



1991 MERCEDES-BENZ MODEL LINE



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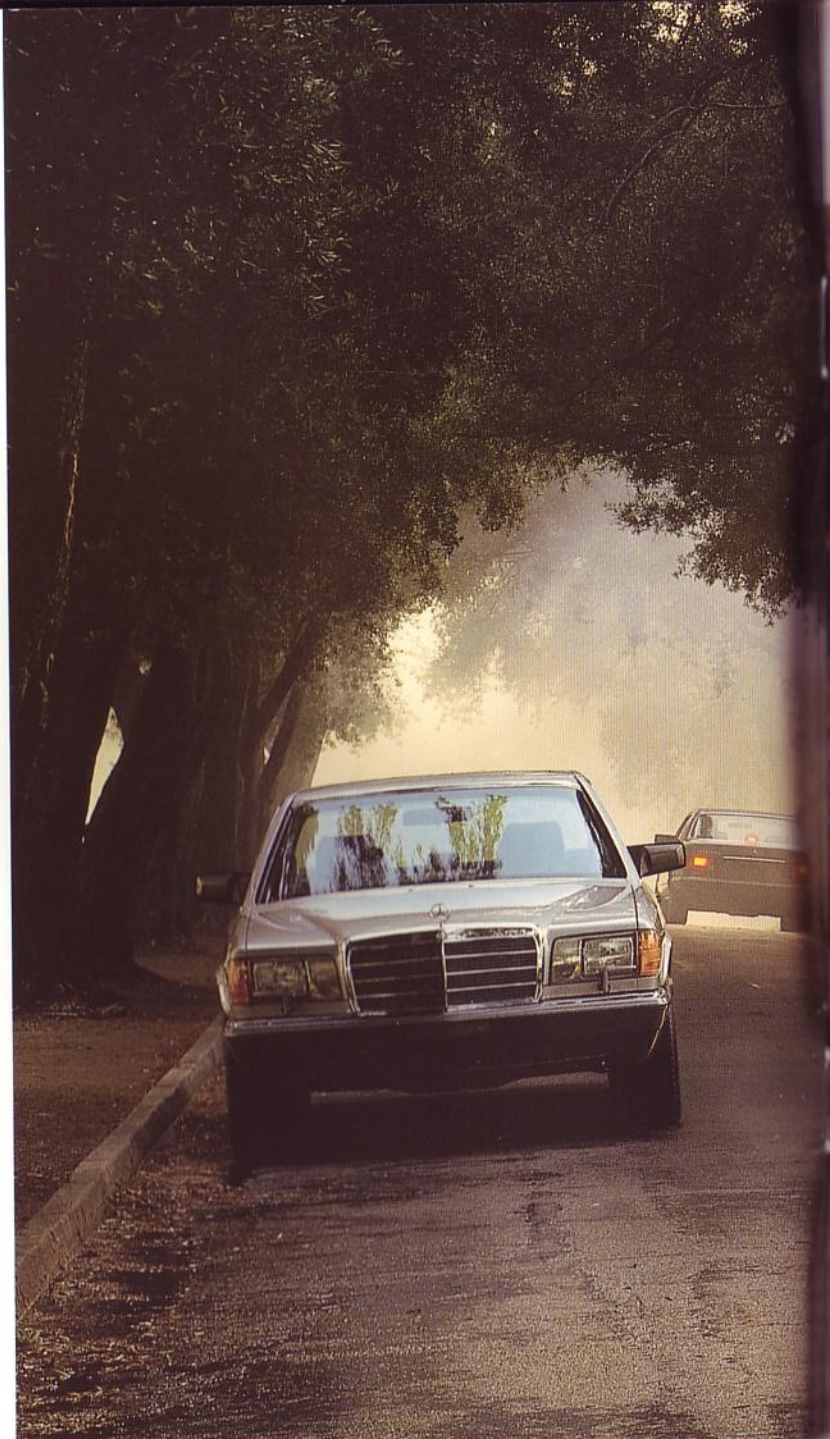
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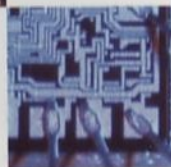
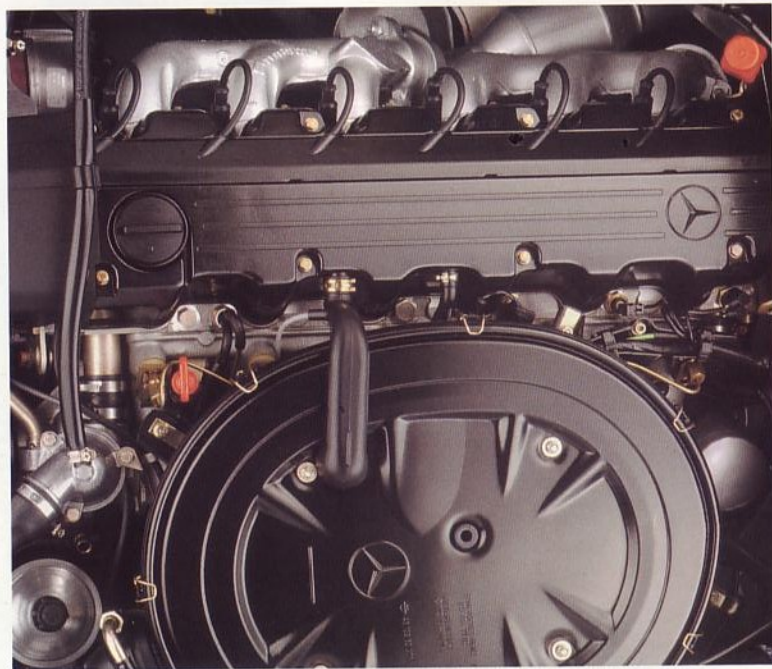


# The pleasures of power in superbly civilized forms

MERCEDES-BENZ ENGINES

A MERCEDES ENGINE IS THE STOUT HEART of a Mercedes car. It is the beneficiary of countless racing victories and the inspired engineering that helped produce them. Designed and built to produce a bounty of power, yet humbly and quietly and efficiently at highway

speeds. Engineered to function under various extremes, survive tough Mercedes durability standards and be relatively easy to maintain. Not a fragile, temperamental jewel, in other words, but a machine you can depend on. And find immensely satisfying to drive.



