



# Cargossip

## Dear Mercedes-Benz Enthusiasts

This month's edition of Cargossip brings you the latest news about the New Mercedes-Benz SLS AMG Roadster, what the IMPERIAL I-PLEDGE campaign is all about and why active sportsmen & woman cycle from Benoni to Mozambique.

## News Flash

### • The New SLS AMG Roadster: The sky is the limit

The long awaited SLS AMG Roadster has finally arrived, a topless version of the ever so stylish adrenalin pumping SLS AMG Coupe. Not only has it arrived fashionably late, but it has brought some history with it too, designs reminiscent of the 300 SL Roadster of the early 1950's, thus reincarnating the legendary sports cars bearing the Mercedes-Benz star. Mercedes-Benz has always manufactured cabriolets that have been labeled as classics, icons of history and visions of excellence. The SLS AMG Roadster aims to be nothing less, but in fact keep the reputation of legendary status by using all the aspects of past designs mixed with the ever growing technologies of the present day. The SLS AMG Roadster is bound to leave a smile on everyone's face, who hears it, sees it and for those who are lucky enough to drive it! The Roadster shares the same "one man one engine" AMG built 6.3 litre V8 from the Coupe, pushing out an almighty 420kw and 650Nm of torque, along with a 7 Speed Dual Clutch Transaxle Transmission, accelerating this breathtaking vehicle from 0 to 100 km/h in a mere 3.8 seconds. The gearbox has 4 different settings (Comfort, Sport, Sport + and Manual) as well as a Race Start function (Launch Control) - giving the driver a choice in terms of driving style whilst ensuring one always arrives in style!



The SLS AMG Roadster features a three-layer soft top with integrated roll-over protection that is designed for high speeds and opens and closes fully automatically in only 11 seconds at speeds of up to 50km/h! With 6 Different leather options, 3 roof upholstery colours and over 10 paint options, as well as a Bang & Olufsen 11 speaker – 1000 Watt sound system on offer, you can be sure your SLS AMG Roadster will be one that is unique! The AMG Performance Studio provides a variety of options for enhancing sportiness, exclusivity and individuality even further. The product portfolio comprises technical highlights ranging from the innovative AMG Performance Media information system, the AMG ceramic high-performance composite brake system or the AMG RIDE CONTROL sports suspension, through to visual treats such as the 48.3 cm (19-inch)/50.8 cm (20-inch) AMG 10-spoke forged wheels, the AMG carbon-fibre engine compartment cover, or the AMG Carbon-Fibre package. So all in all the New SLS AMG Roadster promises to pack a lot of punch beneath the bonnet, ooze with elegance and style, but most importantly provide the driver with all the safety one expects from Mercedes-Benz. For more information contact your closest Mercedes-Benz East Rand dealer.



**IMPERIAL launches the I-Pledge road safety campaign to make South Africa’s roads safer and friendlier**

IMPERIAL Holdings launched its I-Pledge road safety campaign to the media, government, transport and road safety stakeholders in Sandton on November, the 8<sup>th</sup>. South Africa is facing a seemingly insurmountable challenge when it comes to entrenching a culture of safe, educated and courteous road use and automotive and logistics group IMPERIAL truly believes that for any change to happen and to be sustainable, there needs to a personal attitude and behaviour shift in the hearts and minds of people using the roads every day – be they pedestrians, bus and truck drivers, motorists, cyclists or bikers. Positioned around the statement ‘Safer, friendlier roads start with you’, the campaign was introduced to employees in July, demonstrating that before IMPERIAL could seek to ‘change South Africa’, it needed to get the support of its own employees. Since then the I-Pledge counter has amassed over 25,400 pledges. According to Transport Minister Sibusiso Ndebele, in South Africa, road crashes result in at least 40 deaths every day, 1200 deaths every month and about 14 000 a year, leaving scores injured. With road crashes accounting for 1.3 million deaths per annum globally, road safety is definitely a global challenge. The Department of Transport partnered with IMPERIAL and the I-Pledge campaign and jointly they support the ‘Decade of Action for Road Safety 2011–2020’. Visit [www.ipledge.co.za](http://www.ipledge.co.za) to take YOUR “I-Pledge” and help advocate safer and friendlier roads by following @IPledgeZA on Twitter and the I-Pledge group on Facebook. And most importantly travel safe this festive season!





### Platinum Star Offer

- A remarkable C-Class offer:

Mercedes-Benz East Rand would like to give you something valued at over R40 000 for absolutely nothing! For this December only, we are offering you a remarkable C-Class with COMAND Online and AVANTGARDE styling, all valued at over R40 000, at no extra cost to you. Contact your closest Mercedes-Benz East Rand dealer for more information.



- Did you know?

Mercedes-Benz East Rand pays a spotters fee for every referral that is converted into a sale. Please contact your closest Mercedes-Benz East Rand dealer for any referrals and/or queries.

### People's Talk

#### East Rand 2 East Coast Cycle Tour – proudly sponsored by Cargo Motors

The ER2EC Charity Challenge is a cycle through long and strenuous stages from the heart of the East Rand (Benoni) to the soul of the East Coast (Maputo). Clint Hefer from Cargo Bassonia and the Powerade Cargo Motors Team will be pushing their boundaries to cover 630+ km's of tarmac in just 4 days. The Journey has been well planned for what looks to be an exciting time filled with sweat, muscle aches and the self satisfaction of knowing all this has been done for a very worthy cause, charity.

Day1 – Benoni to Groblersdal 172km

Day2 – Groblersdal to Sabie 188km

Day3 – Sabie to Malelane 147km

Day4– Malelane to Maputo 123km

The ER2EC Charity Challenge is hoping to raise funds in excess of R100 000 this year. Last years Trophy winner was cyclist Collin Jennings who raised over R40 000, this year we hope that bar will be raised higher and we look forward to seeing the final figures! The Charities focused on this year are Oliver's House (welfare for babies and children-[www.olivershouse.co.za](http://www.olivershouse.co.za)) and S.A.I.D (Society for Animals In Distress, [www.animalsindistress.ws](http://www.animalsindistress.ws)). On behalf of the Cargo Motors Group we wish you all a smooth and successful journey. Goodluck to Clint and the Powerade Cargo Motors Team and to every member participating in this wonderful event!!



Stay tuned for more news & talk in our next edition of Cargossip – a monthly communication which was first published by Cargo Motors in 1956 – until then we wish you a joyful festive season!

To stay in touch on a more regular basis: Like our “Mercedes-Benz East Rand” on Facebook or click or follow this link:



Kind Regards

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