LEATHER



801 Black

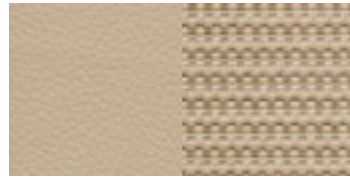
**ARTICO LEATHER/
ZANDVOORT FABRIC
(SPORT SEATS)**



751 Black



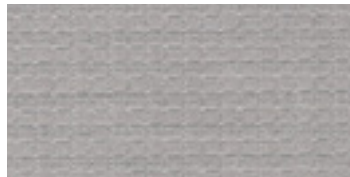
475 Orient Beige



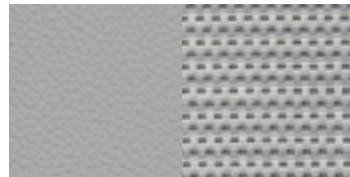
725 Orient Beige



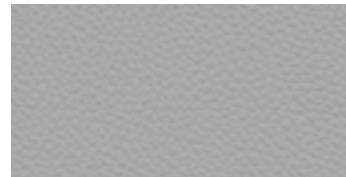
805 Orient Beige



478 Alpaca Grey



728 Alpaca Grey



808 Alpaca Grey

What comes between you and the road.

16" 5-spoke alloy wheels come standard on the B200. Suited for both performance and safety, these spectacular wheels demand attention from other drivers, even when they're not in motion.

The B200 Turbo boasts 17" 5-twin-spoke alloy wheels. These eye-catching wheels with a high sheen finish add even more authority to the vehicle's already impressive handling and cornering abilities.

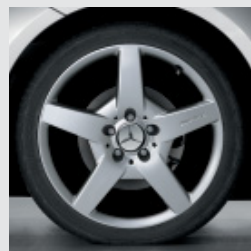
Available as part of the Sport Package on the B200 TURBO are the AMG 17" 5-spoke alloy wheels. Savvy and stunning, these dramatic additions will impress even the most discerning critics, and conquer any road or weather condition with ease.



16" 5-spoke alloy wheel



17" 5-twin-spoke alloy wheel



AMG 17" 5-spoke alloy wheel





INDIVIDUAL EQUIPMENT (SELECTION)	B200	B200 TURBO
TRANSMISSION		
5-speed manual transmission	●	-
6-speed manual transmission	-	●
AUTOTRONIC continuously variable automatic transmission	○	○
TRACTION/STABILITY		
Speed-sensitive power steering with STEER CONTROL	●	●
Electronic Stability Program (ESP) ¹ including ABS and traction control (ASR)	●	●
Brake Assist (BAS)	●	●
Selective damping system	●	●
Parabolic rear axle	●	●
Sport suspension	-	○ ¹
AUDIO/VISUAL/COMMUNICATION		
MP3-compatible 6-disc CD changer with AM/FM/weather-band radio and Bluetooth	●	●
Auxiliary input in glove box	●	●
harman/kardon [®] LOGIC7 [®] surround sound system	-	○
SIRIUS Satellite Radio ²	○	○
Media Interface	○	○
EXTERIOR		
16" 5-spoke alloy wheels	●	-
17" 5-twin-spoke alloy wheels	-	●
AMG 17" 5-spoke alloy wheels	-	○ ¹
Projection-beam headlamps and integrated fog lamps	●	●
Exterior Light & Sight Package ³	●	●

INDIVIDUAL EQUIPMENT (SELECTION)	B200	B200 TURBO
Active Bi-Xenon headlamps with washers and cornering lights	-	○ ¹
Electronically adjustable heated exterior mirrors	●	●
Rear windscreen wiper with intermittent wipe setting and one-touch control	●	●
Heated windshield washer system	●	●
Rain-sensing windshield wipers	●	●
Exterior Chrome Package	●	●
Door sill panels with aluminium inserts, front panels featuring "Mercedes-Benz" lettering	●	●
INTERIOR		
Groningen fabric upholstery	●	-
ARTICO leather ⁴ /Bastogne fabric upholstery	-	●
ARTICO leather ⁴ /Zandvoort fabric upholstery ⁵ (sport) ⁶	-	○ ¹
Leather upholstery	-	○ ⁷
Aluminium trim	●	●
Myrtle wood trim	○	○
Driver and front passenger seat with manual height, angle and lumbar adjustment	●	●
10-way power-adjustable driver and front passenger seat	-	○ ¹
Heated front seats	○ ⁸	○ ¹
Front sport seats	-	○ ¹
Active front head restraints	●	●
60/40 split-folding rear seatbacks with flip-forward seat cushions	●	●
Steering column with manual height and telescopic adjustment	●	●
Leather-wrapped multifunction steering wheel and shift knob	●	●

