

CLA²⁰¹⁴



Mercedes-Benz



CLA250 shown above and on cover with optional Mountain Grey metallic paint, Bi-Xenon headlamps, and Sport Package.



DREAM UP

No one ever asks “Where do you see yourself five minutes from now?” We focus so much on our long-term goals that we tend to forget the value of here and now. But when you think about it, here is not a destination, and now is but a single frame in the moving picture of life. When Karl Benz invented the automobile in 1886, he couldn’t have predicted what the world would be like 128 years later. But through his imagination and hard work then, he altered the course that took us to now—

and turned dreams into a better reality. While Mercedes-Benz continues to drive the future of the car, its owners get to drive the car of the future—and do so while reveling in the here and now. With its one-of-a-kind style, first-of-their-kind innovations and ahead-of-its-class safety, the 2014 CLA is something entirely new in its price class. Yet in soul and substance, it’s what every Mercedes-Benz has always been. It’s a dream car, for sure. But one you can see yourself in, right now.



CLA 250



CLA 45 AMG 4MATIC®

Available late Autumn 2013





CLA 250 shown with optional Mountain Grey metallic paint,
Bi-Xenon headlamps, Panorama roof and Sport Package.





STREAM LIVE

Power domes debuted on Mercedes-Benz hoods in the 1950s, when the first fuel-injected engine broke racing records. The Direct Injection turbo-4 in the CLA 250 advances its breakthroughs while embodying all its spirit.

The **diamond-black grille** features 230 hexagonal pins, each one uniquely sized, shaped and spaced—and not by a computer-generated algorithm but by the same detail-obsessed human designer who sculpted the car's body. With the Sport Package, each pin is rendered in radiant, beveled chrome.

Mesh grilles in the front apron help define three distinct looks for the CLA. Beyond the deeply sculpted standard air dam, larger intakes punctuate the more aggressive apron of the Sport Package. Functional black winglets and a matte Titanium Grey lower cross-strut manage airflow to the CLA 45 AMG.

Pure coupe style flows from the arching roofline into the rakish yet roomy trunk. With frameless door glass and concealed B-pillars, the side windows are a study in tensed muscle that conveys the athletic nature of the CLA.

Crisp edges draw the eye from the sweeping sculpture of the side profile to the integrated rear spoiler, simultaneously ushering airflow around it for optimal aerodynamic benefits. With exceptionally tight creases, every detail of the body invites—and rewards—your touch. Flared side sills underscore the Sport Package, adding matte Titanium Grey inserts on the CLA 45 AMG.

Multiple wheel designs match precise performance with your own sense of style. Standard 17" 5-spoke alloys feature a bold, high-contrast finish. Or you can opt for either of two 18" wheel designs: an aggressive twin 5-spoke style, or iconic AMG® twin 5-spoke wheels as part of the Sport Package.¹



CLA 250 shown with optional *designo* Magno Polar matte-finish metallic paint, Bi-Xenon headlamps, Panorama roof, PARKTRONIC, and Driver Assistance and Sport Packages. Please see endnotes at back of brochure.

STEP AHEAD

Ask the CLA 250 to perform, and you'll get something more than an enthusiastic response. You'll feel as if it's already anticipated your next move—because in many situations, it has. Its turbo spins up instantly, putting the full force of the engine's torque on tap in almost any situation. Squeeze the shift paddles, and its dual-clutch transmission has the next gear poised for action before the last one passes the baton. Power out of a corner and a precisely tuned suspension teams up with equal-length driveshafts, for an athletic mix of agility and determination.

The available 4MATIC® all-wheel drive²—developed exclusively for the CLA—varies the torque sent to each wheel progressively. It responds not just to the grip of each tire but your driving style—including your use of the Sport and Manual transmission modes. And when you wind it all down at a red light, the engine takes a rest, too—saving fuel by not using any. When the light turns green, the turbo-4 is fired up and ready by the time you step on the gas—as if the CLA knows exactly what you have in mind. And can't wait to turn anticipation into action.

Intercooled high-pressure turbocharging generates immediate response. The 208-hp 2.0-liter 4-cylinder in the CLA 250 unleashes 258 lb-ft of torque starting at just 1,250 rpm. Direct Injection and rapid-multispark ignition can fine-tune their performance in milliseconds, turning less gas into more go.

ECO Start/Stop can help save fuel and lower emissions by shutting off the engine when you'd otherwise be idling—from traffic lights to traffic jams. The instant you lift off the brake pedal, the engine restarts automatically.

Optional 4MATIC all-wheel drive can vary the torque sent to the front and rear wheels based on grip and the driver's choice of transmission modes. It's among the lightest—and the most efficient—AWD systems in its class.

Fully independent suspension with front struts and a multilink rear design teams with STEER CONTROL, an innovation of the electromechanical power steering. In corners and other maneuvers, subtle impulses of the steering wheel offer intuitive prompts, to help the driver achieve optimum handling. The CLA 250 Sport Package includes an even sharper sport suspension.





CLA 250 shown with optional *designo* Patagonia Red metallic paint, Bi-Xenon headlamps, Panorama roof, PARKTRONIC, and Driver Assistance Package. Please see endnotes at back of brochure.



SYNC IN

Remember when people used a phone to make calls? Sure, you still can, but who can imagine leaving home without your music, contacts, social networks and a few other necessities of modern life in your pocket? With a car, it's different. You want its features to help keep you connected to your world, but it's still for driving. And in the case of the CLA, it's very much about the joy of driving. The moment you settle into its deeply contoured power driver seat, you feel a bond no virtual device can simulate. You embrace the thick steering wheel, letting the supple

hand-sewn leather caress your palms as the shift paddles beckon your fingertips. The crisp gauges and tablet-style screen greet your glance, all from the same height. The aluminum central controller invites your touch, and responds like it's channeling your thoughts as you take charge of the car's numerous high-tech features. Even your smartphone feels at home, playing your music wirelessly, or making calls—for those who still do such a thing—at the sound of your voice. It's a feeling of total connection—to your CLA, your world, and best of all, the road.

Silver gauge faces are ringed in aluminum and feature lighted red needles. Matching round air vents evoke the style and quality of a private jet. A color screen between the gauges lets you thumb through a variety of illustrated menus using the buttons on the thick 3-spoke multifunction steering wheel.

A tablet-style central screen teams with the elegant central controller to put a world of entertainment and navigation options within easy reach and clear view. Its vivid, high-resolution color displays adapt to ambient light.

