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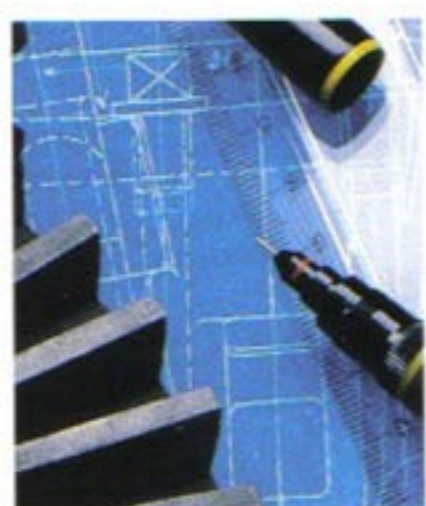


THE 300 CLASS



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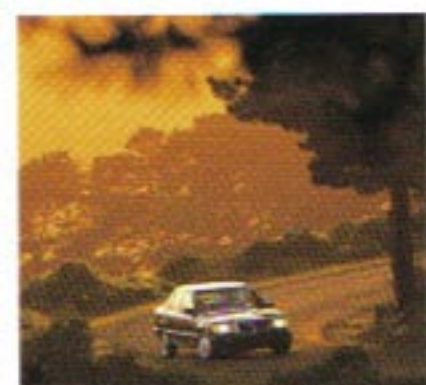
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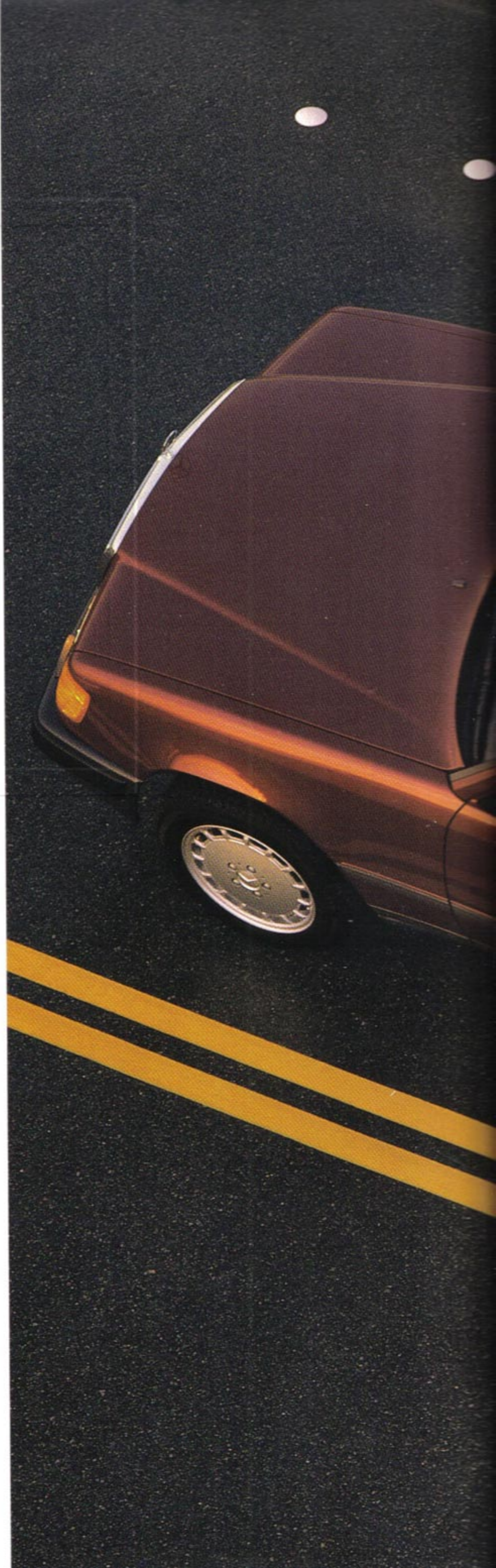
