



MERCEDES-BENZ

To own a Mercedes-Benz

is more than a mere sign to treasure the beautiful.

It is to recognize the creative ingenuity and the technical accomplishments of the world's oldest automobile makers — furthermore,

it manifests delight in the harmonious combination of beauty and safety, of comfort and speed, and last but not least, of economy and quality.

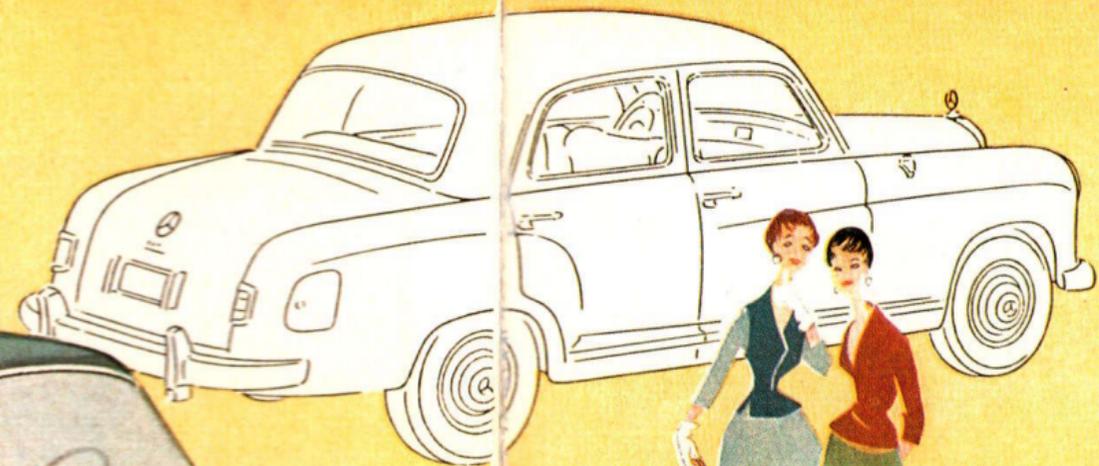
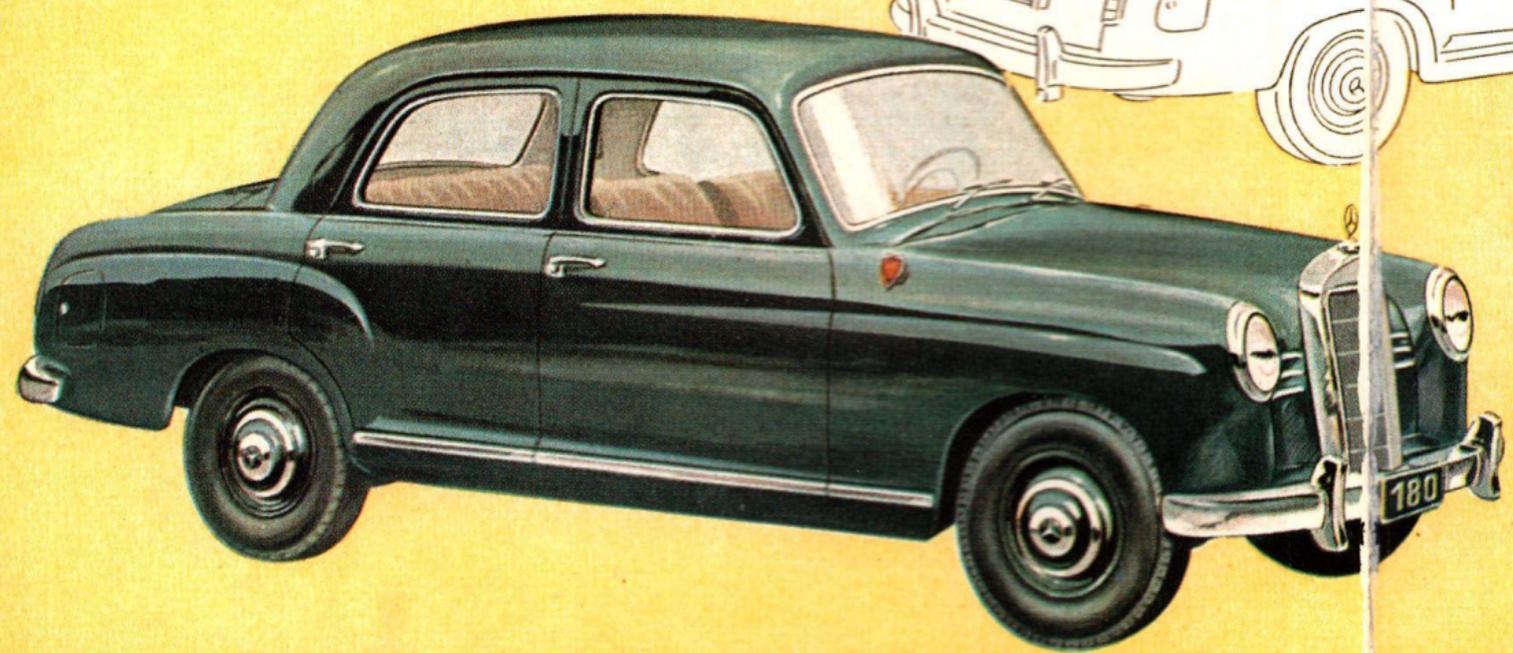
In every class Mercedes-Benz cars are masterpieces of automotive engineering, a fact that has its solid and sound foundation in unrivalled experiences gained in eminently successful competitions on road and track in all parts of the globe.

And the technical improvements thus derived from, contribute largely to place at your disposal Mercedes-Benz cars that are finer and better than ever before.

180

180 D

Comfort and Economy



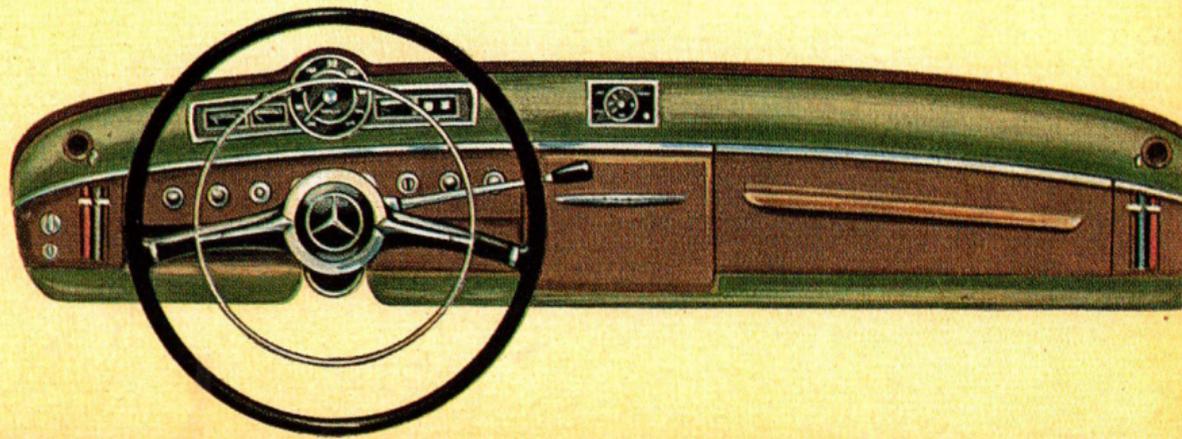
Ever since these beautiful automobiles appeared on the highways and byways of the world, they have met with an enthusiastic reception. Again and again and under widely varying road and climatic conditions they have demonstrated their superb driving quality and absolute safety. Moreover, exceptional high cruising speeds and easy maneuverability in congested city traffic are additional features which make driving a Mercedes Benz 180 or 180 D truly delightful. And as far as economy is concerned, you will be especially amazed by the thrifty 180 D and the high longevity of its powerful Diesel engine.

180

180 D

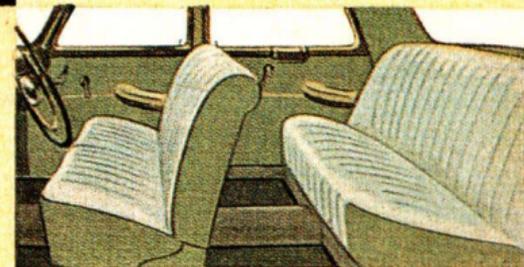
All the facts at a glance

The easy-to-read instrument panel typifies the taste and thought that mark all Mercedes-Benz interiors. All instruments are neatly grouped for your convenience in direct line of vision. The wide, curved windshield lets you really "see everything" when you are driving a new 180 or 180 D.



The spare tire is mounted vertically to provide maximum space for luggage and to make it easier accessible in case of need.

Both 180 Sedans offer maximum comfort for 5 to 6 passengers. In the front as well as in the rear soft cushioned seating invites you and your family or friends to stretch out and relax — and even after long trips you have not the slightest feeling of driving fatigue. There is also generous room for all your baggage in the spacious luggage compartment. Its counterbalanced lid opens at the touch of a finger.

