



Mercedes-Benz CLA showcases automotive intelligence and striking design

Press Information

All-new Mercedes-Benz CLA to start from \$36,650

August 29, 2019

Atlanta. The all-new Mercedes-Benz CLA four-door coupe raises the bar with an updated sleek design, powerful performance, the latest Mercedes-Benz safety innovations and impressive in-car technology. The new Coupe boasts all of the virtues of the new-generation compact-car family with the latest Mercedes-Benz design language and the revolutionary MBUX (Mercedes-Benz User Experience), featuring a completely new user interface, natural speech recognition, touchscreen capabilities and a new Touchpad. The new Mercedes-Benz CLA will also receive additional standard equipment features compared to its predecessor. Arriving in U.S. dealerships by late 2019, the 2020 CLA 250 will start from \$36,650 and the CLA 250 4MATIC from \$38,650.*

The new Mercedes-Benz CLA Coupe is not only progressive and modern in its design—it is also highly intelligent. The intelligence of the new CLA expands further with ingenious details when it comes to the understanding of natural voice commands, improved aerodynamics, newly available driver assistance systems and features such as Augmented Reality for Navigation.

The new CLA has grown in size compared to its predecessor, and its updated design underlines the sporty coupe character with its stretched form, while the redesigned interior showcases a dashboard with a free-standing widescreen display and touchscreen. Ambient lighting and newly designed air vents in turbine-look accentuate the modern interior.

With its standard MBUX interface – Mercedes-Benz User Experience – Mercedes-Benz is revolutionizing in-car operation and communication. The interface surpasses conventional automotive standards by incorporating a powerful

computer, brilliant screens and graphics, customizable display, software that can learn, as well as Voice Control with natural language understanding and available full color Head-Up Display and Augmented Video for Navigation. Thanks to innovative technology, MBUX now supports the occupants by making various comfort and MBUX functions even simpler and more intuitive.

The new-generation CLA 250 and CLA 250 4MATIC are equipped with a new, powerful and efficient turbocharged 2.0L inline-4 engine capable of 221 hp (+13 hp compared to predecessor) and 258 lb-ft of torque. In addition to the MBUX infotainment system with Voice Control and new Touchpad, the sporty coupe is also standard equipped with additional equipment for 2020, including LED headlamps and taillamps, a panorama roof, 18-inch wheels, Smartphone Integration and 7" Digital Instrument Cluster and 7" Media Display with Touchscreen.

In terms of driving dynamics, the new CLA keeps the promise of its sporty design: a wider track and a lower center of gravity are the two key features that give the CLA the sportiest driving characteristics of our models in the new generation of compact Mercedes-Benz vehicles.

The CLA offers the very latest driving assistance systems with cooperative driver support, providing the highest level of active safety in this segment with functions adopted from the S-Class. For the first time, the CLA is able to drive semi-autonomously in certain situations. To do so, it keeps a close eye on the traffic situation. Improved camera and radar systems allow it to see up to 1,640 feet (500 meters) ahead; the CLA also uses map and navigation data to support assistance functions.

The new generation of compacts has made a key contribution to the Mercedes-Benz brand, and the latest members of the compact car family will continue to showcase its success when the all-new Mercedes-Benz CLA will go on sale in the U.S. by late 2019.

At a Glance

	CLA 250 Coupe / CLA 250 4MATIC Coupe
MSRP*	\$36,650 4MATIC: \$38,650
Length	184.6"
Width w/ mirrors (w/o mirrors)	78.7" (72.0")
Height	56.7"
Wheelbase	107.4"
Curb Weight (lbs)	TBA / 4MATIC: TBA
Fuel Economy	TBA / 4MATIC: TBA
Engine	2.0L Inline-4 Turbo
Displacement	1,991 cc
Drive Config.	Front-Wheel Drive / Variable-Torque All-Wheel Drive
Performance	221 hp @ 5,800 rpm 258 lb-ft @ 1,800-4,000 rpm
Transmission	7-speed Dual Clutch Transmission (DCT)
0-60 mph (sec)	6.3 / 4MATIC: 6.3
Top speed (mph)	130 mph (electronically limited)
Main Competitors	BMW 2-Series Acura ILX

**Prices excludes \$995 destination and delivery charge.*

#

About Mercedes-Benz USA

Mercedes-Benz USA (MBUSA), headquartered in Atlanta, is responsible for the distribution, marketing and customer service for all Mercedes-Benz products in the United States. MBUSA offers drivers the most diverse lineup in the luxury segment with 15 model lines ranging from the sporty A-Class Sedan to the flagship S-Class and the Mercedes-AMG GT R.

MBUSA is also responsible for Mercedes-Benz Vans and smart products in the U.S. More information on MBUSA and its products can be found at www.mbusa.com, www.mbsprinterusa.com and www.smartusa.com.

Media Contacts:

Michael Minielly 770-705-3807 michael.minielly@mbusa.com

Catherine Gebhardt 770-705-2706 catherine.gebhardt@mbusa.com

Accredited journalists can visit our media site at www.media.mbusa.com and follow us on Twitter @mbusanews.