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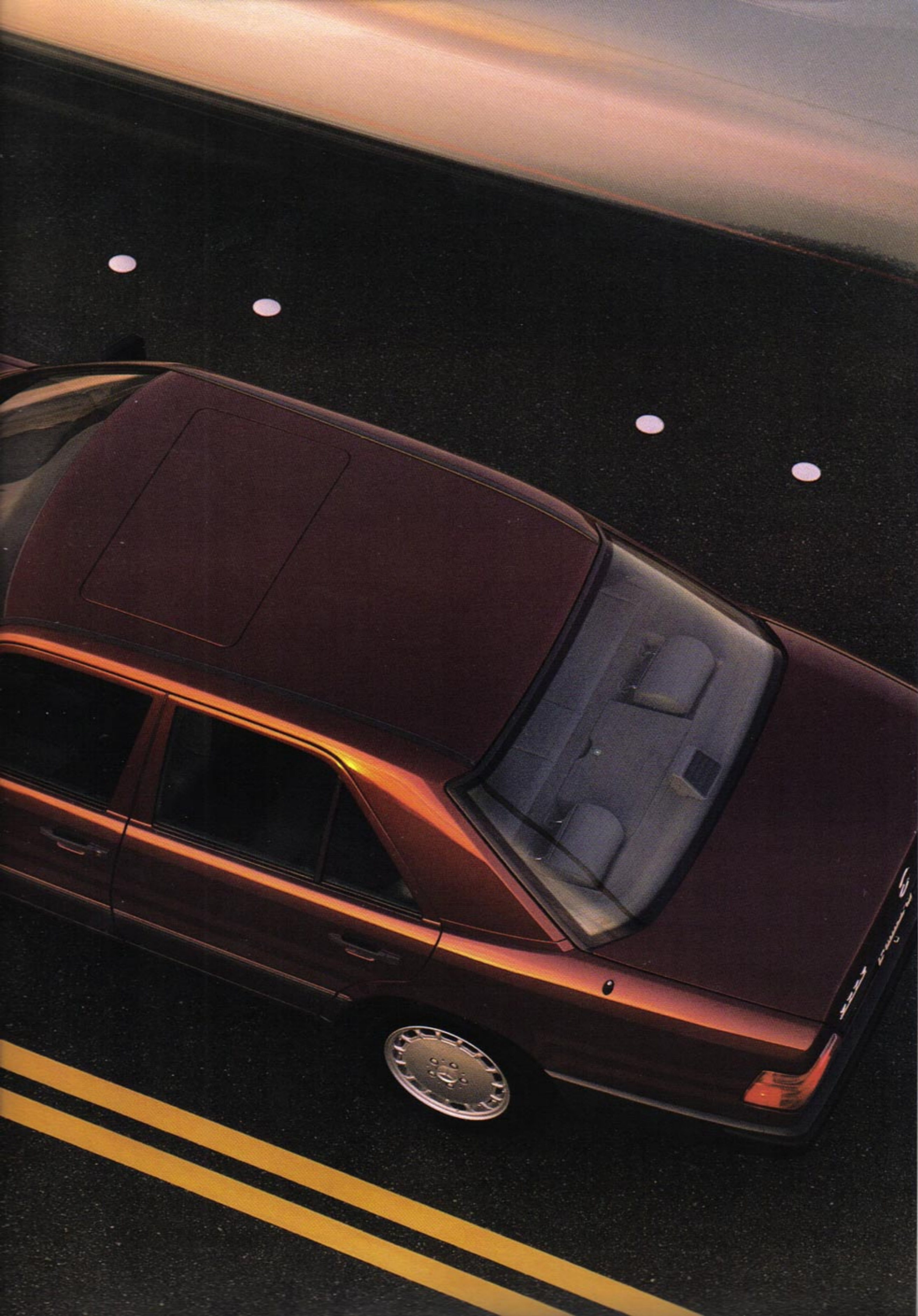
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Designed to ensure that the manufactured product lives up to the design, to ensure that when full production begins, every component will meet every specification. And will be as flawless in form and function as is technologically possible.

