



## Modifications vs. MY 2004 (Please see pages 12 - 15 for complete details)

### Optional Equipment

- New DVD COMAND navigation system replaces previous multi-CD based system
- New Driver's Multi-Contour Seat option priced at \$240 for Luxury models
- Power Driver's Seat/Steering Wheel (\$600)
- Split Folding Rear Seats (\$290)
- New 'Entertainment Package' combines a 6-disc CD-Changer and 320 watt, 12-speaker, 8 amp harman/kardon sound

### Standard Equipment

- New single-disc in-dash CD player replaces radio cassette player on all models

### Exterior

- New Color Diamond Black (768) for Sport Sedans only
- Redesigned clear headlamps and tail lamp lenses on all models

### Interior

- All vehicles receive brand-new interiors, dashboard and instrument clusters
- New interior colors, Stone and Royal Blue, for Luxury Sedans
- Standard Driver's adjustable lumbar feature for all Sedans

# MY 2005 C-CLASS MODEL RANGE

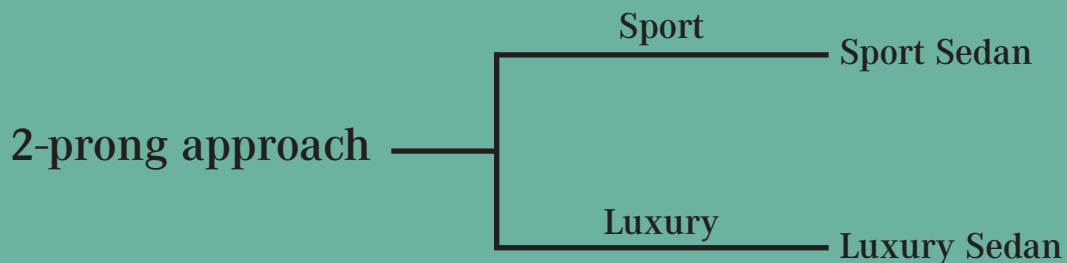


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## Sedans

C 230 Kompressor Sport Sedan	Released May 2004	\$29,250 <sup>1</sup>
C 320 Sport Sedan	Released May 2004	\$37,350 <sup>1</sup>
C 240 Luxury Sedan	Released May 2004	\$32,650 <sup>1</sup>
C 240 4MATIC Luxury Sedan	Released May 2004	\$33,850 <sup>1</sup>
C 320 Luxury Sedan	Released May 2004	\$37,950 <sup>1</sup>
C 320 4MATIC Luxury Sedan	Released May 2004	\$39,150 <sup>1</sup>
C 55 AMG	Released July 2004	\$53,900 <sup>1</sup>

## C-Class Product Strategy



<sup>1</sup> = Does not include destination and delivery

# MY 2005 SEDANS



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## Optional Equipment Availability

Code	Optional Equipment	Sport Sedans		Luxury Sedans			
		C 230K Sedan	C 320 Sedan	C 240 Sedan	C 240 4MATIC Sedan	C 320 Sedan	C 320 4MATIC Sedan
(A)	Metallic Paint	\$680	\$680	\$680	\$680	\$680	\$680
(A)	Leather Upholstery	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500
022	SIRIUS Satellite Radio - Includes 14-month subscription. VPC installed.	\$699	\$699	\$699	\$699	\$699	\$699
050	Handsfree Cellphone Integration Kit (without handset/cradle)	\$765	\$765	\$765	\$765	\$765	\$765
275	Power Driver's Seat and Steering Column with Memory (*New*)	\$600	S	\$600	\$600	S	S
287	Split Folding Rear Seats (*New*)	\$290	\$290	\$290	\$290	\$290	\$290
359	Tele Aid	\$820	\$820	\$820	\$820	\$820	\$820
404	Driver's-Side Multicontour Seat	N/A	N/A	\$240	\$240	\$240	\$240
423	Automatic Transmission	\$1,390	\$1,390	S	S	S	S
530	DVD COMAND Navigation (*New*)	\$2,210	\$2,210	\$2,210	\$2,210	\$2,210	\$2,210
819	CD Changer	\$420	\$420	\$420	\$420	\$420	\$420
873	Heated Seats	\$680	\$680	\$680	S	\$680	S

A = Refer to Paint and Upholstery for individual codes  
 S = Standard equipment  
 O = Available as a standalone option

