





## Introduction - The A-Class

### **Efficiency, comfort and convenience**

Nimble around town, comfortable on the open road, and exceptionally economical to run - the A-Class is an invaluable member of any corporate fleet. BlueEFFICIENCY models offer impressively low emissions and fuel consumption, with the A 160 CDI BlueEFFICIENCY achieving up to 62.8 mpg combined with CO<sub>2</sub> emissions of 118 g/km-Benefit in Kind tax starts from just 13%.

Meanwhile, petrol-driven BlueEFFICIENCY models feature ECO start / stop technology, which optimises fuel-efficiency by cutting the engine when it's not in use - at traffic lights, for example. All A-Class vehicles meet Euro 5 emissions standards.

For convenience, the optional Active Park Assist - an innovative system that detects appropriately sized parking spaces and helps guide you in, minimising the risk of costly bumps and scrapes. Bluetooth® interface is also included for hands-free phone calls.

For peace of mind, the A-Class incorporates a raft of innovative safety measures, making it the safest car in the premium compact segment. These range from the integrated safety concept with sandwich floor to ESP® as standard.



## Introduction - The B-Class

### **A versatile fleet performer**

Well known for its versatility and style, the B-Class also brings exceptional efficiency to your business fleet. BlueEFFICIENCY models feature an array of energy saving measures, including ECO start/stop technology. When driving in congested areas, this helps maximise fuel economy by cutting the engine when the vehicle is stationary.

Every inch a Mercedes-Benz, the B-Class features high quality materials and impeccable finishes throughout. The roomy cabin provides superb long journey comfort while ample load space of up to 504 litres ensures exceptional flexibility and convenience.

Distinctive model lines include the SE and Sport, both of which offer the high levels of equipment business drivers demand at a surprisingly low cost. The SE comes with Active Park-Assist as standard while the Sport includes striking 18" AMG alloy wheels, comfort suspension and upholstery in fabric/Artico man made leather.

As you'd expect, safety levels are second-to-none, with the integrated safety concept with sandwich floor providing reassuring levels of occupant protection.

## Model Lines

### Decisions, decisions...

As any fleet manager knows, business users have varied tastes. So the A-Class and B-Class offer a choice of distinctive model lines.

With its understated style, the A-Class Classic SE provides all the comfort and practicality a fleet user needs. Drivers craving a touch more sophistication can choose the Elegance SE, with its myrtle wood trim, upholstery in fabric / Artico man-made leather substitute and 16" 10-twin-spoke light alloy wheels. For a sportier feel, the Avantgarde SE's features include 16" 5-spoke light alloy wheels and interior trim elements in brushed aluminium.

The B-Class SE edition features Active Park Assist minimising the chance of parking incidents and reducing costs. The Sport comes with eye-catching 18" AMG alloy wheels and uniquely dynamic bodystyling, inclusive features that were available as additional option package in the past.



## Active safety

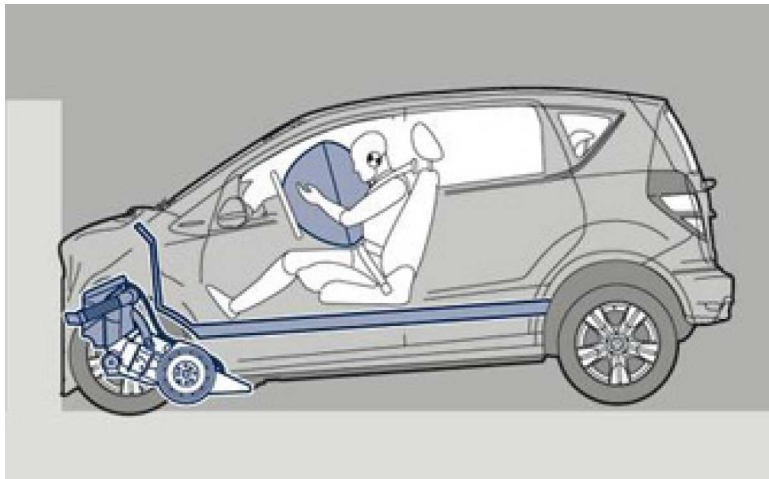
### Leading the way

Mercedes-Benz vehicles are known for outstanding safety, and the A-Class and B-Class are no exceptions. Following an extended testing programme, both vehicles have received five star Euro NCAP safety awards and are recognised as amongst the safest cars in their segments.

Preventative safety measures include Mercedes-Benz's highly acclaimed Electronic Stability Programme (ESP®), along with Anti-lock Braking System (ABS) and Brake Assist (BAS). Together, these innovative technologies help drivers maintain control - even in the most challenging conditions.

In line with recent emphasis on duty of care and employee protection, the A-Class and B-Class also feature two active safety features. In the event of emergency braking, flashing Adaptive Brake Lights help shorten the reaction times of following traffic by an average of 0.2 seconds, reducing the risk of rear-end collisions. Hill Start Assist prevents the car rolling backwards when pulling away on a slope.





## Passive safety

### Cutting-edge occupant protection

Like all Mercedes-Benz vehicles, the A-Class and B-Class have extensive measures to protect occupants should an accident occur.

These include our revolutionary sandwich floor design concept. Within a robust passenger cell, all occupants are seated some 20cm higher than most cars. This helps keep them above the critical impact zone and lets the specially suspended engine block slide beneath them in a frontal collision.