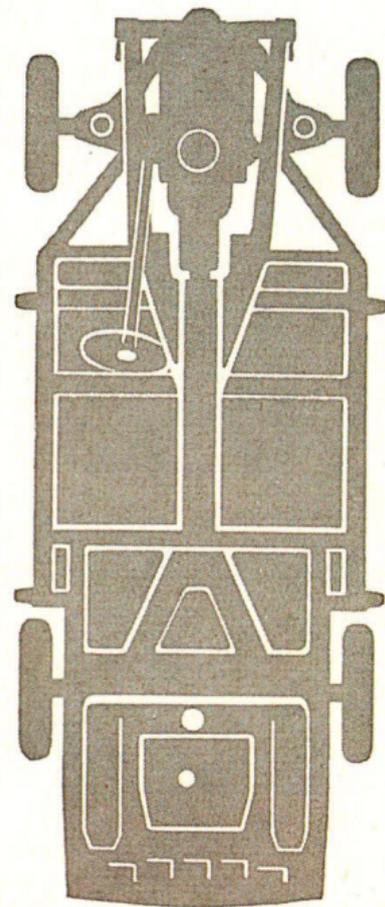


180

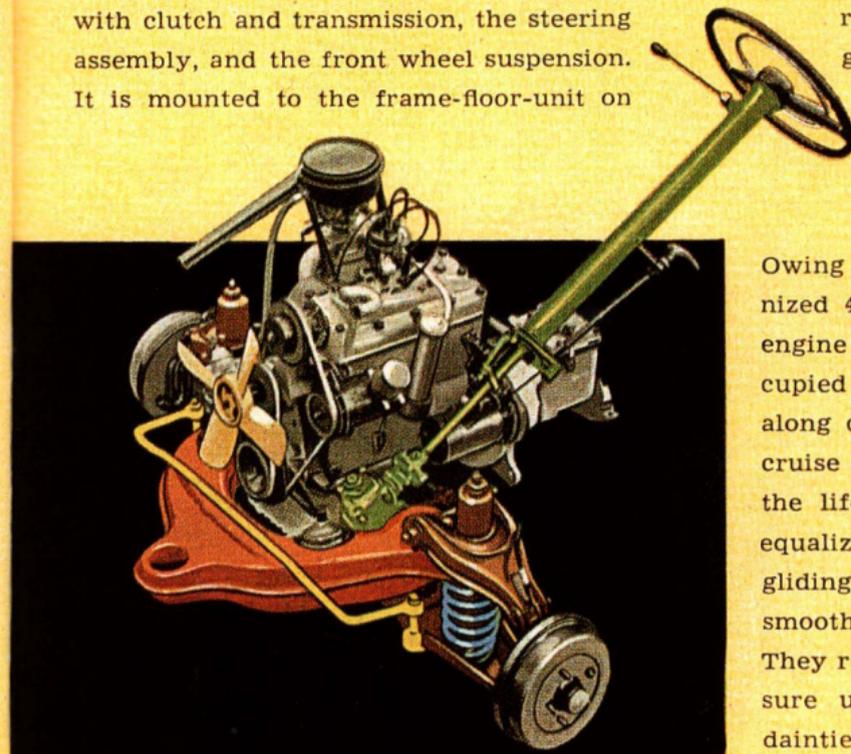
180 D

The "frame-floor-unit" — a construction of most advanced auto engineering — forms the sturdy backbone of the 180 models. The floor is solidly welded to the body, and the two are one squeak-free, rigid unit. The remarkable strength and extraordinary rigidity of this modern design contribute vitally to the fact that in an 180 you are actually shrouded in the proverbial

"Mercedes-Benz Safety".



A construction of particular interest is the "sub-frame" which combines the engine with clutch and transmission, the steering assembly, and the front wheel suspension. It is mounted to the frame-floor-unit on



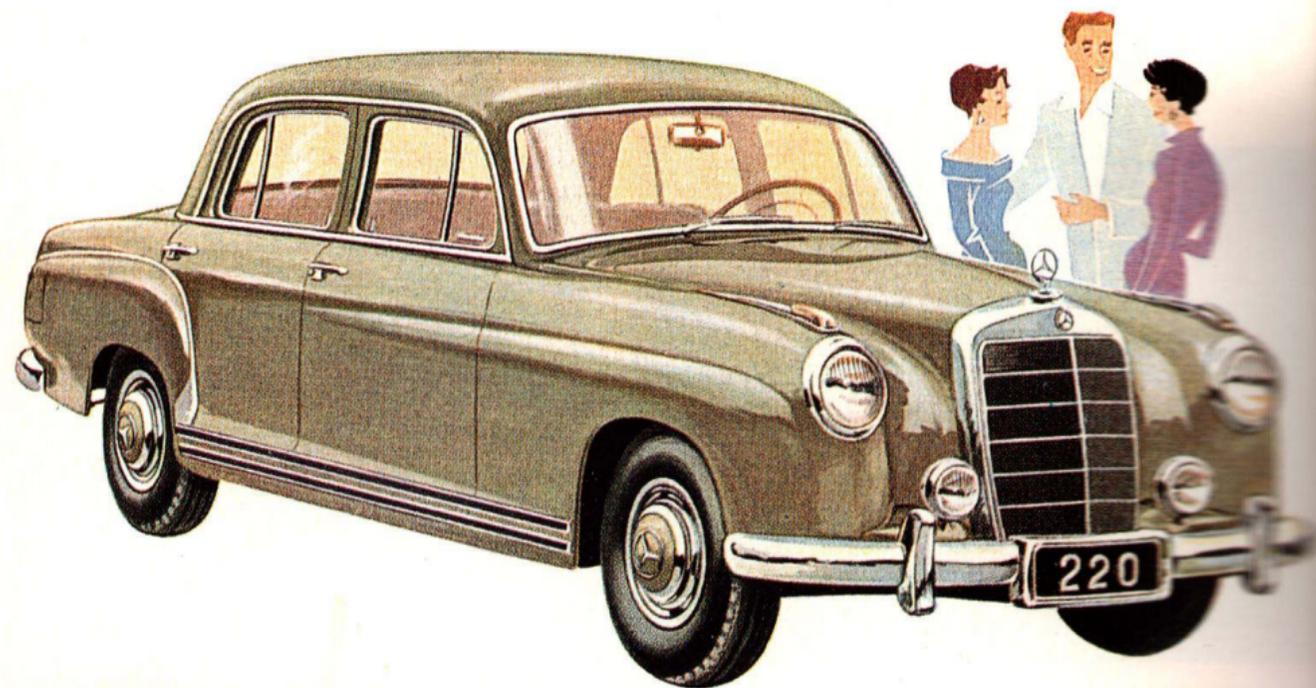
only three rubber-cushioned points, which effects perfect steering and reduces to a minimum the propagation of engine and driving noises to the interior.

Owing to its well-graded, fully-synchronized 4-speed transmission, the flexible engine is capable to give the fully-occupied car fast acceleration. And going along on the highway, you may safely cruise at top speed without endangering the life of the engine. Powerful, self-equalizing, hydraulic brakes provide soft, gliding stops in traffic, yet instant but smooth action in an emergency.

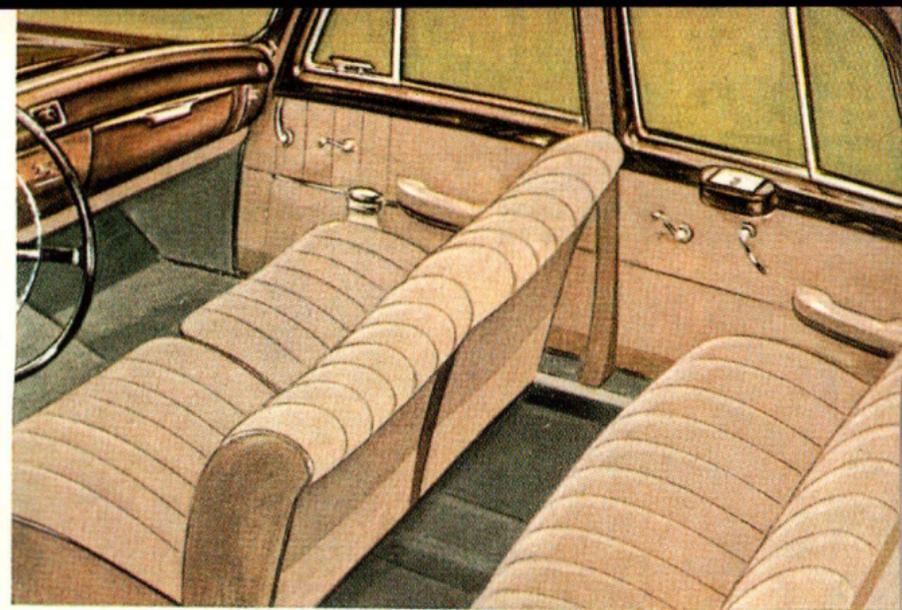
They respond absolutely safe, gentle, and sure under the heaviest boot or the daintiest slipper.