ADVANCED ELECTRONICS HELP MERCEDES GASOLINE (LEFT) AND DIESEL (BOTTOM) ENGINES EXTRACT MAXIMUM ENERGY FROM THEIR FUEL.

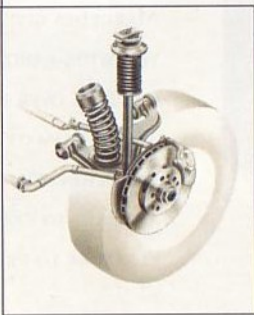
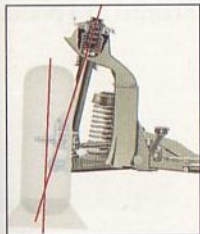
FOURTEEN 1991 MERCEDES CARS UTILIZE IN-LINE ENGINES, A DESIGN PRIZED FOR ITS BALANCE AND EFFICIENT SIZE.





# Engineered to move with rock-solid reassurance

RIDE AND HANDLING



FRONT AND REAR  
SUSPENSIONS ARE  
CALIBRATED TO PRO-  
VIDE NEUTRAL HAN-  
DLING AND AN EX-  
TREMELY STABLE,  
COMFORTABLE RIDE.



MERCEDES DEvised  
THE MULTILINK REAR  
SUSPENSION; IT IS  
FITTED TO ALL 190,  
300 AND SL CARS.

HOW A NEW MERCEDES  
FEELS TO DRIVE varies remarkably  
little model to model. The Mer-  
cedes standard of handling crisp-  
ness, precision and predictability is  
rigorously applied to all three class-  
es. Front and rear suspensions are  
fully independent, of course, and

designed to keep the maximum  
amount of tire in contact with the  
road in virtually all circumstances.  
Steering is a recirculating-ball sys-  
tem that is predictably precise.  
Result: cars so poised, so smoothly  
responsive they seem extensions of  
a good driver's best reflexes.





# In a Mercedes, you enjoy the science of pampering

## INTERIOR COMFORT



A MERCEDES IS LITERALLY DESIGNED and engineered to be comfortable, on the theory that a comfortable driver is more likely to be an alert driver. For example, both front bucket seats are elaborately padded, upholstered and precisely fitted over a steel core of

tuned springs designed to blot up millions of tiny road vibrations. The seats promote good air circulation and are adjustable to give you exactly the support you need. Interior climate can be fine-tuned by hand or maintained to a preset temperature.



MERCEDES GIVES YOU WIDE-RANGING CONTROL OVER INTERIOR CLIMATE. FUNCTION SWITCHES ARE EASY TO READ, A PLEASURE TO USE.

AN INTERIOR OF FINE MATERIALS (CLOCK-WISE): EXOTIC WOOD VENEER, FINE LEATHER (OPTIONAL ON SOME MODELS), DEEP-PILE VELOUR CARPET, PADDED HEADLINER.





# A Mercedes is engineered to weather the long haul

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DURABILITY



REAL-WORLD TESTING,  
THE FINAL STAGE IN  
THE DEVELOPMENT OF  
A NEW MERCEDES, PITS  
PROTOTYPES AGAINST  
SOME OF THE WORLD'S  
NASTIEST CONDITIONS.

AT MERCEDES-BENZ,  
NEW-PRODUCT ENGINEERS and  
stylists share an ambitious aim: to  
create a new Mercedes which staves  
off, as much as practicable, the rav-  
ages of time. For engineers, this  
means a car must be built as strong  
as feasible to withstand hard use

and come back for more. For the  
stylists, this means the car must  
inhabit a region in people's minds  
beyond shifting tastes and fashions.  
Neither task is easy. But for 105  
years of notable successes, Mer-  
cedes-Benz engineers have worn the  
mantle of leadership willingly.



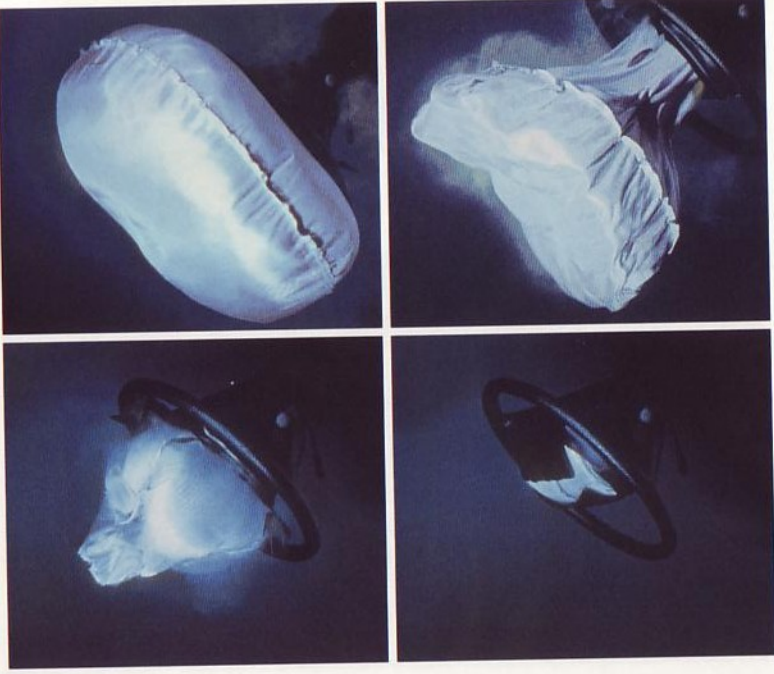


# Cars uniquely designed to reduce risks in the real world

A CAR TO END ALL COMPARISONS FOREVER

Mercedes-Benz has called for more than fifty years. Methodically, Mercedes engineers have pushed the science of automotive safety forward, seeking advances that benefit the real occupants of real cars. Innovations include the crumple-zone body (1951), deformable steering column (1967), electronic antilock braking (1978), Supplemental Restraint System (1981), automatic roll bar and seat with integral belt (1989). And the pace of Mercedes-Benz safety engineering quickens.

