



250 C

280 C

280 CE

MERCEDES-BENZ COUPÉS 250 C - 280 C - 280 CE

**T**he Mercedes-Benz 250 C Coupé which is successful all over the world has now a new 6-cylinder engine with 130 net b.h.p./DIN (96 kW). It is now joined by two new Coupés with the same neat, compact bodywork: the 280 C with 160 net b.h.p./DIN (118 kW) and 280 CE Coupés with 185 net b.h.p./DIN (136 kW).

These vehicles have a twin-camshaft engine. This engine has in some cases considerably increased the driving performance of these vehicles.

The complete Mercedes-Benz safety system, the matured technology of the running gear and outstanding workmanship are common to all three cars.

The bumper which extends as far as the wheel arch gives the rear part of the bodywork additional protection against damage to paintwork.



**The Daimler-Benz AG  
wins the first  
Max Thoennissen  
Gold Medal.**

In 1972 the Daimler Benz AG was awarded the newly donated Max Thoennissen Gold Medal for all the efforts it has made over the years to promote road safety in its advertising.



The 250 C Coupé differs from the 280 C and 280 CE in appointment details and its drive unit.

The new twin-camshaft engines of the 280 models have a cylinder-head with dome-shaped combustion chambers and V-type valve arrangement. This combustion chamber design results in a very good ratio of fuel consumption to engine output with little toxic content in exhaust gases. Proof: 12.5 l according to DIN 70030 over 100 km. At the same time the fuel tank capacity has been increased to 78 liters bringing a wider radius of action on one tankfull.

The brakes were reinforced to cope with the higher performance and larger rims with wider tyres have also been fitted.

The engine of the 280 C Coupé is equipped with a newly-developed carburettor of considerable technical interest. An electronically controlled injection system regulates the fuel mixture in the 280 CE. Both engines are short-stroke engines and their design is one of the most modern for reciprocating piston engines.

The engine of the 250 C Coupé is fitted with two compound down-draft carburettors.

These engines offer you the best - and the safest - opportunity of coping with traffic in a sportsmanlike and courteous manner. The top speed will meet every demand. The strength of the drive unit lies in the middle engine speed range, that is, in powerful acceleration - which is the most important asset in today's traffic.

On all three models the running gear offers great safety-reserves, which allow you confidently to use the engine performance to its full capacity.





The Mercedes-Benz 250 C, 280 C, 280 CE Coupés stand out against other vehicles in their superior, individual but unobtrusive design. Their styling never loses its appeal.

The bodywork is flat and sleek. The pronounced slope of the front and rear windows and the frameless side windows which can be wound right down and have no centre pillar, underline the elegant, aesthetically pleasing line. Other advantages are to be found in generous allowance of room for getting in and out at the front and rear, the functional interior appointments and optimal comfort.

The 250 C, 280 C and 280 CE Coupés are built by Mercedes-Benz for the level-headed, sportsmanlike and discriminating driver.

He drives with spirit but he is attentive and makes the best use of his chances while showing consideration for others. He feels on top of the world but not at the expense of other road-users.

He regards the powerful engine as a tool, not as a weapon. His calmness may make itself felt even by other road users so that his feeling of safety affects their own safety. These high-powered cars are meant for the driver who gets a kick out of driving fast while being fully conscious of his responsibility.

*Dear Reader,*

*This catalogue consists of two parts. The first part contains all the important information concerning the vehicle you are interested in, in word and picture.*

*If however, you wish to have more detailed information - for which we would be very grateful to you - you can obtain this from the second - fold-out - part of the catalogue.*



For more than 30 years now Mercedes-Benz has systematically investigated questions of automobile safety. Hardly any other automobile manufacturer today offers such a complete safety system as Mercedes-Benz, with features which complement one another. More important than theoretical statements and discussions are results which show tangible proof of success.

Mercedes-Benz has developed "active safety" and "passive safety" to a high level: the former to try to avoid accidents, the latter to eliminate or reduce injuries in the case of an accident.

Straight-line stability, comfort which keeps the driver alert, ease of operation and numerous other features make it easy for the driver to drive safely. He can handle the car more easily and therefore devote all his attention to the traffic.