220

...elegant and up-to-date



The graceful lines of this stylish body disclose already the comfort and luxury you will enjoy driving a 220. And whether it is a short or a long trip, you will notice at once the smooth riding qualities of this magnificent car. In fact, it glides along so well that you have no feeling for the speed you are traveling in, and the powerful six-cylinder engine with overhead camshaft and valves runs so quiet that you are really thrilled by the performance of this brilliant automobile. And you will also realize a new standard

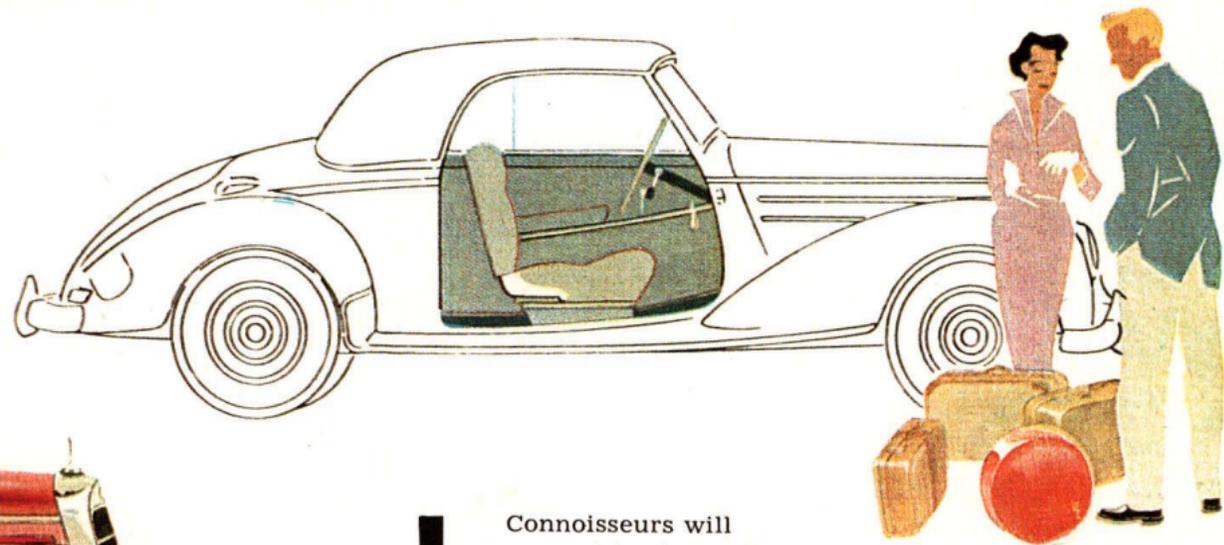
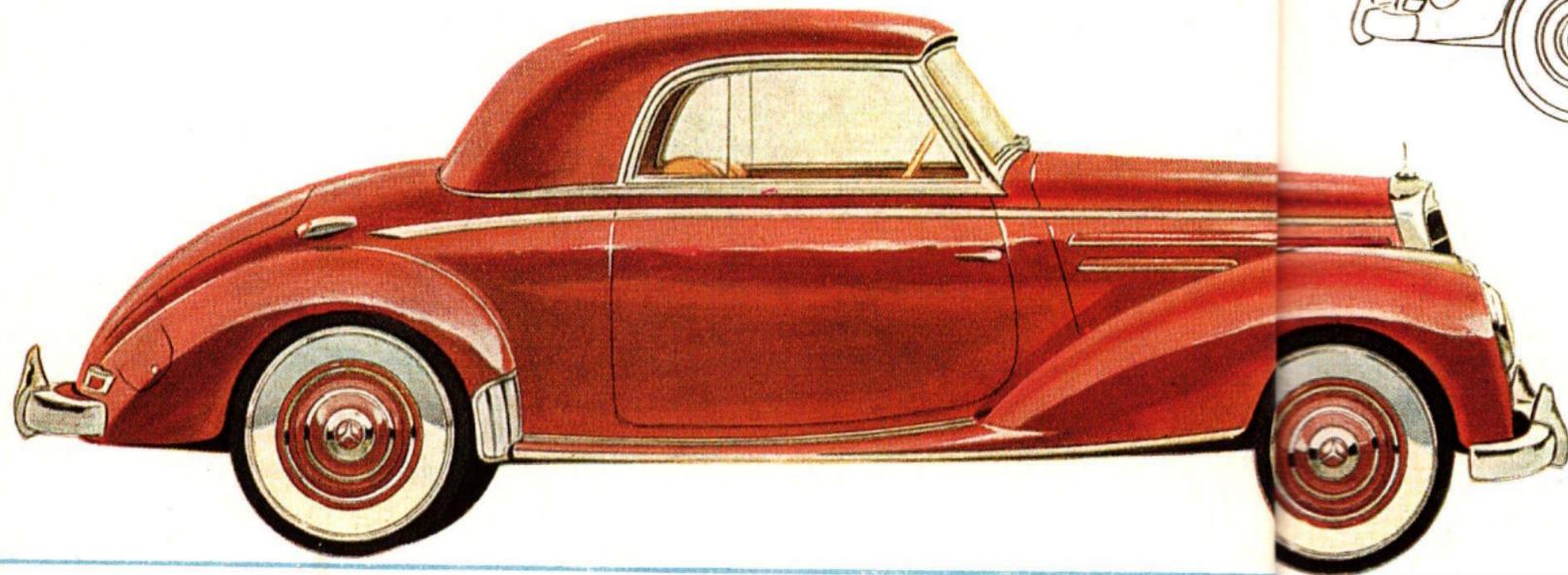


for safety from the panoramic window visibility — front, sides, and rear — and from the new scientifically determined instrument and control arrangement, housed in a smart, highly-polished wooden instrument panel. In the new 220 you get also turbo-cooled brake drums and wider brake shoes for greater braking area, features that improve brake power and increase your safety.

220

It's styled to stay beautiful

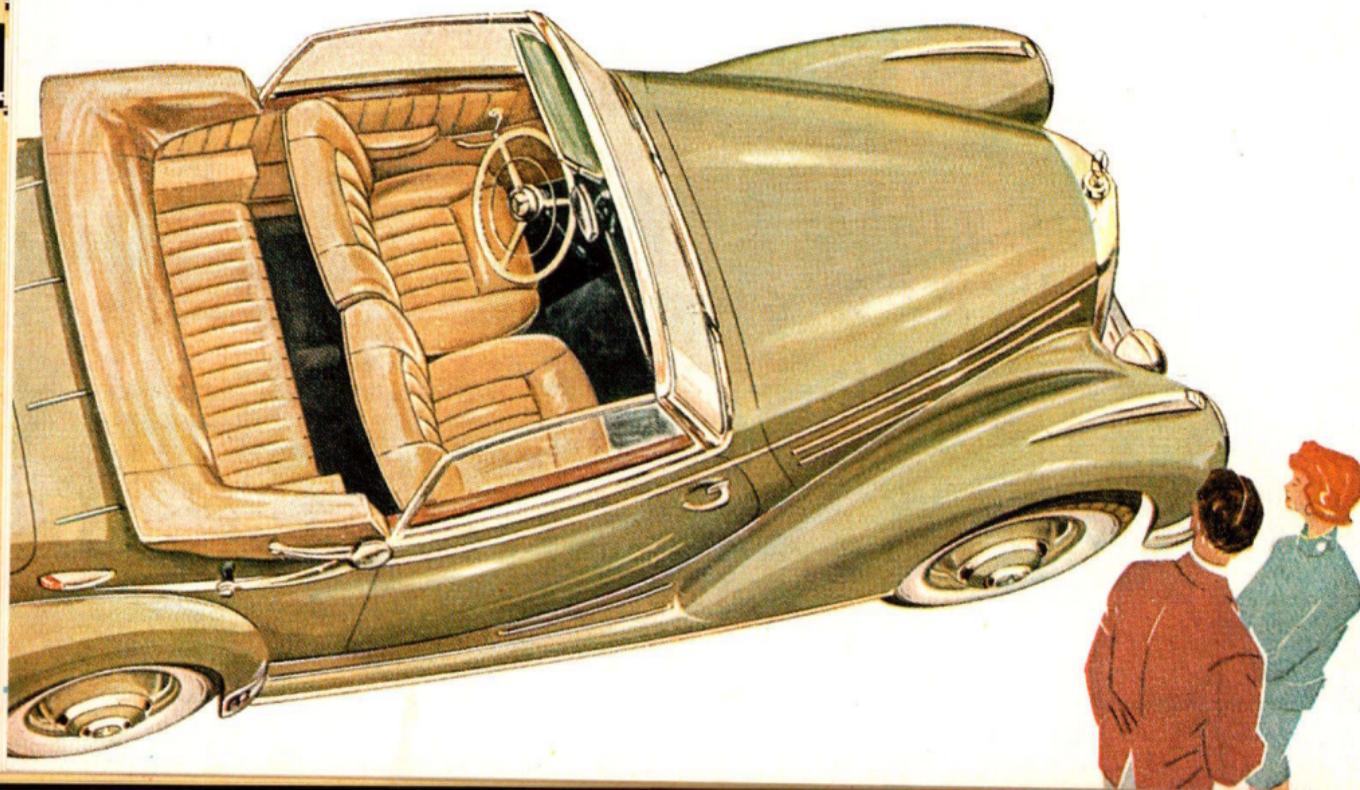
... quality-built to stay young!