Audio and entertainment features start with standard Bluetooth® hands-free calling and wireless audio streaming,³ plus a USB port and HD Radio™ stations. Options range from a Media Interface for your iPod®⁴ to SiriusXM Radio⁵ to harman/kardon® surround sound, as well as a clever accessory to integrate entertainment, navigation and social media apps on your iPhone.®

Navigation options include the 80GB hard-drive-based COMAND® system or an integrated plug-in accessory.⁶ Both feature advanced voice control.







CLA 250 shown with optional Black leather upholstery, Black Ash wood trim, PARKTRONIC, and Driver Assistance, Interior, Multimedia and Premium Packages. Please see endnotes at back of brochure.



CLA 250 shown with optional Brown leather upholstery, and Interior and Premium Packages. Please see endnotes at back of brochure.



CLIQUE IT

In a world when your every move gets published for anyone to see, keeping something special among friends can be rejuvenating. Enter the CLA. No, really—take a seat in its stylish cabin. The first thing you might notice is how spacious it is in here, a perk well-concealed by the car's sleek coupe profile. And while there's room for five—plus a cavernous trunk for your gear—it's especially well-tailored for four of you. The power front sport seats are deeply contoured, with side bolsters that embrace

you in corners, and integrated head restraints featuring built-in ambient lighting. The split-folding back seats echo the front seats, with the same racecar-inspired head restraints. No matter where you sit, you're surrounded by the quality for which Mercedes-Benz is legendary, from the hand-fitted upholstery, to the hand-polished wood that's among the four trim options. By the way, if you do post photos to show off your CLA, just be prepared. Everyone's going to want to be your new best friend.

Sport coupe seating embraces the driver and front passenger in support and comfort, with seat-shaped 8-way power controls on each door, plus a 3-position memory and 4-way power lumbar support. Soothing heat is also available. The 3-passenger rear seat features sport-contoured outboard seats. It folds down in a 60/40 split to expand the already generous trunk.⁷

Hand-fitted upholstery is precisely top-stitched in MB-TEX, legendary for its leatherlike softness, durability and easy care. The Interior Package adds supple leather seating, while enveloping the upper dash and doors in top-stitched MB-TEX. Sleek Anthracite trim spans the dash, or you can opt for cool brushed aluminum, dramatic Black Ash wood or rich Burl Walnut wood.

PLAY FAVORITES

Style you'd sell your soul for, at a price that lets you keep it. That's not just how the CLA captures your attention, it's a long-term plan for keeping you captivated. From its bold looks to the brilliant way each element works—and works together—the CLA is engineered not just thoroughly, but thoughtfully.



Available **Bi-Xenon headlamps** with LED Daytime Running Lamps use their piercing gaze to better reveal the road by night, and the car in daylight.



Full-LED taillamps, included with the Bi-Xenons, feature distinctive fiber-optic outlines, along with fast-acting LED brake lamps and LED turn signals.



A **Panorama roof** is a class-exclusive option. The super-sized power glass sunroof tilts up for draft-free ventilation, or slides open for a breeze.



Sporty and practical, **60/40-split rear seats** can fold down in seconds to increase cargo space while still carrying one or two rear passengers.⁷



The available **heated front seats** deliver soothing warmth on chilly days. Three heat settings feature automatic step-down to maintain lasting comfort.



Standard **power front seats** make their 8-way adjustment easy via seat-shaped controls on the door, plus three memory stations for each seat.



The optional **harman/kardon LOGIC7®** system pumps 450 watts of Dolby® Digital 5.1 surround sound through 12 custom-engineered speakers.



The elegant **central controller** makes the audio, available navigation and in-car Internet features of mbrace2™ easy to reach, and easy to grasp.



Available **dual-zone climate control** filters dust and pollen as tiny as 0.0002" from the cabin air. Digital controls include fully automatic settings.



A stylish **tablet-style screen** puts all your media front and center. A 5.8" color screen is standard, upgraded to 7" with the Multimedia Package.



The accessory **Drive Kit Plus for the iPhone®** is a multimedia marvel that integrates social, music and navigation apps with the power of Siri.™⁹



Available **COMAND® navigation**⁶ features a fast 80GB hard drive with 10GB for storing music files, plus voice control that can learn how you talk.

FORESEE

Sometimes the best way to see the future is to look right in front of you. For the CLA, that's true on a number of levels. First of all, it's a Mercedes-Benz, which means it doesn't just carry you in a cocoon of high-strength bodywork and advanced restraints, it also comes with a legacy of safety innovation that's been setting the standards of the industry for over 60 years. From the first crumple zones to the Electronic Stability Program (ESP®), many features you'll find on every car today came to exist via the pioneering research and

development of Mercedes-Benz safety engineers. And since they never stop their pursuit to reduce the likelihood and after-effects of accidents, the CLA is equipped today with safety systems you'll not see on other cars for years. Which brings up another way the CLA looks into the future: the one mere seconds in front of you. Using advanced radar and other sensors, it can help you avoid an accident in the precious moments before it happens. After all, it's one thing to predict the future. The CLA looks out to improve it.

COLLISION PREVENTION ASSIST uses radar technology that continuously scans the road ahead, and can alert you if it senses that you're approaching a vehicle ahead at a speed and distance that suggest a collision is likely. As soon as you step on the brake pedal, its Adaptive Brake Assist feature can automatically boost braking to help avoid a collision, or reduce its severity.¹⁰

ATTENTION ASSIST® can alert you if it detects signs of driver drowsiness on long trips, by continually monitoring a variety of driving behaviors. More than 70 variables are measured, starting in the first minutes of each drive, to establish a pattern and determine the warning thresholds accordingly.¹¹

Adaptive braking technology augments the 4-wheel disc brakes to help make driving more reassuring and relaxing. Lift off the accelerator quickly, and Predictive Brake Priming prepares the brakes for quicker response. In the rain, Automatic Brake Drying periodically applies the brakes just enough to sweep water buildup from the discs. During uphill starts, Hill-Start Assist helps to prevent unwanted rollback. And a clever brake HOLD feature lets you keep the brakes applied without your foot on the pedal, a convenience that can make waiting in traffic or at a long stoplight less stressful.¹²





CLA 250 shown with optional Polar Silver metallic paint, Bi-Xenon headlamps, and Panorama roof. Please see endnotes at back of brochure.