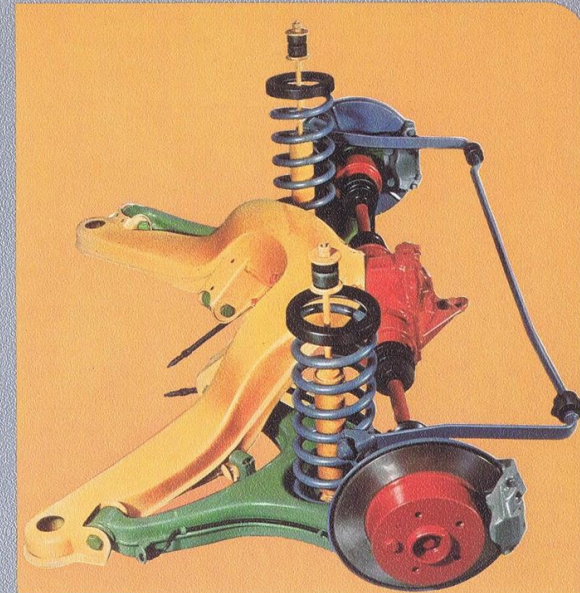
Safety cell, padded interior, safety steering and an instrument panel which yields on impact - all these are standard in every Mercedes-Benz car.

The Mercedes-Benz safety cell design (passenger cell of maximum rigidity, crumple zones at the front and rear) dates from 1951.

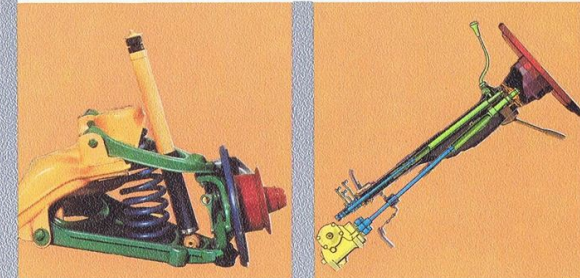
The best results are obtained where research is most advanced.



Test run on the jolted track



Diagonal swing axle



Individual wheel location and suspension

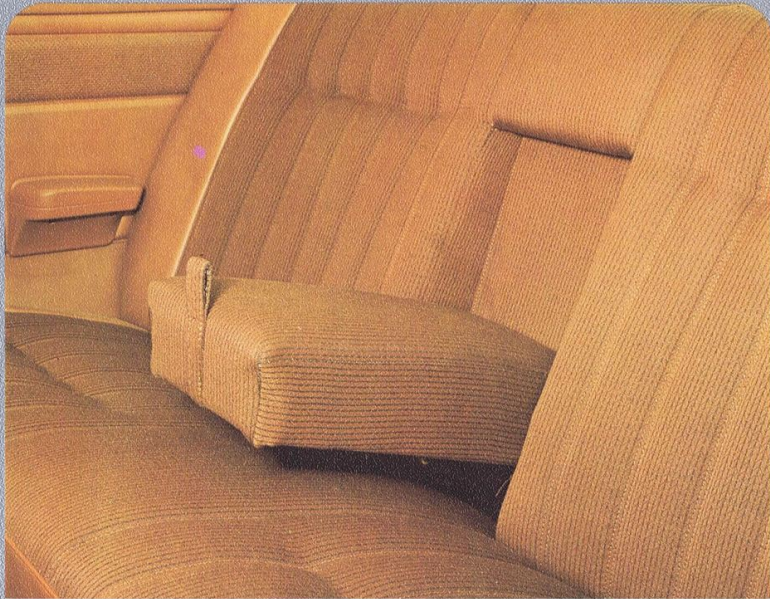
Safety steering

The built-in comfort of the Mercedes-Benz Coupés gives the driver a feeling of relaxation which will help to overcome the strain of presentday traffic.

Everything works together:

Comfortable suspension, effective damping, upholstery which is not too soft, easily accessible operating elements, clear instrument arrangement, generously proportioned interior - these are just a few details from the wide range of safety-comfort features of Mercedes-Benz models.

But comfort is not only an integral part of physiological safety. In a Mercedes-Benz everything possible is done to give you an all-round feeling of ease and well-being.