The new automobile is then built by skilled craftsmen and craftswomen, 70 percent of



whom are graduates of an apprentice program designed to inculcate the standards of Mercedes-Benz.

From an artisan-staffed woodworking shop to a labor-intensive operation where seats are hand-built, virtually no manufacturing method is too complex or time-consuming if its implementation can improve the automobile. Body panels are hand-sanded. Sophisticated optical instruments are utilized to ensure that precise amounts of an anti-corrosion wax are injected into unseen body crevices. An underground tunnel nearly half a mile long ensures that freshly completed bodies will never be

exposed to the elements en route to the paint shop.

Ruby-tipped tools check critical body-fit tolerances. In all, eight separate measuring programs gauge the automobile at up to 600 points.

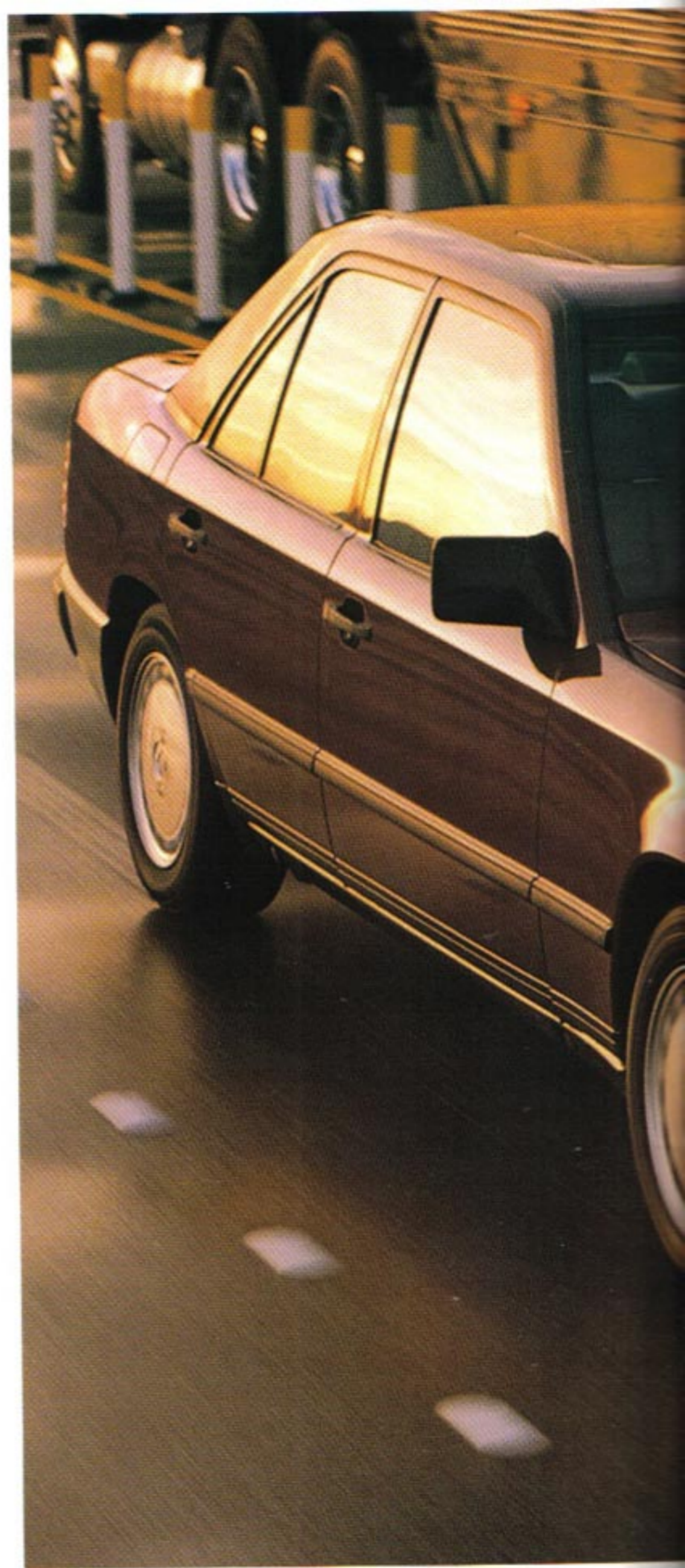
## THE LESSONS OF A CENTURY

A Mercedes-Benz is engineered and built like no other car in the world, in large part because Mercedes-Benz has been engineering and building automobiles longer than any other carmaker in the world. More than a century ago, Gottlieb Daimler and Karl Benz, working independently, developed history's first practical gasoline-powered automobiles. The two enterprises that they founded later merged to form Daimler-Benz, parent company of Mercedes-Benz.

In the 103 years that have ensued since the gasoline engine replaced the horse, Mercedes-Benz has tirelessly striven to perfect that original vision of the automobile as an efficient, safe means of transportation. In the process, Mercedes-Benz has startled the automotive world with innovations like independent rear suspension, the passenger-car diesel and gasoline fuel injection.

Meanwhile, Mercedes-Benz automobiles have roared to more than 5,000 motor racing victories. Set countless speed, endurance and economy records. Decade after decade, Mercedes-Benz has produced classic after classic. Each new design an exercise in simultaneous excellence. Each an evolutionary step forward from all the automobiles that came before.

For 1989, as you are about to discover, Mercedes-Benz steps forward once again. □







# 300 CLASS

The automobiles of the 300 Class constitute the current middle size and price range of Mercedes-Benz. But in terms of sheer engineering authority and innovative thinking, the Mercedes-Benz 300 Class ranks as perhaps the most accomplished automotive series of this high-technology era.



