

# MY 2006 R-CLASS



Mercedes-Benz

|              |                                 |
|--------------|---------------------------------|
| <b>R 350</b> | <b>Planned Release Date TBD</b> |
|--------------|---------------------------------|

|              |                                 |
|--------------|---------------------------------|
| <b>R 500</b> | <b>Planned Release Date TBD</b> |
|--------------|---------------------------------|



## Positioning

### Class

- Developed to be the innovative solution for multi-faceted lives, the GST is the pinnacle of progressive design

### Rationale

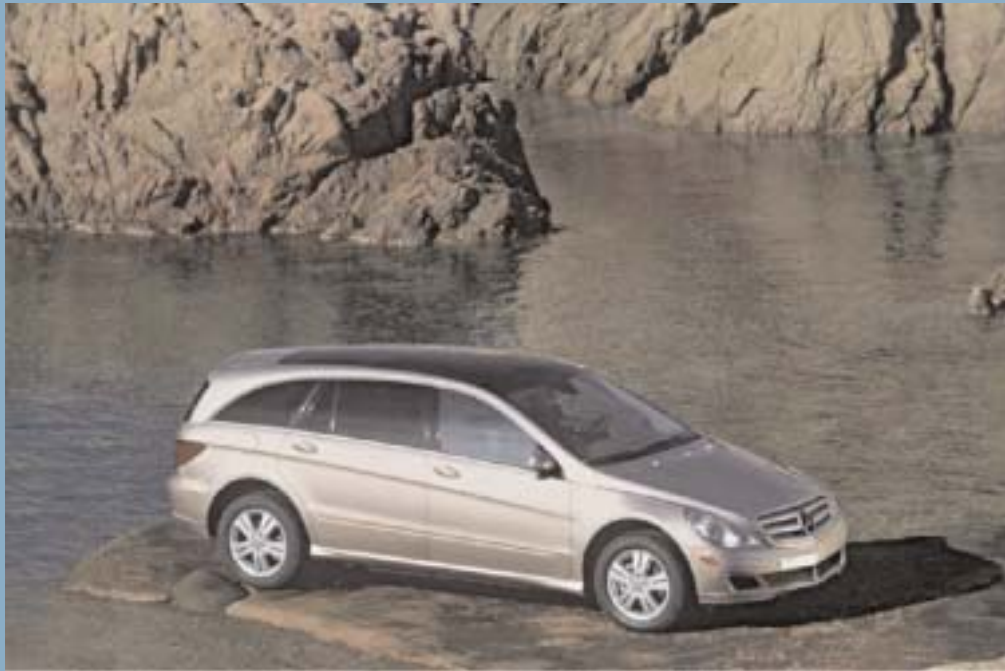
- Creates entirely new sports touring segment and sets GST as benchmark within new category
- Acknowledges the GST's new and innovative styling
- Reaffirms Mercedes leadership in design and technology
- Creates solution for those trend setters looking for next big automotive idea

# MY 2006 R-CLASS



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## Product Highlights - Exterior





Product Highlights - Interior

Seating Configurations



|                             | Cargo Capacity     | Cargo Length |
|-----------------------------|--------------------|--------------|
| 3rd Row Folded Flat         | Approx. 35 cu. ft. | 42.3"        |
| 3rd and 2nd Row Folded Flat | Approx. 75 cu. ft. | 87.3"        |



## Product Highlights

### R-Class

- 3-Rows of Seats with individual seating for 6 adults
- Longest and widest vehicle in its class for maximum comfort
- Longest wheelbase in its class for optimum ride stability
- Auxiliary plug for MP3 devices
- Available dual-screen, dual-source rear Entertainment System
- Independent audio source in rear control panel for second row seats



### Rear Seat Entertainment - Factory Option

- Optional second-row center console houses optional dual screen rear-seat Entertainment system.
- Console holds CD/DVD player with AUX sockets
- Allows one occupant to watch movie on one screen, while another passenger can play a game on a second screen.