Rear seat with folding centre armrest



Non-dazzle instruments

Padded armrests

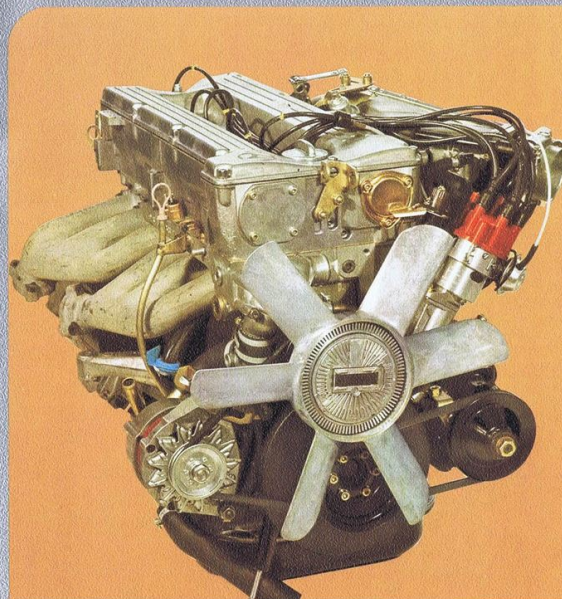
Infinitely adjustable hinged quarterlight



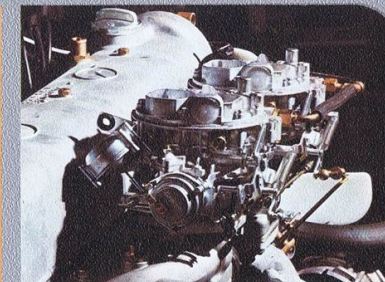
The essential advantages of the automobile are its speed and the independence it gives. A driver who is in control of both himself and his car need have no fear of making full use of its speed potentialities. A Mercedes-Benz is designed for speed.

Precondition: perfect technology in order to be able to control the driving forces. This includes, for example, brakes which can be subjected to high thermal strain and which are superior to the engine power. Also a running gear with a wide track, long wheelbase, low-lying centre of gravity, individual wheel location and suspension etc.

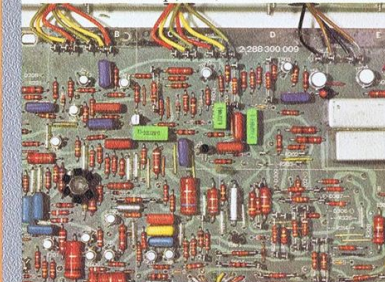
The driver therefore has the opportunity of putting his car through its paces while driving safely and with consideration.



Twin-camshaft engine of the 280 C/280 CE:  
160/185 net b.h.p./DIN, 118/136 kW



Two compound down-draft carburetors of the  
250 C: 130 net b.h.p./DIN, 96 kW



Electronic control unit of petrol injection  
of 280 CE



The running gear is perfectly suited to the speeds

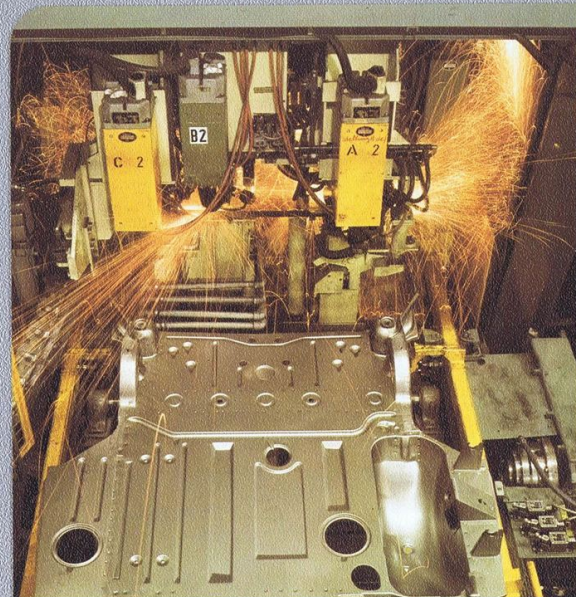


All car drivers agree on one point: They prefer to see the workshop from outside rather than inside. That is why Mercedes-Benz builds reliable cars.