PREDICT, PREPARE, REACT

Blind Spot Assist is an optional system—also available in the Driver Assistance Package—that uses radar to sense when a vehicle is alongside your CLA, in the areas that are not always visible in your mirrors. At driving speeds above approximately 20 mph, a red icon in either side mirror illuminates to alert you of a vehicle in your blind spot. The system also sounds a warning tone if you activate a turn signal while a vehicle is detected.¹³

Lane Keeping Assist uses technology that monitors ordinary road markings. The system helps detect unintended drifting off-course, and alerts you by vibrating the steering wheel. It's part of the Driver Assistance Package.¹¹

DISTRONIC PLUS® adaptive cruise control, also in the Driver Assistance Package, is a Mercedes-Benz innovation in convenience and safety that can help make traffic less stressful. Using radar technology, it can adapt your set cruising speed in response to the flow of traffic ahead—automatically slowing until your path is clear again. If the

vehicle ahead slows to a stop, it can brake to a full halt, then resume when traffic starts going with just a tap—or even automatically if you pause for only a second.¹⁴ The option also incorporates COLLISION PREVENTION ASSIST PLUS, a system that can help to detect an impending collision with a vehicle ahead. Even if you're not using cruise control, it can sound an alert and automatically apply up to 60% of the vehicle's braking force to help reduce the severity of an impact.¹²

A rear view camera enhances safety when you're backing up. The option shows a live view of the area behind your CLA on the color dashtop screen when you shift to Reverse. Steering-dependent on-screen guidelines help you back into a parking space more easily.¹⁵

Mercedes-Benz mbrace® is standard on the CLA and offers an ever-growing selection of safety and convenience features.⁸ Among them, Automatic Collision Notification can place a call for help if an air bag or seat-belt Emergency Tensioning Device is activated.

Your car even transmits its location, model and color. The CLA can also shut off its fuel supply, unlock its doors, and switch on its emergency flashers and some interior lights.

10-way air bag protection is provided by eight standard air bags: two-stage front air bags, front knee air bags and head/torso side-impact air bags for each front seat, and side curtain air bags for both seating rows.¹⁶

PARKTRONIC uses sound waves to help you detect nearby obstacles at low speeds. LED displays in the cabin help you negotiate tight spaces. The option includes Active Parking Assist, which sizes up parallel and right-angle parking spots as you drive by, then expertly steers you in, hands-free. It even controls the brakes, and can help you exit the spot later.

Daytime Running Lamps help to make your CLA more visible to oncoming motorists. With the optional Bi-Xenon headlamps, the DRLs feature bright white LEDs that are as efficient and effective as they are distinctively stylish.



