



The 2010 R-Class

Mercedes-Benz





Increase your enjoyment. Multiply it by seven.

The 2010 R-Class accommodates up to seven passengers – and does so with exceeding luxury, safety, comfort, and space. Shedding the rigid and traditional definition of its category, the spacious 2010 R-Class is inspired by your needs, and by your desires. Even at first glance, it is clear that this is more than just a very roomy Mercedes-Benz. Sleek good looks cover every inch of its 5.2-metre body. And that's all thanks to the standard AMG Styling Package – a sure sign of the R-Class' sporty handling capabilities.

The many luxuries of the R-Class are matched by its superior handling and sport sedan feel. The R350 4MATIC™'s 268-horsepower V-6 engine delivers responsive power with impressive fuel economy – perfect for touring with passengers. Overall, the R-Class is the perfect blend of convenience and luxury that is nothing less than artful – nothing less than a Mercedes-Benz. Welcome to your very own family luxury liner.

Even its looks are enormously impressive.

No, your eyes don't deceive you. The bold lines of the standard AMG Styling Package create an aggressive and sporty impression – and, true to its looks, promise sports car-like performance. No detail is overlooked. We even took the time to consider all the little things, like the shape of the door handles and the three-louvre radiator grille to express the utmost in subtle, yet sleek, design sensibilities. And as with every Mercedes-Benz, where there's form there's function. Features include:

- Standard AMG Styling Package.
- 19" 5-spoke alloy wheels.
- Active Bi-Xenon headlamps with washers and cornering lights.
- Panoramic sunroof¹ opens with one touch of the overhead switch.
- Exterior folding mirrors and rain-sensing windshield wipers.

¹Only available as part of an option package.





We luxuriously welcome you aboard.

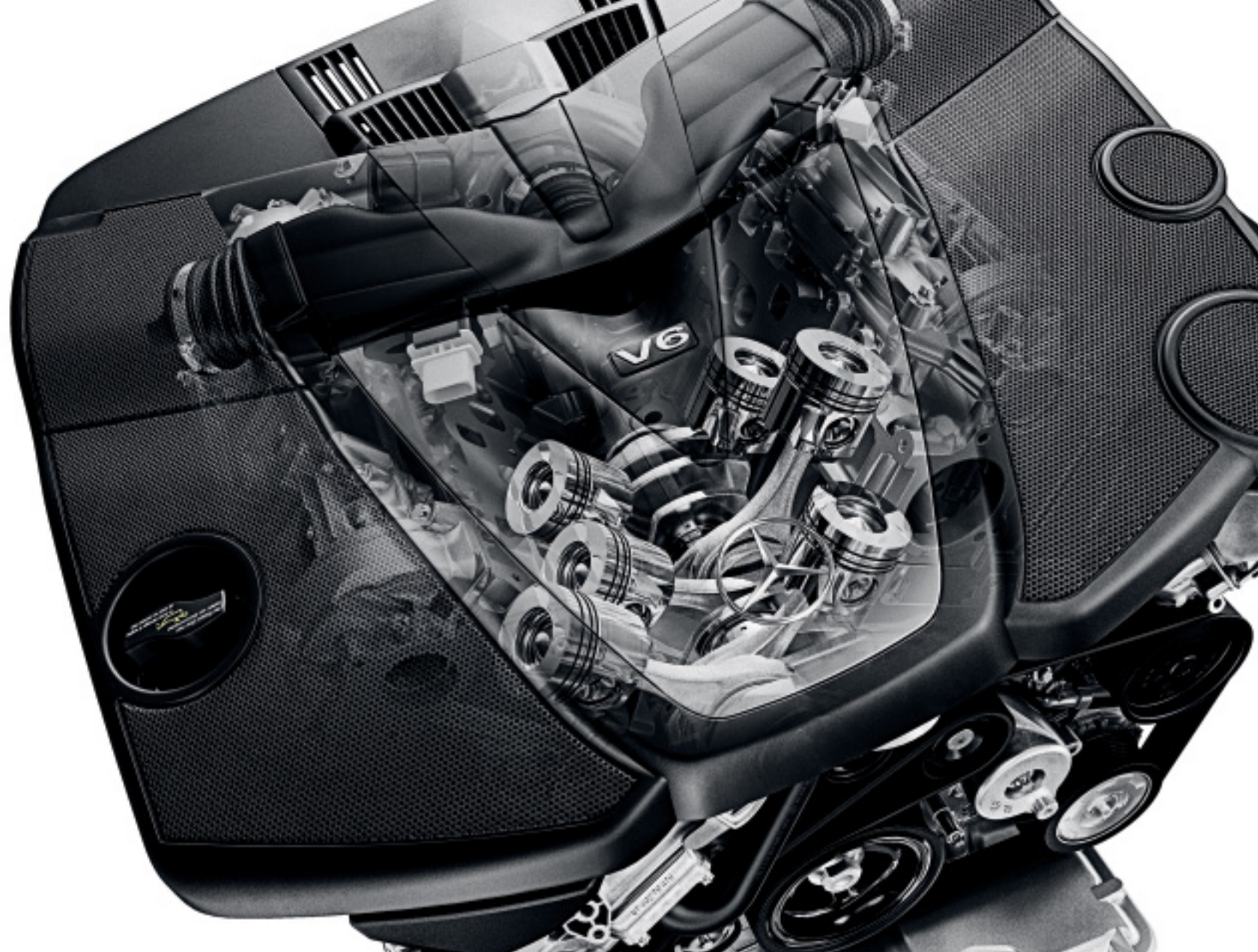
Can smart functionality and sophisticated good looks truly coexist? Inside the R-Class, the answer is a resounding 'yes'. There's a lot for your eyes to feast on. And when you get past admiring the handiwork, indulge in the overwhelming comforts only the R-Class can afford. Even your passengers get treated to luxuries you'll only find in a Mercedes-Benz. The concert-hall experience of the sound system, the preeminence of the communication features, and the available Rear Seat Entertainment System will hush the "are we there yet?" questions and make the drive for everyone involved seem like nothing short of a pleasure cruise. Features include:

- Luxurious ARTICO leather¹ interior finishing, or a premium hand-finished leather upgrade.²
- 10-way power adjustable heated front seats with standard 3 position memory package.
- COMAND APS system,³ equipped with HDD navigation, LINGUATRONIC voice control system, and 6-disc DVD changer, that combines navigation, audio and telephone into one intuitive design.
- SIRIUS Satellite Radio⁴ 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.
- Available Rear Seat Entertainment System includes two 8" LCD screens in the back of the front seats, a DVD player and two wireless headphones.
- THERMOTRONIC 3-zone automatic climate control system.³
- Available Media Interface with 3 different connection cables: one for your iPod,⁵ another with a USB input for your memory stick, and an auxiliary audio input.
- harman/kardon[®] LOGIC7[®] surround sound system.⁵
- 2,366-litre load capacity.
- Loading is made convenient with the EASY-PACK power tailgate³ which opens and closes at the push of a button.



¹Man-made leather. ²Only available as a stand alone option in conjunction with the Interior Lighting Package. ³Only available as part of an option package.
⁴© 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. ⁵Only available as a stand alone option.





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

When it comes to power, the R350 BlueTEC's engine has plenty to say. Equipped with environmentally-friendly, next generation BlueTEC technology, it meets the world's toughest exhaust emission regulations. The V-6 R350 4MATIC™ engine demonstrates the sensational effect that can be achieved through understated aggression, with plenty of pulling power for fast acceleration no matter what the conditions. Working in tandem with both engines, the 7G-TRONIC 7-speed automatic transmission delivers exceptional ride comfort due to its seven forward gears, and with DIRECT SELECT, gear selection is easy using the steering-column selector lever. You can choose between P, R, N and D, without taking your hands off the wheel. Additional features include:

- Unique balancer shaft that ensures quieter engine operations and reduces overall vibrations.
- 7G-TRONIC can skip several gears for responsive stopping power or when downshifting for quick bursts of speed.
- The R350 4MATIC™ is one of the most powerful units in its class, equipped with a V-6 engine with four-valves per-cylinder and continuous camshaft adjustment. 268 hp give the R350 4MATIC™ plenty of pulling power for fast acceleration in any gear.
- The R-Class' standout BlueTEC diesel engine generates a remarkable 210 hp and attains a massive torque figure of 400 lb-ft at an incredibly low rpm range, between 1,600 and 2,400.





Transform any road condition into perfection.

Consider that your car connects with the road in just four places. Mercedes-Benz has ensured that those interactions are always to the driver's advantage with an integrated traction system providing incomparable driving confidence, no matter what the season or road conditions. You can expect a perfectly smooth ride every single time you get behind the wheel, thanks to years of technological advancements all culminating in the unparalleled control you'll have over the 2010 R-Class. Features include:

- Standard award winning 4th generation 4MATIC™ permanent all-wheel drive system.
- 4-wheel Electronic Traction System (4ETS) monitors each wheel for the first sign of wheel slippage, and then individually brakes the slipping wheels to maintain the perfect balance of power and traction.
- Advanced axle design, rear air suspension, a long wheelbase and the dynamic handling control functions give the R-Class the feel of a sports sedan.
- Self-levelling air suspension is standard for the rear axle, stabilizing your R-Class even when packed with heavy gear.
- Working in combination with the Adaptive Damping System (ADS), the AIRMATIC air suspension¹ system uses air-filled elements housed in the suspension struts to provide an improved suspension response over mechanical hydraulics.