Reliability is only assured when all parts are subjected to uncompromising tests before assembly. And yet again after assembly. At Mercedes-Benz, for example, every engine, every gearbox, every rear axle is individually checked on the test bench. For every vehicle.

Our best proof of reliability: A Mercedes-Benz only needs to be serviced every 15,000 km. That speaks for the design, the quality of the materials and the workmanship.

Mercedes-Benz drivers thus save both time and money.



Fully automatic welding of bodywork



Ventilating slots on the side of the rear window



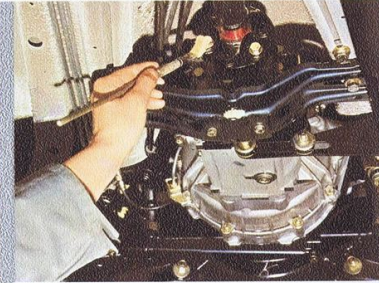
High quality material and workmanship for the seats



Starting test in the cold chamber



Pins which can be subjected to high stresses



Manual checking of important screws

**M**ercedes-Benz has made a name for itself with quality workmanship, which is reason enough to cultivate this image. That is why one in every ten experts employed in production work is responsible for quality controls.

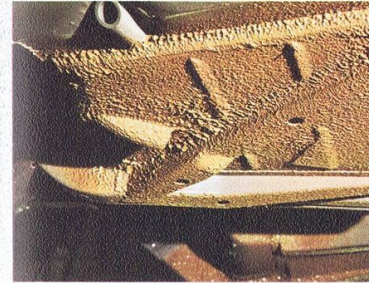
These experts have the task of weeding out everything which does not come up 100 percent to the required quality standards. Only strict controls like these at all stages of production can guarantee the quality standard which ensures continuing success for Mercedes-Benz.

But there is more to lasting value. For example, the functionally correct vehicle shape which, uninfluenced by fashion fads, never loses its appeal. It has a long life, as long as a Mercedes-Benz, and guarantees high resale prices.

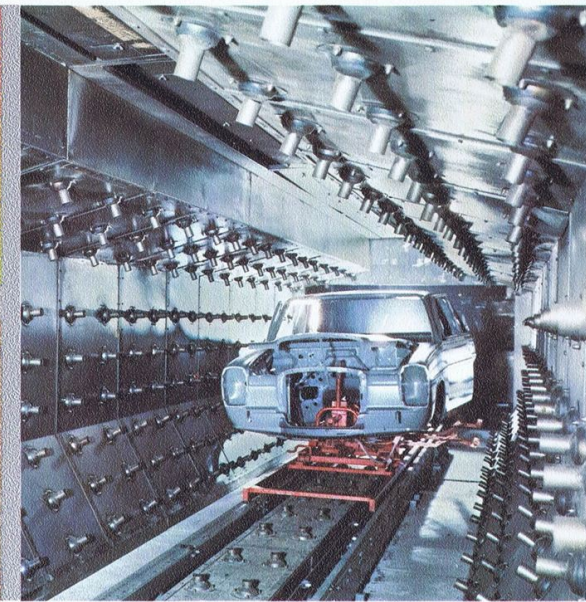


Untouched by modish influences: the vehicle design which is functionally correct

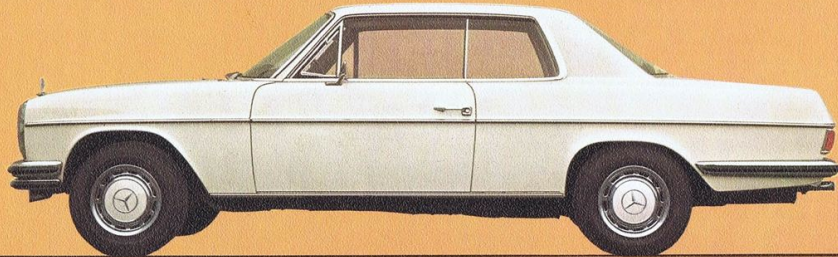
Anti-corrosive wax coating for all parts installed later (axles, track rods etc.)
Treatment of hollow parts with a special wax which "creeps"
Top coat
Basic coating
Flexible coating for the lower part of the front and the sides
2nd primer
Flexible plastic coating to guard against damage by stones
1st primer
Application of phosphates and passivation
Coating of hollow parts with zinc paint before assembly of the bodywork
Measures contributing to lasting value



Protective underfloor coating as standard



Cooling after paint annealing process



**T**his catalogue describes the basic equipment laid down for the Federal Republic of Germany. In various other countries the basic equipment can vary, due partly to different legal requirements. We therefore request our customers to obtain information from their Mercedes-Benz distributors as to the equipment actually available.

