



1991 MERCEDES-BENZ MODEL LINE

A line of automobiles engineered to provide superb value

DURABILITY, RELIABILITY, SAFETY

FOR 1991, MERCEDES-BENZ OFFERS FOR SALE in North America 18 separate models—two more than ever before. They inhabit three classes—190 Class, 300 Class and S-Class—and a special SL coupe/roadster category of two automobiles. This span of choice is breathtaking: from the four-cylinder 190E 2.3 to the eight-cylinder 500 SL, with turbodiesels and coupes and station wagons

and a dozen superb four-door sedans among them. No other maker of luxury cars even comes close to offering such diversity.

Yet these 18 cars are, to a remarkable degree, much closer than an extended family of fine automobiles. They are built to the same microfine standards, tested against the same tough criteria, developed in the same patient, methodical way and



**MERCEDES-BENZ
NEW-MODEL TESTING
IS AS RIGOROUS AS
LABORATORIES AND
THE REAL WORLD
CAN PROVIDE.**





fitted with many of the same safety features—to name one, an SRS system with a driver-side air bag and knee bolster and emergency tensioning retractors for both front seat belts, original equipment across the line. To name another, electronic antilock brakes (ABS), also original equipment across the line.

WHY ARE MERCEDES-BENZ AUTOMOBILES SO SPECIAL? The simple answer is threefold. First, extraordinary measures—a safety program in which three-quarters of all testing aims above any current safety regulations, exposure of development cars to the worst conditions four continents can dish out, manufacturing tolerances as fine as the thickness of this page.

Second, bona fide exceptional

performance. As a line, according to Urban Science Applications research, Mercedes-Benz automobiles from 1978 to 1987 held their value better than any others. Among those surveyed by J.D. Power & Associates, the 1985 cars of Mercedes-Benz after five years proved more dependable than any others. In 1990 *The Complete Car Cost Guide* forecast that, based on 1990 vehicles, the Mercedes-Benz 190 E 2.6

and S-Class sedans it analyzed would be the least expensive to own among comparably priced automobiles over a five-year period.

Third is the Mercedes legacy of quality, of engineering excellence, of industry leadership. Simply put, Mercedes-Benz is not swayed by fashion nor tantalized by trend. Mercedes-Benz builds cars to endure—on the road, in the mind, and in the heart.



**ALL MERCEDES
AUTOMOBILES ARE
DESIGNED FOR
BOTH FULL- AND
OFFSET-FRONTAL
COLLISIONS.**



OWNING ONE
MERCEDES IS SO
ENJOYABLE IT CAN
ONLY BE TOPPED BY
OWNING TWO.