¹Only available as part of an option package.



The R-Class can recognize hazards so you don't have to deal with them later.

The integral safety concept from Mercedes-Benz comes from a philosophy that combines active and passive safety systems to achieve the highest possible degree of safety for everyone. In the event of danger, a group of functions are designed to provide the occupants with the best possible protection. And after an accident, should one occur, the R-Class continues to work with your safety in mind by setting in motion a series of measures that help to prevent a post-accident situation from deteriorating. Features include:

- NECK-PRO front headrests are sensor-controlled, moving almost instantaneously into position to reduce the risk of whiplash.
- The driver and front passenger are both protected by two-stage air bags as well as side air bags¹. The second and third rows of seats are protected by side full-length window curtain air bags.
- Active Bi-Xenon headlamps follow the steering wheel's movements, improving illumination of curves by up to 90%.
- At the first sign of skidding, the Electronic Stability Program (ESP[®]) can intervene to provide improved traction².
- When emergency braking is detected our Brake Assist System (BAS) instantly applies full brake pressure.

¹WARNING: The forces of a deploying air bag can cause serious or fatal injuries to a child under age 13. Children under 13 should be seated in the back seat if possible. See Operator's Manual for additional warnings and information on air bags, seat belts and child seats. 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.





Select your colour of distinction.



Our cutting-edge nano-particle paint technology gives you a variety of unique metallic and solid paint finishes to choose from. You'll benefit from the 30% extra scratch-resistant clear coat that keeps colours brilliant, and makes them less susceptible to environmental factors such as precipitation, sunlight, temperature variations, dust and soot.

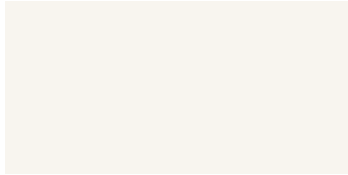
	ARTICO LEATHER		LEATHER					
	Black	Cashmere Beige	Alpaca Grey	Black	Cashmere Beige	Alpaca Grey	Black/Beige	Black/Grey
SOLID PAINT								
Black	●	●	●	●	●	●	●	●
Calcite White	●	○	●	●	○	●	○	●
METALLIC PAINT								
Chromite Black	●	●	●	●	●	●	●	●
Obsidian Black	●	●	●	●	●	●	●	●
Lazurite Blue	●	○	●	●	○	●	○	●
Tanzanite Blue	●	○	●	●	○	●	○	●
Carneol Red	●	●	●	●	●	●	●	●
Palladium Silver	●	○	●	●	○	●	○	●
Tenorite Grey	●	○	●	●	○	●	○	●
Iridium Silver	●	○	●	●	○	●	○	●

● Recommended combination ○ Possible combination

SOLID PAINT

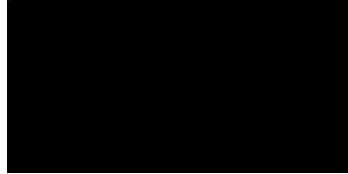


040 Black



650 Calcite White

METALLIC PAINT (OPTIONAL)