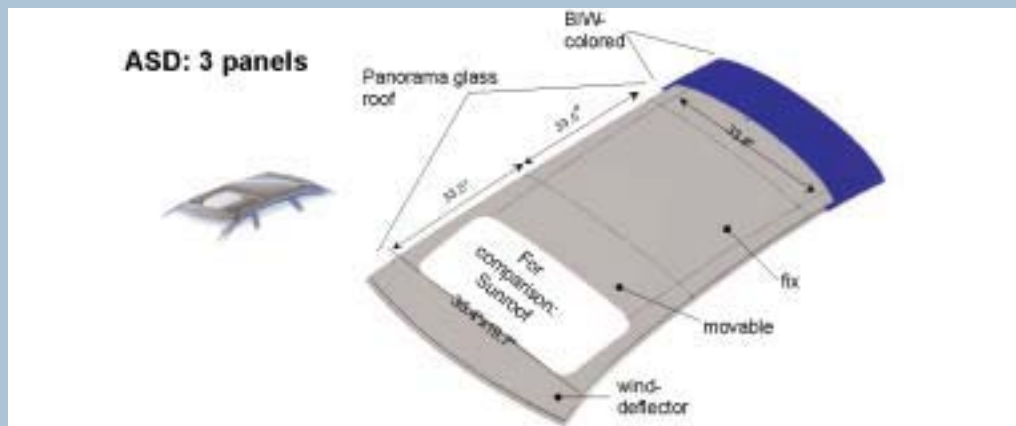




## Product Highlights

### Panoramic Roof

- A large Panoramic glass roof stretches nearly the entire distance between the windshield and the tailgate.





## Product Highlights

### Key Safety Features

- Two crash boxes of high-strength steel bolted to longitudinal members to absorb low-speed frontal collisions
- Reinforced passenger cell with reinforced doors
- Two-stage front air bags
- Standard window curtain airbags spanning all three rows of seats
- Seat occupancy sensor in front passenger seat for deployment of front passenger airbag
- Rollover sensor to activate belt tensioners and curtain airbags
- Electronic stability systems 4ETS/ESP and ABS/BAS





## Product Highlights

### Optional Features

- Air Suspension with Active Damping System (+3" ground clearance)
- Bi-Xenon Active Curve-Illuminating Lights with Headlamp Washers
  - Corner-Illuminating Foglamps
- harman/kardon Logic 7 System with 6-disc CD Changer (in glove box)
- Power liftgate
- Keyless-Go (only for V8)
- DVD Navigation
- Power steering column and folding mirrors
- Multi-contour seat
- Dual-Screen, Dual Source Rear Seat Entertainment System
- Thermotronic 3-zone climate control







## Target Demographics

**Late-Forming Affluent Families**  
 Lead the Charge in New Market Segment  
 Maintain success image  
 Married couples Exec or Retired  
 Desires Luxury, Style, and Performance  
 Stress "Heartland" "Americana"

**Socialite Empty Nesters**  
 Socialite; Opinion Makers  
 Early Adopters

|                                    | Chrysler Pacifica | Cadillac SRX | Nissan Murano | Infiniti FX | (Target)                      |
|------------------------------------|-------------------|--------------|---------------|-------------|-------------------------------|
| <b>Gender</b>                      |                   |              |               |             |                               |
| Male                               | 55%               | 57%          | 57%           | 79%         | 50%                           |
| Female                             | 45%               | 43%          | 43%           | 20%         | 50%                           |
| <b>Marital Status</b>              |                   |              |               |             |                               |
| Married                            | 90%               | 83%          | 76%           | 77%         | 85%                           |
| Single                             | 07%               | 12%          | 20%           | 21%         | 15%                           |
| <b>Age Bracket</b>                 |                   |              |               |             |                               |
| Median                             | 55                | 61           | 50            | 50          | 52                            |
| <b>Total Family Pre-Tax Income</b> |                   |              |               |             |                               |
| Median                             | \$ 93,229         | \$ 141,988   | \$ 98,413     | \$ 145,572  | \$150,000                     |
| <b>Ethnic Group</b>                |                   |              |               |             |                               |
| African American                   | 3%                | 6%           | 5%            | 7%          | Strong Emerged Market Targets |
| Hispanic                           | 3%                | 3%           | 3%            | 4%          |                               |
| Asian                              | 2%                | 1%           | 7%            | 3%          |                               |
| White/Caucasian                    | 89%               | 89%          | 83%           | 86%         |                               |