#### 250 C engine

Six cylinder in-line with overhead camshaft. Two compound down-draft carburettors. 130 net b.h.p. DIN at 5000 rpm or 96 kW at 5000/min.

#### 280 C engine

Six cylinder in-line with twin overhead camshafts. Vacuum controlled dual compound carburettor. 160 net b.h.p. DIN at 5500 rpm or 118 kW at 5500/min.

#### 280 CE engine

Six cylinder in-line with twin overhead camshafts. Electronically controlled petrol injection, transistorised ignition. 185 net b.h.p. DIN at 6000 rpm or 136 kW at 6000/min.

#### Transmission/clutch

Fully synchronized 4-speed transmission with steering column or floor shift, self-adjusting diaphragm spring clutch. Optional: Mercedes-Benz automatic transmission.

#### Axles

Front axle: Axle support with double wishbones and anti-dive control. Rear axle: Mercedes-Benz diagonal swing axle with brake torque compensation. Optional: level control.

#### Suspension

On front and rear axle two coil springs, one anti-roll bar. Two double action hydraulic telescopic shock absorbers front and rear.

#### Brakes

Dual circuit power braking

system; disc brakes on all four wheels; parking brake with additional brake shoes and brake drums; brake-failure warning light for both circuits.

#### Steering

Exact, light recirculating ball steering, steering damper, large padded steering wheel boss, impact absorber under the padded boss, telescopically collapsible steering column, steering box located well behind the front axle. Optional: Mercedes-Benz power steering.

#### Bodywork

Frame floor unit firmly welded to the body, rigid, torsion-resistant passenger compartment (safety cell), energy-absorbing front and rear sections, optimal vision on all sides, panoramic safety glass windows, frameless side windows, can be wound right down, without centre pillar, two doors, easy to close, rubber strip inserts on both sides, bumpers with broad rubber inserts.

#### Seats

Anatomically contoured seats shaped to give lateral support, seat springing adjusted to vehicle suspension and sitting position, front seats adjustable forwards or backwards plus backrest angle firmly anchored, reclining seat fittings, backrests on the front seats can be folded forward, vacuum locking-device for backrest.

#### Heating and ventilation

Continuous warm or cold air flow, draught free, with additional booster for windscreen, side windows, front and rear foot wells, air volume and air distribution for warm and cold air infinitely variable up and down, heating separately controlled for right and left sides on the instrument panel, large fresh-air opening in the middle of the instrument panel, infinitely variable adjustment to right and left.

#### Windscreen

Safety glass, screen washer foot-operated with wiper contact, 2-speed windscreen wipers with intermittent control, operated

by the combination switch on the steering column.

#### Lighting system

Parking lights, assymmetric low beam (dimmer), high beam headlights, foglamps (optional: halogen H 4 lamps), side lights, reversing light, infinitely variable instrument lighting, luggage compartment light, interior lights with door contacts and hand switch, lighting for ashtray, glove box and heater control.

#### Instruments

Instrument panel padded, yielding on impact, speedometer, oil pressure gauge, fuel gauge, water temperature gauge, indicator lights for parking brake, for battery, flashing indicators, high beam and fuel reserve, electric clock, total mileage recorder, daily mileage recorder.

#### Signalling system

Headlight flasher, self-cancelling indicators, operated by the combination switch on the steering column, high-frequency horn, brake lights, indicator warning lights.

#### Locks

Safety locks on doors, luggage compartment lid lock, steering wheel lock combined with ignition lock, starter and starter non-repeat unit, master key for the doors, ignition lock and luggage compartment, second key for doors and ignition lock only.