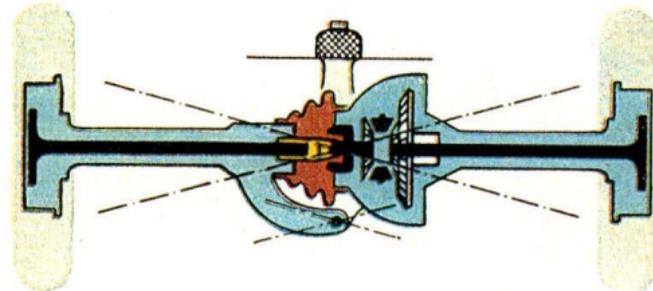
Connoisseurs will appreciate the stylish yet conservative lines of the distinguished-looking 220 Coupe. Like all other Mercedes-Benz cars, it is equipped with every comfort including individual passenger and driver controlled heating and ventilating systems. Take the wheel and you will feel the result of an engineering ability that has produced winning cars for generations. Drive it, and you will soon know why connoisseurs of fine cars the world over have made it a prized possession.

220

Spirits go up ... when tops go down!



Fresh air, cooling breezes, and sunlight are yours while traveling in the 220 Convertible with its top down. And with the top up, you ride in closed-car comfort, fully protected against annoying drafts, rain, and cold. The interior is completely upholstered in the finest leather. Armchair-size front seats are individually adjustable and the space behind is large enough for two children or may be utilized to store additional luggage. Notice the exceptional top construction. It's a Convertible, yes, but there is no sagging and no exposed framework on the side. The weather-proof top is opened or closed by a few motions of the hand. Perfectly counterbalanced springs do the work, so that even a light feminine touch doesn't notice the effort. The Convertible truly displays in every part traditional Mercedes-Benz craftsmanship.

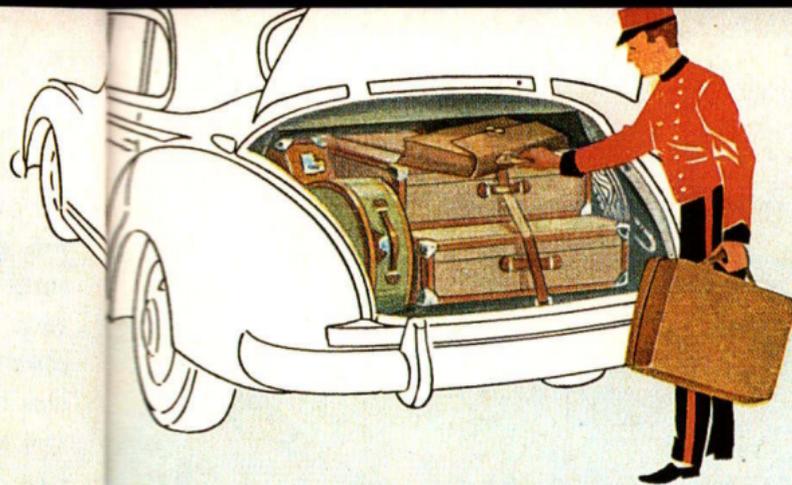
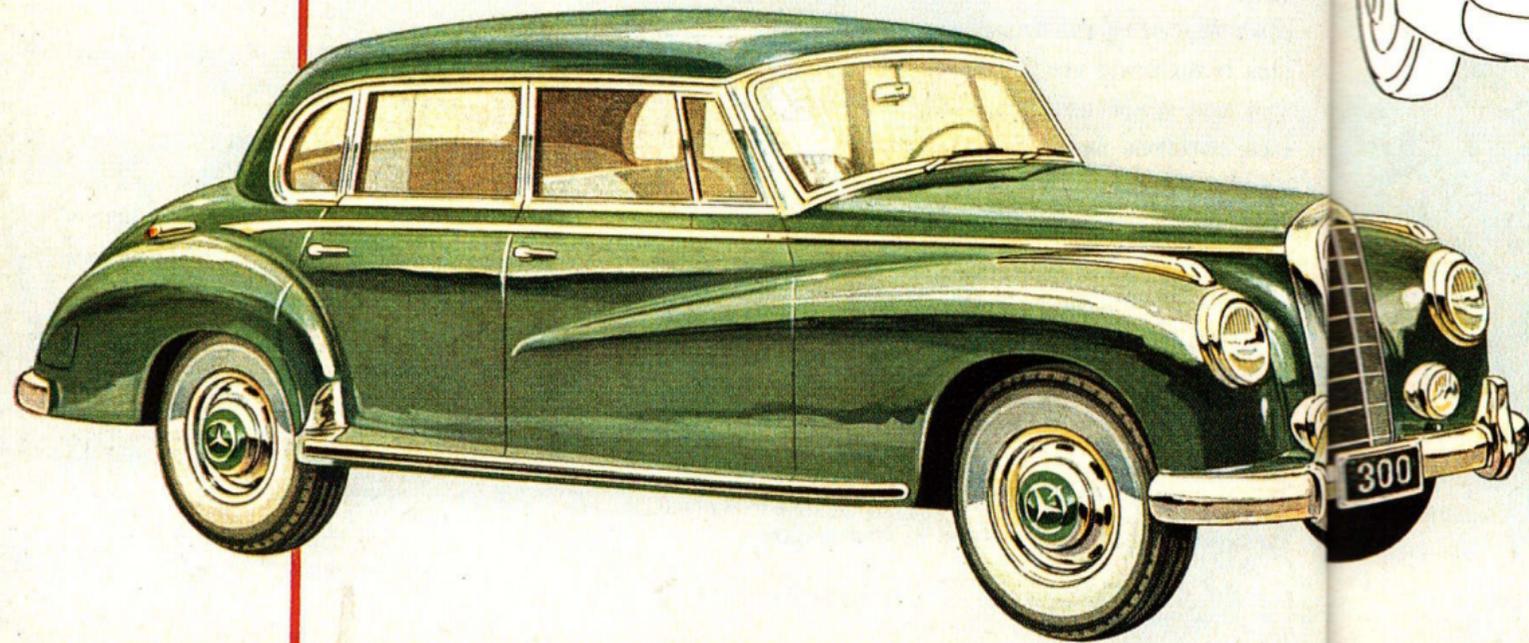


Single-joint swing axle

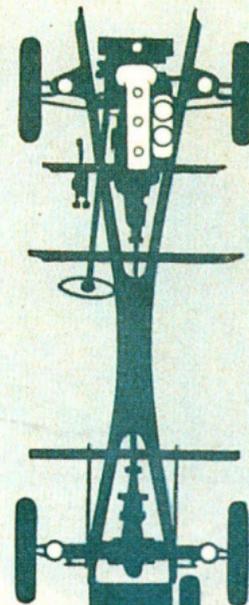
One of the remarkable technical features of the 220 Sedan is its single-joint swing axle. This new type of construction has a lower placed pivot point permitting the use of longer rear axle shafts which has a favorable effect on the wheel camber and vastly improves road holding. Owing to this advanced construction you can drive your 220 Sedan with absolute safety over bad road surfaces and through sharp turns.