N/A = Not available

# MY 2005 C55 AMG



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## Optional Equipment Availability

Code	Optional Equipment	C55 AMG
(A)	Metallic Paint	\$680
022	SIRIUS Satellite Radio - Includes 14-month subscription.VPC installed.	\$699
050	Handsfree Cellphone Integration Kit (without handset/cradle)	\$765
530	DVD COMAND Navigation	\$2,210
819	CD Changer	\$420

O = Optional Equipment

# MY 2005 SEDANS



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## Option Package Availability

Code	Value-Added Option Packages	Sport Sedans		Luxury Sedans			
		C 230K Sedan	C 320 Sedan	C 240 Sedan	C 240 4MATIC Sedan	C 320 Sedan	C 320 4MATIC Sedan
319	<b>LIGHTING PACKAGE</b> Bi-Xenon Headlamps and Heated Headlamp Washers	\$790	\$790	\$790	\$790	\$790	\$790
320	<b>ENTERTAINMENT PACKAGE</b> 320 watt harman/kardon Sound System and 6-disc CD Changer	\$970	N/A	\$970	\$970	N/A	N/A
322	<b>320 SPORT SEDAN PACKAGE</b> Selection of Code 322 on a C 320W will select a C 320 Sport Sedan instead of a C 320 Luxury Sedan	N/A	S	N/A	N/A	N/A	N/A
324	<b>SUNROOF PACKAGE</b> <sup>1</sup> Rain Sensor, Glass Sunroof, Rear Window Sunshade <sup>1</sup> , Auto Dimming Mirrors and Garage Door Opener	\$1,790	\$1,790	\$1,790	\$1,790	\$1,790	\$1,790

N/A = Not available  
O = Optional Package  
S = Standard Package



## Option Package Availability

Code	Value-Added Option Packages	C55 AMG
319	<b>LIGHTING PACKAGE</b> Bi-Xenon Headlamps and Heated Headlamp Washers	\$790
326	<b>PREMIUM PACKAGE</b> 6-Disc CD Changer, Rear Window Sunshade and Rain Sensor	\$925

O = Optional Package

# MY 2005 C-CLASS SPORT SEDANS



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## Paint and Upholstery Matrix

<b>Interior</b> ▶	Black	Ash
Leather Seating Inserts	(111)	(118)
Leather <sup>1</sup>	(221)	N/A
<b>Exterior</b> ▼		
Black (040)	X	X
Black Opal* (189)	X	X
Obsidian Black* (197)	X	X
Orion Blue* (345)	X	X
Capri Blue* (359)	X	X
Bordeaux Red* (567)	X	X
Mars Red (590)	X	X
Desert Silver* (693)	X	N/A
Pewter* (723)	X	X
Brilliant Silver* (744)	X	X
Granite Grey* (747)	X	X
<b>Diamond Black<sup>tt</sup></b> * (768)	X	X
Everest Green* (816)	X	X
Midnight Blue (904)	X	X
Alabaster White (960)	X	X

X = Standard Offering  
 N/A = Not available  
 \* = Metallic Paint is a \$680 option

**BOLD** = New Color for MY 2005  
<sup>1</sup> = Optional  
<sup>tt</sup> = Exclusive Sport Sedan Color for MY 2005

# MY 2005 C-CLASS LUXURY SEDANS/4MATICs



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## Paint and Upholstery Matrix

<b>Interior</b> ▶	Black	Royal Blue	Stone	Ash
Leather Seating Inserts	(111)	N/A	(115)	(118)
Leather <sup>1</sup>	(211)	(212)	(215)	(218)
<b>Exterior</b> ▼				
Black (040)	X	N/A	X	X
Black Opal* (189)	X	N/A	X	X
Obsidian Black* (197)	X	N/A	X	X
Orion Blue* (345)	X	N/A	N/A	X
Capri Blue* (359)	X	X	X	X
Bordeaux Red* (567)	X	N/A	X	X
Mars Red (590)	X	N/A	X	X
Desert Silver* (693)	X	N/A	X	N/A
Pewter* (723)	X	X	X	X
Brilliant Silver* (744)	X	X	N/A	X
Granite Grey* (747)	X	X	X	X
Everest Green* (816)	X	N/A	X	X
Midnight Blue (904)	X	X	X	X
Alabaster White (960)	X	X	X	X