COLLISION PREVENTION ASSIST



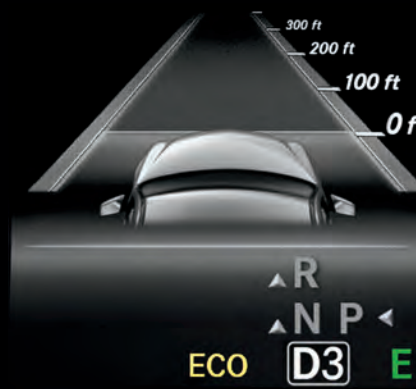
ATTENTION ASSIST®



Optional Bi-Xenon headlamps with LED DRLs



Optional Blind Spot Assist



Optional Lane Keeping Assist



Optional DISTRONIC PLUS®



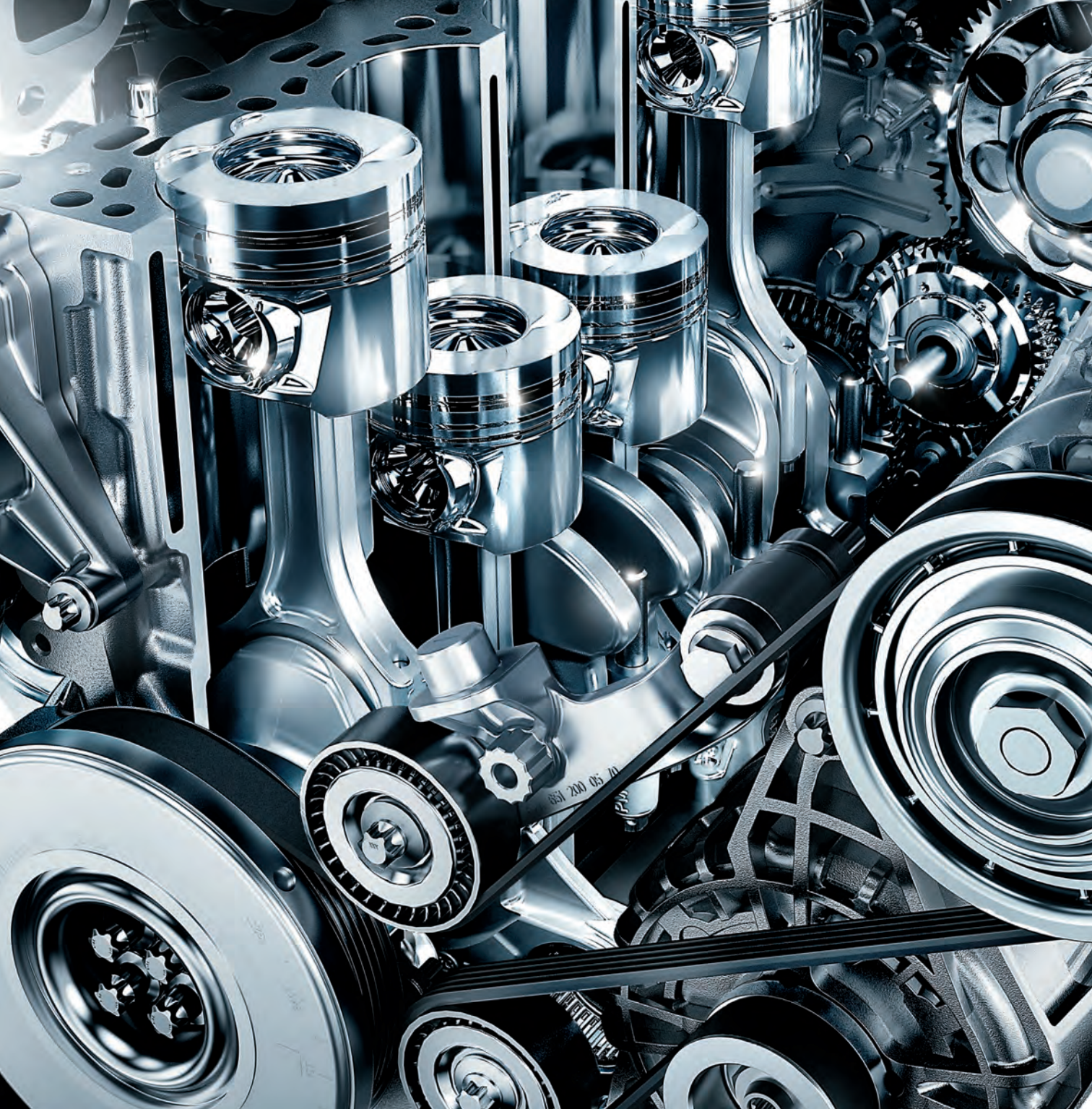
Optional rear view camera



Optional Active Parking Assist



Adaptive braking technology



THROWDOWN

There's an old saying that good things come in threes. But in its 46-year history of creating championship racecars and purebred performance cars for the streets of the world, AMG has never been satisfied with merely good, or simply meeting expectations. Introducing the CLA 45 AMG—stunning evidence that greatness comes in fours. It starts with the first 4-cylinder ever handcrafted by the master engine builders of AMG. Its peak output of 355 hp thrusts it into the record books as the most

powerful 4-cylinder in production, and the highest hp/liter of any engine today. It channels its turbocharged torque through a four-program AMG SPEEDSHIFT® DCT 7-speed transmission. And it sends it to all four tires via AMG Performance 4MATIC®—developed expressly for the CLA 45. With a 4.5-second rush to 60 mph,¹⁷ it completes the fearsome foursome of power, control, agility and speed. The CLA 45 AMG will be unleashed in Autumn 2013. Until then, a note to other sport sedans: Consider yourselves four-warned.

355 hp from just 2.0 liters is a feat accomplished through cutting-edge technology and decades of racing experience. The quick-revving twin-scroll turbocharger pumps out a class-leading 26.1 psi of boost, with a liquid-to-air intercooler fed by its own low-temperature circuit to cool its super-dense charge. Advanced Direct Injection and rapid-multispark ignition fine-tune their performance with millisecond-quick response. ECO Start/Stop helps it transition from energetic to energy-efficient without missing a beat. And as the revs intensify, an electronically controlled butterfly valve tunes the AMG® exhaust for imposing performance with an intoxicating soundtrack.

AMG SPEEDSHIFT DCT technology evokes spontaneous response from the 7-speed dual-clutch transmission. Carbon fiber friction linings optimize the response and durability of the synchros. Aluminum shift paddles, rev-matched downshifts, and three driving modes plus a RACE START function offer versatile control and smooth, quick response in any driving arena.

AMG performance 4MATIC® all-wheel drive² is cleverly integrated with the gearbox, for class-leading lightness. A multiplate clutch in the rear differential instantly varies the torque split, with cornering agility further enhanced by 3-stage ESP® and torque-vectoring Curve Dynamic Assist.



CLA 45 AMG 4MATIC shown with Cirrus White paint, and optional 19" AMG 16-spoke wheels in Black, Panorama roof, PARKTRONIC, and AMG Night Styling Package. Please see endnotes at back of brochure.



SUIT UP



Performance within reach (shown with optional equipment)



Optional red-painted brake calipers

High-performance hardware supports the driver in every action. The 18" or optional 19" AMG® wheels,¹ AMG sport suspension and speed-sensing constant-ratio steering conspire to combine higher lateral acceleration with direct feedback through the steering wheel. Perforated and ventilated disc brakes—13.8" up front and 13" at the rear—decelerate the CLA 45 AMG with eager, powerful and reliable response on par with its powertrain.¹² Optional red-painted calipers turn up the visual heat.

Exclusive cockpit elements are as driver-focused as the hardware they engage. Sport front seats feature rich DINAMICA inserts, accented with red cabin stitching and seat belts. Supple leather is also available. Brushed aluminum dash trim is an ideal match for the anodized aluminum air vents and AMG gauges, while carbon fiber and wood options let you tailor it to your own desires. Also available are AMG Performance front seats, sculpted by Recaro® for added support in stunning style.

Racing-derived driving controls are as much a signature of AMG as the engine craftsman's name atop its engine. The flat bottom steering wheel features Nappa leather trim, perforated side grips and a pair of shift paddles. Or opt for the AMG Performance wheel, flattened on top and bottom, with Alcantara® side grips. In the console, the AMG E-SELECT gearshift is a functional sculpture of aluminum and leather. And between the gauges, an AMG menu with RACETIMER is yet another performance perk.



Optional AMG performance seats by Recaro



AMG sport exhaust



AMG E-SELECT gear selector



CONNECT

Where will you go next? Whether you're meeting up with your friends, heading out of town, or just out and about, Mercedes-Benz mbrace[®] can make any trip easier, more productive and more enjoyable.⁸ mbrace2[™] connects you and your car with the devices you already rely upon to get around—your smartphone and computer. It also brings the Internet and an ever-growing array of useful apps to your car, so you can use familiar services like Google Maps[™] and Yelp[®] to start navigating with just a few clicks. You can tune in Internet radio stations from around the world. Your friends can send their location to your car just by texting. You can lock your car's doors, flash its lights, or find it in a parking lot—all from your smartphone. When your teenager takes the wheel, mbrace2 can deliver peace of mind via your computer. It can bring the assistance of live experts right to your car, from last-minute theater tickets to help in an emergency. And it can all be updated remotely, over the air. Wherever the world goes, mbrace can keep making it yours.

For more information and a full list of mbrace services, visit MBUSA.com/mbrace

FROM YOUR CAR

With Cloud-based apps, mbrace2 brings the Internet into your Mercedes-Benz. Using the available COMAND[®] navigation system, you can find friends from their Facebook[®] check-ins, search for restaurants on Yelp, or use Google Maps, Local Search and Street View. Instead of entering an address, you can start navigating with just a few clicks. New apps let you check the weather, view traffic cams, find and book a hotel room, look up local movie times, and even search gas stations by price. And three buttons in your car can connect you to emergency services, our 24-hour Customer Assistance Center, our Roadside Assistance,¹⁸ or our mbrace PLUS Concierge.