THE EIGHTEEN AUTOMOBILES OF MERCEDES-BENZ FOR 1991

190E 2.3 Sedan

FIVE-PASSENGER SEDAN
2.3-LITER GASOLINE
IN-LINE FOUR-CYLINDER ENGINE



300CE Coupe

FOUR-PASSENGER COUPE
3.0-LITER GASOLINE
24-VALVE IN-LINE
SIX-CYLINDER ENGINE



350SDL Turbo Sedan*

FIVE-PASSENGER SEDAN
3.5-LITER TURBODIESEL
IN-LINE SIX-CYLINDER ENGINE



190E 2.6 Sedan

FIVE-PASSENGER SEDAN
2.6-LITER GASOLINE
IN-LINE SIX-CYLINDER ENGINE



300TE Station Wagon

FIVE-PASSENGER STATION WAGON
3.0-LITER GASOLINE
IN-LINE SIX-CYLINDER ENGINE



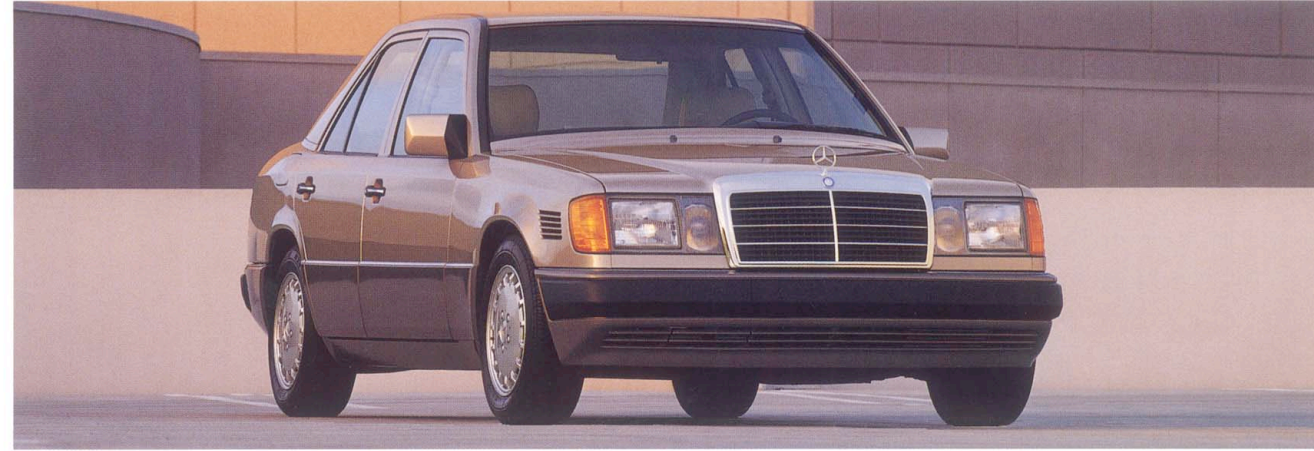
420SEL Sedan

FIVE-PASSENGER SEDAN
4.2-LITER GASOLINE
V-TYPE EIGHT-CYLINDER ENGINE



300D 2.5 Turbo Sedan*

FIVE-PASSENGER SEDAN
2.5-LITER TURBODIESEL
IN-LINE FIVE-CYLINDER ENGINE



300TE 4MATIC™ Station Wagon

FIVE-PASSENGER
ALL-WHEEL-DRIVE STATION WAGON
3.0-LITER GASOLINE
IN-LINE SIX-CYLINDER ENGINE



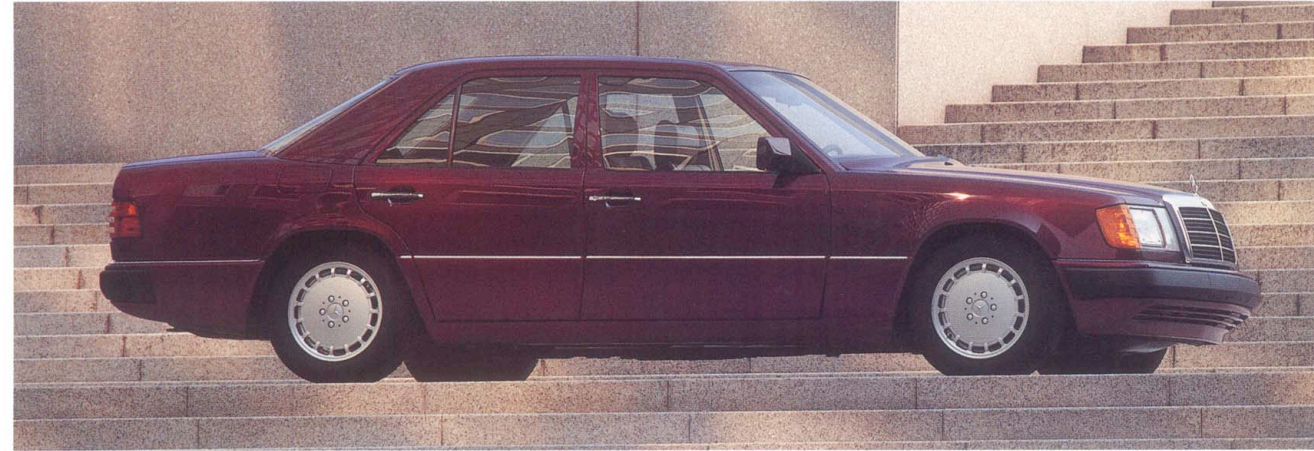
560SEL Sedan

FIVE-PASSENGER SEDAN
5.6-LITER GASOLINE
V-TYPE EIGHT-CYLINDER ENGINE