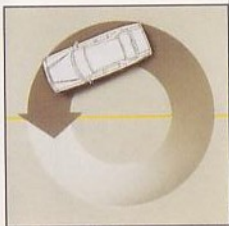
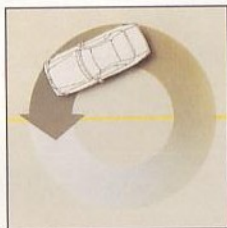
THE MERCEDES  
EMERGENCY TENSION-  
ING RETRACTOR AND  
AIR BAG ARE DESIGNED  
TO DEPLOY IN CERTAIN  
FRONTAL COLLISIONS  
AS A SUPPLEMENT TO  
SEAT BELTS.





# When engineers pursue efficiency as their holy grail

FORMS MADE TO FUNCTION

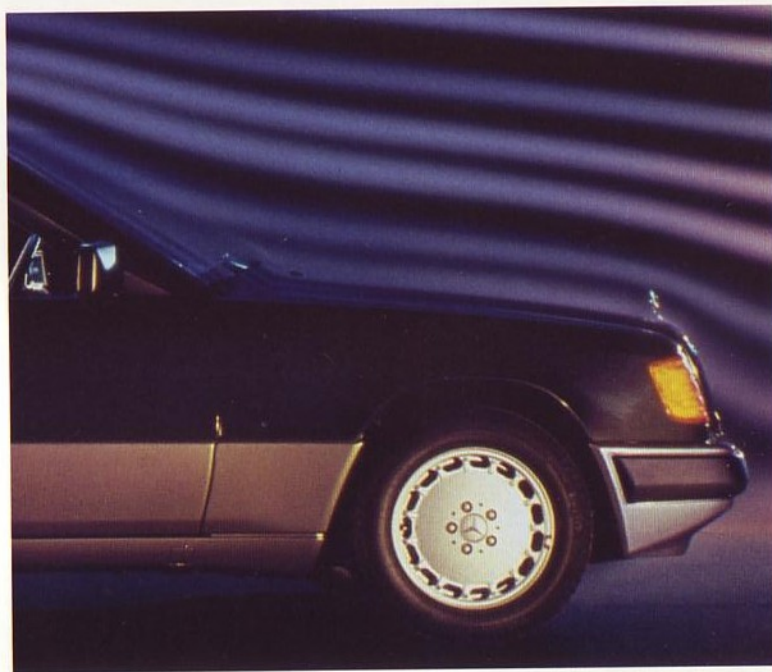


EVEN AN S-CLASS HAS A RELATIVELY SMALL TURNING CIRCLE TO EASE CLOSE-QUARTERS MANEUVERING.

A LOW DRAG COEFFICIENT IS NOT AN END IN ITSELF FOR MERCEDES BUT THE PRODUCT OF A WEALTH OF AERODYNAMIC SOLUTIONS MEANT TO AID A CAR'S OVERALL PERFORMANCE.

A MERCEDES AUTOMOBILE IS ENGINEERED to give driver and passengers the benefits of many efficiencies—obvious and not so obvious. A roomy interior so intelligently arranged it also has a feeling of spaciousness. A trunk actually designed to hold luggage,

and to make hoisting it in and out as easy as possible. Controls placed well within reach, and where you expect them to be. A Mercedes even uses the flow of air around it for myriad purposes, including engine and brake cooling and keeping side windows free of rain.





# Choose from among the most dependable automobiles in America

DEPENDABILITY

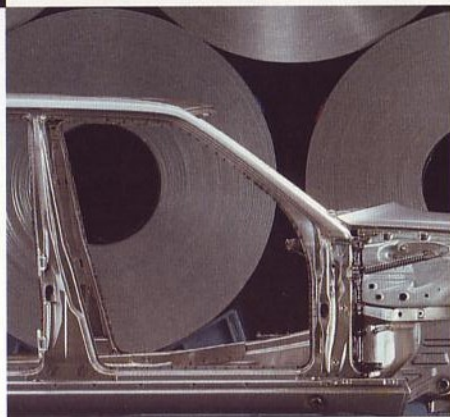
A MERCEDES IS A PLEASURE TO DRIVE, to own, even simply to inhabit for a few hours. It is also a pleasure to depend on. A recent dependability study by J.D. Power & Associates ranked 1985-model-year cars after five years of ownership.\* The models of Mer-

cedes-Benz topped all others, including economical imports. No other luxury car even came close. Further proof: a 1990 study found that over the previous decade, the cars of Mercedes as a line held their value better than any other cars sold in America.\*

\*SEE NOTE ON INSIDE BACK COVER FOR SOURCE INFORMATION



DEPENDABILITY ON  
THE RACE COURSE—  
A 1-2-5 FINISH AT LE  
MANS IN 1989—MIR-  
RORS DEPENDABILITY  
IN THE STRUCTURAL  
AND FUNCTIONAL  
CORES OF A MERCEDES  
PASSENGER CAR.





# Mercedes measures quality in microns and milliseconds

MANUFACTURING AND DEVELOPMENT

FOR 105 YEARS, MERCEDES-BENZ HAS SOUGHT TO achieve an exceptional level of manufacturing excellence in its automobiles. Mercedes quality starts with design—brilliant, ambitious engineering solutions that are laboriously tested, retested and test-

ed again. Only then will manufacturing commence, and at a pace designed to encourage careful, fastidious work. For while one of every ten workers is an inspector, Mercedes knows from experience that quality cannot be created by inspections—it must be built in.



MERCEDES ACHIEVES QUALITY BY COMBINING METICULOUS, SKILLED HAND-CRAFTSMANSHIP AND THE INEXHAUSTIBLE PRECISION OF COMPUTERIZED ROBOTS.











# The 190 Class

Independent research analyzing cost of ownership over a five-year period forecasts that, based on 1990 vehicles, the Mercedes-Benz 190 E 2.6 will be the most cost-efficient of all \$28,000+ luxury cars sold in America.\* Having thus assured yourself that there is no sounder automobile purchase, you are free to savor the purely emotional attractions of the 190 Class—foremost among them being the unalloyed driving pleasure of a quick and nimble sports sedan. And a close second being the mix of pride and reassurance that comes from owning a Mercedes-Benz. Pride and reassurance based on legendary endurance, on technological breakthrough after technological breakthrough, on quality that sets benchmarks for the rest of the automotive world. The 190 Class: superb value for money. And pure Mercedes-Benz.