## Product Highlights

### Ordering Process

- The R-Class Dealer Ordering Guide has been streamlined to avoid some of the restrictions experienced with the new M-Class
- Almost all of the various packages can be ordered independently of each other or all together
  - Only restriction is Rear Seat Entertainment option requires 2nd Row Center Console

### Typical R-Class Build (Suggested, not required)

#### R 350:

- Choose: one Interior and Exterior color
- Select:
- **Premium Package (Which contains)**
  - Entertainment Package
  - Panoramic Sunroof
  - DVD Navigation
  - Power Liftgate
  - Tele-Aid
- Select:
  - Heated Seats (in Northern climates)
  - Parktronic
  - 3-Zone Climate Control
- Select one or more of the following
  - Rear Seat Entertainment
  - Lighting Package
  - Airmatic Air Suspension

#### R 500:

- Choose: one Interior and Exterior color
- Select:
- **Premium Package (Which contains)**
  - Entertainment Package
  - Panoramic Sunroof
  - DVD Navigation
  - Power Liftgate
- Select one of more of the following:
  - Rear Seat Entertainment
  - Lighting Package
  - Airmatic Air Suspension
  - 3-Zone Climate Control
  - Parktronic



## Standard Equipment Overview

### R 350 Engine and Drivetrain

- 3.5L V6 (268 hp)
- 7 Speed Transmission
- Permanent 4-Wheel Drive

### R 500 Engine and Drivetrain

- 5.0L V8 (302 hp)
- 7 Speed Transmission
- Permanent 4-Wheel Drive

| Codes | Description                           | R 350 | R 500 |
|-------|---------------------------------------|-------|-------|
| SM    | Rain Sensor                           | S     | S     |
| SM    | Window Curtain Airbags for all 3 rows | S     | S     |
| SM    | Seating for 6 adults (2+2+2)          | S     | S     |
| SM    | 6 Cupholders                          | S     | S     |
| 100A  | Leather Front Seat Inserts w/M-B Tex  | S     | S     |
| 213   | Speed-sensitive Steering              | O     | S     |
| 232   | Homelink                              | S     | S     |
| 242   | 3-way Memory System (Right)           | O     | S     |
| 245   | Compass                               | S     | S     |
| 275   | 3-way Memory System (Left)            | O     | S     |
| 280   | Leather Wrapped Steering Wheel        | S     | S     |
| 359   | Tele-Aid                              | O     | S     |
| 441   | Power Steering Column                 | O     | S     |
| 470   | Tire Pressure Monitoring System       | S     | S     |
| 494   | Occupant Sensor                       | S     | S     |
| 528   | MCS 2 without Navigation Module       | S     | S     |
| 551   | Anti-theft System                     | S     | S     |
| 560   | 8-Way Power Front Seats               | S     | S     |
| 580   | 2-Zone Climate Control System         | S     | S     |
| 669   | Inflatable Spare Tire                 | S     | S     |
| 731   | Burl Walnut Wood Trim                 | O     | S     |
| 840   | Privacy Glass                         | S     | S     |
| 873   | Heated Front Seats                    | O     | S     |
| 900   | Chrome Exterior Options Package       | N/A   | S     |
| H04   | Brown Birds-eye Maple                 | S     | N/A   |
| R10   | 18" 5-Twin Spoke Alloy Wheels         | N/A   | S     |
| R44   | 17" 7-Spoke Alloy Wheels              | S     | N/A   |
| U12   | Velour Floor Mats                     | S     | S     |