Not a shred of this technical sophistication is wasted on useless gadgetry. Every fiber of 300 Class engineering muscle is dedicated to superior function: in over-the-road proficiency;



in-the-cabin safety; comfort, convenience, reliability, longevity.

Four different 300 Class models share this vast fund of design intelligence. But while all four automobiles emerge from a core of artfully balanced and blended traits, each is further refined to fully develop its distinct personality. One inspired engineering philosophy; four unique automotive personalities. Among these you will find two



sleek and capacious sedans: the 260E and 300E. The first is remarkably quick and impeccably well mannered. The other, even more so. You will discover the 300CE, a sensual two-plus-two coupe that melds technological advancement and high performance with pure soul-stirring beauty. And the incomparable 300TE, a station wagon that obliterates traditional station wagon stereotypes.

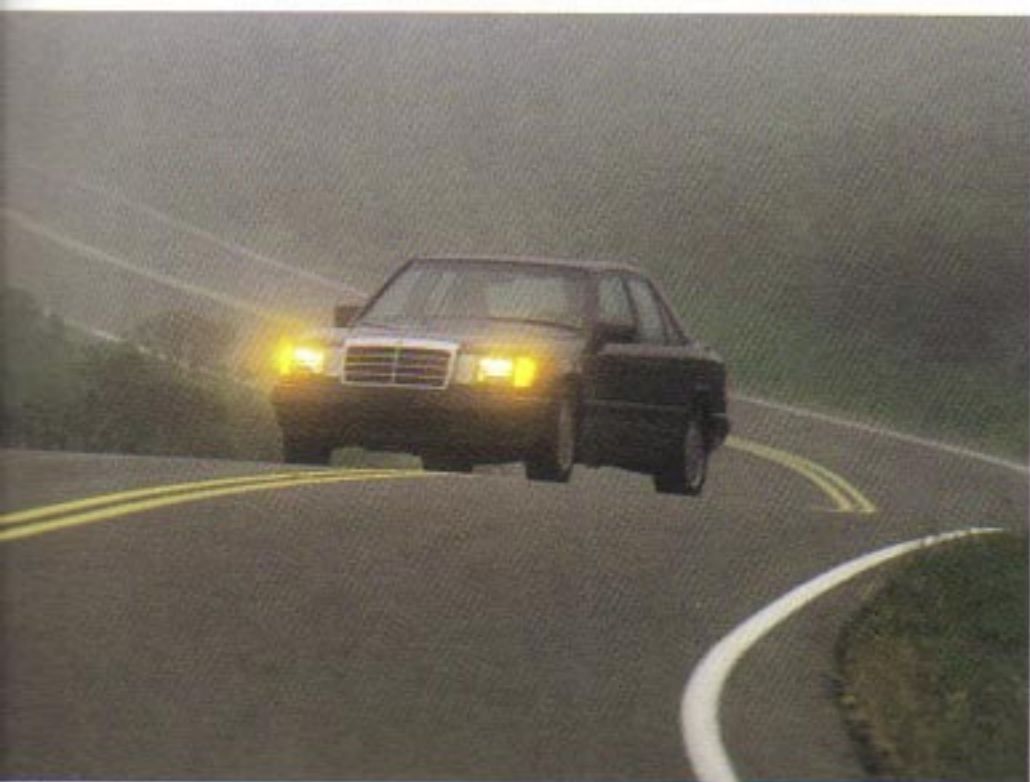






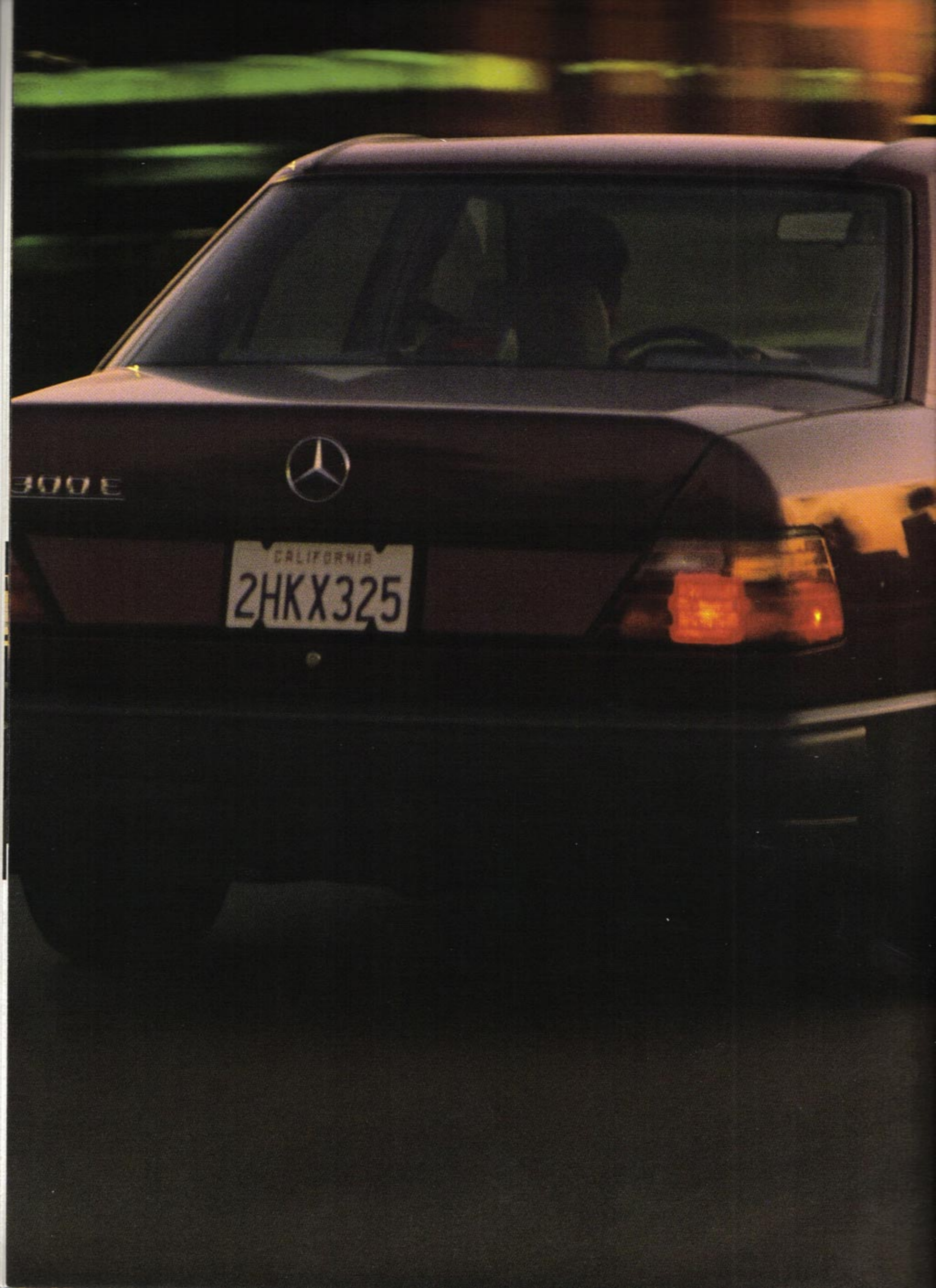






Every 300 Class automobile is propelled by a liquid-smooth six-cylinder engine. A power source that *Road & Track* described as "...the best six cylinder around—in-line or vee." The 260E Sedan's engine displaces 2.6 liters; all others displace 3.0 liters. The 300 Class achievement extends to a fully independent suspension system so refined that even the 300TE Station Wagon is counted