X = Standard Offering  
 N/A = Not available  
 \* = Metallic Paint is a \$680 option  
<sup>1</sup> = Optional





## Standard and Special Order Paint and Upholstery Matrix

<b>Interior</b> ▶	Black (841)	Ash (848)
<b>Exterior</b> ▼		
Black (040)	X	X
Obsidian Black* (197)	X	X
Capri Blue* (359)	X	X
Mars Red (590)	X	X
Desert Silver* (693)	X	N/A
Pewter* (723)	X	X
Brilliant Silver* (744)	X	X
Granite Grey* (747)	X	X
<b>Diamond Black</b> <sup>tt*</sup> (768)	X	X
Alabaster White (960)	X	X
<b>Trim</b> ▼		
C 55 AMG Aluminum Trim - Standard	Any Combination	
Birds Eye Maple (732)	O	O
<i>designo</i> Brown Poplar (W68)	O	O

X = Standard Offering

\* = Metallic Paint is a \$680 option

**BOLD** = New Color for MY 2005

Shaded Box = Special Order

O = Optional Wood Trim

<sup>tt</sup> = Exclusive Sport Sedan Color for MY 2005



## Product Highlights

The C-Class family of vehicles is newly redesigned for MY05. The enhancements significantly improve the cars' visual appeal (both interior and exterior) and the driving experience.

The polarization of C-Class models into two distinctive 'themes' - Luxury and Sport - is continued with the '05 model year. Hence, each model receives specific improvements that contribute towards this goal.

### Sport Sedans (C 230 and C 320)

#### – Exterior

- MY05 Sport Sedans receive brand new AMG body styling (such as that found on the MY04 C32 AMG) as standard! New clear headlamps and revised tail lamps complement the sporty look. This significantly enhances the exterior visual appeal and creates an even more sporty and aggressive look which will surely be the best in its class.

The updated MY05 Sport Sedan maintains the 17" 5-spoke wheel introduced with the MY04 Sport Sedan. This wheel complements the new AMG-designed body styling and rounds off an outstanding styling package.

Brand new for MY05 Sport Sedans is the introduction of Diamond Black metallic paint - a new highly-metallic finish with strong blue undertones - exclusive to the Sport Sedans.

These exterior enhancements clearly create a very sporty and aggressive look for the MY05 Sport Sedan which further increases the polarization between the Sport and Luxury sedans.

#### – Interior

- The interior of the MY05 Sport Sedan, along with all MY05 C-Class vehicles, undergoes a significant overhaul. A new dashboard, all-new sporty 4-gauge instrument cluster, new 3-spoke steering wheel, new center console, and improved seats with adjustable lumbar support for the driver are all introduced. Newly designed aluminum trim is used throughout the cabin to complete the enhancements that result in a sportier, more comfortable, and more visually appealing interior.

#### – Technical

- The MY05 Sport Sedan offers revised and improved agility and handling dynamics through special suspension tuning. The upgraded and lowered sport suspension and high performance front brake system from the updated MY04 Sport Sedan are maintained to produce the best-handling and most rewarding Sport Sedan ever.

A new 6-speed transmission is offered as standard with the MY05 Sport Sedan, offering more precise shifting and smoother transmission of power.

#### – Other

- MY05 Sport Sedans all receive a new double-DIN stereo head unit with a single in-dash CD player and enlarged screen as standard.



## Product Highlights

### Luxury Sedans/4MATICS (C 240 and C 320)

#### – Exterior

- To update the exterior of the MY05 Luxury Sedans, new body styling, similar to the MY04 Sport Sedan, will become standard on all models, lending a fresh and contemporary look to the exterior.

As with the Sport sedan, the Luxury Sedans receive all new redesigned clear headlamps and revised tail lamps.

Lastly, all Luxury Sedans are equipped with an exclusive stylish new 16" wheel.

#### – Interior

- MY05 Luxury variants all receive a new dashboard, instrument cluster, center console and enhanced and enriched wood trim.

All Luxury Sedans feature redesigned, more comfortable, more supportive seats that feature a new adjustable lumbar support for the driver. Additionally, a multicontour driver's seat is now offered at only \$290.

The improved seats are offered in a new variety of leather trim colors: Black, Ash, Stone (replacing Java) and Royal Blue (replacing Pacific Blue).