\* SEE NOTE ON INSIDE BACK COVER FOR SOURCE INFORMATION



# 190 E 2.3 Sedan

— This most affordable of all Mercedes-Benz automobiles affords you a full measure of the virtues that have always set the marque above and apart. There is arguably no more solid automobile, pound for pound, on the road today. Yet there is arguably no more high-spirited sedan—nimble and soothingly confident. A sedan equipped with a network of safety systems, including SRS and ABS. Trimmed in hand-finished wood, carpeted with fine-cut velour, the 190 E 2.3 cuts no quality corners.



CLIMATE CONTROL IS  
AUTOMATIC, ONCE YOU  
SELECT A DESIRED  
TEMPERATURE AND A  
BLOWER SPEED.











190E

ADR-518

2.6

# 190 E 2.6 Sedan

— The combination of a mighty 2.6-liter six-cylinder engine and trim 190 Class body has produced one of the most gratifying drivers' cars in Mercedes-Benz history. Quick off the mark, with 129-mph test-track capability, the 190 E 2.6 is a beautifully balanced performance automobile. Yet luxury-minded drivers will find its smoothness, quiet and solidity a pleasure. In common with every Mercedes, the 190 E 2.6 marks an industry standard for safety-mindedness, durability and reliability. It is a car that you not only will love to drive, but will love to drive for years.

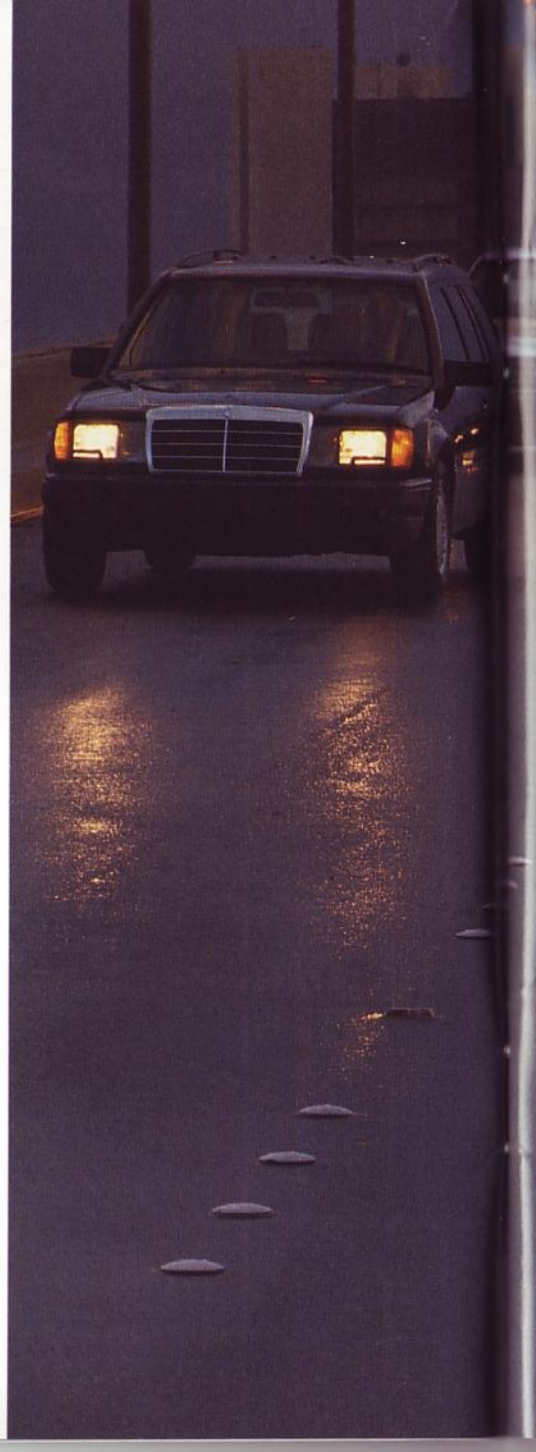


THE 190 CLASS  
INSTRUMENT PANEL IS  
CLASSIC MERCEDES-  
BENZ: ANALOG  
GAUGES, CONTROLS  
THAT CAN BE REACHED  
WITHOUT LUNGING.



# The 300 Class

— In 1989, the editors of *Road & Track* surveyed the motoring world and chose its five best cars. The only sedan deemed worthy of a list sparkling with exotic sports machines was the Mercedes-Benz 300 E. Within months Mercedes-Benz—never content to rest on its laurels—introduced a dramatically enhanced 300 Class for 1990, highlighted by the American debut of the 300 E 4MATIC™ Sedan and 300 TE 4MATIC™ Station Wagon. The momentum continues into 1991 with the return of the 300 D 2.5 Turbo Sedan, first introduced in June 1990—a turbodiesel automobile that raises diesel technology to its highest level in the 55 years since Mercedes-Benz pioneered the breed. And moves this remarkable family of quality-obsessed automobiles ever further up on the scale of automotive excellence.



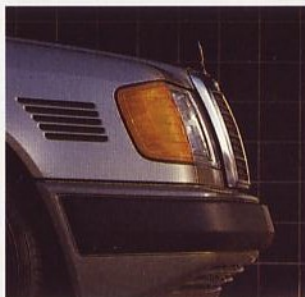




# 300D 2.5 Turbo Sedan

— The 300D 2.5 Turbo Sedan\* heralds a new diesel age. Its turbocharged 2.5-liter 121-horsepower engine incorporates technological breakthroughs that you will feel as rapid throttle response and massive pulling power. As hushed running quietness and smoothness. Breakthroughs that make it the most nearly smoke-free diesel yet. Most astonishing of all—the 300D 2.5 Turbo remains a durable, fuel-efficient diesel to the core.

\*Not available in California



TRADITIONAL  
MERCEDES-BENZ  
RADIATOR GRILLE IS  
MELED INTO THE MOD-  
ERN PROFILE OF THE  
300D 2.5 TURBO.  
THE PASSENGER CABIN  
IS RICHLY FINISHED.











# 300 E 2.6 Sedan

— A major difference between the 300 E 2.6 and its 300 E sibling is under the hood. The 300 E 2.6's six-cylinder 2.6-liter engine generates 158 horsepower and performance figures only marginally less dramatic—e.g., a 131-mph test-track maximum. Although its list of standard equipment is slightly less extensive than the 300 E's, it underlines the quality of the 300 Class that the 300 E 2.6 is nevertheless one of the world's more well-equipped performance sedans. Meanwhile, the 300 E 2.6's price tag makes it a contender for the best value, dollar for dollar, in its category.



