



Dear Mercedes-Benz Enthusiasts

This month's edition of Cargossip brings you the highlights of the 2010 Paris Motor Show – find out more about three Mercedes-Benz world premieres, the latest innovative products from smart and what's the occasion for the celebrations at our East London plant this week.

News Flash

• With three world premieres at The Paris Motor Show 2010

Mercedes-Benz made an emphatic statement about the power of its innovation to combine automotive fascination with the highest levels of efficiency and environmental compatibility. Herewith the highlights: With the new **S 250 CDI BlueEFFICIENCY**, Mercedes-Benz is presenting the world's most fuel-efficient luxury saloon at the Paris Motor Show 2010. As the first four-cylinder engine in the more than 60-year history of success of the S-Class, the highly-efficient turbo diesel unit achieves fuel consumption levels of just 5.7 litres per 100 kilometres in the New European Driving Cycle (NEDC), corresponding to a CO₂ output of 149 g/km. As a result, the new S 250 CDI BlueEFFICIENCY is the first 5-litre car in the luxury segment and at the same time the first vehicle in its class to undercut the 150-gram mark in terms of CO₂ output. As for performance, it boasts an acceleration rate of 0 – 100 km/h in 8.2 seconds, and a top speed of 240 km/h. The new edition of the **CLS**, with its exciting, perceptible design and refined sportiness, benefits from the fact that as the inventor of the segment Mercedes-Benz is a whole generation ahead. All of the engines in the CLS are new and help to guarantee an improvement in fuel consumption of up to 25 percent compared with the previous models. Also making a contribution to the increase in efficiency is the electromechanical Direct-Steer system fitted as standard and celebrating its world premiere in the CLS. The CLS is also the first car in the world to feature optional LED High Performance headlamps. For the first time, these combine the tried-and-tested Intelligent Light System from Mercedes models using bi-xenon headlamps with LED technology.



With the **A-Class E-CELL**, Mercedes-Benz is putting its third electric car on the road – after the B-Class F-CELL with fuel cell and Vito E-CELL van with battery-electric drive. The full-size five-seater combines unrestricted family and everyday usability with the latest safety technology and refined performance. For quiet, zero local emissions drive, there is a **70 kW** electric motor with a high torque of 290 Nm. Two extremely efficient lithium-Ion batteries enable a range of more than 200 km (NEDC). Dr. Thomas Weber, Member of the Board of Management of Daimler AG responsible for Group Research and Development Mercedes-Benz Cars, confirms that Electro-mobility is increasingly becoming a part of our everyday lives. For this reason, Daimler AG is focusing on an intelligent drive mix for our current and future vehicles that incorporates fascination because the Automobile will remain in the future what it always was, a highly emotional product.



Our smart featured some unique and trendy new "vehicles" during the press days of the Paris Motorshow. As the new smart fortwo generation takes to the roads, the edition lightshine leads the pack in the new colours matt light green and light blue metallic. Exclusive to the edition are 3-double-spoke alloy wheels with a silver-grey finish and the front headlamp surrounds painted in the bodypanel colour. LED daytime driving lights and the bodypanel plus package with painted aprons and side skirts also contribute to this model's special style. smart further presented two solutions for intelligent emission-free urban mobility – the escooter and the ebike. The innovative two-wheel study translates consistently the characteristic advantages of the pioneering smart fortwo electric drive e-car into a two-wheeler: compact dimensions, agility, high safety standards and the driving fun typical of the smart brand, not least backed by an efficient and locally emission-free drivetrain. In addition to its innovative technical solutions, the new escooter convinces with its distinctive, state-of-the-art design and simple handling. One more advantage is the integration of smartphones: the further developed smart drive kit app has versatile functions such as those of a speedometer or range indicator. With the new ebike, smart is presenting its second idea for locally emission-free electric mobility on two wheels. Unlike the scooter, the ebike's drive is not controlled via the throttle grip. Instead, it delivers extra power when the rider pedals. The muscle power-electric hybrid drive offers four power levels. The high-tech bike also sets standards in terms of appearance and concept, starting with the futuristic look and the discretely designed lightweight wheels to the technical features in detail. Characteristics that the ebike and the escooter have in common are typical smart design features, simple handling and the integration of smartphones: the smart drive kit performs numerous functions for the ebike, for example those of a speedometer and a navigation system. Both, the escooter and ebike are "show bikes" and at present no decision has been made with regard to series production. Ultimate efficiency paired with powerful, confident designs are the combined hallmarks of the innovations that were presented by Mercedes-Benz at the Paris Motor Show 2010. With these Innovations Mercedes-Benz once again acknowledged the words of its founding father Carl Benz: "The passion for invention will never die."



Platinum Star Offer

• **C180 CGI Exclusive Edition**

You can now purchase the C180CGI Exclusive Edition for R386 000. This offer includes the Avantgarde styling package, automatic transmission, Intelligent Light System, chrome tailpipe, brake calipers with Mercedes-Benz writing, limited edition 17 inch alloy wheels, sport seats in leather, a 3 spoke steering wheel with shift paddles, sport pedals and an AMG Sports package design gearshift. Limited Stock.



People's Torque

• **Two export milestones for Mercedes-Benz South Africa**

On the 18th of October East London saw the departure of a record consignment of 3280 locally built Mercedes-Benz C-Class cars, destined for the United States of America on the Martorell vessel. This is the single largest shipping consignment from Mercedes-Benz South Africa (MBSA). But what makes this shipment even more noteworthy is that MBSA loaded its 100 000th Mercedes-Benz C-Class for export to the US – truly a milestone in our South African vehicle export history! Rainer Ruess, manufacturing site leader at MBSA's local automotive plant said that this shipment reaffirms that US customers are very satisfied with the South African build quality. In July J. D. Power and Associates presented the platinum Award for Initial Quality to the MBSA plant. The local plant was named the best plant in the world among all brands and manufacturers serving the US! Terry Taylor, corporate affairs manager of Transnet National Ports Authority remarked that the recent deepening of the West quay at the East London harbour had reaped immediate benefits. The new depth allows more flexibility for larger vessels and in addition, 1 200 Parking bays were added in close proximity to the quay-side. The total cost of the development was just over of R40 million.



Stay tuned for more news & talk in our next edition of Cargossip – a monthly communication which was first published by Cargo Motors in 1956.

Kind Regards

Franziska Keiser

Marketing Manager

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