112 Chromite Black



197 Obsidian Black



349 Lazurite Blue



359 Tanzanite Blue



544 Carneol Red



792 Palladium Silver



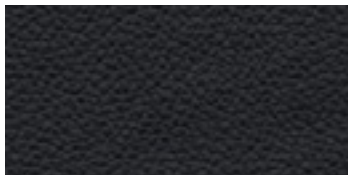
755 Tenorite Grey



775 Iridium Silver



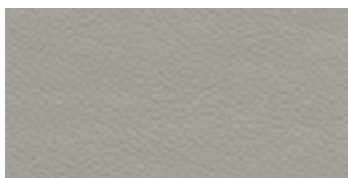
ARTICO LEATHER



141 Black

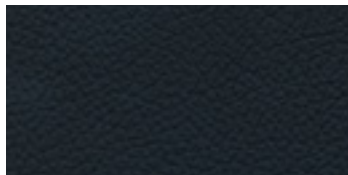


144 Cashmere Beige

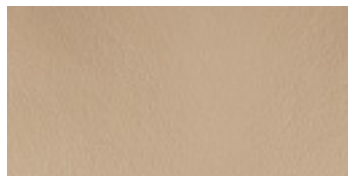


148 Alpaca Grey

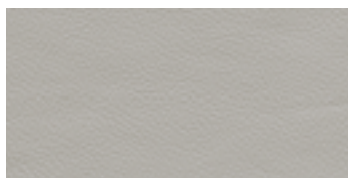
LEATHER



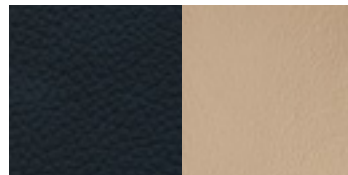
201 Black



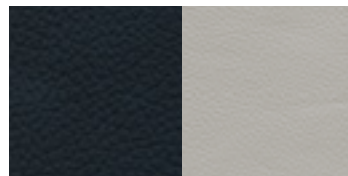
204 Cashmere Beige



208 Alpaca Grey



254 Black/Beige



258 Black/Grey

TRIM



729 Anthracite Poplar



731 Burl Walnut (high-gloss)

INDIVIDUAL EQUIPMENT (SELECTION)	R350 BlueTEC	R350 4MATIC™
TRANSMISSION		
7G-TRONIC 7-speed automatic transmission	•	•
DIRECT SELECT gearshift with shift paddles	•	•
TRACTION/STABILITY		
4MATIC™ permanent all-wheel drive with 4ETS	•	•
Electronic Stability Program (ESP*) including ABS and acceleration skid control (ASR)	•	•
Brake Assist (BAS)	•	•
Rear air suspension	•	•
AIRMATIC air suspension with Adaptive Damping System (ADS)	○ ¹	○ ¹
AUDIO/VISUAL/COMMUNICATION		
COMAND with MP3-compatible 6-disc DVD changer and single SD card slot	•	•
Electronic compass	•	•
COMAND APS with hard-drive based navigation, LINGUATRONIC voice control, DVD changer, 4GB Music Register and SD memory slot	○ ¹	○ ¹
Bluetooth connectivity	•	•
Auxiliary input in glove box	•	•
SIRIUS Satellite Radio ²	•	•
Rear audio with separate controls	○ ¹	○ ¹
Rear Seat Entertainment System with two 8" LCD screens, DVD player and headphones	○	○
harman/kardon® LOGIC7® surround sound system	○	○
Media interface	○	○
EXTERIOR		
19" 5-spoke alloy wheels	•	•
AMG Styling Package (front apron, side skirts and rear apron)	•	•

INDIVIDUAL EQUIPMENT (SELECTION)	R350 BlueTEC	R350 4MATIC™
Active Bi-Xenon headlamps with washers and cornering lights	•	•
Exterior power folding mirrors	•	•
Heated windshield washer system with two-stage rain-sensing windshield wipers	•	•
Privacy glass	•	•
Blue tinted glass	•	•
INTERIOR		
Power adjustable heated front seats with 3-position memory	•	•
Heated rear seats	○ ¹	○ ¹
ARTICO leather upholstery ³	•	•
Leather upholstery ⁴	○	○
Leather-wrapped multifunction steering wheel	•	•
Heated steering wheel ⁵	•	•
Wood/leather steering wheel	○	○
Burl Walnut wood trim (high-gloss)	•	•
Anthracite Poplar wood trim	○	○
3rd seat for second row	•	•
2nd row executive chairs with centre console	○	○
Luggage compartment cover	•	•
Power pop-out 3rd row windows	•	•
Power-tilt/sliding glass sunroof	•	•
Panoramic sunroof	○ ¹	○ ¹
Power-tilt/telescoping steering column with 3-position memory	•	•
THERMATIC automatic climate control	•	•
THERMOTRONIC automatic climate control	○ ¹	○ ¹

INDIVIDUAL EQUIPMENT (SELECTION)	R350 BlueTEC	R350 4MATIC™
Rear climate control	○ ¹	○ ¹
Velour floor mats	●	●
Auto dimming mirrors (rearview and driver's side)	●	●
Interior Lighting Package	○ ⁶	○ ⁶
CONVENIENCE		
Integrated garage door opener	●	●
SmartKey remote with panic button	●	●
KEYLESS-GO	○ ¹	○ ¹
PARKTRONIC	●	●
EASY-PACK power tailgate	○ ¹	○ ¹
115 V power outlet	○ ¹	○ ¹
Trailer Hitch	○	○
SAFETY		
Crash-responsive NECK-PRO front head restraints	●	●
Dual front air bags, front side air bags and full-length window curtain air bags	●	●
ISOFIX child seat mounts	●	●
TeleAid Emergency Calling System ⁷	○	○
Anti-theft alarm system	●	●
Tire Pressure Loss Warning System	●	●
Rear view camera	○	○

EQUIPMENT PACKAGES

R350 BlueTEC AND R350 4MATIC™ PREMIUM PACKAGE:

COMAND APS with hard-drive based navigation, LINGUATRONIC voice control, DVD changer, 4GB Music Register and SD memory slot. Heated rear seats. EASY-PACK power tailgate. Rear audio with separate controls. Panoramic sunroof. 115 V power outlet. KEYLESS-GO.