300E 2.6 Sedan

FIVE-PASSENGER SEDAN
2.6-LITER GASOLINE
IN-LINE SIX-CYLINDER ENGINE



300SE Sedan

FIVE-PASSENGER SEDAN
3.0-LITER GASOLINE
IN-LINE SIX-CYLINDER ENGINE



560SEC Coupe

FOUR-PASSENGER COUPE
5.6-LITER GASOLINE
V-TYPE EIGHT-CYLINDER ENGINE



300E Sedan

FIVE-PASSENGER SEDAN
3.0-LITER GASOLINE
IN-LINE SIX-CYLINDER ENGINE



350SD Turbo Sedan*

FIVE-PASSENGER SEDAN
3.5-LITER TURBODIESEL
IN-LINE SIX-CYLINDER ENGINE



300SL Coupe/Roadster

TWO-PASSENGER COUPE/ROADSTER
3.0-LITER GASOLINE
24-VALVE IN-LINE
SIX-CYLINDER ENGINE



300E 4MATIC™ Sedan

FIVE-PASSENGER
ALL-WHEEL-DRIVE SEDAN
3.0-LITER GASOLINE
IN-LINE SIX-CYLINDER ENGINE



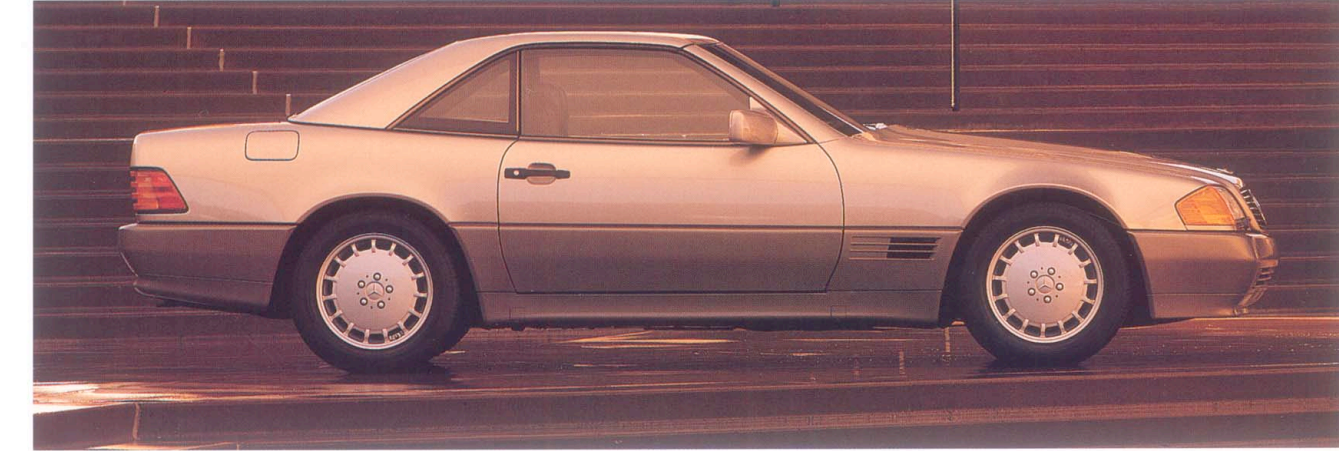
300SEL Sedan

FIVE-PASSENGER SEDAN
3.0-LITER GASOLINE
IN-LINE SIX-CYLINDER ENGINE



500SL Coupe/Roadster

TWO-PASSENGER COUPE/ROADSTER
5.0-LITER GASOLINE
32-VALVE V-TYPE
EIGHT-CYLINDER ENGINE



*Turbodiesels not available in California.



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