INDIVIDUAL EQUIPMENT (SELECTION)	B200	B200 TURBO
THERMATIC automatic climate control	•	•
Panoramic lamella sunroof	○ ¹	○ ¹
Outside temperature display	•	•
Auto-dimming rear view mirror	•	•
Illuminated visor vanity mirrors	•	•
Storage net on front seatbacks	•	•
Height-adjustable load compartment floor	•	•
Retractable load compartment cover	•	•
Bottle holders in doors, cup holders in centre console	•	•
Power windows, with one-touch express-up/down	•	•
CONVENIENCE		
Cruise control	•	•
SmartKey with electronic immobilizer	•	•
SAFETY		
3-point seat belts (five), height-adjustable in front, with automatic height adjustment in rear	•	•
Dual-front air bags, head/thorax side-impact air bags and window-curtain air bags	•	•
Belt tensioners with belt-force limiters	•	•
ISOFIX child seat mounts	•	•
Tire Pressure Loss Warning System	•	•

EQUIPMENT PACKAGES	B200	B200 TURBO
B200 AND B200 TURBO PREMIUM PACKAGE:		
Heated front seats.	○	○
Panoramic lamella sunroof.		
B200 TURBO SPORT PACKAGE:		
AMG 17" 5-spoke alloy wheels. ARTICO leather/Zandvoort fabric upholstery ⁴ .	-	○
Front sport seats. Sport suspension.		
POWER SEATING PACKAGE:		
10-way power-adjustable driver and front passenger seats.	-	○ ⁵
BI-XENON HEADLAMPS PACKAGE:		
Active Bi-Xenon headlamps. Cornering lights. Headlamp washers.	-	○

• Standard ○ Optional - Not Available

¹Only available as part of an option package. ²© 2009 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. ³Includes automatic headlamps, locator lighting and bulb failure warning. ⁴Man-made leather. ⁵Only available in conjunction with the Sport Package. ⁶Only available in black.

⁷Not available with the Sport Package. ⁸Available as part of an option package or as a stand alone option. ⁹Only available in conjunction with the Premium Package.

Accessorize at will.



If you want to give your B-Class an even sportier look, you'll find exactly what you need in our complete line of accessories. Our body styling kit, which includes a rear apron, a roof spoiler and front apron spoiler lips, will make your B-Class look as dynamic as possible. And we offer a wide range of other accessories that can help make your B-Class uniquely yours.

Rear roof spoiler

The roof spoiler will make your B-Class look even more dynamic and make you feel even better driving it.



Designer wheel

We've literally re-designed the wheel to fit your exclusive personality. Roll with our designer 17" "Zaurak" 7-spoke alloy wheels, finished in titanium silver.



Alustyle ski and snowboard rack

Increase your cargo carrying capacity with the addition of a lockable ski and snowboard rack. It attaches quickly and easily to the B-Class roof rack system and holds up to four pairs of skis or two snowboards.



Storage tray

Help keep your cargo area organized with this unique storage tray. It is ideal for storing small items underneath the load floor in your trunk.



	B200	B200 TURBO
Engine type	Inline-4	Inline-4
Total displacement	2,034-cc	2,034-cc
Net power	134 hp @ 5,500 rpm	193 hp @ 5,000 rpm
Net torque	136 lb-ft @ 3,500–4,000 rpm	206 lb-ft @ 1,800–4,850 rpm
Acceleration ¹ , 0–100 km/h	10.1 seconds	7.6 seconds
Approximate top speed	196 km/h	210 km/h ²
Tires, front rear	205/55 R 16 205/55 R 16	215/45 R 17 215/45 R 17
Fuel economy ³ , city/highway estimate	manual: 9.2–6.7 L/100 km automatic: 9.2–7.2 L/100 km	manual: 10.2–6.9 L/100 km automatic: 9.5–7.4 L/100 km
Fuel tank capacity	54.0 litres (with 6.0-litre reserve)	54.0 litres (with 6.0-litre reserve)
Fuel requirement	Premium unleaded gasoline	Premium unleaded gasoline
Dimensions ⁴		
Wheelbase	109.4 in/2,778 mm	109.4 in/2,778 mm
Overall length	168.2 in/4,273 mm	168.2 in/4,273 mm
Overall height	63.1 in/1,604 mm	63.1 in/1,604 mm
Overall width incl. mirrors	80.3 in/2,040 mm	80.3 in/2,040 mm
Curb weight	2,987 lb/1,355 kg	3,075 lb/1,395 kg
Cargo capacity		
Rear seats in use	19.1 cu ft/544 litres	19.1 cu ft/544 litres
Rear seats lowered	54.0 cu ft/1,530 litres	54.0 cu ft/1,530 litres

¹Stated 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. ²Electronically limited. ³These estimates are based on Transport Canada testing methods. The actual fuel consumption of this vehicle may vary. Refer to the *Fuel Consumption Guide*. ⁴Dimensions shown are for models with standard equipment.