THE 300 E 2.6'S CAPACIOUS INTERIOR IS MATCHED BY A CAPACIOUS TRUNK, PROVIDING 14.6 UNCLUTTERED CUBIC FEET OF LUGGAGE SPACE.



# 300 E Sedan

Under the hood of what may well be the world's best-balanced performance sedan is a smoothly assertive 3.0-liter six-cylinder. The 300 E provides space for five adults, but is agile enough to maneuver with sports-car verve. Its cabin is redolent of leather, trimmed in hardwood. Yet few automobiles can boast such deep concern for safety and durability. Or more eloquently express the essence of that freely bandied word, quality.



ABOVE, AN ELECTRIC  
SUNROOF IS OPTIONAL  
AT NO EXTRA COST ON  
ALL 300 CLASS MODELS.  
FRONT SEATS ARE GEN-  
EROUSLY SIZED AND  
ENGINEERED TO  
COMBAT FATIGUE.





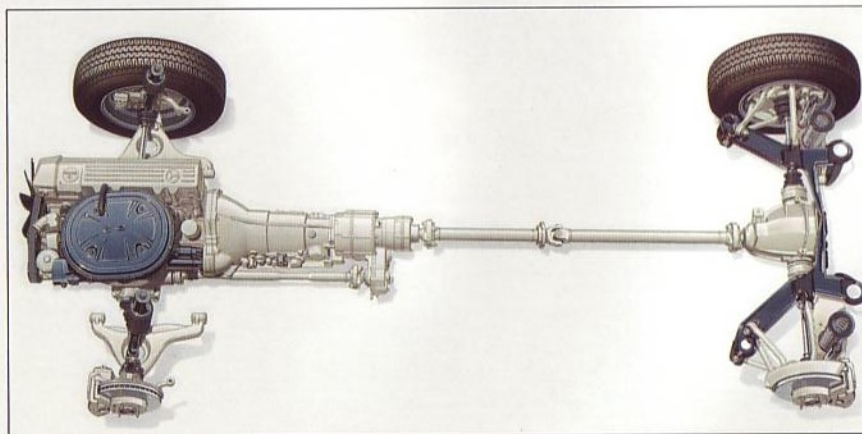






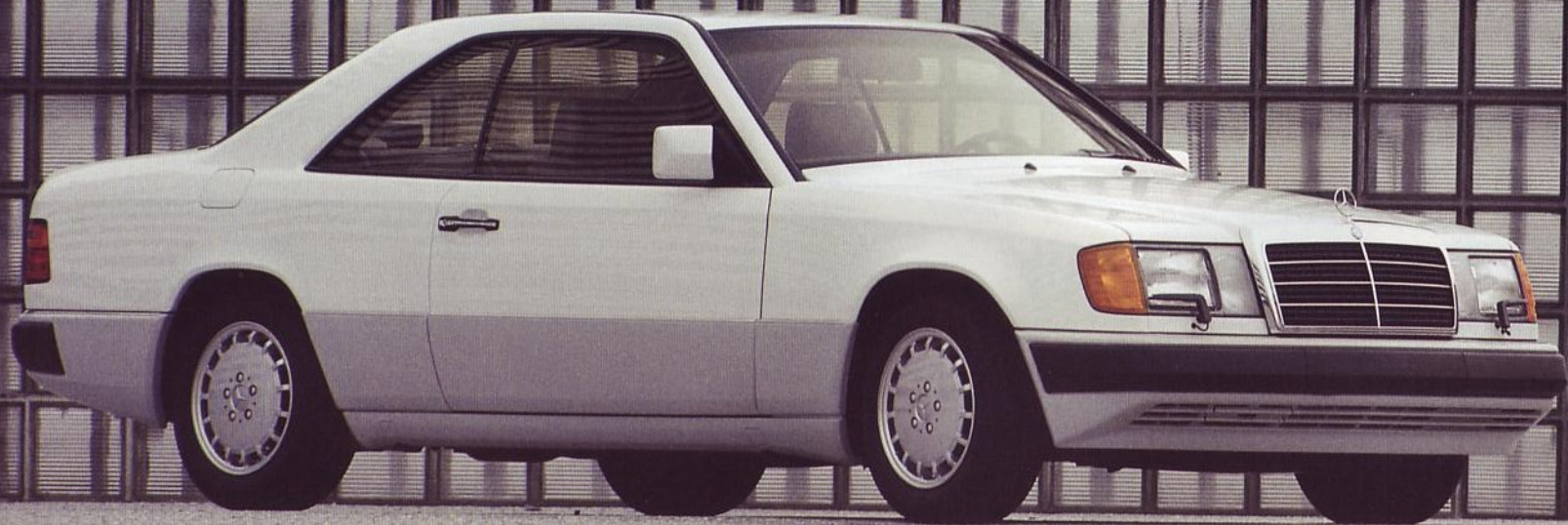
# 300 E 4MATIC™ Sedan

Mercedes-Benz created this versatile model to serve those customers who regularly face uncertain road conditions and feel the need for enhanced traction—but who prefer not to surrender the comforts of a civilized sedan. Adding an advanced all-wheel-drive traction system to the 300 E Sedan perfectly meets the need. It is a virtually invisible system, almost imperceptibly moving among its four operating modes as dictated by conditions. All you feel is extra driving confidence. Meanwhile, you inhabit a first-class cabin outfitted with every convenience imaginable.



THE 4MATIC COMPUTER DETERMINES WHICH OF FOUR OPERATING MODES WILL OPTIMIZE TRACTION AS SENSORS "READ" ROAD CONDITIONS.







# 300 CE Coupe

Set on a close-coupled 106.9-inch wheelbase, sculpted in pillarless two-door coachwork with exceptionally simple and pleasing lines, the 300 CE Coupe seems almost too elegant to kick up dust as a high-performance machine. Yet the stopwatch doesn't lie: the coupe can streak to 60 mph in 8.1 seconds flat. On any road in the world, it displays all the handling credentials of a serious enthusiast's machine. Inside: classic hand-burnished wood trim, fragrant leather and leading-edge safety technology. The 300 CE—a limited-production coupe of limitless driving esprit.