FROM YOUR SMARTPHONE

The mbrace Mobile Application for iPhone[®] and Android[™] phones lets you send addresses directly to your navigation system, locate your car, lock or unlock its doors, flash its lights, or monitor it when you valet-park. With just a touch, you can find a dealer, and contact Roadside Assistance, Concierge services or Mercedes-Benz Financial Services. Drive2Friend[™] lets someone upload their location directly to your navigation system, simply by responding to a text message that you send them. New enhancements to the app also let you activate and deactivate mbrace features, including the new curfew minder, and receive push notifications.¹⁹

FROM YOUR COMPUTER

From the comfort of your home or office, you can send addresses—or even exact routes—to your car's navigation system in a number of ways: From the dedicated Send2Benz[™] website. From Google Maps, via Search & Send[™] and Route2Benz. And with a browser toolbar widget that lets you highlight any address on your computer screen and send it to your car with just two clicks. For added peace of mind when your kids are using the car, mbrace can alert you if they drive faster, farther or later than you prefer. And you'll find a world of support and helpful information at the mbrace website, accessible anytime through MBUSA.com/mbrace.

mbrace Package

6-month trial included

Advanced features you'll enjoy every day. Support you can count on when you need it most.

SAFETY AND SECURITY

From Roadside Assistance to innovative antitheft measures to emergency aid, mbrace looks after you, your passengers and your Mercedes-Benz.

- Call for assistance after an accident or in any emergency situation. If an air bag is activated, your Mercedes-Benz can place an SOS call automatically, even if you can't
- Directly connect with Mercedes-Benz Roadside Assistance for help with a dead battery, flat tire or other car trouble
- Get notified if your car's alarm is set off, and let your car's built-in GPS help authorities with stolen vehicle recovery

REMOTE CONNECTIONS TO YOUR CAR

Interact with your vehicle's features, and send addresses to its available COMAND navigation system, from your iPhone, Android or computer.

- Send destinations and even exact routes to your car's navigation system from your computer or smartphone
- Locate your vehicle from the Mobile App on your phone when you can't remember where you parked
- Remote-lock and unlock your car's doors
- Sound your car's horn and flash its lights to help spot it in a crowded lot, or to call attention to a hazardous situation

m2 Special feature of mbrace2

Please see endnotes on back cover.

mbrace PLUS

3-month trial included

Personal assistance to make your life easier. Helpful ways to look after your loved ones.

PERSONAL CONCIERGE

Enjoy virtually unlimited assistance from an actual person with the knowledge and resources to help with almost any request.

- Let an expert Concierge help you stay more productive on the road, or from the Mobile App on your smartphone
- Get expert recommendations and reservations for dining out, tickets to events, and answers to most any question

FAMILY DRIVER MONITORING **m2**

Let mbrace add to your peace of mind when the secondary drivers in your household use the family Mercedes-Benz.

- Set speed limits and receive reports if they're exceeded
- Set up virtual boundaries and be alerted if they're crossed
- Receive an alert if the car is started after a curfew time you set up
- See where your vehicle's been driven on an online map

ADVANCED TRAVEL ASSISTANCE

Keep your eyes on the road with agent-assisted route guidance based on where you are, or plan a trip to somewhere far away.

- Receive spoken assistance in your car with weather and traffic conditions, point of interest information, and turn-by-turn driving directions to your destination
- Let your Concierge book and change airline, hotel and rental car reservations from your car or the Mobile App

Mercedes-Benz Apps

3-month trial included

The convenience of the Internet in your car. Connections to your friends and favorites.

IN-VEHICLE INTERNET **m2**

Access in-car Internet-based connections to the interests you enjoy, the information you need, and the world you call your own.

- Listen to Internet radio stations from around the globe with TuneIn® world radio
- Search restaurant and business reviews with Yelp, and navigate directly to them with just a few clicks
- Stay connected to friends with Facebook, and navigate directly to places where they've checked in
- Find and view local points of interest with Google™ Local Search with Street View and Panoramio
- Keep up-to-date on the latest news from around the world
- Follow your favorite stocks and indices through Morningstar
- Access to your Mercedes-Benz Financial Services account
- Search for hotel rooms by distance and price, and book them, provided by HRS—Hotel Reservation Service
- View local traffic cams in many major metropolitan areas
- Check weather locally and around the world
- Compare fuel prices at nearby gas stations
- Check the status of flights and airport conditions
- Look up showtimes at local movie theaters
- Enjoy an ever-growing variety of new apps²⁰



EXPERIENCE STAR TREATMENT

From the moment you first lay eyes on the Mercedes-Benz of your dreams, to many miles down the road, you're more than a customer. You're part of a family who values your well-being and your time. You're driving automotive history, carrying its rich heritage into tomorrow with innovations that don't yet exist in any other car. And you're taking a journey that aims to be not merely enjoyable but truly memorable. Of all the treasures one might find behind the Three-Pointed Star, none means more to us than the driver.

Prepare to be fascinated.

The experience of driving a new Mercedes-Benz begins before you get behind the wheel. Pay a visit to MBUSA.com to learn about the full line of models, as well as the innovative thinking and unmatched heritage behind every one. The Mercedes-Benz USA apps for the iPad® bring you useful tools and enlightening videos, all free from the Apple iTunes® Store. And be sure to check out the MBUSA YouTube channel, like us on Facebook, and follow us on Twitter. You'll find our social media addresses on this brochure's back cover.

Meet your car at its birthplace.

When you buy a new Mercedes-Benz (select models only), why not savor your first drive in its natural habitat? Take delivery in Germany through the original manufacturer-sponsored tourist delivery program, and you'll receive significant savings²² and other benefits—along with the unforgettable experience of a European vacation with your own new Mercedes-Benz. You can even opt for an exciting and scenic Black Forest–Alps Rally Package. Visit MBUSA.com/edp to learn more about European Delivery and available models.

Expect to be well-supported.

Our 24-hour Customer Assistance Center is always here for you at **1-800-FOR-MERCEDES**. And a library of owner tools are waiting for you at MBUSA.com: Watch helpful how-to videos to get the most from your car's features. Download a digital copy of your Operator's Manual—or in most models, access it from your car on the in-dash COMAND screen. Manage your Mercedes-Benz Financial Services account and enjoy many features of mbrace® via our smartphone apps. To get even more from your ownership experience, join Owners Online.

Travel in style across the U.S.

With the Mercedes-Benz Hotel Program, you can enjoy exclusive benefits and the opportunity to experience a variety of available Mercedes-Benz vehicles while staying at participating luxury hotels and resorts. Benefits may include room upgrades (when available) and Mercedes-Benz courtesy shuttles, with many properties offering a selection of the latest Mercedes-Benz models to drive. Availability may vary and restrictions may apply, so please visit Owners Online at MBUSA.com/owners to learn more about the Hotel Program.

Plan on being delighted.

