



Quick Reference Guide

2020 CLA Coupe

Models & MSRP

Mercedes-Benz CLA 250 (FWD) Coupe	\$36,650	arriving at U.S. dealers by late 2019
Mercedes-Benz CLA 250 4MATIC Coupe	\$38,650	arriving at U.S. dealers by late 2019
Mercedes-AMG CLA 35 Coupe (4MATIC)	\$46,900	arriving at U.S. dealers by late 2019
Mercedes-AMG CLA 45 Coupe (4MATIC)	\$54,800	arriving at U.S. dealers by Spring 2020

**Above price excludes \$995 destination and delivery charge*

What's New

- Mercedes-Benz User Experience (MBUX) with new-generation Voice Control
- New 2.0L Inline-4 turbocharged engine with additional 13 hp (compared to predecessor for CLA250)
- AMG-enhanced 2.0L Inline-4 turbo engine, featuring 302 hp, 295 lb-ft torque (CLA35)
- Handcrafted AMG 2.0L Inline-4 turbo engine, featuring 382 hp, 354 lb-ft torque (CLA45)
- New, progressive interior design with new-generation steering wheel with Touch Control Buttons, widescreen dual displays with a 7.0" Digital Instrument Cluster and 7.0" touchscreen Multimedia Display and new-generation Touchpad in center console
- Emotional and dynamic exterior design

CLA 250 Standard Feature Highlights

- Mercedes-Benz User Experience (MBUX) with new-generation Voice Control, including Natural Language Understanding and Keyword Activation ("Hey Mercedes")
- 7" Digital Instrument Cluster and 7" touchscreen Multimedia Display
- Panorama Roof
- LED Headlamps
- Smartphone Integration with Apple CarPlay and Android Auto
- New-generation Touchpad
- 18" wheels
- DYNAMIC SELECT
- KEYLESS-START
- Dual-Zone Climate Control
- Multifunction Leather Steering Wheel with shift paddles
- Cruise Control
- Sport Seats with integrated headrests
- Active Brake Assist
- Adaptive Braking Technology with Hill-Start Assist and brake HOLD function
- Crosswind Assist
- ATTENTION ASSIST®
- Mercedes-Benz Emergency Call Service

CLA 35 Standard Feature Highlights

- AMG-enhanced 2.0L Inline-4 Turbo Engine
- AMG SPEEDSHIFT®DCT 7-Speed (Dual Clutch Transmission)
- AMG Performance 4MATIC
- AMG DYNAMIC SELECT
- AMG Sport Suspension
- 18" AMG Wheels
- 3-Stage Electronic Stability Program (ESP)

- 10.25" Digital Instrument Cluster & 10.25" Touchscreen Multimedia Display
- 64-Color Ambient Lighting
- Sport Seats with integrated headrests
- Dual-Zone Climate Control
- Cruise Control
- Active Brake Assist
- Adaptive Braking Technology with Hill-Start Assist and brake HOLD function
- Crosswind Assist
- ATTENTION ASSIST®

CLA 45 Standard Feature Highlights

- Handcrafted AMG 2.0L Inline-4 turbo engine
- AMG SPEEDSHIFT DCT 8G dual-clutch transmission
- AMG Performance 4MATIC+ fully variable all-wheel drive with AMG TORQUE CONTROL
- 19" AMG Wheels
- Auto-dimming and Power folding mirrors
- KEYLESS-GO® with HANDS-FREE ACCESS
- 10.25" Digital Instrument Cluster and 10.25" Touchscreen Multimedia Display
- AMG Line
- 64-Color Ambient Lighting
- Dual-Zone Climate Control
- Cruise Control
- Sport Seats with integrated headrests
- Active Brake Assist
- Adaptive Braking Technology with Hill-Start Assist and brake HOLD function
- Crosswind Assist
- ATTENTION ASSIST®

CLA 250 Optional Feature Highlights

- 10.25" Digital Instrument Cluster and 10.25" Touchscreen Multimedia Display
- Driver Assistance Package
- Parking Assistance Package including Surround View System
- Multimedia Package including MB Navigation, Augmented Video for Navigation
- Exterior Lighting Package including Adaptive Highbeam Assist and Active LED Headlamps
- 64-Color Ambient Lighting
- New exterior paint options
- AMG Line
- AMG Night Package
- Burmester® Surround Sound System
- KEYLESS-GO® with HANDS-FREE ACCESS
- Heated Front Seats
- Multicontour seats
- Suspension with Adaptive Damping System
- Heated Steering Wheel
- AMG RIDE CONTROL
- Head-Up Display
- Inductive Wireless Charging with NFC Pairing
- Heated and Ventilated seats

CLA 35 Optional Feature Highlights

- AMG Track Pace COMAND App.
- AMG Aerodynamics Package
- AMG Performance Seat Package
- AMG Night Package
- AMG RIDE CONTROL

CLA 45 Optional Feature Highlights

- AMG Dynamic Plus Package, featuring:
 - AMG RIDE CONTROL Sport Suspension with 2-Stage Electronic Adjustment
 - Increased Top Speed to 167 mph
 - AMG Drive Unit steering wheel control
 - Larger brake system with AMG Red Brake Calipers
 - 'RACE' and 'DRIFT' Modes with re-profiled steering, suspension, & transmission calibration
- AMG Aerodynamics Package and AMG Night Package, featuring larger front splitter and unique exterior details in Gloss Black
- AMG Night Package

CLA Technical Highlights:

- **Mercedes-Benz User Experience (MBUX):** A completely new multimedia system featuring innovative technology based on Artificial Intelligence and an intuitive operating system. MBUX technology is pioneering a new level of in-car experience. MBUX can be operated by a new generation of Voice Control, the center touchscreen, a new Touchpad and Touch Control Buttons on the steering wheel. The system has learning capabilities and intelligent Voice Control with Natural Language Understanding and a verbal cue of "Hey Mercedes."
 - **Touchscreen Multimedia Display:** Central to the comprehensive MBUX concept is a touchscreen display
- **Driver Assistance Systems:** The CLA receives the latest in driver assistance technology with enhanced intelligent hands-off detection which includes sensing via finger pads and is sensitive to specific conditions. The Driver Assistance Package includes:
 - **Active Distance Assist DISTRONIC®** is an adaptive cruise control system that is able to automatically adjust your set speed for traffic ahead
 - **with Route-Based Speed Adaptation**, the vehicle is able to reduce the speed in anticipatory mode by referencing the COMAND® map data ahead of curves, junctions, roundabouts, toll booths and exit roads
 - **Active Steering Assist** generates steering torque which helps the driver to stay in the center of the lane on straight roads and slight bends, taking its guidance from vehicles ahead and lane markings
 - **with Active Emergency Stop Assist**, which brakes the vehicle to a stop in a controlled manner when the system recognizes that the driver is distracted for a longer period or cannot intervene in vehicle control and **Active Lane Change Assist**, which assists the driver in a convenient and cooperative manner when making lane changes
 - **Active Brake Assist with Cross-Traffic Function** is able to help the driver avoid impending collisions with vehicles ahead, even stationary or crossing vehicles and pedestrians, if the driver fails to take action quickly enough
 - **Active Speed Limit Assist** automatically adapts the vehicle's speed to identified speed limits in conjunction with the imbedded navigation
 - **Active Blind Spot Assist** is able to provide the driver with a visual alert, plus an audible alarm when a turn indicator is activated, to warn the driver if another vehicle is detected in the blind spot area. It can also help avoid a collision by single-sided braking if a lane change is still attempted with an obstacle in the blind spot
 - **Active Lane Keeping Assist** is able to warn the driver by means of vibrations of the steering wheel when the vehicle is unintentionally drifting out of its lane. If the vehicle passes over a solid line or a dashed line when opposing traffic is detected, this system can pull the vehicle back into lane by applying the brakes on one side
 - **PRE-SAFE® Sound** omits a short interference signal if an imminent collision is detected, triggering a protective reflex in the human ear referred to as the "stapedius reflex," which can help reduce hearing loss in the event of an accident
 - **PRE-SAFE® PLUS** activates the PRE-SAFE safety measures when a collision from behind is imminent as well as applying the brakes when the vehicle is at a standstill in order to prevent subsequent accidents

Model Positioning

- The all-new Mercedes-Benz CLA is a four-door coupe with strikingly good looks, powerful performance, Mercedes-Benz safety innovations, impressive fuel efficiency and outstanding value. The new CLA boasts all of the virtues of the new compact-car family with high levels of safety and the latest Mercedes-Benz design language and joins the first-ever A-Class Sedan as one of the first Mercedes-Benz vehicles to introduce the revolutionary headunit generation called MBUX (Mercedes-Benz User Experience) with a completely new user interface, natural speech recognition, touchscreen capabilities and a new Touchpad.

At a Glance

	CLA 250 Coupe / CLA 250 4MATIC Coupe	AMG CLA 35 Coupe	AMG CLA 45 Coupe
MSRP	\$36,650 / 4MATIC: \$38,650	\$46,900	\$54,800
Length	184.6"	184.8"	184.8"
Width w/ mirrors (w/o mirrors)	78.7" (72.0")	78.7" (72.2")	78.7" (72.2")
Height	56.7"	55.3"	55.4"
Wheelbase	107.4"	107.4"	107.4"
Curb Weight (lbs)	3,362 / 4MATIC: 3,483	TBA	TBA
Fuel Economy	25 / 35 / 28 4MATIC: 23 / 33 / 27	23 / 29 / 25	20 / 29 / 23
Engine	2.0L Inline-4 Turbo	AMG-enhanced 2.0L Inline-4 Turbo Engine	Handcrafted AMG 2.0L Inline-4 with Twinscroll Turbo
Displacement	1,991 cc	1,991 cc	1,991 cc
Drive Config.	Front-Wheel Drive / Variable-Torque All-Wheel Drive	Variable-Torque All-Wheel Drive	AMG Performance 4MATIC+ fully variable all-wheel drive with AMG TORQUE CONTROL
Performance	221 hp @ 5,800 rpm 258 lb-ft @ 1,800-4,000 rpm	302 hp @ 5,800 rpm 295 lb-ft @ 3,000-4,000 rpm	382 hp @ 6,500 rpm 354 lb-ft @ 4,750-5,000 rpm
Transmission	7-speed Dual Clutch Transmission (DCT)	AMG SPEEDSHIFT DCT 7-Speed Transmission	AMG SPEEDSHIFT DCT 8G
0-60 mph (sec)	6.3 / 4MATIC: 6.3	4.8 est.	4.0 est.
Top speed (mph)	130 mph (electronically limited)	155 mph (electronically limited)	155 mph (electronically limited)
Main Competitors	BMW 2-Series Acura ILX	Audi S3 BMW M240i xDrive	Audi RS3 BMW M2

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