## Optional Equipment Availability

| Code        | Optional Equipment  | R350 | R500 |
|-------------|---|------|------|
| 220         | Parktronic  | O    | O    |
| 289         | Wood/Leather Steering Wheel   | O    | O    |
| 293         | Rear Sidebags   | O    | O    |
| 404/<br>405 | Multi-Contour Front Seats   | O    | O    |
| 536         | SIRIUS Satellite Radio  | O    | O    |
| 575         | 2nd Row Center Console  | O    | O    |
| 581         | 3-Zone Climate Controls (Also incorporates vents for 3 <sup>rd</sup> row seats) | O    | O    |
| 864         | Rear Seat Entertainment (Includes 2nd Row Center Console)                       | O    | O    |
| 873         | Heated Front Seats  | O    | S    |
| 889         | Keyless-Go  | N/A  | O    |
| 890         | Power Liftgate  | O    | O    |
| R41         | 18" Wheels (Design II)  | O    | O    |

O = Optional Equipment  
 S = Standard Equipment  
 N/A = Not Available



## Option Package Availability

| Code | Value-Added Option Package   | R 350 | R 500 |
|------|--|-------|-------|
| 326  | <b>Premium Package</b><br>Entertainment Package (6-disc CD Std. V8), Panoramic Roof Package, Power liftgate, DVD Navigation, Tele-Aid (Std. V8)            | 0     | 0     |
| 317  | <b>Comfort Package</b><br>Auto-dimming mirrors, Memory Seats/mirrors (Std. V8), Power folding mirrors, Power steering column (Std. V8), Cargo cover & Net. | 0     | 0     |
| 318  | <b>Trim Package</b><br>Full Leather Seat Surfaces, Burl Walnut Wood (Std. V8), Premium Interior Lighting (includes chrome exterior trim - Std. V8)         | 0     | 0     |
| 319  | <b>Lighting Package</b><br>Bi-Xenon Lights - Curve Illuminating headlights, Headlight Cleaning System & Corner Illuminating front foglamps                 | 0     | 0     |
| 320  | <b>Entertainment Package</b><br>harman/kardon Logic 7 System, Rear Audio Controls, CD Changer in glovebox (Std. V8).                                       | 0     | 0     |
| 321  | <b>AMG Sport Package<sup>1</sup></b><br>19" Wheels, AMG Styling Exterior/Interior  | 0     | 0     |
| 323  | <b>Heating Package</b><br>Heated Rear Seats, Heated Front Seats (Std. V8)  | 0     | 0     |
| 324  | <b>Sunroof Package</b><br>Electric sunroof, Rear pop-out windows, Double sunvisors   | 0     | 0     |
| 353  | <b>Airmatic Air Suspension Package</b><br>4-wheel air suspension, Speed Sensitive steering (Std. V8), ADS (Active Damping System)                          | 0     | 0     |
| 424  | <b>Panoramic Roof Package</b><br>Panoramic Roof, Rear pop-out windows, Double sunvisors  | 0     | 0     |

<sup>1</sup> = Delayed Availability



## Paint and Upholstery Matrix

| R350                               | Standard                                 |  |  | Trim Package           |                         |                   |
|------------------------------------|--|--|--|------------------------|-------------------------|-------------------|
| <b>Interior</b> ▶                  | Black Leather Inserts with M-B Tex (101) | Macadamia Leather Inserts with M-B Tex (104) | Ash Leather Inserts with M-B Tex (108) | Black Leather (201)    | Macadamia Leather (204) | Ash Leather (208) |
| <b>Trim</b> ▶                      | Brown Birdseye Maple Wood (H04)          |  |  | Burl Walnut Wood (731) |                         |                   |
| <b>Exterior</b> ▼                  |  |  |  |                        |                         |                   |
| Black (040)                        | X  | X  | X                                      | X                      | X                       | X                 |
| Majestic Black* <sup>1</sup> (112) | X  | X  | X                                      | X                      | X                       | X                 |
| Obsidian Black* (197)              | X  | X  | X                                      | X                      | X                       | X                 |
| Alpine Rain* (349)                 | X  | X  | X                                      | X                      | X                       | X                 |
| Capri Blue* (359)                  | X  | X  | X                                      | X                      | X                       | X                 |
| Barolo Red* <sup>1</sup> (544)     | X  | X  | X                                      | X                      | X                       | X                 |
| Desert Silver* (693)               | X  | X  | X                                      | X                      | X                       | X                 |
| Pewter* (723)                      | X  | X  | X                                      | X                      | X                       | X                 |
| Iridium Silver* (775)              | X  | X  | X                                      | X                      | X                       | X                 |
| Everest Green* (816)               | X  | X  | X                                      | X                      | X                       | X                 |
| Alabaster White (960)              | X  | X  | X                                      | X                      | X                       | X                 |

