



Quick Reference Guide

2020 CLA 35 Coupe

Models & MSRP

- Mercedes-AMG CLA 35 Coupe \$TBA arriving in U.S. dealerships late 2019

CLA 35 Standard Feature Highlights

- AMG-enhanced 2.0L Inline-4 Turbo Engine
- 302 hp, 295 lb-ft torque, 0-60 mph in 4.6s est.
- AMG SPEEDSHIFT®DCT 7-Speed (Dual Clutch Transmission)
- AMG 4MATIC+
- AMG DYNAMIC SELECT
- AMG Sport Suspension
- 18" AMG Wheels
- 3-Stage Electronic Stability Program (ESP)
- Mercedes-Benz User Experience (MBUX) with new-generation Voice Control, including Natural Language Understanding and Keyword Activation ("Hey Mercedes")
- 10.25" Digital Instrument Cluster & 10.25" Touchscreen Multimedia Display
- Smartphone Integration with Apple CarPlay and Android Auto
- New-generation Touchpad
- Five USB-C ports
- Panorama Roof
- LED Headlamps
- KEYLESS-START
- Cruise Control
- 3-Zone Climate Control
- 64-Color Ambient Lighting
- Sport Seats with integrated headrests
- Multifunction Leather Steering Wheel with shift paddles
- 8-Way Power Driver and Passenger Seats with 3-Position Memory
- Adaptive Braking Technology with Hill-Start Assist and brake HOLD function
- Active Brake Assist
- Crosswind Assist
- ATTENTION ASSIST®
- Mercedes-Benz Emergency Call Service

Optional Feature Highlights

- Driver Assistance Package
- Parking Assistance Package including Surround View System
- Multimedia Package including MB Navigation, Augmented Video for Navigation, MBUX Interior Assistant
- Exterior Lighting Package including Adaptive Highbeam Assist and Active LED Headlamps
- New exterior paint options including Sun Yellow
- AMG Performance Seat Package
- AMG Track Pace COMAND App.
- AMG Aerodynamics Package
- AMG Night Package
- Burmester® Surround Sound System
- KEYLESS-GO® with HANDS-FREE ACCESS

- Carbon Fiber Exterior Mirror Covers
- Suspension with Adaptive Damping System
- Heated Steering Wheel
- Head-Up Display
- Heated and Ventilated seats
- Inductive Wireless Charging with NFC Pairing

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.”
 - **MBUX Interior Assistant** can recognize hand and arm movements and support operating intentions by allowing intuitive, natural operation of different comfort and MBUX functions by movement recognition.
 - **Touchscreen Multimedia Display:** Central to the comprehensive MBUX concept is a touchscreen display
- **Driver Assistance Systems:** The CLA receives the latest 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-AMG CLA 35 is the latest point of entry to the world of Mercedes-AMG. The CLA 35 features four-door coupe styling with strikingly good looks, powerful AMG-enhanced performance, Mercedes-Benz advanced technology and safety innovations, all packaged in an outstanding, sporty design. With trail-blazing MBUX and 302 HP, the new Mercedes-AMG CLA 35 is the perfect combination of sportiness and technology.

At a Glance

	2020 Mercedes-AMG CLA 35
MSRP	\$TBA
Length	184.8 in.
Width (w/o mirrors)	75.6 in.
Height	55.3 in.
Wheelbase	107.4 in.
Curb Weight (lbs)	TBA
Fuel Economy	TBA
Engine	AMG-enhanced 2.0L Inline-4 Turbo Engine
Displacement	1,991 cc
Drive Config.	Variable-Torque All-Wheel Drive
Performance	302 hp @ 5,800 rpm 295 lb-ft @ 3,000-4,000 rpm
Transmission	AMG SPEEDSHIFT DCT 7-Speed Transmission
0-60 mph (sec)	4.6s est.
Top speed (mph)	TBA
Main Competitors	Audi S3 BMW M240i xDrive

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