300

*... the fabulous and magnificent
Who's Who in Motoring*

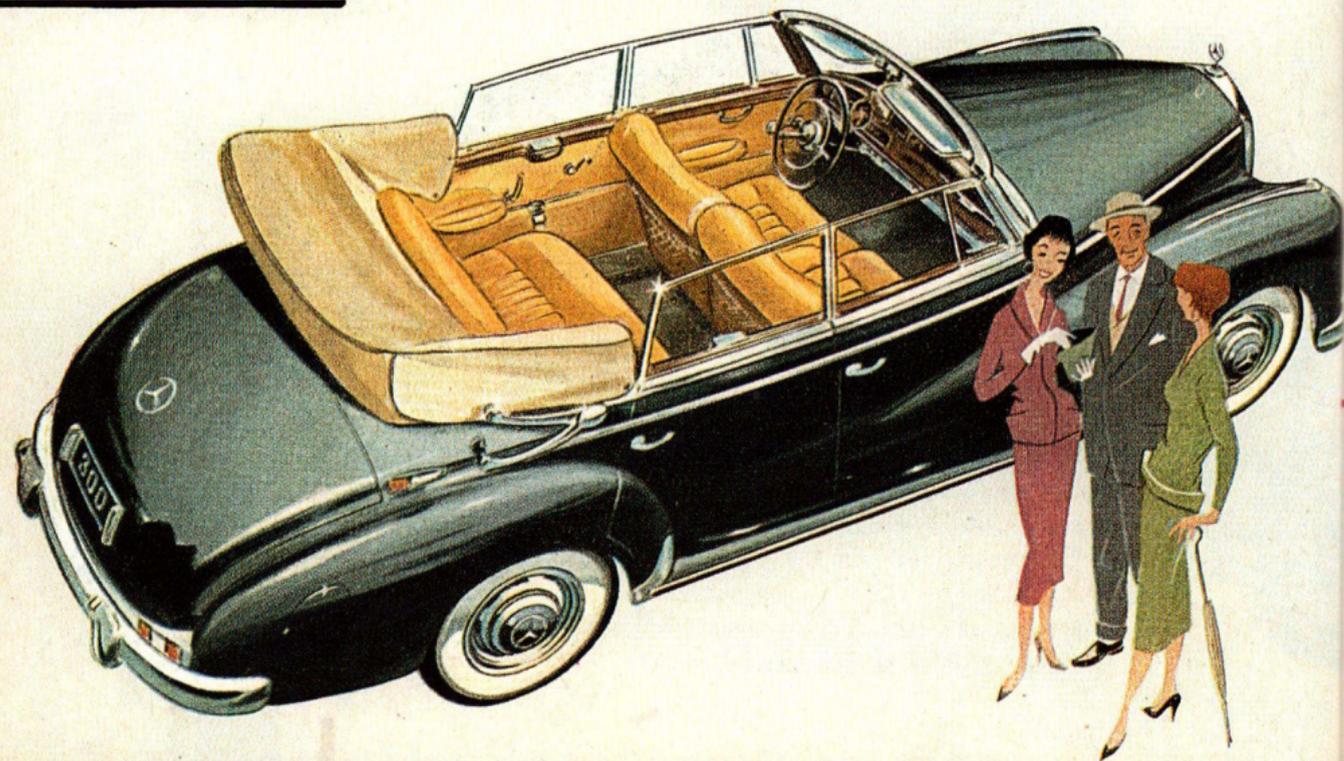


Mercedes-Benz designers, brought up in a school that is rich in tradition and individuality and that has continuously produced the highest quality throughout the last half century, have once again created through new ideas and technical progress a car of international significance. One glance imparts a lasting impression of its distinctive styling. Leisure inspection reveals the devoted attention that has been paid to even the smallest detail. And to drive it is a supremely satisfying experience. Yes, the car you have dreamed about is now an accomplished fact.

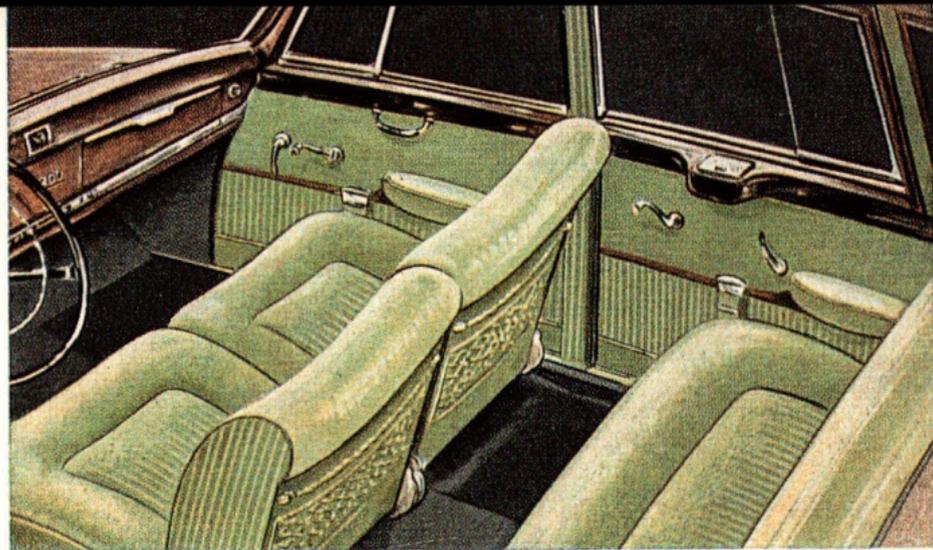


300

Perfection of Form and Performance



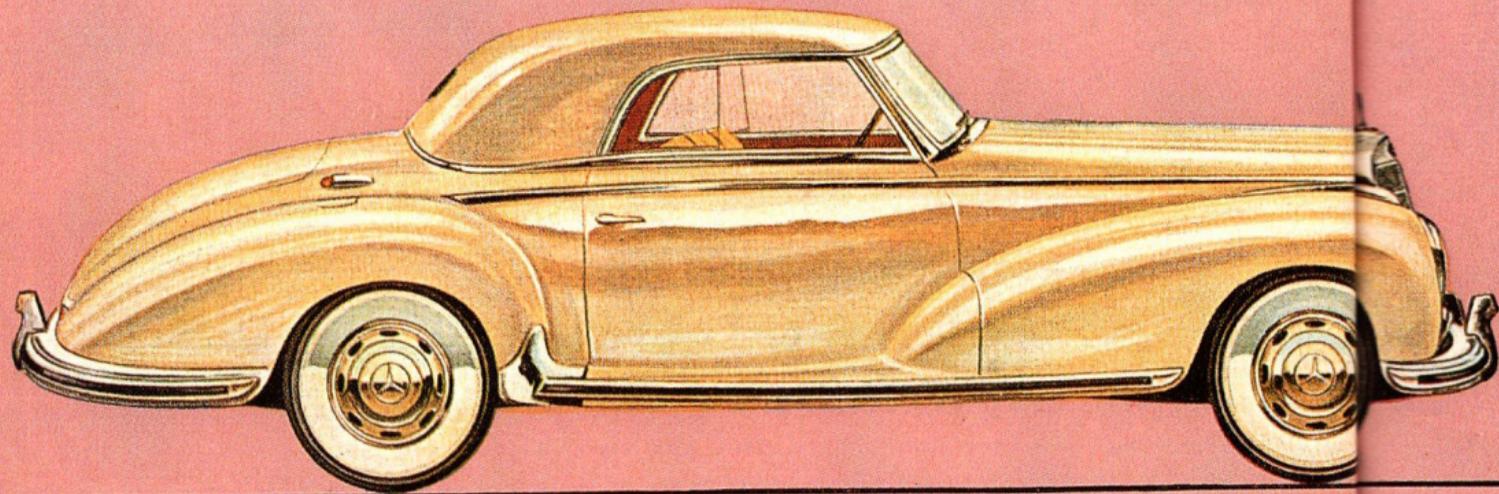
Here is the four-door Convertible "D" with the Sedan comfort. Stunning appearance and brilliant action keynote this graceful all-weather car.



All expectations of the exacting motorist are surpassed: individually adjustable and reclining front seats, a center armrest dividing the rear seat into two club chair-type seats or folding out of the way at will, a large, contact-lit glove compartment, and numerous other small luxuries add to the amenities and convenience of all 300 models. Of special interest is the supplementary springing which can be actuated by a small electric motor from the driver's seat. It serves to assist the rear springing under heavy loads or on exceptional bad road surfaces.