300E



CALIFORNIA  
2HKX325

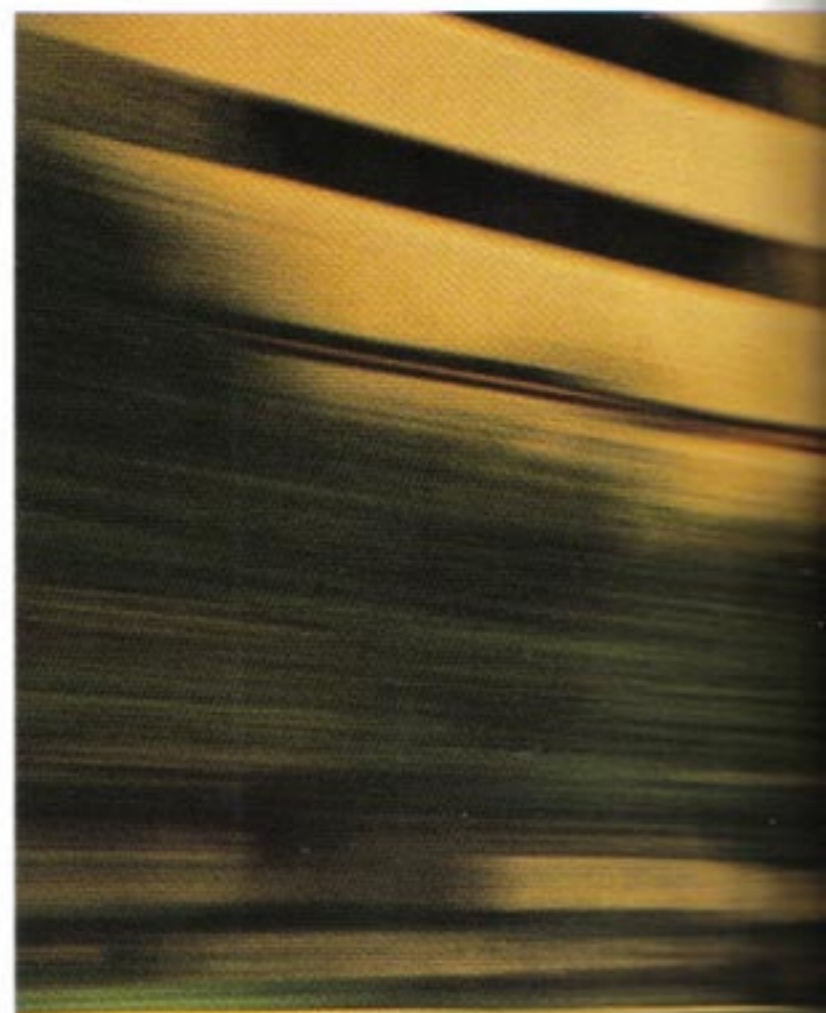








among the world's most deftly surefooted automobiles. A monocoque body structure that is massively solid and rigid, yet designed to help absorb and dissipate energy in severe frontal or rear impacts. And because personal transportation should