AIRMATIC AIR SUSPENSION PACKAGE:

AIRMATIC air suspension. Adaptive Damping System (ADS).

REAR CLIMATE CONTROL PACKAGE:

THERMOTRONIC automatic climate control. Rear climate control.

● 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. Subscription required for service thereafter. ³Man-made leather. ⁴Only available in conjunction with the Interior Lighting Package. ⁵Not available in conjunction with leather/wood steering wheel. ⁶Only available as stand alone option in conjunction with leather upholstery. ⁷Subscription is required for service to be active. TeleAid operates only where cellular and Global Positioning system coverage is available.

Add a little touch of you.



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

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.



Trunk Tray

Help protect the carpet in you trunk from dirt and moisture with the addition of this durable trunk tray. Easy to clean, non slip, and designed to fit perfectly in the cargo area of your R-Class.



20" 5-Twin Spoke Alloy Wheels

Enhance the already unmistakable character of your R-Class with these exclusively designed 5-twin spoke alloy wheels. They are a fantastic addition for that personal touch.



Rear roof spoiler

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



	R350 BlueTEC	R350 4MATIC™
Engine type	DOHC 24-valve V-6	DOHC 24-valve V-6
Total displacement	2,987-cc	3,498-cc
Net power	210 hp @ 3,400 rpm	268 hp @ 6,000 rpm
Net torque	400 lb-ft @ 1,600-2,400 rpm	258 lb-ft @ 2,400-5,000 rpm
Acceleration ¹ , 0-100 km/h	8.8 seconds	8.4 seconds
Approximate top speed	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 ² , city/highway estimate	11.3-8.2 L/100 km	14.4-10.3 L/100 km
Fuel tank capacity	80.0 litres (with 13.0-litre reserve)	80.0 litres (with 13.0-litre reserve)
Fuel requirement	Diesel	Premium unleaded
Dimensions ³		
Wheelbase	126.6 in/3,215 mm	126.6 in/3,215 mm
Overall length	204.0 in/5,173 mm	204.0 in/5,173 mm
Overall height	65.5 in/1,663 mm	65.5 in/1,663 mm
Overall width incl. mirrors	85.4 in/2,168 mm	85.4 in/2,168 mm
Curb weight	5,191 lb/2,355 kg	5,037 lb/2,285 kg
Cargo capacity		
All seats in use	13.9 cu ft/295 litres	13.9 cu ft/295 litres
Third row seats lowered	37.0 cu ft/1,048 litres	37.0 cu ft/1,048 litres
Second and third row seats lowered	83.6 cu ft/2,366 litres	83.6 cu ft/2,366 litres
Legroom, front rear	40.8 in/1,036 mm 39.2 in/995 mm	40.8 in/1,036 mm 39.2 in/995 mm

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. ²These estimates are based on Transport Canada testing methods. The actual fuel consumption of this vehicle may vary. Refer to the *Fuel Consumption Guide*. ³Dimensions 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.

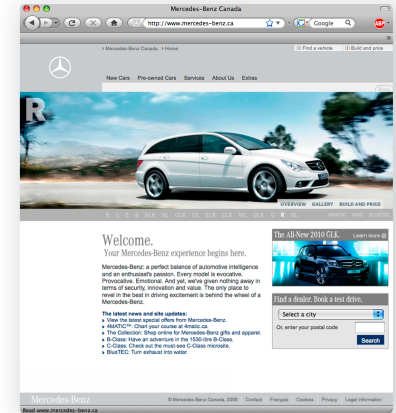
Trip interruption reimbursement

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 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.

There's so much more.

Visit mercedes-benz.ca and open an online window to Mercedes-Benz Canada. Get information about any model, including financing and leasing options, upcoming vehicles, or purchase Mercedes-Benz gifts and personal accessories. But nowhere is a Mercedes-Benz so convincing as it is on the road where you can feel how the powerful engine drives and how the precise steering movements have a direct effect on your own mood. That's why we would also like to invite you to reserve an appointment for a test drive at your local Mercedes-Benz dealer so you can fully experience the effortlessly superiority that makes these cars so very special.



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