#### Miscellaneous

Parcel tray between front seats, pockets on doors, rear window shelf, interior rear view mirror, adjustable to anti-glare position, padded sun visors with vanity mirror on passenger side, grab handles on roof frame, clothes hooks on rear grab handles, padded armrests on doors, grab handle on passenger side, centre armrest on rear seat, cigar lighter, ashtray at the front and rear, anchorage points for safety belts front and rear, wide chrome protective strips on the right and left on door sills, chrome roof strips for ski-holders or luggage rack, carpets throughout, towing lugs front and rear.

Contents not binding. Subject to modifications.

If you want to personalize your Mercedes-Benz in order to give it an individual atmosphere many extras are available. Here are just a few examples.

**Mercedes-Benz power steering**

- Easy steering when parking and on narrow bends.
- Considerable reduction in power required and number of wheel turns thanks to hydraulic boost.
- Complete "feel" for the road in all situations.

**Mercedes-Benz automatic transmission**

- With the Mercedes-Benz automatic transmission you can drive at speeds dictated by traffic flow, without having to operate the clutch or change gear.
- When overtaking you need only to "kick-down" the accelerator into what is called the forced throttle position in order to change into the appropriate gear.
- After overtaking the transmission automatically changes back again into the higher gears.
- Gear changing takes place without interruption of the power flow.
- It is possible to override the automatic transmission any time by moving the selector lever.

**Electrically heated rear window**

- The electrical heating de-ices the rear window quickly and prevents fogging up.
- Switches off automatically after about half an hour to avoid unnecessary current consumption.

**Level control**

- The vehicle remains at a constant level, even when it is loaded; the rear of the car is raised automatically according to the load.
- This ensures that full spring travel is always available - whether you drive alone or with a fully loaded car.
- The angle of the headlights remains constant.

**Safety belts**

Mercedes-Benz three-point safety belts hold both the upper and lower parts of the body firmly in the seat in an accident.

**Radio**

- A car radio not only provides entertainment. Reports on road conditions, traffic hold-ups, diversions, etc. help the driver to avoid annoying delays.
- Installed by the factory: "Europa", "Grand Prix", "Europa Stereo" and "Mexico Cassette Stereo" models.
- In addition for foreign markets: "Brescia" and "Monte Carlo" models.
- Other makes: can be installed later at Mercedes-Benz branches or agencies.

**Safety headrests**

- A Mercedes-Benz development which serves comfort and safety.
- Can be adjusted in height or backwards and forwards.
- Provide a wide or narrow contact surface.
- Additional safety mechanism in case they are accidentally knocked out.

**Headlight cleaning equipment**

- Headlights are kept clean even while driving.
- Operated together with windscreen wiper unit.
- Every time the windscreen is washed headlights are automatically cleaned if the light is switched on.

**Sliding roof**

- Steel sliding roof - weatherproof and maintenance-free.
- Only electrically operated version available.

**Air-conditioning**

- The Mercedes-Benz air-conditioning system looks after your physical comfort, in bumper-to-bumper traffic on motorways, in cities during the peak-hour rush.
- Easy operation - first button: on/off; second button: temperature regulator.
- Adjustable louvres for controlling the stream of air.
- The air-conditioning system works on the proven refrigerator principle.

**Other extras**

5-speed transmission with floor shift, car telephone, mechanical or electric antenna, MB Tex or leather upholstery, orthopaedic backrests, set of suitcases for better use of space special paint-work in one or two tones, and much more.

Further details are contained in our catalogues: "Mercedes-Benz Special Equipment", "Selection instead of Changing" and "Mercedes-Benz Automatic Transmission, Power Steering and Air-Conditioning".