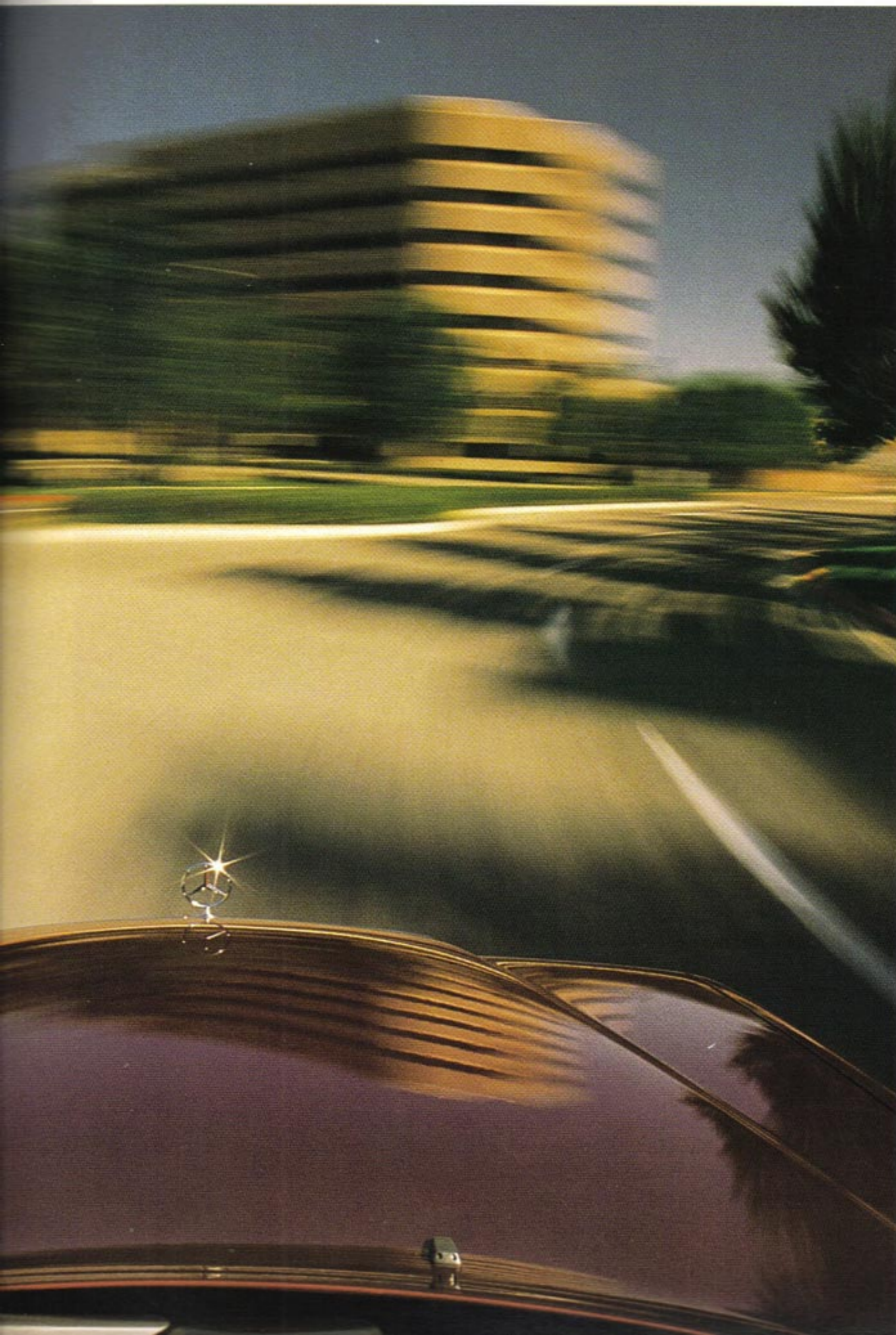


be an uplifting experience rather than a tiresome chore, 300 Class cabins are thoughtfully designed and equipped to help reduce fatigue, to comfort both driver and passengers.

Engineering strategies that logically and systematically optimize every conceivable aspect of automotive transportation. Strategies perfected through eight long years of painstaking development. That draw on more than a century of Mercedes-Benz automotive knowledge. That shape the Mercedes-Benz 300 Class. □



# ENGINEERED LIKE NO OTHER CAR IN THE WORLD



Nestled in the snugly supportive seat of your 300 Class Mercedes-Benz, you grip the padded knob of the gear selector lever and flick it smoothly through an ingenious slotted shift gate into "D."