A passion for things done right.

It's what you expect from Mercedes-Benz. A passion for craftsmanship and attention to detail is what sets Mercedes-Benz apart from all other manufacturers. This passion 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 unlike any other, including 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 occurs 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 people 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 alternate 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.

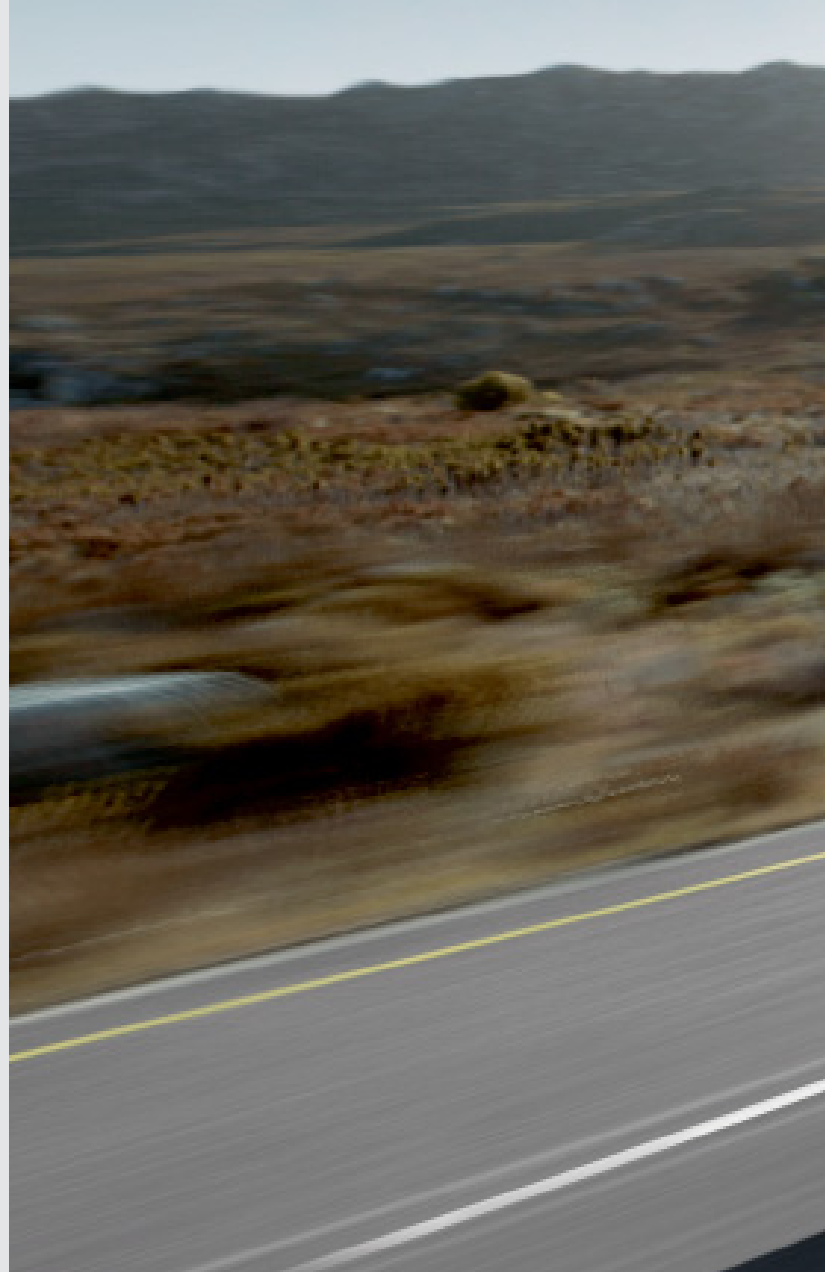
There's virtually so much more.

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. 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 a Mercedes-Benz so convincing as on the road. It is only there that you can fully experience the effortlessly superior handling that makes this car so special. You can feel how the powerful engine drives the vehicle onwards and how the precise steering movements have a direct effect on your own mood. The special atmosphere that arises during a drive in a Mercedes-Benz cannot be put down on paper. That's why we would like to invite you to reserve an appointment for a test drive at your local Mercedes-Benz dealer. Or visit www.mercedes-benz.ca. We look forward to seeing you.





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