Overall, the interior abounds with a theme of increased exclusivity and luxury.

#### – Technical

- The comfort and agility of the Luxury Sedans improves for MY05 through revised suspension tuning. 4Matic All-Wheel Drive will continue to be available for Luxury variants.

#### – Other

- Overall the perception of value is increased with the MY05 Luxury Sedans through carefully redesigned interior switchgear, the use of subtle chrome trim, and improved materials.

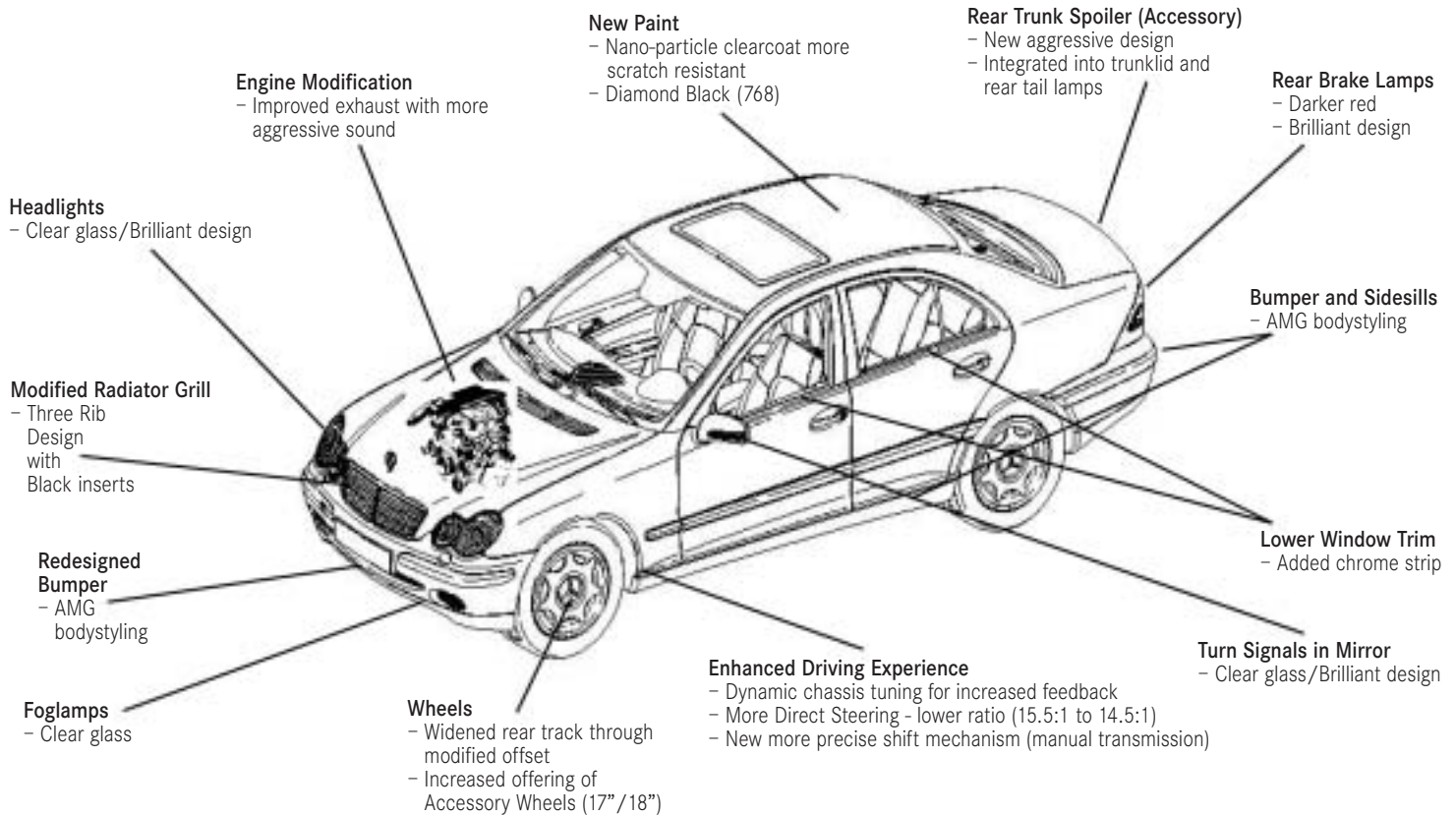
MY05 Luxury Sedans all receive a new double-DIN stereo head unit with a single in-dash CD player and enlarged screen as standard.