Beyond the reassuring coverage of the 4-year/50,000-mile New Vehicle Limited Warranty²¹ your authorized Mercedes-Benz dealer is prepared to outperform your expectations. From well-informed sales professionals to service technicians who are continually re-certified, you'll encounter people who appreciate not just your business but the value of your time. We call it **My Service**, and you'll feel it in everything from the personalized attention to the free in-dealer WiFi. Top-notch service starts and ends with how we take care of you.

Sharpen your driving skills.

An open invitation to enthusiasts from the AMG Driving Academy: The capabilities of AMG vehicles are waiting to meet—and raise—your own on some of the most legendary racetracks in the U.S. Whether you're an AMG owner or a fan, you'll push your abilities to the limit in a selection of AMG models, with the guidance of professional instructors. And to help young drivers develop their skills and confidence, the Mercedes-Benz Driving Academy offers a unique coaching approach. Visit AMGacademy.com and MB-drivingacademy.com.

Count on help at any time.

Even the most well-engineered car can suffer a flat tire, a dead battery or an empty fuel tank. That's why you can rely on the original manufacturer-sponsored Roadside Assistance Program to come to your rescue. It's still the only such service that doesn't expire, as long as you take your vehicle to the dealer for service once every 18 months.¹⁸ At any time of day or night, every day of the year, our expert technicians and dedicated support vehicles are on call for you. Just pick up your phone, or press the mbrace Wrench button⁴ in your vehicle.

Touch history, or take it home.

No automaker has a deeper, or more enthralling, heritage than the inventor of the car itself. The Mercedes-Benz Classic Center in Irvine, CA, lets you experience some of the illustrious highlights for yourself. In addition to the meticulous restoration of classic Mercedes-Benz automobiles, the center offers an unparalleled selection of genuine parts for many vintage models, as well as expert appraisals. They can even host a special event for your car club or other group. Learn more at MBUSA.com/classic or call 1-866-MB-CLASSIC.

MAKE IT YOURS

Genuine Mercedes-Benz Accessories help you make your car the perfect expression of your style. A wide selection of accessories lets you enhance your vehicle's appearance, expand its versatility, or offer it some extra protection in everyday use. From the new **Illuminated Star** and stylish alloy wheels to cargo innovations and state-of-the-art multimedia systems, they're all exclusively engineered to fit your car as well as they fit your life. It's a great way to make your CLA unmistakably yours while keeping it genuinely Mercedes-Benz. See the entire accessory selection at MBUSA.com/CLA



For models with the standard 5.8" screen, the **Becker MAP PILOT**²³ adds an advanced voice-controlled navigation upgrade that integrates with the car's displays and controls. Lifetime Traffic Message Channel (TMC) service and Becker's 45-day "fresh map guarantee" are included. The removable module is easy to update via the web.



With the alluring **Illuminated Star**, your CLA can bring its legendary heritage to life in a new way. As you drive—or any time the ignition is on—LED technology illuminates its iconic grille-mounted Three-Pointed Star emblem in a soft white glow.²⁴



Enhance the poise and performance of your car without compromising its engineering precision. A set of bold **18" twin 5-spoke wheels** feature polished spokes in a distinctive design, set off by matte black inlays. They're just one of several sporty wheel designs available for the CLA 250.



Add a visual exclamation point to the stylish tail of the CLA 250 with an aero-designed **rear spoiler**. Sculpted for a perfect fit with the contoured trunklid, it can be painted Black for a bold contrast, or in the same color as your car.



Give your CLA a more aggressive profile with **Gloss Black side window trim** and **mirror housings**. Designed to the exact specifications of the standard components, they transform its style while maintaining its fine fit and finish.

OPTION PACKAGES	CLA 250	CLA 45 AMG 4MATIC ²⁰
Premium Package <ul style="list-style-type: none">Dual-zone automatic climate controlHeated front seatsharman/kardon LOGIC7[®] surround-sound systemSiriusXM Radio⁵ (with 6-month trial of All Access plan)Media Interface⁴Auto-dimming driver-side and inside rear view mirrorsCompass display in inside mirror²⁵Garage door opener	○	○
Interior Package (requires Premium Package) <ul style="list-style-type: none">Leather seating surfacesInfrared-remote window opening/closing via SmartKeyTop-stitched MB-Tex upper dash and door trim	○	○
Multimedia Package (requires Premium Package) <ul style="list-style-type: none">COMAND[®] hard-drive-based navigation⁶7" high-resolution color screen10GB Music Register for storing digital music filesDolby[®] Digital 5.1 soundRear view camera¹⁵In-dash 6-disc DVD/CD changer, SD memory card slotGracenote[®] media database, including album cover artVoice control for audio, telephone and navigationSiriusXM Traffic and Weather⁵ (with 6 months of service)	○	○
Driver Assistance Package <ul style="list-style-type: none">DISTRONIC PLUS adaptive cruise control¹⁴Blind Spot Assist¹³Lane Keeping Assist¹¹COLLISION PREVENTION ASSIST PLUS¹⁰	○	○
Sport Package <ul style="list-style-type: none">18" AMG[®] twin 7-spoke wheels with high-performance tires¹Sport body styling, chrome diamond-block grilleSport-tuned suspensionPerforated front brakes with painted calipers	○	—
AMG Driver's Package <ul style="list-style-type: none">AMG Performance SuspensionIncreased top speed²⁶19" AMG 16-spoke wheels¹ (Silver or Black)Red-painted brake calipers	—	○
AMG Exterior Carbon Trim Package <ul style="list-style-type: none">Carbon fiber front air dam splitter, side-sill inserts, rear diffuser and exterior mirror covers	—	○
AMG Night Styling Package <ul style="list-style-type: none">Gloss black front air dam splitter, side-window frames, side-sill inserts, rear diffuser and exterior mirror coversTailpipes in black chrome	—	○

INDIVIDUAL OPTIONS	CLA 250	CLA 45 AMG 4MATIC
4MATIC [®] all-wheel drive ²	○	●
PARKTRONIC with Active Parking Assist	○	○
Blind Spot Assist ¹³ (also available in Driver Assistance Package)	○	○
AMG Performance exhaust	—	○
Panorama roof	○	○
Bi-Xenon headlamps (including LED Daytime Running Lamps and full-LED taillamps)	○	●
18" AMG twin 5-spoke wheels with high-performance tires ¹	○	—
19" AMG 16-spoke wheels (Black or Silver) ¹	—	○
AMG wheel center caps with concealed lugs (not available with 19" wheels)	—	○
Heated front seats (also available in Premium Package)	○	○
AMG Performance front seats by Recaro [®]	—	○
AMG Performance steering wheel with Alcantara [®] side grips	—	○
MB-Tex upholstery	●	—
MB-Tex upholstery with DINAMICA inserts and red seat belts	—	●
Anthracite interior trim	●	—
Aluminum interior trim	○	●
Black Ash wood interior trim	○	○
Burl Walnut wood interior trim	○	○
Carbon fiber interior trim	—	○
Metallic paint	○	○