X = Standard Offering  
 \* = Metallic Paint  
<sup>1</sup> = Delayed Availability



## Paint and Upholstery Matrix

| R500                               | Standard                                 |  |  | Trim Package           |                         |                   |
|------------------------------------|--|--|--|------------------------|-------------------------|-------------------|
| <b>Interior ▶</b>                  | Black Leather Inserts with M-B Tex (101) | Macadamia Leather Inserts with M-B Tex (104) | Ash Leather Inserts with M-B Tex (108) | Black Leather (201)    | Macadamia Leather (204) | Ash Leather (208) |
| <b>Trim ▶</b>                      | Burl Walnut Wood (731)                   |  |  | Burl Walnut Wood (731) |                         |                   |
| <b>Exterior ▼</b>                  |  |  |  |                        |                         |                   |
| Black (040)                        | X  | X  | X                                      | X                      | X                       | X                 |
| Majestic Black* <sup>1</sup> (112) | X  | X  | X                                      | X                      | X                       | X                 |
| Obsidian Black* (197)              | X  | X  | X                                      | X                      | X                       | X                 |
| Alpine Rain* (349)                 | X  | X  | X                                      | X                      | X                       | X                 |
| Capri Blue* (359)                  | X  | X  | X                                      | X                      | X                       | X                 |
| Barolo Red* <sup>1</sup> (544)     | X  | X  | X                                      | X                      | X                       | X                 |
| Desert Silver* (693)               | X  | X  | X                                      | X                      | X                       | X                 |
| Pewter* (723)                      | X  | X  | X                                      | X                      | X                       | X                 |
| Iridium Silver* (775)              | X  | X  | X                                      | X                      | X                       | X                 |
| Everest Green* (816)               | X  | X  | X                                      | X                      | X                       | X                 |
| Alabaster White (960)              | X  | X  | X                                      | X                      | X                       | X                 |

X = Standard Offering  
 \* = Metallic Paint  
<sup>1</sup> = Delayed Availability



Wheels



7-Spoke Design -  
Std. on V6  
235/65 R17"



5-Spoke Design - AMG  
Optional on V6 or V8  
255/50 R19"



10-Spoke Design  
Optional on V6 or V8  
255/55 18"



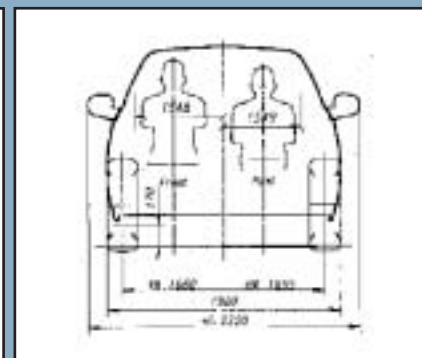
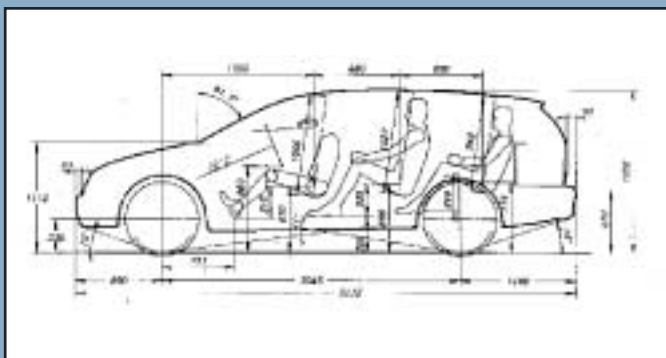
5-Twin-Spoke Design  
Std. on V8  
255/55 18"