# MY 2005 C-CLASS C 230/C 320 Sport Sedans



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## Product Highlights - Exterior Modifications



### Sport Sedan Wheels

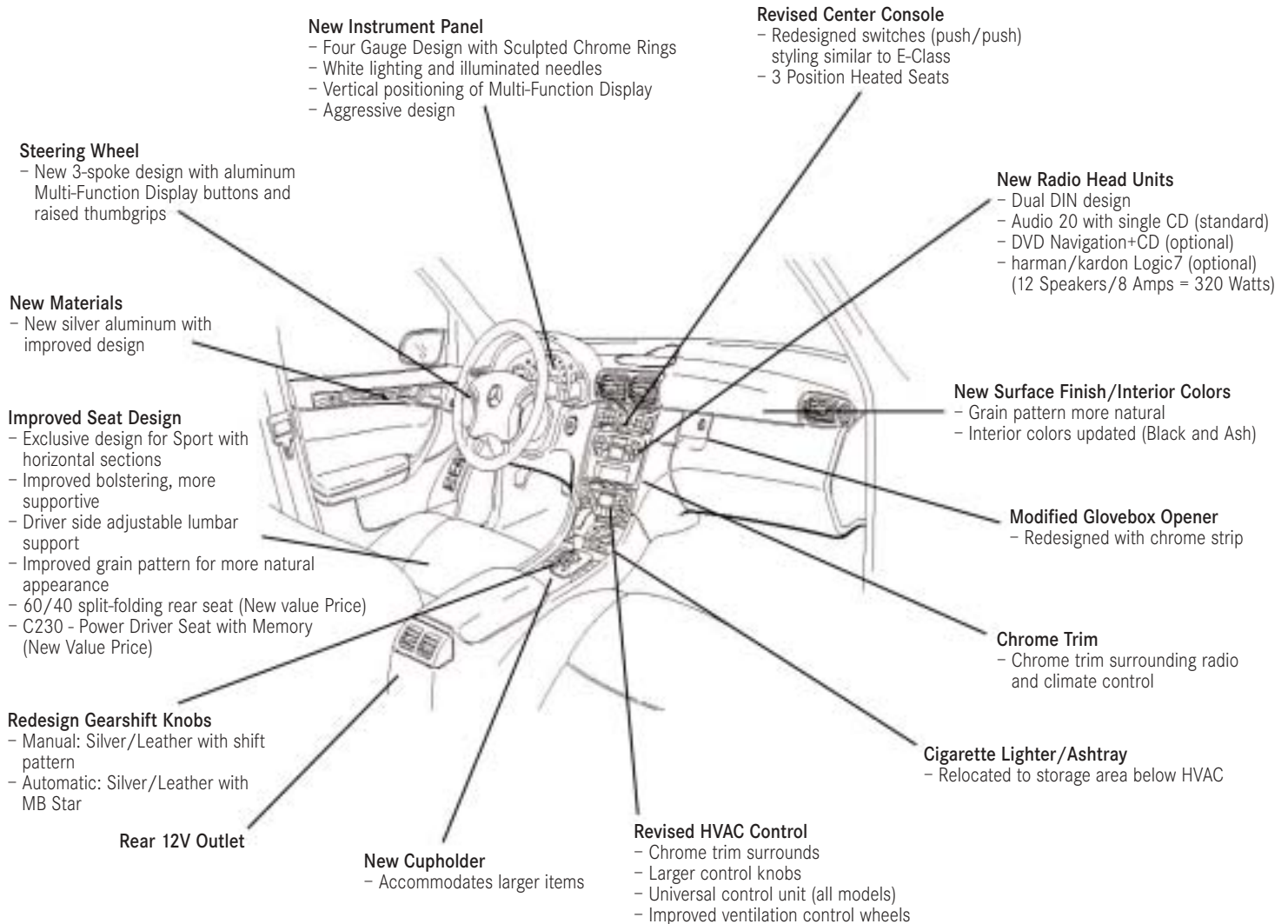
- Wheels: 17x7.5 front and 17x8.5 Rear  
- Tires: 225/45-17 Front and 245/40-17 Rear High Performance  
C-Class Sport Sedans are equipped with Z-rated tires which are optimized for performance driving and may provide reduced ride comfort, increased tire noise, substantially increased treadwear and greater susceptibility to damage compared with H-rated tires. Please ensure your dealers advise their customers accordingly.