SPECIFICATIONS

	CLA 250	CLA 45 AMG 4MATIC ²⁰
Engine	2.0-liter turbocharged Direct Injection inline-4 208 hp @ 5,500 rpm 258 lb-ft net torque @ 1,250–4,000 rpm	Handcrafted 2.0-liter turbocharged Direct Injection inline-4 355 hp @ 6,000 rpm 332 lb-ft torque @ 2,250–5,000 rpm
Transmission	7-speed DCT dual-clutch automatic with shift paddles	7-speed AMG SPEEDSHIFT [®] DCT dual-clutch automatic with shift paddles
Wheels	17" 5-spoke with all-season runflat tires ¹	18" AMG twin 5-spoke with high-performance tires ¹
Suspension	4-wheel independent strut front/multilink rear	AMG Sport Suspension, 4-wheel independent strut front/multilink rear
Drivetrain	Rear-wheel drive or optional 4MATIC all-wheel drive	AMG Performance 4MATIC all-wheel drive with Curve Dynamic Assist

EXTERIOR DIMENSIONS

	CLA 250	CLA 45 AMG 4MATIC
Wheelbase	106.3"	106.3"
Overall length	182.3"	180.7"
Overall height	56.6"	55.7"
Overall width (w/mirrors)	80.0"	79.1"
Curb weight	3,262 lbs (2WD) 3,395 lbs (4MATIC)	3,494 lbs

INTERIOR DIMENSIONS

	CLA 250	CLA 45 AMG 4MATIC
Headroom (f/r)	Standard w/Panorama roof 38.2" / 35.6" 37.0" / 35.6"	38.2" / 35.6" 37.0" / 35.6"
Legroom (f/r)	40.2" / 27.1"	40.2" / 27.1"
Shoulder room (f/r)	56.0" / 53.2"	56.0" / 53.2"
Cargo capacity	13.1 cu ft	13.1 cu ft

Please see endnotes at back of brochure.



CLA 250 shown with optional Polar Silver metallic paint, Bi-Xenon headlamps, Panorama roof, PARKTRONIC, and Sport Package.

CLA 250 AND CLA 45 AMG UPHOLSTERY



Black MB-Tex (CLA 250 only) or leather (shown)



Beige MB-Tex (CLA 250 only)



Brown leather



Ash MB-Tex (CLA 250 only) or leather (shown)



Black MB-Tex/DINAMICA with red stitching (CLA 45 AMG only)



Black "Red Cut" leather (CLA 45 AMG only)

CLA 45 AMG PERFORMANCE SEAT UPHOLSTERY ²⁷



Black MB-Tex/DINAMICA with red stitching



Black leather



Brown leather

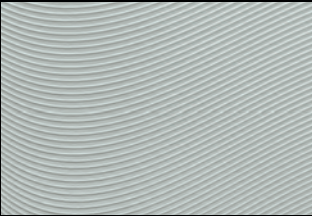


Grey leather



Black "Red Cut" leather

INTERIOR TRIM



Anthracite (CLA 250 only)



Aluminum



Black Ash wood



Burl Walnut wood



Carbon fiber (CLA 45 AMG only)

WHEEL CHOICES



17" 5-spoke (CLA 250)



18" twin 5-spoke¹ (CLA 250)



18" AMG twin 5-spoke¹ (CLA 250)



18" AMG twin 5-spoke¹
(CLA 45 AMG)



19" AMG 16-spoke,¹ Silver
(CLA 45 AMG)

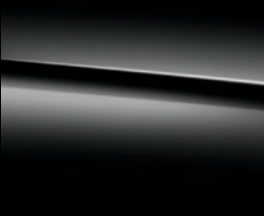


19" AMG 16-spoke,¹ Black
(CLA 45 AMG)