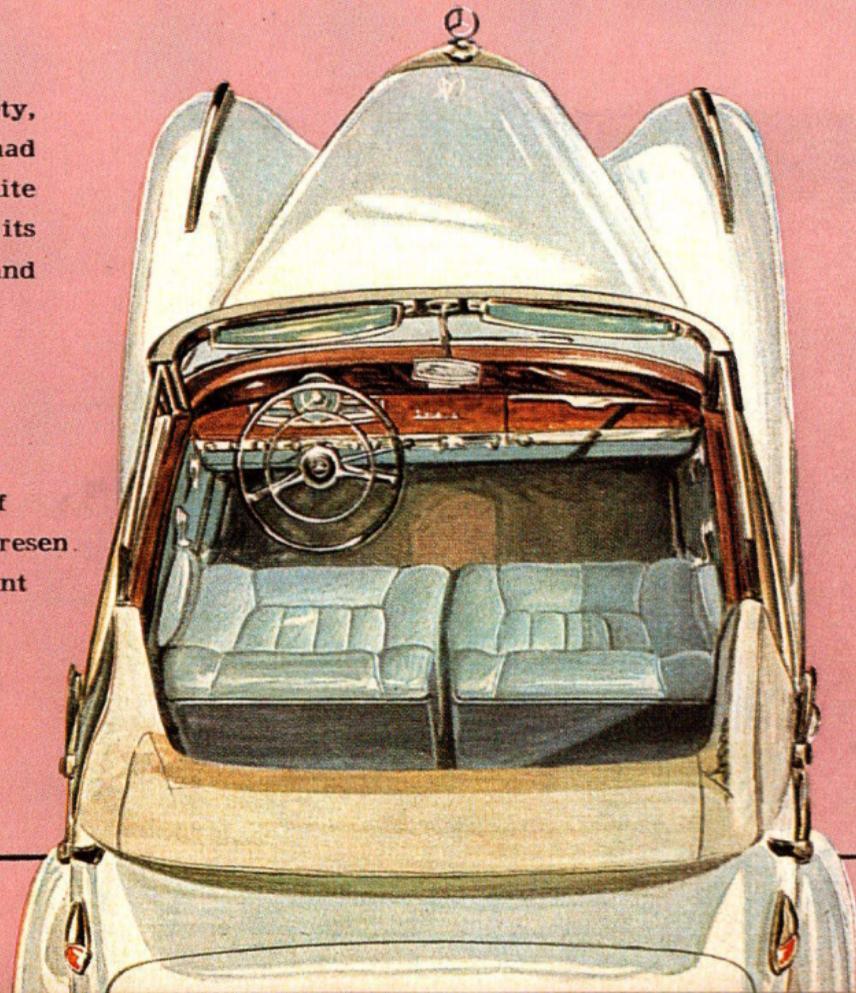
300S

***Symbol of Power
and Speed***



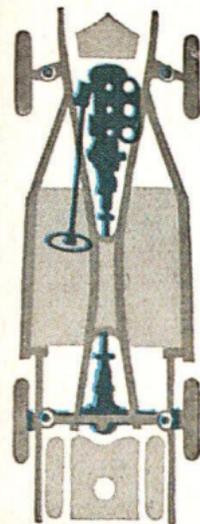
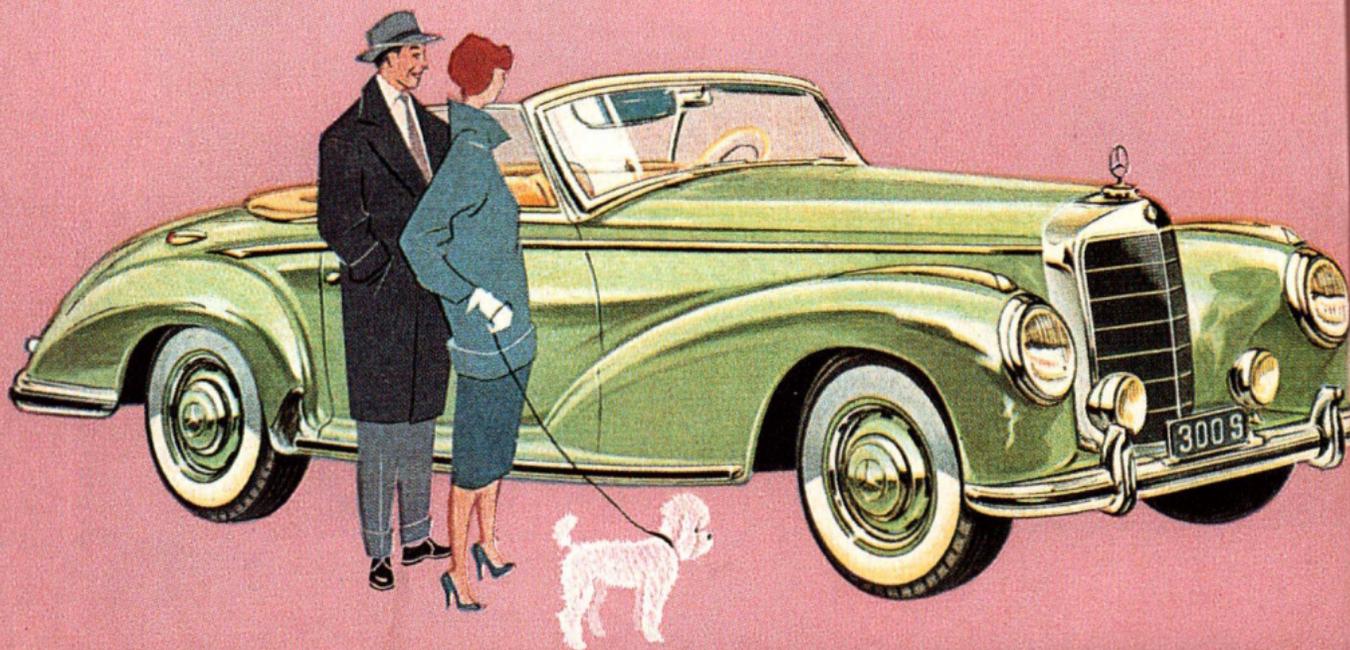
In style and beauty, combining sporting performance and driving safety, harmoniously blended with exclusiveness and unique quality, had soon crowned all 300 S models to favorites of the international elite of fine cars. Wherever they appear, the smart Coupe impresses by its graceful elegance, the elegant Roadster by its sporting elegance, and the striking Convertible by its fascinating elegance.

3 truly great versions of the 300 S that ideally represent the matchless embodiment of performance, beauty, comfort, sportiveness, and safety.



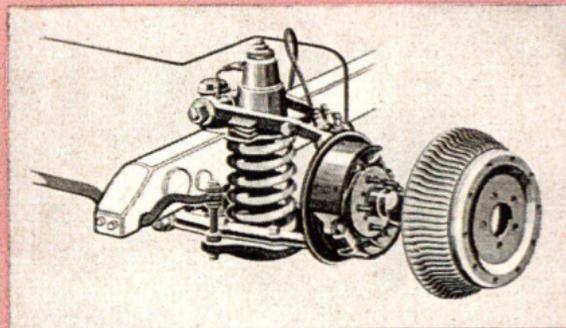
300S

... a masterpiece of automobile engineering



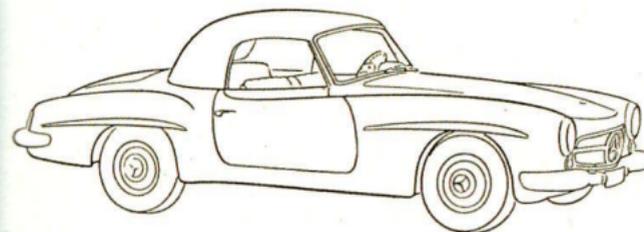
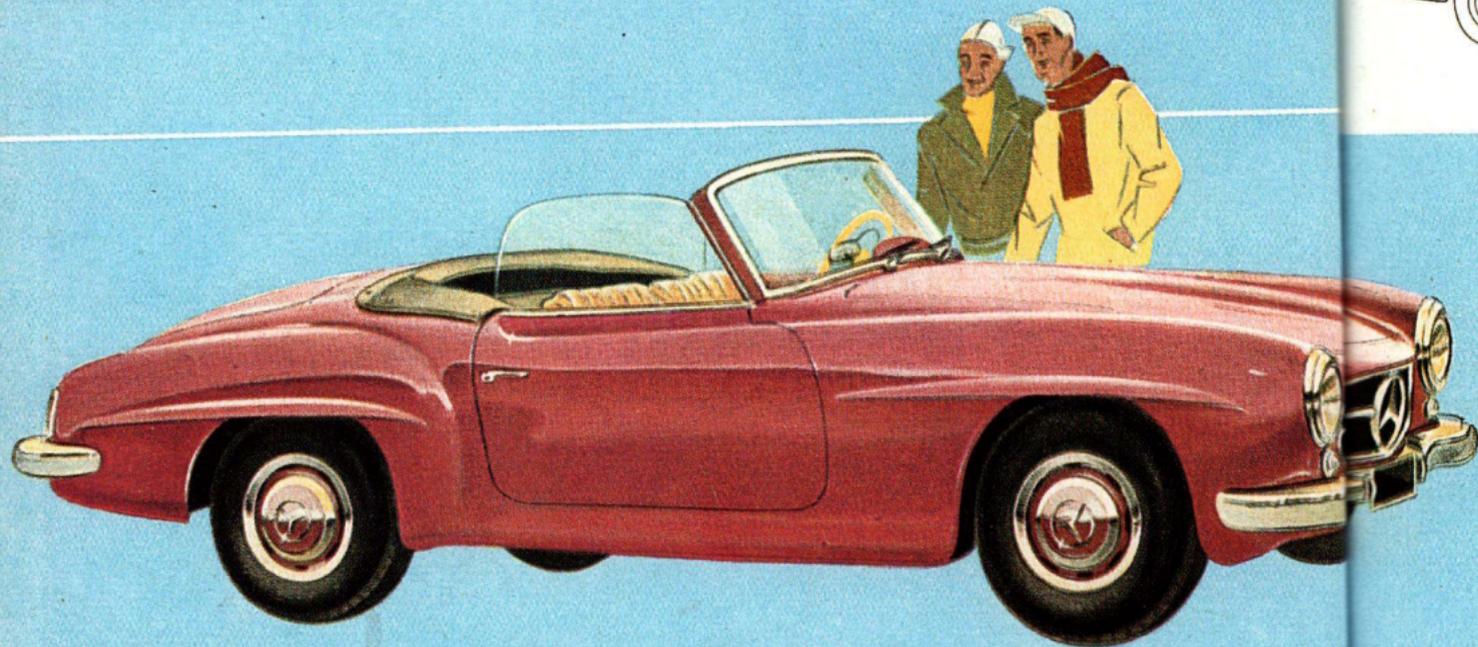
While the powerful and flexible 163 HP six cylinder engine with overhead camshaft takes the 300 S up to 110 miles per hour with true sports acceleration, the ease of control and perfect road holding enable safe steering in any speed on any road. Racing experiences have contributed vastly to the perfection of a suspension system in the front and rear, which copes with any road surface without pitch or roll. At the same time you will always have that feeling of contact with the road which permits perfect judgment and safe speed.