ONLY PREMIUM LEATHER IS SELECTED FOR SEAT COVERING. EACH OF THE 300 CE'S TWO REAR SEATING POSITIONS IS INDIVIDUALLY CONTOURED.







# 300 TE Station Wagon

Because station wagon drivers need to get from Point A to Point B as briskly as other drivers, the 300 TE can move from zero to 60 mph in 9.3 seconds. Because station wagon drivers need handling precision and ride comfort, the 300 TE is set on a sophisticated suspension with rear multilink and automatic load compensation. The cabin is padded and wood-trimmed, with velour carpeting extending even into the cargo area. Blissfully quiet, civilized and smooth, the 300 TE is the best thing a station wagon could be: a Mercedes-Benz.

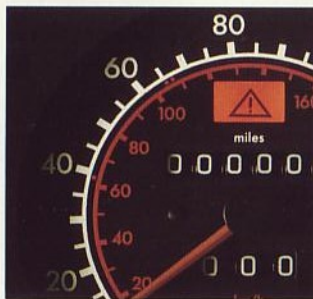


**INTERIOR LAYOUT  
ALLOWS NUMEROUS  
COMBINATIONS OF  
SEATING AND SPACE.  
FOLDING SEAT SEC-  
TIONS UP OR DOWN IS  
QUICK, LIGHT WORK.**



# 300 TE 4MATIC™ Station Wagon

— The mating of the 300TE Station Wagon with 4MATIC all-wheel drive has produced a superbly capable vehicle that epitomizes the word versatile. Its computerized all-wheel-drive technology extends this station wagon's over-the-road mastery even to snowy, slippery or loose gravel surfaces—while retaining sensitive steering control and that supple, carpeted Mercedes-Benz ride. The Mercedes-Benz 300 TE 4MATIC Station Wagon: perhaps the highest form of roughing it yet devised.



THE 4MATIC SYSTEM  
ENGAGES AUTOMATI-  
CALLY WHEN TRAC-  
TION  
DETERIORATES,  
INFORMING THE DRIV-  
ER BY A SMALL DASH-  
BOARD INDICATOR.





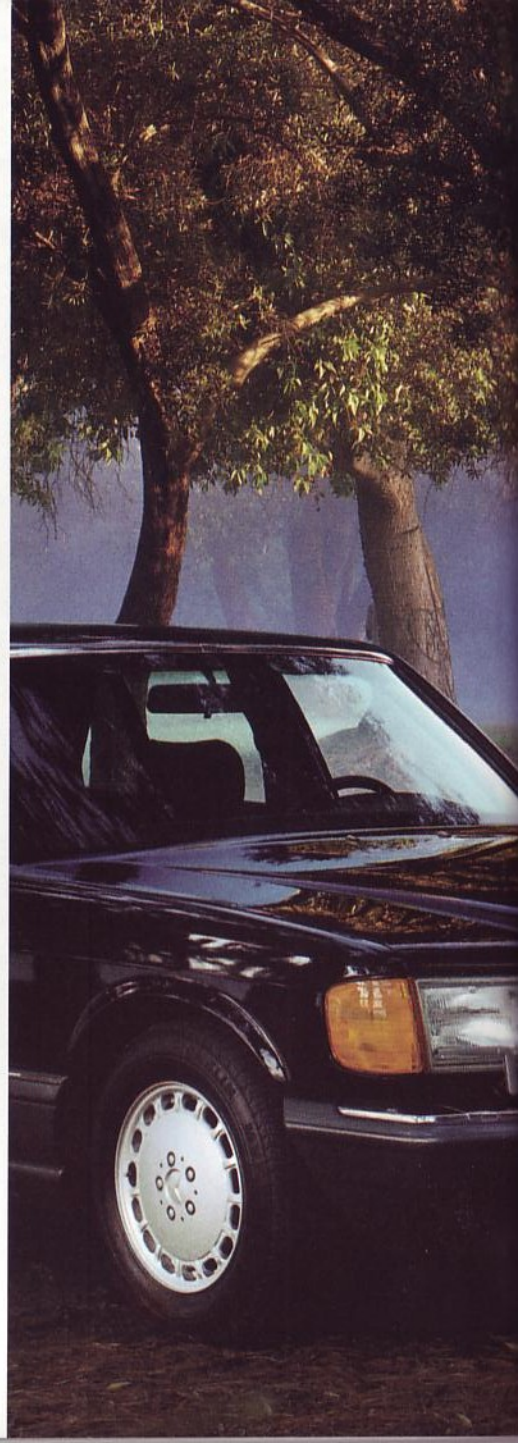




# The S-Class

— To introduce the premier class of Mercedes-Benz automobiles, one might resort to lyric description. But facts support the desirability of the cars far better than poetry might. For example, the S-Class sedans have been rated safest in America for two consecutive years by the Highway Loss Data Institute.\* Urban Science Applications research shows that the cars of Mercedes-Benz, as a line, have retained a higher percentage of original value over the last ten years than has any other make.\* The recently completed J.D. Power & Associates Vehicle Dependability Index Ratings found Mercedes-Benz cars more dependable over five years than any other cars sold in America.\* IntelliChoice's *The 1990 Complete Car Cost Guide* forecasts that, based on 1990 vehicles, S-Class sedans will be less expensive to own over a five-year period than other comparably priced luxury automobiles.\* Facts. All of them.

\*SEE NOTE ON INSIDE BACK COVER FOR SOURCE INFORMATION



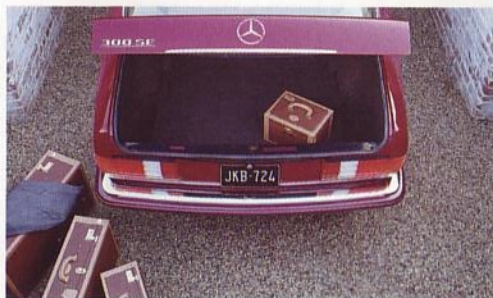






# 300 SE Sedan

— To a twisting, turn-back road, apply the alert response and maneuverability of the close-coupled 300 SE Sedan. The results are exhilarating. Exhilarating as well are the other S-Class virtues that Mercedes-Benz engineers have packed into this 115.6-inch-wheelbase sedan: the silky potency of an advanced 3.0-liter six-cylinder engine. Antilock braking. Fully independent suspension. Soft leather. Rare hardwood. The soothing, restful comfort of a capacious passenger cabin. The 300 SE: a remarkable Mercedes-Benz automobile in every measurable way.