PAINTWORK



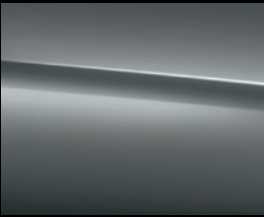
Cirrus White



Cosmos Black metallic



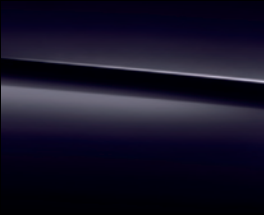
Jupiter Red



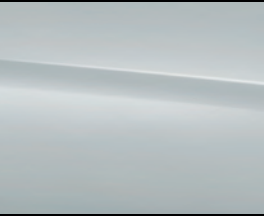
Mountain Grey metallic



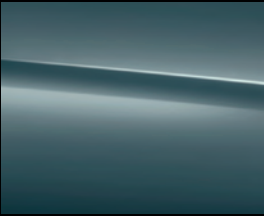
Night Black



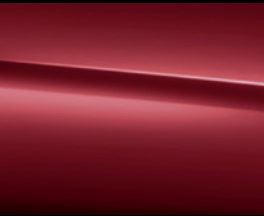
Northern Lights Violet metallic



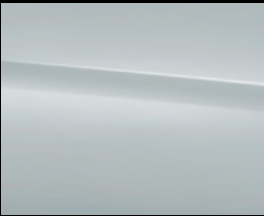
Polar Silver metallic



Universe Blue metallic



designo Patagonia Red
metallic²⁷



designo Magno Polar Silver
matte-finish metallic²⁷

ENDNOTES

- 1 Lower aspect ratio tires and accompanying wheels provide substantially increased treadwear, increased tire noise and reduced ride comfort. Serious wheel and tire damage may occur if the vehicle is operated on rough or damaged road surfaces or upon encountering road debris or obstacles. These tires are not designed for use on snow and ice. Winter tires mounted on appropriately sized and approved wheels are recommended for driving in those conditions. CLA models are not provided with a spare tire. CLA 250 models are equipped runflat tires. CLA 45 AMG models are provided with TIREFIT sealant and a portable air pump.
- 2 CLA 250 available with 4MATIC all-wheel drive starting Spring 2014. No system, regardless of how advanced, can overcome the laws of physics or correct careless driving. Please always wear your seat belt. Performance is limited by available traction, which snow, ice and other conditions can affect. Always drive carefully, consistent with conditions. Best performance in snow is obtained with winter tires.
- 3 Bluetooth® interface does not provide phone charging or external antenna. Voice interactivity feature is dependent on selected handset. Visit mercedes-benz-mobile.com for details. Phone sold separately. See dealer for a list of approved compatible phones.
- 4 All iPod® devices are sold separately. Feature not compatible with iPod Shuffle. Apple® adapter may be required for use with 8-pin "Lightning" connector. See dealer for details.
- 5 The purchase of a new, satellite radio-enabled vehicle includes a 6-month trial of the Sirius All Access package, as well as SiriusXM Traffic and SiriusXM Weather when equipped with the Multimedia Package. SiriusXM Traffic and Weather services are available in select markets. If you decide to continue your SiriusXM service at the end of this period, all SiriusXM services are sold separately, and the plan you choose will automatically renew and bill at then-current rates until you call 1-866-635-2349 to cancel. See SiriusXM Customer Agreement for complete terms, www.siriusxm.com. Sirius U.S. Satellite service available only to those at least 18 years of age in the 48 contiguous United States, DC and Puerto Rico (with coverage limitations).
- 6 While the navigation system provides directional assistance, the driver must remain focused on safe driving behavior, including paying attention to traffic and street signs. The driver should utilize the system's audio cues while driving and should only consult the map or visual displays once the vehicle has been stopped in a safe place. Maps do not cover all areas or all routes within an area.
- 7 Unsecured cargo can become hazardous in a collision. Always secure cargo using the floor-mounted tie-downs.
- 8 All Mercedes-Benz mbrace® services operate only where cellular and Global Positioning System satellite signals are available, which are provided by third parties and not within the control of Mercedes-Benz USA, LLC. An mbrace Package trial period is offered on new, Certified Pre-Owned and pre-owned sales and leases at an authorized Mercedes-Benz dealer. Subscriber Agreement is required for service to be active. Some services are only available on select vehicles. Your PIN is required in order to use certain services. Some services may be limited or restricted in some areas. Apps may be introduced and updated at varying dates, and may also require a vehicle software update. Driver is responsible for complying with traffic and other laws. See your dealer or MBUSA.com/mbrace for details, including a list of compatible smartphones.
- 9 Drive Kit Plus for the iPhone is compatible with the Apple iPhone 4 and 4S. Siri™ voice-activated functions require iPhone 4S. Dealer installation is required. For the latest information on phone compatibility, please see your dealer.
- 10 COLLISION PREVENTION ASSIST may not be sufficient to avoid an accident. It does not react to certain stationary objects, nor recognize or predict the curvature and/or lane layout of the road or every movement of vehicles ahead. It is the driver's responsibility at all times to be attentive to traffic and road conditions, and to provide the steering, braking and other driving inputs necessary to retain control of the vehicle. Drivers are cautioned not to wait for the system's alerts before braking, as that may not afford sufficient time and distance to brake safely.
- 11 Driving while drowsy or distracted is dangerous and must be avoided. ATTENTION ASSIST® and/or Lane Keeping Assist may be insufficient to alert a fatigued or distracted driver of lane drift and cannot be relied on to avoid an accident or serious injury. Lane Keeping Assist operates at speeds above approximately 20 mph.
- 12 Braking effectiveness also depends on proper brake maintenance, and tire and road conditions.
- 13 Blind Spot Assist may not be sufficient to avoid all accidents involving vehicles in your blind spot and does not estimate the speed of approaching vehicles. It must not be used as a sole substitute for driver awareness and checking of surrounding traffic conditions.
- 14 DISTRONIC PLUS® adaptive cruise control is no substitute for active driving involvement. It does not react to stationary objects, nor recognize or predict the curvature and lane layout of the road or the movement of vehicles ahead. It is the driver's responsibility at all times to be attentive to traffic and road conditions, and to provide the steering, braking and other driving inputs necessary to retain control of the vehicle. Drivers are cautioned not to wait for the DISTRONIC Proximity Warning System before braking, as that may not afford sufficient time and distance to brake safely.
- 15 Rear view camera does not audibly notify driver of nearby objects and is not a substitute for actively checking around the vehicle for any obstacles or people. Images displayed may be limited by camera field of view, weather, lighting conditions and the presence of dirt, ice or snow on the cameras.
- 16 WARNING: THE FORCES OF A DEPLOYING AIR BAG CAN CAUSE SERIOUS OR FATAL INJURIES TO A CHILD UNDER AGE 13. THE SAFEST SEATING POSITION FOR YOUR CHILD IS IN THE REAR SEAT, BELTED INTO AN APPROPRIATE, PROPERLY INSTALLED CHILD SEAT, OR CORRECTLY WEARING A SEAT BELT IF TOO LARGE FOR A CHILD SEAT. SEE OPERATOR'S MANUAL FOR ADDITIONAL WARNINGS AND INFORMATION ON AIR BAGS, SEAT BELTS AND CHILD SEATS.
- 17 Stated rates of acceleration are estimated based upon manufacturer's track results and may vary depending on model, environmental and road surface conditions, driving style, elevation and vehicle load.
- 18 Roadside Assistance repairs may involve charges for parts, service and towing. Vehicle must be accessible from main roads. Depending on the circumstance, these services may be provided by an outside provider, courtesy of Mercedes-Benz Roadside Assistance. Restricted roadways, acts of nature and vehicle accessibility may limit our ability to provide services to you. For full details, eligibility requirements, and limitations/exclusions of Sign and Drive services, as well as the Roadside Assistance Program, please see your dealer.
- 19 mbrace is compatible with Apple iPhone® models running iOS 4.2 or later, and Android-based phones running OS 2.1 or later. Please visit MBUSA.com/mbrace for more information.
- 20 Introduction dates vary. See your dealer for availability.
- 21 For full details of the New Vehicle Limited Warranty, including terms, conditions and exclusions, please see your dealer.
- 22 European Delivery Program discount available on select models, other models offered without discount. Please see your dealer for details.
- 23 Requires optional factory pre-wiring.
- 24 Not available in combination with Driver Assistance Package.
- 25 Compass in mirror is replaced by displays in COMAND® navigation screen and multifunction display when Multimedia Package is also ordered.
- 26 Obey local speed and traffic laws.
- 27 Extra-cost option.



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