Also the 300 S has overdimensional, turbo-cooled hydraulic brakes with fully self-adjusting brake shoes. A servo-booster assists braking and reduces considerably the foot pressure required on the brake pedal.



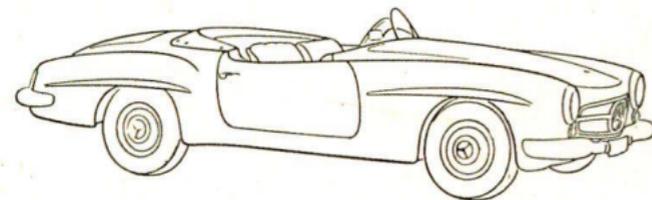
190 SL

...the two-in-one Sports car



This low-slung, racy, and powerful Coupe combines in an ideal manner the roominess and comfort of a Sedan with the speed, safety, and reliability of a Sports car, ready and eager to challenge in racing contests all competitors in its class.

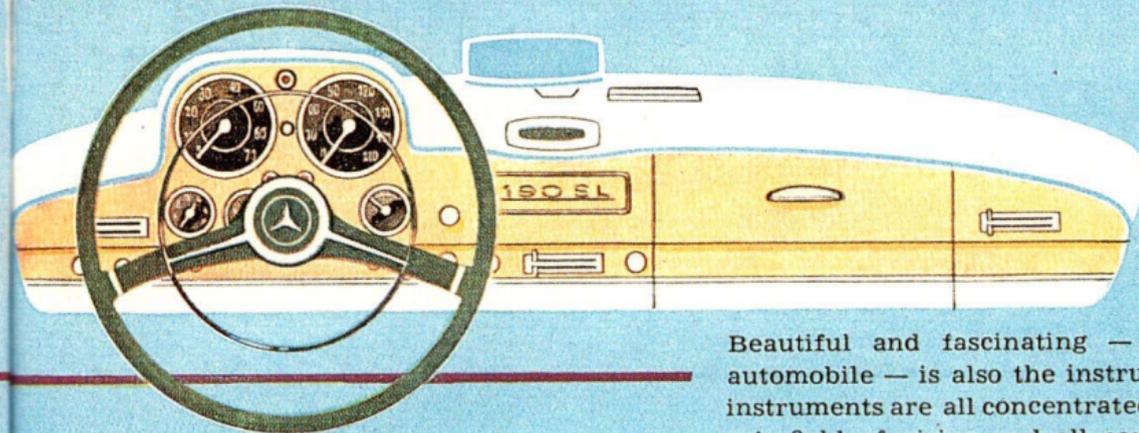
The standard production Roadster gives you the thrill to enjoy all the pleasures of an open or closed car. The 190 SL is also available as Coupe with a removable hard top, lending it that Convertible look. And if you want to participate in racing contests, both doors can be exchanged for lightweight racing doors with an arm cut-away. The windshield is also replaceable, it may be substituted by a small plexiglass shield, and to further lower the car's weight, the front and rear bumper can be taken off too.



190 SL

Technical Finesses

The well-proven features of the 180 model — sub-frame and self-supporting frame-floor-unit — are combined in the 190 SL with the new type single-joint swing axle, a construction that imparts maximum driving safety in all situations. The lively 120 HP four cylinder ohc engine with the fully synchronized 4-speed transmission gives the car an unusually fast getaway and takes it up to a top speed of 112 miles per hour. Large turbo-cooled hydraulic brakes contribute to the outstanding safe-driving characteristics of this very attractive and sporty automobile.



The seats, specially designed for this fast car, are comfortable and in high speeds you will feel well supported and secure. In the rear, a single seat facing sideways may be fitted if desired. A large trunk compartment and all the comforts and conveniences common to all Mercedes-Benz cars make the 190 SL an automobile suitable for business, travel, or sport. It is extremely economical in fuel, modest in maintenance, and for whatever purpose you may want to use it, it will give you years of excellent service and many happy hours of care-free motoring.

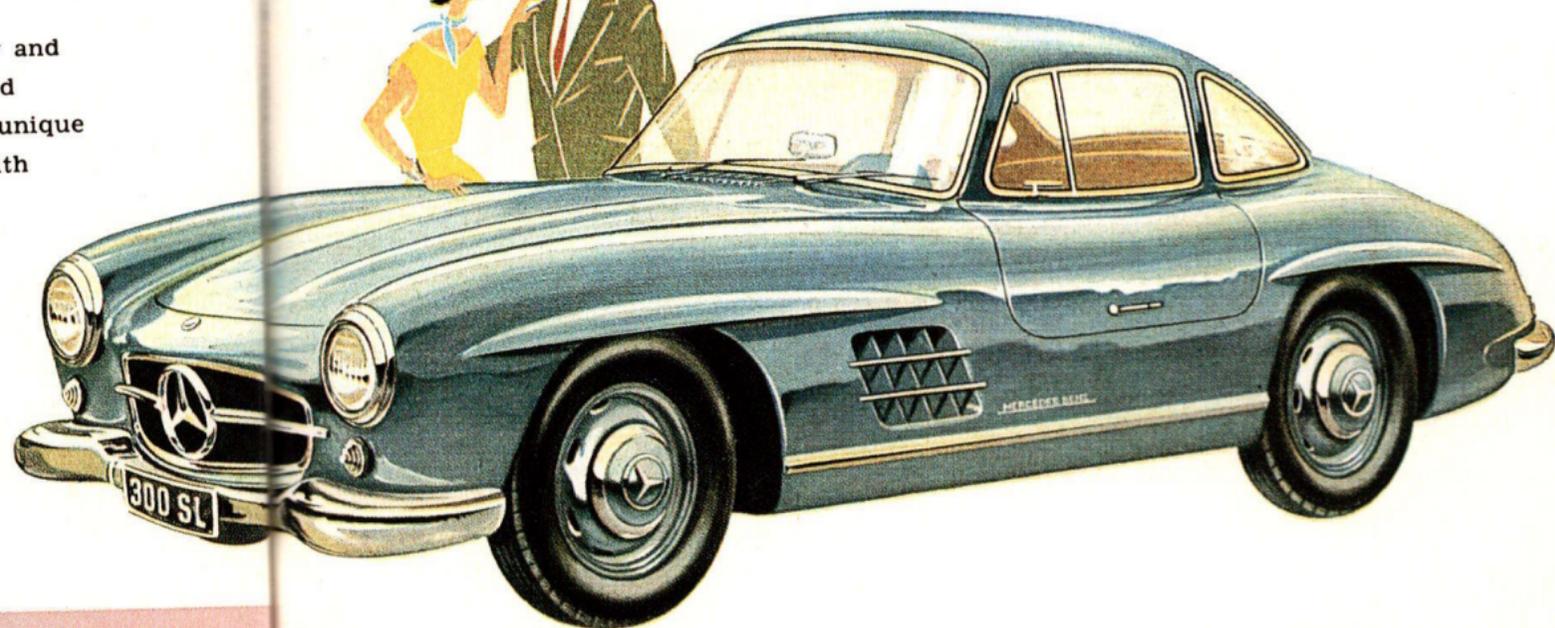
Beautiful and fascinating — like the entire automobile — is also the instrument panel. The instruments are all concentrated within the driver's field of vision and all controls are within his easy reach. Featherlight is the steering, and even in city traffic you'll find it great fun to drive this speedy and easily maneuverable car through crowded avenues and streets.



