



All-new Sedan offers MBUX, establishes new gateway to the brand

Press Information

Mercedes-Benz A-Class to start at \$32,500

January 15, 2018

Atlanta. Mercedes-Benz USA today announced pricing for the all-new 2019 A-Class Sedan. For the first time in Mercedes-Benz USA history, pricing will be announced simultaneously on official Mercedes-Benz USA social channels. A 24-hour countdown will be posted to the @mercedesbenzusa Instagram story with a scrolling price until the final MSRP is revealed. This marks the debut of a Sedan in the A-Class product range, and represents the first time the A-Class will be sold in the U.S. market. Arriving in U.S. dealerships in early 2019, the Mercedes-Benz A 220 Sedan will start at just \$32,500*, while the A 220 4MATIC Sedan will start from \$34,500.*

The A-Class Sedan introduces the game-changing new infotainment system called MBUX (Mercedes-Benz User Experience). Featuring a completely new user interface, natural speech recognition, touchscreen capabilities and a new Touchpad, MBUX represents a powerful user experience that also incorporates artificial intelligence to learn your habits over time and automatically adapt to changes in patterns of behavior.

The A 220 and A 220 4MATIC both feature a 2.0L inline-4 turbocharged engine that produces 188 hp and 221 lb-ft of torque. This powerful and fuel efficient power plant is mated to a 7G-DCT dual-clutch transmission. The extensive standard equipment for the A 220 and A 220 4MATIC includes a Panorama roof and the intuitively-operated MBUX multimedia system with intelligent Voice Control. The in-car experience welcomes a new era of connectivity with standard Smartphone Integration with Apple CarPlay and Android Auto and a high-resolution widescreen cockpit concept with a 7.0-inch digital instrument cluster and 7.0-inch touchscreen multimedia display. The exterior design is further refined with standard 17" wheels and LED headlamps and taillamps.

The A-Class Sedan can also be customized with unique design and equipment lines including the optionally available AMG Line or Night Package, as well as a Multimedia Package that includes Mercedes-Benz Navigation and augmented video. KEYLESS-GO with HANDS-FREE ACCESS is also available, which conveniently enables the hands-free and fully automatic opening of the trunk lid with a kicking motion under the rear bumper.

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As with every Mercedes-Benz vehicle, safety is a top priority. The standard and highly sophisticated safety systems include Active Brake Assist, Crosswind Assist and adaptive braking technology with Hill Start Assist and HOLD function. In addition, Active Distance Assist DISTRONIC® with Route-Based Speed Adaptation, Active Steering Assist and a suite of advanced driver assistance systems are also optionally available.

As the new gateway to Mercedes-Benz, the A-Class Sedan is well-positioned to attract a new generation of buyers to further advance the brand's success story in the premium compact segment that began in 2013 with the launch of the CLA. In 2017, nearly one in two buyers of a Mercedes-Benz compact car in the U.S. had previously driven a competitor vehicle, and more than 50-percent of CLA customers were new to Mercedes-Benz (first-time buyers and conquests).

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

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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.

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