## Specifications

|                     | R 350                        | R 500                        |
|---------------------|------------------------------|------------------------------|
| Body Style:         | Sport Tourer                 | Sport Tourer                 |
| Passenger Capacity: | 6 passengers                 | 6 passengers                 |
| Construction:       | unit-body                    | unit-body                    |
| Engine:             | 3.5L V6                      | 5.0L V8                      |
| Engine hp/torque:   | 268/258                      | 302/339                      |
| Transmission:       | 7 speed, shift-by-wire tech. | 7 speed, shift-by-wire tech. |
| Drivetrain:         | Permanent 4WD                | Permanent 4WD                |
| Length:             | 203 in.                      | 203 in.                      |
| Width:              | 75.7 in.                     | 75.7 in.                     |
| Height:             | 65 in.                       | 65 in.                       |
| Weight:             | 4,715 lbs.                   | 4,807 lbs.                   |





## Technical Specifications

| Technical Data            |                   | Technical information listed here is preliminary and subject to change (May 20,2005).  |  |
|---------------------------|-------------------|--|--|
|                           |                   | R 350  | R 500  |
| Vehicle Type              |                   | Four-door, six-passenger sports touring vehicle  |  |
| Chassis                   |                   | Unit body construction   |  |
| Engine                    |                   | 90-degree V6   | 90-degree V8   |
| Engine Material           |                   | Aluminum   |  |
| Valvetrain                |                   | Double overhead camshaft per cylinder bank, two intake valves and two exhaust valves per cylinder  | Single overhead camshaft per cylinder bank, two intake valves and one exhaust valve per cylinder |
| Displacement (cu. in./cc) |                   | 227 / 3,498  | 303.0 / 4,966  |
| Bore (in./mm)             |                   | 3.66 / 92.9  | 3.81 / 96.8  |
| Stroke (in./mm)           |                   | 3.39 / 86  | 3.31 / 84  |
| Compression ratio         |                   | 10.5:1   | 10.0:1   |
| Horsepower @ rpm          |                   | 268 @ 6,000  | 302 @ 5,600  |
| Torque (lb-ft.) @ rpm     |                   | 258 @ 2,400 - 5,000  | 339 @ 2,700 - 4,750  |
| Intake System             |                   | Sequential fuel injection, electronic throttle control, two-stage variable length intake manifold  |  |
| Engine management         |                   | ME 9.7 engine control with one ignition coil over one spark plug per cylinder  | ME 2.8 engine control with phase-shifted twin spark plugs per cylinder, two coils per cylinder   |
| Maximum engine speed      |                   | 6,000  |  |
| Transmission              |                   | Seven-speed electronically controlled automatic, Touch Shift manual controls   |  |
| Gear ratios               |                   |  |  |
|                           | 1                 | 4.38:1   | 4.38:1   |
|                           | 2                 | 2.86: 1  | 2.86: 1  |
|                           | 3                 | 1.92: 1  | 1.92: 1  |
|                           | 4                 | 1.37:1   | 1.37:1   |
|                           | 5                 | 1.00:1   | 1.00:1   |
|                           | 6                 | 0.82:1   | 0.82:1   |
|                           | 7                 | 0.73:1   | 0.73:1   |
|                           | R                 | 3.42:1   | 3.42:1   |
|                           | R2 "comfort mode" | 2.23:1   | 2.23:1   |
| Final drive               |                   | 3.90:1   | 3.70:1   |
| Stability control         |                   | ESP Electronic Stability program integrating brake application and throttle intervention   |  |
| Traction control          |                   | Four-wheel traction control with brake and throttle intervention   |  |
| Suspension                |                   | Four-wheel independent   |  |
|                           | front             | Upper and lower control arms, coil springs, gas shock absorbers, stabilizer bar (optional Airmatic system with air springs and ADS adaptive damping) |  |
|                           | rear              | Four-link, coil springs, shock absorbers (optional Airmatic system with air springs and ADS adaptive damping)  |  |
| Steering                  |                   | Rack and pinion, hydraulic power assist  |  |
| Turns, lock-to-lock       |                   | 3.62   |  |
| Turning radius (ft.)      |                   | 40.7   |  |
| Wheels                    |                   | 7.5 x 17-inch alloy  | 8.0 x 18-inch alloy  |
| Tires                     |                   | 235 / 65 R17 104H (all season)   | 255 / 55 R18 105H (all season)   |
|                           | optional          | 8.0 x 19-inch 225 / 50 R19 103H (all season high performance) optional AMG Sport Package   |  |
| Brakes                    |                   | Hydraulic power assisted 4-wheel discs with 4-channel ABS anti-lock, Brake Assist System   |  |
| Disc diameter (in./mm)    |                   | front 13.0 / 330; vented   | 13.8 / 351; vented   |
|                           | rear              | 13.0 / 330; solid  | 13.0 / 330; vented   |
| Disc thickness (in./mm)   |                   | front 1.26   | 1.26   |
|                           | rear              | 0.55   | 0.87   |

