

MERCEDES-BENZ USA, LLC

One Mercedes Drive, P.O. Box 350, Montvale, NJ 07645-0350
Phone (201) 573-0600
Fax (201) 573-0117
MBUSA.com



Mercedes-Benz

To: Mercedes-Benz Dealers

From: MBUSA Product Management

Date: August 24, 2011

Re: MY12 C63 AMG Edition 1 Coupe & Sedan

Dear Mercedes-Benz Dealers,

We are pleased to announce two very special and exciting MY2012 C63 AMG vehicles:

1. MY2012 C63 AMG Coupe Edition 1 – Estimated MSRP: \$77,740 (100 units)
2. MY2012 C63 AMG Sedan Edition 1 – Estimated MSRP: \$69,790 (60 units)

One sedan and one coupe will be allocated as an advance allocation to each AMG Performance Center. The remaining units will be allocated as an advance based upon the formula for all AMG sales over a fixed 12 month sales period Aug 2010 - Jul 2011. Pricing excludes destination and delivery (\$875).

MY2012 C63 AMG Edition 1 Coupe (P88pkg):

056	<i>designo</i> Magno Night Black (satin matte finish) Paint – exclusive to Edition 1
X49	Premium Black Nappa Leather with red contrast stitching – exclusive to Edition 1
P88pkg	P88 Launch Edition Package
P01pkg	Premium 1 Package
P31	AMG Development Package (Carbon Fiber Spoiler not included) <ul style="list-style-type: none">– 251 – Speed Limit Raised to 174mph– 923 – Increase of output +30hp– U70 – Red Brake Calipers
319pkg	Lighting Package
218	Rearview Camera
242	Power Passenger Seat w/Memory
396	Voice Control
527	COMAND System w/ Hard-Drive Navigation
739	Aluminum Trim
797	19" Matte Black Multispoke Wheel
889	KEYLESS-GO



new sales

newschannel UPDATE

MERCEDES-BENZ USA, LLC

One Mercedes Drive, P.O. Box 350, Montvale, NJ 07645-0350
Phone (201) 573-0600
Fax (201) 573-0117
MBUSA.com



Mercedes-Benz



++ Important Note: The MY2012 C63 AMG Edition 1 Coupe will “not” have the Carbon Fiber spoiler; even though it does have the P31 Development Package.

N
new sales

MERCEDES-BENZ USA, LLC

One Mercedes Drive, P.O. Box 350, Montvale, NJ 07645-0350
Phone (201) 573-0600
Fax (201) 573-0117
MBUSA.com

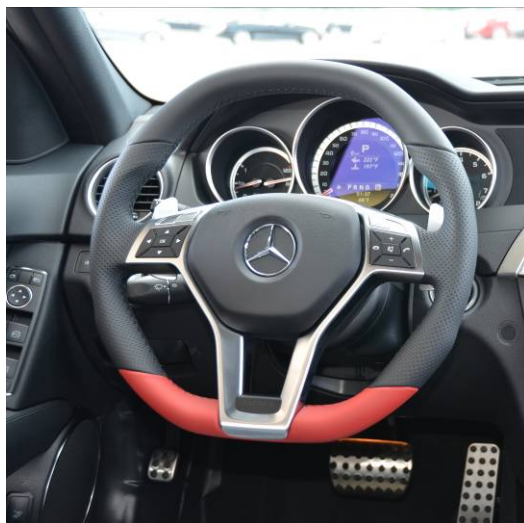


Mercedes-Benz

Special "Edition 1" Exclusive Nappa Leather Seats with Red Contrast Stitching with Affalterbach Crest:



Two-Tone Steering wheel:



N
new sales

MERCEDES-BENZ USA, LLC

One Mercedes Drive, P.O. Box 350, Montvale, NJ 07645-0350
Phone (201) 573-0600
Fax (201) 573-0117
MBUSA.com



Mercedes-Benz

Special "Edition 1" badging on dashboard:



MY2012 C63 AMG Edition 1 Sedan:



MERCEDES-BENZ USA, LLC

One Mercedes Drive, P.O. Box 350, Montvale, NJ 07645-0350
 Phone (201) 573-0600
 Fax (201) 573-0117
 MBUSA.com



Mercedes-Benz

MY2012 C63 AMG Edition 1 Sedan (P88pkg):

- 044 *designo* Magno Alanite (satin matte finish) Paint – exclusive to Edition 1
- X49 Premium Black Nappa Leather with red contrast stitching – exclusive to Edition 1

- P88pkg P88 Launch Edition Package
- P01pkg Premium 1 Package
- 242 Power Passenger Seat w/Memory
- 275 Power Driver Seat & Steering Col. w/ Memory
- 396 Voice Control
- 527 COMAND System w/ Hard-Drive Navigation
- 739 Aluminum Trim
- 797 19" Matte Black Multispoke Wheel
- 889 KEYLESS-GO