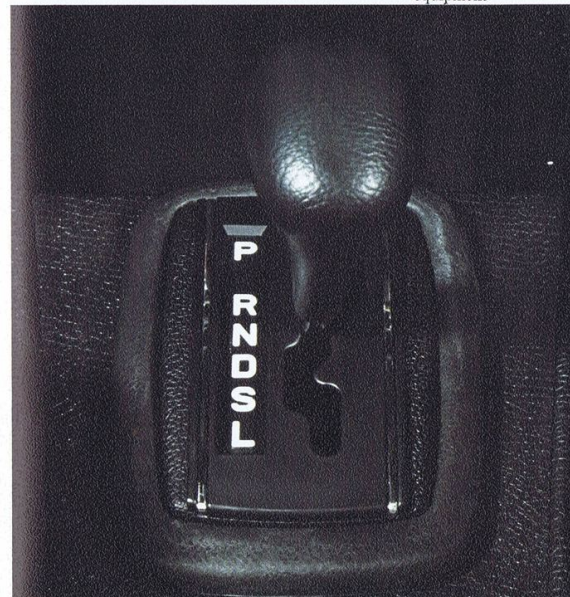
Car radio



Headlight cleaning equipment



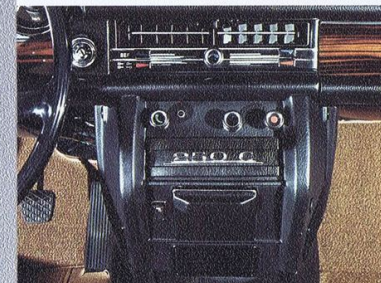
Altogether 18 standard and special paint finishes



Mercedes-Benz automatic transmission with steering column or floor shift



Safety headrests



Air-conditioning

# SAFE



*Mercedes-Benz has been conscious of its responsibility for road safety longer than the public has been discussing the subject. Safety research began here more than 30 years ago.*

*Since then it has developed a comprehensive system of safety measures which complement one another.*

#### **Just a few examples:**

- 1939: development of safety features in the research and development vehicle 11; an extremely rigid base, three-part steering column.
- 1949: safety door lock; patented 23. 4. 1949.
- 1951/52 development of the first safety design for car bodies in the world; patented 23. 1. 1951; extremely distortion-resistant passenger compartment; yielding, impact-absorbing front and rear sections (crumple zones).
- 1957: heating and ventilation with blower assisted ventilation of the interior; patented 12. 10. 1957.
- 1959: first safety design for car bodies is put into series production.
- 1963: standard dual-circuit braking system.
- 1967: Mercedes-Benz safety steering based on patents of 1954 and 1960; this prevents the feared "impaling effect" of the steering column.
- 1970: presentation of the Anti-Bloc-System; when braking hard, even when cornering, the vehicle holds its course and can still be steered; the braking distance is considerably reduced.

#### **Active safety**

(To avoid accidents.)  
This includes powerful engines, safe brakes, a running gear which holds its course as also all measures for keeping the driver alert, making his task easier in traffic and giving him maximum safety under all conditions. For example: comfortable seats, all-round visibility, little effort needed for operation.

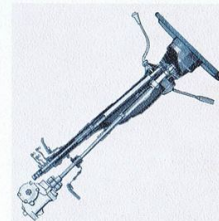
#### **Passive safety**

(To eliminate or reduce the consequences of an accident.)  
This includes interior and exterior safety.

Interior safety protects driver and passengers of the vehicle. It is only possible through a host of individual measures which are all interdependent and come into effect gradually.

- Rigid passenger compartment; yielding, impact-absorbing front and rear sections (crumple zones).
- Anti-burst locks - the doors remain closed even in an accident.
- All parts the occupants could be thrown against are padded, flattened or recessed or designed so that they yield on impact.
- Padded instrument panel yielding in stages.

- Safety steering with large padded boss on the steering wheel; collapsible impact absorber under the padded boss; steering column "telescoping" under impact; steering box located well behind the front axle; non-splintering steering wheel.



*Safety steering*

- Padded door and roof pillars.
- Front seat backrest supports deeply recessed in the thick upholstery.
- Headrests (optional).
- Wide strips of padding on upper edge of backrest rear panels.
- Armrests yield on impact.
- Flexible operating knobs
- Inside mirror detaches on impact.
- Flush-fitted door handles.
- Flexible grab handles.
- Padded sun visors.
- Centre console yields on impact.
- Safety belts (optional).
- Foam-padded steering column- or floor shift lever.

Exterior safety helps to reduce or eliminate injury to other road users.

