



Mercedes-Benz

Press Information

October 4, 2005
DaimlerChrysler Japan Co., Ltd.

Launch of the New Mercedes-Benz S-class

DaimlerChrysler Japan Co., Ltd. (President: Hans Tempel; Head office: 9-9, Roppongi 1-chome, Minato-ku, Tokyo) introduces the new Mercedes-Benz S-class, fully restyled for the first time in seven years. Beginning today, the top-of-the-line Mercedes sedan models -- the **S 350**, **S 500**, and **S500 long** -- are available at authorized Mercedes-Benz dealerships throughout the country.

In all disciplines of safety, comfort, and environmental compatibility, the Mercedes-Benz S-Class has always been a benchmark for the world's automotive industry. The new luxury saloon not only carries on this tradition, but also has made a great leap by introducing state-of-the-art technology and a number of new concepts which make the car truly deserve to be called the Mercedes' flagship.

The styling of the new S-Class achieves perfect harmony between the sheer presence and traditional aesthetics appropriate for the Mercedes flagship and the innovative character of a new-generation saloon. Design highlights include the front end with its very dominant three-dimensional appearance, the voluminous fender arches seamlessly incorporated in the side design, and elegant rear.

The body of the new S-Class is 30 millimeters longer (40 millimeters in the S 500 long), 15 millimeters wider, and 40 millimeters taller than its predecessor. The new car's wheelbase is 70 millimeters longer (80 millimeters in the long wheelbase version), allowing passengers to benefit from even greater spaciousness.

Selected interior trim materials and fine dark burr walnut trim elements provide the interior of the new S-Class with the highest standards of exclusiveness and comfort, which are appropriate for the Mercedes flagship. One of the most striking functional features is the new DIRECT SELECT gearshift, which replaces the conventional center console-mounted automatic selector lever. The DIRECT SELECT lever on the right of the steering column allows the driver to select the "P," "R," "N," and "D" positions, and the shift buttons situated on the back of the steering wheel can be used to change the gears in manual mode. Modern ergonomics helps reduce the driver's stress during journeys in the new S-Class: in addition to the 8-inch high-resolution wide-display, Mercedes engineers have employed a clearly visible instrument panel and easy-to-use switches and controls on the dashboard and interior door panels. Functionality and ease of operation have been improved significantly by means of the newly developed COMAND system. This technology integrates a variety of control functions -- such as those for the modern HDD navigation system, the audio and visual system, and the reversing camera of Parking Assist -- in the dial controller located in front of the arm rest and in the controls on the center console. The COMAND system is available as a standard feature in the new S-Class.

The engine range of the new S-Class comprises two newly developed powerplants: the 3.5-liter V6 in the S 350 and 5.5-liter V8 in the two S 500 models. Both engines feature the DOHC four-valve system featuring modern technologies such as the intake/exhaust variable valve timing mechanism. This innovative system helps the V6 and V8 engines provide rich power/torque reserves, sporty engine feeling, and extremely low noise and emissions. With both engines, the combination with the modern 7G-TRONIC electronic seven-speed automatic transmission ensures remarkable fuel efficiency. Both the S 350 and S 500 offer outstanding environmental compatibility. They have received "★★★★ Ultra-Low-Emission Vehicle" certification by the Ministry of Land, Infrastructure and Transport, for reducing exhaust emissions by an additional 75% from the levels required by the 2005 exhaust emission regulations.

The chassis of the new S-Class is fitted with a 4-link front and a multi-link rear suspension. Mercedes engineers have further refined the AIRMATIC suspension which combines air suspension with the Adaptive Damping System (ADS). ADS adjusts the front and rear damping settings depending on the vehicle load, the road condition, and the style of driving. The "S/C/M" mode selector switch allows the driver to choose between three different modes: Sport, Comfort, and Manual, not only for the suspension settings, but also for integrated control of the engine and transmission.

In developing the new S-Class, Mercedes engineers developed a new safety concept called "PRO-SAFE", which holistically systematizes a range of safety features.

(1) PERFORM-SAFE

Quickly warns the driver of the risk of an accident and/or avoids danger.

- Electronic Stability Program (ESP®)
- AIRMATIC air suspension
- ADAPTIVE BRAKE *1
- Active light system and cornering light function
- Night view assist (optional), etc.

*1. ADAPTIVE BRAKE offers a number of driver-assistance functions. The brake drying function removes the film of water on the brake discs to shorten the braking distance. The priming function recognizes when the driver suddenly removes his foot from the gas pedal and makes the brake system ready for an emergency braking operation. The HOLD function holds the S-Class in place by the brake, even if the driver takes his or her foot off the brake pedal or fails to use the parking brake.

(2) PRE-SAFE®

Recognizes an imminent accident and uses the short time interval prior to the actual impact to prepare the vehicle and its occupants.

(3) PASSIVE-SAFE

Provides occupant protection by using an intelligently designed body and effective restraint systems.

- Safety body made of ultra-high-strength steel sheeting
- 8 SRS airbags
- Belt tensioners with belt force limiters in front and rear, etc.

(4) POST-SAFE

Ensures the rapid rescue of vehicle occupants and prevents secondary damage after an accident has occurred.

- Automatic fuel cut off during impact, automatic door unlocking, automatically activated hazard lamps, etc.

The nationwide retail prices (including consumption tax) of the new S-Class models are:

Model name	Engine	Steering	Suggested nationwide retail price* (): price without consumption tax
Mercedes-Benz S 350	3.5 liter V6 DOHC	L/R	¥ 9,870,000 (¥ 9,400,000)
Mercedes-Benz S 500	5.5 liter V8 DOHC	L/R	¥ 12,600,000 (¥12,000,000)
Mercedes-Benz S 500 long	5.5 liter V8 DOHC	L/R	¥ 13,965,000 (¥13,300,000)

* The prices indicated above do not include optional accessories, taxes (other than consumption tax), insurance premiums, or registration expenses. The customer must separately pay a recycling fee required by the Automobile Recycling Law.

The optional "Luxury package," available for all models of the new S-Class, can be specified to upgrade the car's appointments even further.

Owners of the Mercedes-Benz S-Class will enjoy the benefits of Mercedes Care, the warranty system which provides 24-hour touring support as well as free repair and maintenance for three years with unlimited mileage.