THE 300 SE SACRIFICES  
NOTHING IN FRONT  
SEATING AREA OR EVEN  
TRUNK CAPACITY TO ITS  
LONGER WHEELBASE  
BRETHREN.









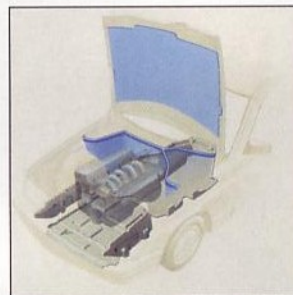




# 350 SD Turbo Sedan

Consider the clean-running high efficiency of the new six-cylinder turbocharged diesel engine. Now consider the short-wheelbase attributes of maneuverability and sharp response. Combine these virtues in a single automobile, and you have the new 350 SD Turbo Sedan.\* Equip that automobile with a full complement of S-Class features and you have a diesel sedan that surpasses any diesel sedan ever built, save the 350 SDL.

\*Not available in California

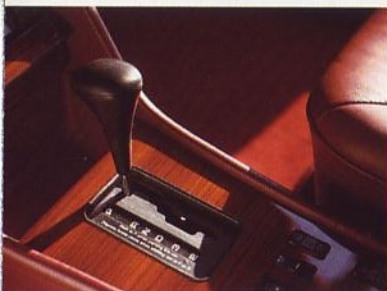


THE POWERFUL  
134-HORSEPOWER 3.5-  
LITER DIESEL ENGINE IS  
FULLY ENCAPSULATED IN  
A SOUND-DEADENING  
COMPARTMENT. THE  
PASSENGER CABIN IS  
SERENELY QUIET AT  
HIGHWAY SPEEDS.



# 300 SEL Sedan

For those who prize the expansive cabin of a long-wheelbase S-Class sedan, but prefer an efficient high-torque six-cylinder engine, Mercedes-Benz offers the sumptuous 300 SEL Sedan. Like its V-8-powered siblings, the 300 SEL incorporates a network of safety systems. And is outfitted with myriad amenities, including heated side-view mirrors, electrically adjustable front seats and steering column with two-position memory, and automatic climate control—to name a few. Like every S-Class sedan, the 300 SEL is a Mercedes-Benz of premier rank.



A DEEPLY SLOTTED  
SHIFT GATE ALLOWS  
CONFIDENT MANUAL  
GEAR CHANGES. THE  
300 SEL CABIN IS  
AMONG THE WORLD'S  
MOST EXPANSIVE.













# 350SDL Turbo Sedan

— The Mercedes-Benz 350SDL Turbo Sedan\* virtually reinvents the passenger-car diesel. Through highly refined combustion strategies, Mercedes-Benz engineers have produced a six-cylinder diesel that minimizes noise and smoke. A turbodiesel that pulls stronger through the range of normal driving speeds than any other diesel you've experienced. A diesel that retains the frugality and dependability that have long distinguished compression-ignition engines. The 350SDL: an automobile that melds high function, durability and the inimitable virtues of the premier series.

\*Not available in California



THIS TURBODIESEL  
AUTOMOBILE PRO-  
VIDES ALL THE GENER-  
OUS DIMENSIONS AND  
AMENITIES OF THE  
S-CLASS, INCLUDING A  
CAPACIOUS BACK SEAT.









# 420 SEL Sedan

— This is a sedan built to classic standards of Mercedes-Benz luxury—which differ deeply from conventional notions of luxury. Here, in the hushed environment of an expansive cabin, you'll find a rear seat of near-five-foot width. You'll find exquisite hardwood and supple matched leather. Every amenity you might possibly desire. You'll find V-8 performance certain surefootedness and a network of safety systems. The result is a balance of virtues found nowhere else in the automotive world.



THE 420SEL DRIVER  
ENVIRONMENT IS  
DESIGNED NOT TO  
MIMIC AUTOMOTIVE  
FASHION, BUT TO MEET  
STRICT ERGONOMIC  
STANDARDS THAT  
HELP PROMOTE  
GOOD DRIVING.







# 560 SEL Sedan

— In every fleet there is only one flagship. And in the fleet of Mercedes-Benz sedans the 560 SEL stands as singularly distinguished. Singularly powerful. Singularly engineered. Singularly equipped. Comfortable. Quiet. Secure. With firmly supportive seats swathed in rich, soothingly soft leather. Fine burl walnut. With every amenity you might possibly covet. The 560 SEL Sedan: a Mercedes-Benz flagship sedan clearly capable of leading the world's most honored marque.



CARPETED REAR-  
SEAT FOOTRESTS AND  
MAGAZINE STOWAGE  
POCKETS CONTRI-  
BUTE TO THE RELAXED  
AMBIANCE OF THE  
560 SEL REAR SEAT.



# 560 SEC Sports Coupe

— A hardtop coupe is, arguably, the purest expression of automotive design. Uninhibited by a central B-pillar, it is sensuously shaped to give lasting pleasure—to the beholder, to the driver and most of all to the owner. Moreover, the Mercedes-Benz 560 SEC Coupe is engineered to be driven by people who enjoy driving. With the power of a 5.6-liter V-8 engine, the smoothness and certainty of advanced suspension geometry. The fragrance of leather. The sheen of polished hardwood. A modern grand-touring coupe with the century-old pedigree of Mercedes-Benz.



THE 560 SEC  
CONTROLS ARE ENGI-  
NEERED FOR DRIVERS  
WHO ENJOY DRIVING.  
IN THE REAR, TWO  
BUCKET-TYPE SEATS,  
CENTER CONSOLE.









# 300 SL Coupe/Roadster

— The 300 SL is a startling blend of pure passion and high science. As evidenced by an equipment list that includes a 24-valve six-cylinder engine producing 228 horsepower and singing to 7000 rpm. A soft top that rises automatically as you press a button. A computerized roll bar that is automatically raised in critical driving situations. A choice of five-speed manual or five-speed automatic transmission. Infrared remote locking. Three-position seat memory that includes numerous other driving adjustments. And a sporting personality unmatched in the automotive world.