# MY 2005 C-CLASS C 230/C 320 Sport Sedans



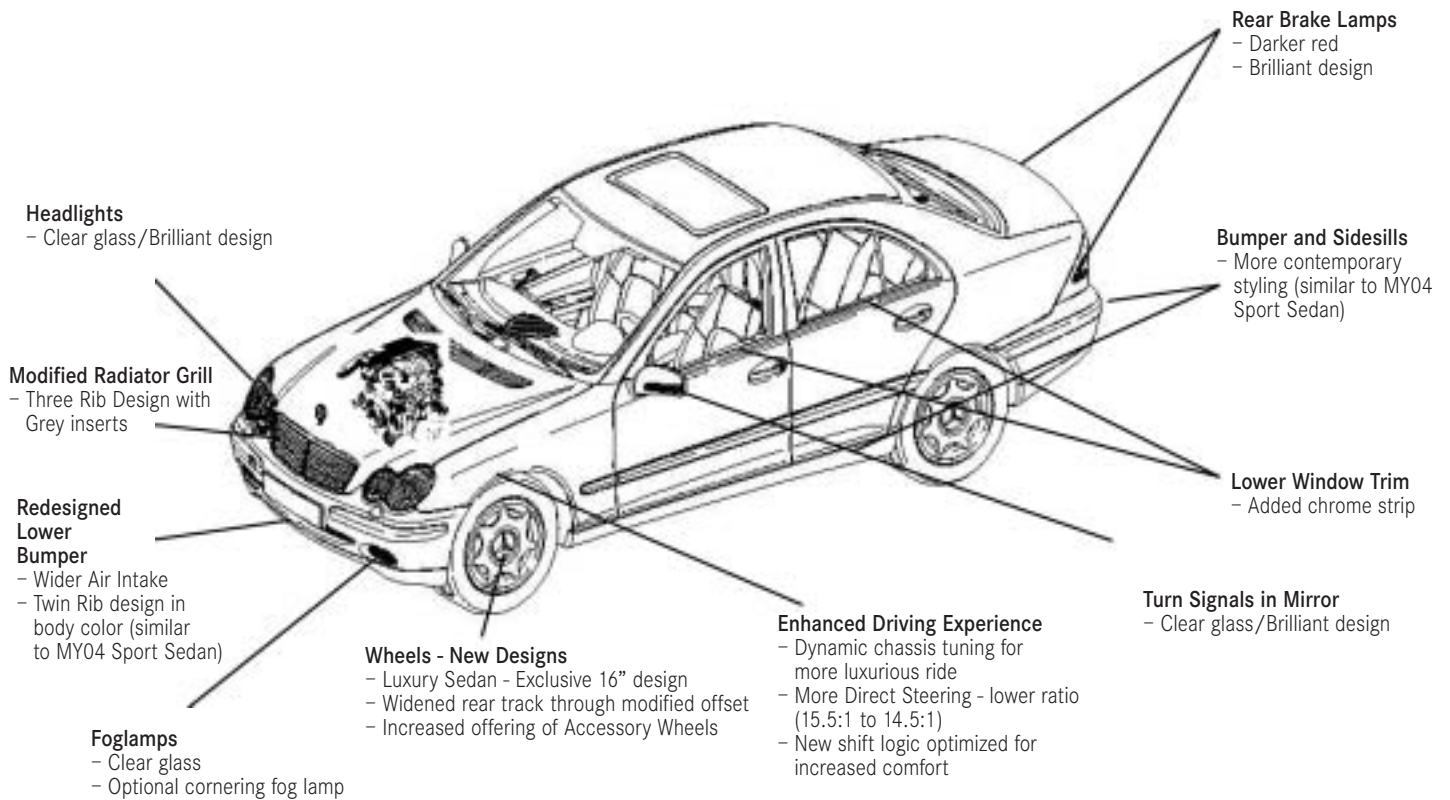
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## Product Highlights -Interior Modifications





## Product Highlights - Exterior Modifications



Luxury Sedan





## Product Highlights -Interior Modifications