300 SL

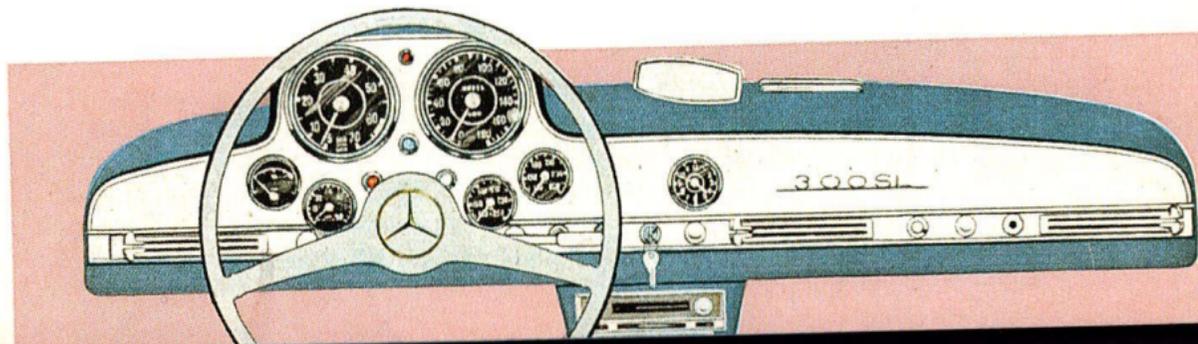
***The Sports Car
with
the Speedway Look***

In the 300 SL engineering ingenuity and highest technical skill have produced a true masterpiece. The result — a unique sports car of exceptional beauty with an engine of tremendous output, which makes you master over power and speed with a degree of safety, ease, and comfort which must be experienced to be believed.



With easy-to-read instruments, neatly grouped in line of vision, and with controls conveniently placed, you have full command over this power-packed beauty on wheels.

The operational insensitiveness and the comfort of the 300 SL make it also very well suitable for city driving and cross country touring.

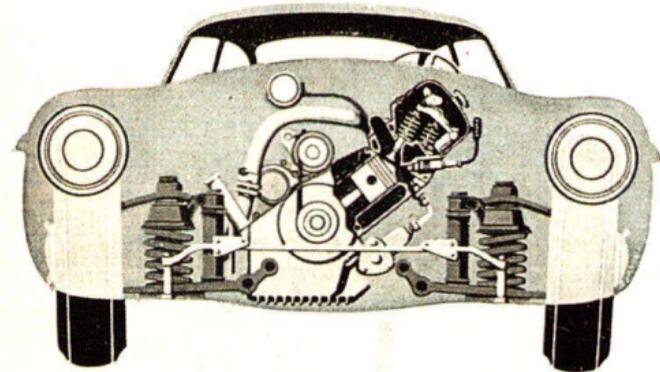


300 SL

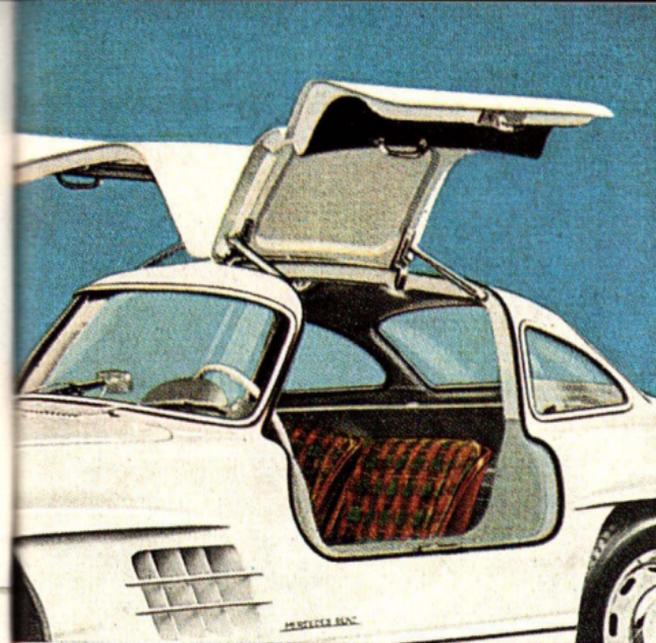
Also the extremely effective, powerful, servo-assisted hydraulic brakes with turbo-cooled bimetal brake drums and self-adjusting, wide brake shoes assure utmost safety, and impart in every situation the feeling to have the car well under control.

...safe at 160 miles per hour

In every speed you become fully aware of the typical Mercedes-Benz characteristics — driving smoothness and road adhesion. The essential prerequisites for the unique roadability of this car lie in the construction of a new type, torsionally rigid, tubular frame, the pyramid design of which allows its individual members to be stressed only longitudinally. The aerodynamic body of very low air drag is a lightweight construction of especially high rigidity which offers safe protection to the occupants.



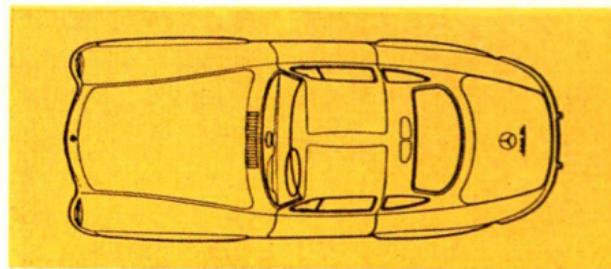
The extremely flexible 240 HP six cylinder ohc engine with direct gasoline injection will take you in top gear from 15.5 to 165 miles per hour without "bucking". The well-chosen ratios of the fully synchronized 4-speed transmission give the car a fabulous acceleration, taking you from standing still to 60 m/h in a little less than 7 seconds.



Special equipment and the choice of color permit you to give your 300 SL that extra personal touch.

The results of all victories are placed by Daimler-Benz into the hands of every Mercedes-Benz owner.

Wide counterbalanced doors opening upwards and a tilting steering wheel allow you to enter the car easily and without bending below its roof level. Deep, comfortable bucket seats give full support even when cornering at high speed. The dual heater, which is standard equipment in all Mercedes-Benz cars, draft-free window ventilation, effective heat and noise insulation, a windshield washer, and many little luxuries right down to a cigar lighter are provided for your comfort and convenience. There is ample luggage room behind the seats with a rail to fasten the custom made suitcases, and additional space for baggage is under the rear deck which holds the spare tire.



Specifications:

* The engine output quoted in gross HP does not include performances of auxiliary units not required for engine operation.

** Determined at $\frac{2}{3}$ of maximum speed less 10%.

		180	180 D	Sedan	220 Coupe & Convertible	300	300 S	190 SL	300 SL
Number of cylinders			4		6		6	4	6
Bore			2 ⁶³ / ₆₄ "		3 ⁵ / ₃₂ "		3 ¹¹ / ₃₂ "	3 ¹¹ / ₃₂ "	3 ¹¹ / ₃₂ "
Stroke			3 ¹⁵ / ₁₆ "		2 ⁵⁵ / ₆₄ "		3 ¹⁵ / ₃₂ "	3 ¹⁹ / ₆₄ "	3 ¹⁵ / ₃₂ "
Piston displacement	cu. ins.		107.8		133.95		182.8	115.74	182.8
Engine output acc. to SAE*	HP/r. p. m.	58/4000	43/3200		92/4800	136/4500	163/5000	120/5700	240/6100
Compression ratio		6.7 : 1	19 : 1		7.6 : 1	7.5 : 1	7.8 : 1	8.5 : 1	8.55 : 1
Maximum speed	m/h	78.3	68.4		93.2	99.4	108.7	111.8	up to 162
Overall length			175 ¹ / ₂ "	185 ¹ / ₂ "	178 ³ / ₄ "	199"	186"	166"	178"
Overall width			68 ¹ / ₂ "	68 ¹ / ₂ "	66 ¹ / ₄ "	72 ¹ / ₂ "	75 ¹ / ₄ "	68 ¹ / ₂ "	70 ¹ / ₂ "
Overall height (unloaded)			61 ¹ / ₂ "	61 ¹ / ₂ "	61"	63"	59 ¹ / ₂ "	52"	51 ¹ / ₄ "
Wheelbase			104 ³ / ₈ "	111"	112"	120"	114 ¹ / ₄ "	94 ¹ / ₂ "	94 ¹ / ₂ "
Tread, front			55 ⁷ / ₈ "	56 ¹ / ₄ "	51 ³ / ₄ "	58 ¹ / ₄ "	58 ¹ / ₄ "	56 ¹ / ₄ "	54 ¹ / ₂ "
Tread, rear			57"	57 ⁷ / ₈ "	56 ¹ / ₂ "	60"	60"	58 ¹ / ₄ "	56 ¹ / ₂ "
Ground clearance			8"	8 ¹ / ₂ "	7 ¹ / ₄ "	8 ¹ / ₂ "	8 ¹ / ₄ "	6 ¹ / ₄ "	5"
Turning circle	approx.		36'	36'	36'	41'4"	40'4"	36'	37'8"
Curb weight	lbs.	2535	2645	2820	3220	3900	3835	2555	2855
Stand. fuel consumption**	m/US gal.	27.04	37.35	24.0	22.41	18.82	17.04	27.35	acc. to way of driving
Capacity of fuel tank	US gal.		14.8	16.9	17.2	19.0	22.5	17.2	appr. 34.3
Oil consumption	m/US qt.		392		392		294	392	294



DAIMLER-BENZ A.G. STUTTGART-UNTERTÜRKHEIM