Crash-responsive Emergency Lighting is an all-new addition to the A-Class and B-Class. Following an accident, the interior lighting – including footwell lights – comes on after a set time. In poor visibility, this enables occupants to find their bearings and makes it easier for rescuers to locate the vehicle and offer assistance.

We've applied our extensive knowledge to develop a range of standard safety features including active head restraints and pre-tensioning seatbelts. To help protect pedestrians in a collision, deformable impact zones help reduce the risk of injury.

## Communications

### Business and pleasure

The A-Class and B-Class offer a range of cutting-edge communication, entertainment and navigation technology to enhance every moment spent on the road. All systems now incorporate the same stylish, user-friendly headunit – complete with colour display – that features across the Mercedes-Benz range.

Fitted as standard, Audio 20 includes all the essentials – from a radio/CD player to MP3 compatibility. Bluetooth™ connectivity as standard enables safe and legal mobile phone calls via the multi-function steering wheel or headunit.

Optional systems include Audio 50 with easy-to-use DVD based navigation, a 6 disc DVD changer and Linguatronic voice control. Or drivers can choose the superb COMAND system, incorporating Hard Disk based navigation with full colour maps, a DVD changer and Music Register. For all audio upgrade options, a media interface allowing direct connection of personal audio devices is also included.

Serious music lovers can opt for the Harmon-Kardon Logic 7® surround sound system – a truly exceptional listening experience.



## Comfort and agility

### Enjoy every moment

Business users demand an exceptional driving experience and the A-Class and B-Class more than meet the challenge. Both cars employ innovative technology to ensure a smooth, stress-free ride. Here are a selection of our features.

Comfort and Agility Features	
<b>Ergonomic adjustable seating</b>	Occupants enjoy highly supportive ergonomic seats, with a wide range of standard adjustment for driver and front seat passenger. Mechanical 6-way adjustment with memory function is available for the A-Class with the Exclusive Package.
<b>Climate control</b>	Standard climate control offers five different airflow settings while optional luxury climate control enables occupants to set their ideal temperature zones. It also uses pollution filters to maintain a fresh cabin environment.
<b>Active Park Assist</b>	This smart system reduces the risk of costly bumps and scrapes. It not only detects appropriately sized parking spaces but also manoeuvres the vehicle in – drivers simply accelerate and brake as required. Comes as standard on the B-Class SE.
<b>Multi-function steering wheel</b>	Drivers can safely use audio, telephone or navigation systems via controls integrated into the steering wheel. The wheel also features standard height adjustment, with reach adjustment as an option.
<b>Parabolic rear axle</b>	This innovative axle design enables incredibly balanced handling with superb cornering stability. This helps improve tracking, minimise vibrations and reduce tyre wear.
<b>Aero-acoustics</b>	The A-Class and B-Class feature significant aero-acoustic improvements to ensure even quieter journeys. These include stiffer bodyshells, improved door seals and revised exterior mirror positioning to reduce wind noise.
<b>AUTOTRONIC*</b>	By constantly adapting to driving style, this continuously variable transmission helps reduce fuel consumption and emissions. The system also incorporates cruise control with speedtronic variable speed limiter – a real asset on long journeys.

### Notes

\*Optional equipment

## Finishing touches

### Fine-tuning your experience

These additional elements enable fleet users to tailor the A-Class and B-Class to their needs.

#### Luxury Package

Exclusive to the A-Class, this enhances comfort with leather upholstery, heated front seats and electrically adjustable driver and passenger seats. Luxury climate control creates an individually controllable zone for each passenger, which can be adjusted to create the perfect ambience.

#### Light and Sight Package - standard on Elegance and Avantgarde models

This package is all about visibility, safety and convenience. Features include rain-sensing wipers, automatic headlamps and extensive interior lighting, making it easier to map-read or work on the move.

#### Media interface

The media interface is included with all audio upgrade packages, such as the 6 CD changer and COMAND navigation system. It enables full integration of external audio devices such as iPods, simply by attaching via a socket in the glove box (additional lead is required). Drivers can then operate their MP3 player or device via the vehicle's headunit or multi-function steering wheel.





## Environment

### Looking to the future

Fleet managers and business drivers are increasingly seeking vehicles with strong green credentials – and the A-Class and B-Class both fit the bill.

Designed with the environment in mind, both vehicles offer exceptionally low fuel consumption and CO<sub>2</sub> emissions, with BlueEFFICIENCY models leading the way. For example, the A 160 CDI BlueEFFICIENCY offers CO<sub>2</sub> emissions of just 118 g/km. The ECO start / stop functionality, which optimises fuel economy in heavy traffic is available on BlueEFFICIENCY petrol models. In addition, the A-Class and B-Class make extensive use of recycled and recoverable materials in their manufacture – just part of the reason they've both received the prestigious 'Design for Environment' certificate.

Awarded by the ISO, it assesses a vehicle's environmental impact throughout its lifecycle – from production through to disposal – and Mercedes-Benz is the only brand in the world to meet these exacting standards. Other certified vehicles in our range include the S-Class and C-Class.

## Pricing

Please see the [website](#) for full pricing details on the A-Class.

## Pricing

Please see the [website](#) for full pricing details on the B-Class.

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