Underway, you gently squeeze the accelerator. Under the hood, a dependable mechanical control device is measuring airflow and distributing precise doses of fuel to the six



individual cylinders. Instantaneously. As the engine warms and ambient conditions change, an electronic control unit makes incremental mixture



and ignition timing adjustments. Instantaneously. In the cabin, these events are evidenced only in terms of seamlessly smooth response.

After selecting a comfortable cabin temperature setting via



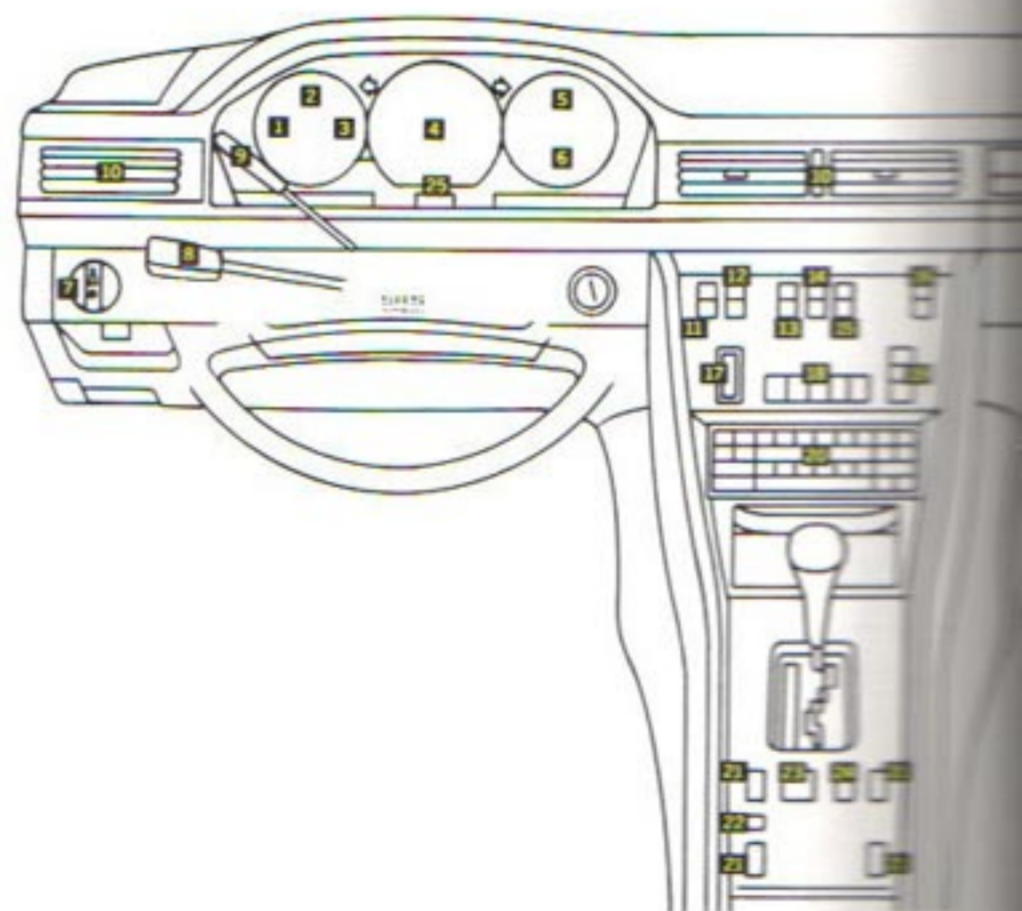
the automatic climate control system's temperature adjustment dial, you push the "Auto" button on the fan control. Shortly, cabin temperature reaches the selected level. You feel just a bit pampered.