A FIVE-SPEED AUTOMATIC IS FITTED WITH A GEAR SELECTOR THAT ALLOWS MANUAL SHIFTING. NOTE BURL WALNUT WOOD, FRAGRANT LEATHER.







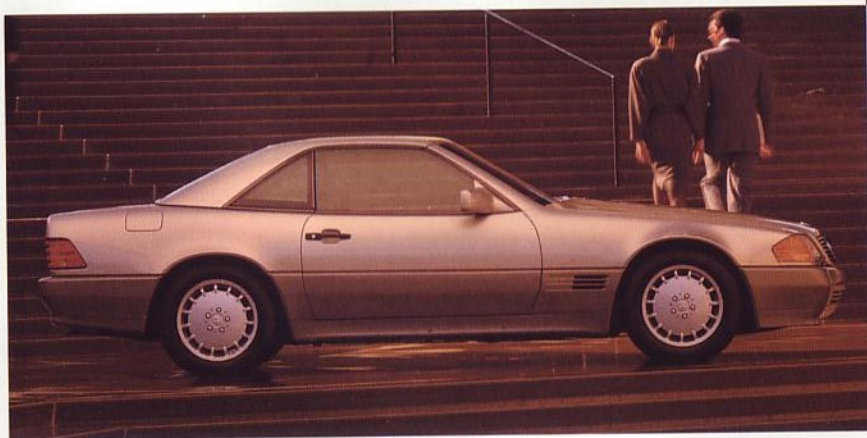
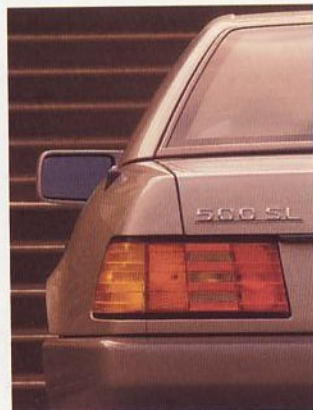






# 500 SL Coupe/Roadster

— The 500 SL is arguably the most advanced sporting machine ever conceived. And quite possibly the most advanced automobile ever conceived. Powered by a mighty, computer-controlled 32-valve V-8, it is, of course, astonishingly quick. An elaborate suspension system, fine-tuned even to the point of varied bushing stiffness, makes it the most gracefully agile sporting automobile Mercedes-Benz has ever built. Yet it is also one of the most civilized. It is the 500 SL: an engineering achievement that propels the open car into the next millennium.



A LIGHTWEIGHT  
HARDTOP ROOF IS  
STANDARD EQUIPMENT  
ON BOTH SL MODELS.  
IT CAN BE INSTALLED  
IN PLACE OF THE  
FOLDED-AWAY SOFT  
TOP IN MINUTES.







# An exceptionally satisfying ownership experience

MERCEDES-BENZ OWNER SUPPORT

OVER THE YEARS MERCEDES OWNERS have stated their intent to buy the same make again to an extraordinary degree.

This exceptional level of owner loyalty may be the most revealing insight of all about Mercedes-Benz. It suggests that owners are unusually satisfied not only with the car, but with the day-to-day process of living with it.

Mercedes-Benz owners can rely on more than 400 authorized Mercedes dealers coast to coast. They are covered for the first 50,000 miles or 48 months—whichever comes first—by a com-

prehensive, limited warranty.

The Mercedes-Benz commitment to owner satisfaction today includes thousands of people across



America—in dealerships, field offices, vehicle preparation centers, parts distribution centers and the company's home office.

If you now own a Mercedes-Benz, this quality of care comes as no surprise; if you are looking forward to your first Mercedes, it will be a pleasant surprise indeed.



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Montvale, New Jersey 07645

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**MERCEDES-BENZ  
ROADSIDE ASSISTANCE  
IS EXPANDED IN 1991  
TO PROVIDE EVEN  
MORE COVERAGE TO  
MERCEDES OWNERS.**

\*THE J. D. POWER & ASSOCIATES VEHICLE DEPENDABILITY INDEX STUDY OF OWNERS FOUND MERCEDES-BENZ CARS TO BE THE MOST TROUBLE FREE OF ALL CARS SURVEYED. THIS RESEARCH WAS BASED ON THINGS GONE WRONG IN THE PAST 12 MONTHS TO FOUR- TO FIVE-YEAR-OLD 1985 MODEL VEHICLES. ■ THE COMPLETE CAR COST GUIDE, A 1990 INTELLI CHOICE PUBLICATION THAT PREDICTS COST OF OWNERSHIP OVER A FIVE-YEAR PERIOD BASED ON 1990 VEHICLES, FORECASTS THE MERCEDES-BENZ 190 E 2.6 AND THE S-CLASS SEDANS TO BE THE LEAST EXPENSIVE TO OWN OF ALL CARS IN THEIR PRICE RANGE. ■ RESEARCH CONDUCTED BY THE HIGHWAY LOSS DATA INSTITUTE IN 1988 AND 1989 FOUND THAT MERCEDES-BENZ S-CLASS SEDANS HAVE THE LOWEST INJURY CLAIM RATE OF THE 300 MODELS INCLUDED IN THE STUDY. ■ URBAN SCIENCE APPLICATIONS, INC. FOUND IN 1990 THAT FOR THE TEN-YEAR PERIOD FROM MODEL-YEAR 1978 TO MODEL-YEAR 1987 — THE LATEST FOR WHICH FIGURES WERE AVAILABLE — THE CARS OF MERCEDES-BENZ AS A LINE HELD THEIR VALUE BETTER THAN THOSE OF ANY OTHER MAKE. ■ IN THE 1989 AND 1990 J. D. POWER & ASSOCIATES SALES SATISFACTION INDEX, MERCEDES-BENZ LED FOR THE SECOND STRAIGHT YEAR IN QUALITY OF THE ENTIRE BUYING EXPERIENCE AT A MERCEDES DEALERSHIP. ■ IN THE 1990 J. D. POWER & ASSOCIATES NEW CAR INITIAL QUALITY STUDY, THE 300 CLASS RANKED FIRST AND THE S-CLASS THIRD IN THE LUXURY CATEGORY.