# MY 2006 R-CLASS



Mercedes-Benz

## Technical Specifications

|  | R 350                        | R 500            |
|--|------------------------------|------------------|
| <b>Exterior Dimensions (in./mm)</b>                    |                              |                  |
| Wheelbase  | 126.6 / 3,215                |                  |
| Length   | 203 / 5,157                  |                  |
| Width (mirrors folded)                                 | 77.5 / 1,968                 |                  |
| Height (without Roof Rails)                            | 65.2 / 1,656                 |                  |
| Ground Clearance                                       | TBD                          |                  |
| Track  | front                        | 65.5 / 1,665     |
|  | rear                         | 65.3 / 1,658     |
| Curb weight (lbs.)                                     | 4,766                        | 4,845            |
| Aerodynamic drag (Cd)                                  | 0.31                         | 0.32             |
| Frontal area   | 2.74                         | 2.76             |
| <b>Interior Dimensions (in./mm)</b>                    |                              |                  |
| Head room (with sunroof)                               | front                        | 39.8" / 1,010 mm |
|  | 2nd row                      | 40.4" / 1,027 mm |
|  | 3rd row                      | 37.2" / 946 mm   |
| Leg room   | front                        | 39.8" / 1,012 mm |
|  | 2nd row                      | 36.2" / 920 mm   |
|  | 3rd row                      | 32.4" / 825 mm   |
| Shoulder room  | front                        | 60.3 / 1,530 mm  |
|  | 2nd row                      | 59.6" / 1,514 mm |
|  | 3rd row                      | 52.8" / 1,342 mm |
| Cargo Length   | 3rd row up                   | 19.4"            |
|  | 3rd row backrest down        | 43"              |
|  | 2nd & 3rd row folded flat    | 63-92"           |
| Cargo floor width                                      | 44.5"                        |                  |
| <b>Capacities</b>                                      |                              |                  |
| Cabin volume (cu. ft.)                                 | TBD                          |                  |
| Cargo volume (cu. ft.)                                 | seats up                     | 15.3             |
|  | 3rd row down                 | 42.2             |
|  | 2nd & 3rd rows down          | 85               |
| Gross vehicle weight (lbs.)                            | 6,305                        | 6,382            |
| Maximum total payload<br>(includes 5 passengers, lbs.) | 1,635                        | 1,620            |
| Fuel Tank (gallons)                                    | 21.3                         |                  |
| <b>Performance</b>                                     |                              |                  |
| 0-60 (seconds)   | 8.1                          | 6.7              |
| Top speed (mph)  | 130 (electronically limited) |                  |
| Fuel mileage, city/hwy                                 | TBD                          | TBD              |