MY2012 C63 AMG Edition 1 Coupe vs. MY2012 C63 AMG Edition 1 Sedan Matrix

Option	C63 Edition 1 Coupe	C63 Edition 1 Sedan
P88 Package: Edition 1	•	•
P31 Development Package Carbon Fiber Spoiler NA	•	-
Red Brake Calipers	•	-
<i>designo</i> Magno Night Black Matte Paint	•	-
<i>designo</i> Magno Alanite Matte Paint	-	•
Black Nappa Leather w Red Contrast Stitching	•	•
Two-Tone Red Steering Wheel	•	•
Aluminum Trim	•	•
19" Matte Black Multispoke Wheel	•	•
Exclusive Edition 1 badging	•	•
KEYLESS GO	•	•
Bi-Xenon Lights	•	•

newschannel UPDATE

MERCEDES-BENZ USA, LLC

One Mercedes Drive, P.O. Box 350, Montvale, NJ 07645-0350
Phone (201) 573-0600
Fax (201) 573-0117
MBUSA.com



Mercedes-Benz

All MY2012 C63 AMG Edition 1 vehicles are scheduled for August & September production and tentatively scheduled to arrive at US ports in September/October 2011 (please note: subject to change). Again only 100 Coupes and 60 Sedans will be built for the US Market

One sedan and one coupe will be allocated as an advance allocation to each AMG Center. The remaining units will be allocated as an advance based upon the formula all AMG sales over a fixed 12 month sales period from Aug 2010 - Jul 2011.

More details on these highly exclusive vehicles will be available in PDF Dealer Ordering Guide which will be posted to ADVANTAGESonline in early-September 2011.

Please note: These vehicles are special editions and are limited.

Sincerely,

A handwritten signature in blue ink, appearing to read 'RM', is located below the 'Sincerely,' text.

Robert Moran
Manager, Exclusive Vehicles (AMG, Maybach)
MBUSA Product Management

A handwritten signature in blue ink, appearing to read 'K O'Connell', is located to the right of the first signature.

Kevin O'Connell
Manager, Dist. Systems Alloc. & Ordering
MBUSA Vehicle Distribution and Logistics

N
new sales

MSRP

MERCEDES-BENZ USA, LLC
303 PERIMETER CENTER N
ATLANTA, GA 30346

MERCEDES-BENZ OF PLANO
6455 DALLAS PARKWAY
PLANO, TX 75024

Dealer Code: 75534 **Region:** SOUTHERN **VPC:** Brunswick

VIN: WDDGF7HB8CA601026

Code	Description	Price
	MODEL: 2012 C63	\$58,930
044	designo Magno Alanite Grey (Matte Finish)	
821	Black Leather	

Standard Accessories

B12	Tool Kit
K15	Engine Service Interval
PPM	Prepaid Maintenance available - see dealer
P47	Automatic Package
R01	Tires
U10	Weight Sensing System - WSS
U26	Floormats
049	iPod/MP3 Media Interface Cable
1U2	Snow Screen for AC
213	Parameter Steering
232	Garage Door Opener
240	LED Daytime Running Lamps
245	Compass (in rearview mirror)
249	Autodimming Mirrors
264	License Plate Holder
265	Delete Elegance Badging
287	Split-Folding Rear Seats
294	50 State Certification
301	Ashtray
309	Cup Holders
345	Rain Sensor Wipers
414	Glass Sunroof
427	7-Speed Automatic Transmission
440	Cruise Control w/o speed limiter
461	Instrument Cluster w/ MPH Reading
475	Tire-Pressure Monitoring System
494	Emission Equipment
51U	Black Headliner
518	iPod/MP3 Media Interface
536	SiriusXM Radio w. 6 mos. service
551	Anti-Theft Alarm System
580	Climate Control-Manual
584	Electric Windows-One Touch Up/Down
634	First Aid Kit
636	Collective Code
668	Sea Packing & Dispatch
690	Spare Wheel (Mini)
763	Remote Key w/Panic Button
772	AMG Sportline
802	2012 Registration Year
810	Burmester® Surround Sound System
873	Heated Front Seats
887	Lockable Safe Box
909	Generator Management
916	Engine Support Cooling
919	Cooling Amplifier
954	Avant Garde Package (Sport)
986	VIN# Code
989	VIN Code

Options

P88	P88 Edition 1 Package: designo Magno Alanite Grey, Aluminum Trim,	\$10,860
-----	---	----------

	P64	Memory Package	
	P88	Edition 1	
	242	Power Passenger Seat w/Memory	
	275	Power Dr.Seat &Steering Col. w/ Memory	
	396	Voice Control	
	527	COMAND System w/ Hard-Drive Navigation	
	600	Headlamp Washing System	
	608	Intelligent Highbeam Control	
	615	Bi-Xenon Active Light System	
	739	Trapeze Cut Aluminum Trim	
	797	19" AMG Multi-Spoke Wheel Matte Black	
	889	KEYLESS-GO	
	89V	Factory Code-Tire Rating	
GAS		GAS GUZZLER	\$1,700
		SUBTOTAL	\$69,790
		DESTINATION &DELIVERY	\$875
		TOTAL	\$72,365

*Pricing is subject to change. Mercedes-Benz reserves the right to make changes without notification.