You push slightly harder on the accelerator pedal, and the automobile moves significantly quicker. You check the instrument cluster and the bold, white graphics of its big, circular analog gauges. The vivid orange tachometer needle sweeps rapidly toward its 6200 rpm redline; you are urged to press on



#### THE DRIVING ENVIRONMENT

Ergonomic science—not passing fashion—has dictated the design of the 300 Class cabin. For example, vital controls are located where the driver can activate them without lunging. Cabin seating is engineered to provide not just temporary luxury but extended biomechanical support. Gauges are designed not to mimic arcade games but to provide essential information at a

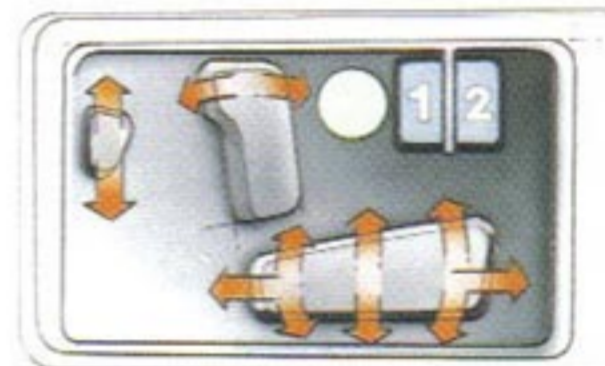






## FORM BECOMES FUNCTION

The electric seat adjustment control switch on each front door panel (optional on the 260E Sedan) allows adjustment of the seat and head restraint corresponding directly to driver or passenger input. Thus, it can be operated by feel alone when you're driving. Push down



on the part of the switch that is shaped like a seat cushion, for instance, and the seat cushion lowers.

The electric seat adjustment feature is optional on the 260E Sedan, standard on all other 300 Class models. An electrically adjustable steering column is included with this system.

On all models except the 260E Sedan, two-position memory is provided. This function restores a preset driver's seat adjustment and the position of the electrically adjustable steering column as well.



glance; because these instruments are of analog design, they communicate not just current reading but also rate-of-change.

The gauge faces are of matte black to help prevent glare. To further ensure that outside reflections do not interfere with your view of the gauges, the instrument pod area is hooded and the transparent panel in front of the gauges angles in.

Note that the 300 Class steering wheel is sized not to resemble a race-car steering wheel but to allow a good grip without elbow/rib cage interference.

Pictured above and keyed at left are the following: (1) coolant temperature gauge, (2) fuel gauge, (3) oil pressure gauge, (4) speedometer/odometer, (5) tachometer, (6) quartz chronometer, (7) headlamp/fog lamp/parking

lamp switch, (8) turn indicator/windshield wiper-washer control, (9) cruise control, (10) vent controls, (11) rear window defrost switch, (12) rear headrest retraction switch, (13) air recirculation switch, (14) emergency flasher switch, (15) antenna control, (16) dome light switch, (17) temperature adjustment knob, (18) heater/ac duct controls, (19) heater/ac fan control, (20) AM and FM

stereo radio/cassette player with automatic speed-dependent volume control, (21) electric window lifts, (22) rear window lockout switch, (23) right outside mirror control, (24) rear speaker fader; (25) secondary indicators (also depicted above) include exterior lamp failure, low engine oil, engine coolant and washer fluid levels, and digital outside temperature.