- No projecting parts; the exterior contour of the bodywork is so designed that in the event of an accident pedestrians or other vehicles are not caught on it.
- No sharp edges.
- Round design of bumpers with wide rubber inserts.
- Rounded safety door handles.

# FAST

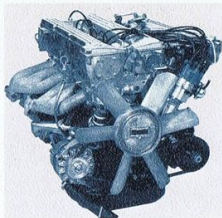
*Speed is not exclusively a question of engine power. Fast driving and reaching high average speeds demand that the driver is kept alert and the running gear is designed to transfer engine power safely to the road. That is why Mercedes-Benz makes sure that running gear and brakes are tuned to match the engine power.*

## **Mercedes-Benz 250 C**

- Overhead camshaft
- 130 net b.h.p. DIN at 5000 rpm or 96 kW at 5000/min.

## **Mercedes-Benz 280 C**

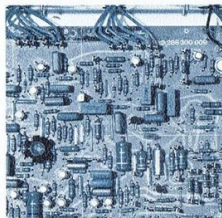
- Twin overhead camshafts
- 160 net b.h.p. DIN at 5500 rpm or 118 kW at 5500/min.
- Max. torque according to DIN 23 mkp at 4000 rpm or 226 Nm at 4000/min.
- Acceleration 0–100 km/h in 10.6 sec.



*Twin camshaft engine*

## **Mercedes-Benz 280 CE**

- Twin overhead camshafts.
- 185 net b.h.p. DIN at 6000 rpm or 136 kW at 6000/min.
- Max. torque according to DIN 24.3 mkp at 4500 rpm or 238 Nm at 4500/min.
- Acceleration 0–100 km/h in 9.9 sec.



*Electronic control unit*

## **Other distinctive features of the three vehicles**

- Automatic starting and warming-up unit.
- High torque and therefore high accelerating power in the medium speed range.
- Overhead camshafts.
- Crankshaft and connecting rods carried in multi-layer, steel-backed bearings.
- Fully synchronized 4-speed transmission with steering column or floor shift.
- Easily operated, self-adjusting diaphragm spring clutch.
- Optional: Mercedes-Benz automatic transmission.

## **Running gear**

- Front axle with wishbones and anti-dive control.
- Mercedes-Benz diagonal swing axle with semi-trailing arms and brake torque compensation.
- On front and rear axle two coil springs, one anti-roll bar, two double action, gas-filled hydraulic telescopic shock absorbers each, equally effective even under extreme continuous stress.
- Optional: Mercedes-Benz power steering.
- Optional: level control.

## **Safe brakes**

- Speed reduction precisely adaptable.
- Exact, easy control of pedal pressure through servo assistance.
- When brakes are applied the vehicle holds its course.
- Dual-circuit power-assisted braking system.
- Anti-dive control.
- Self-adjusting, non-fading disc brakes on all four wheels.
- Parking brake with additional brake shoes and brake drums.

## **Straight-line stability**

- Separate location and suspension of wheels.
- Little change in camber or track.
- Effective vibration damping.

# RELIABLE

*A driver must be able to expect that his vehicle will start any time, and will do its job reliably and without problems. With this knowledge the driver is relaxed and at ease. Safe reactions and a technically sound vehicle provide the perfect team. Reliability is the result of mature designs, high-quality materials and precise manufacture.*



*Ventilating slots on the side of the rear window*

## **Bodywork**

- The self-supporting body is extremely torsion-resistant.
- Frame-floor assembly; central members and box-type side and cross members firmly welded to the floor.
- Two large doors which fit exactly.
- All electrical units are separately earthed; this is expensive but absolutely reliable.

## **Running gear**

- Running gear with high safety reserves.
- Front axle support suspended on the front frame side members by rubber mountings.
- Engine and gearbox resting on the front axle support with two rubber mounts at the front and with one rubber mount on the frame at the rear.
- Hydraulic dual-circuit brakes with vacuum boost; disc brakes all round.
- Every engine, every axle, every gearbox is subjected to extensive tests under all possible conditions.
- In addition to this, every single rear axle undergoes four different tests to see that it is tight after assembly.

## **Engines**

- Sturdy, powerful, hard-wearing 6-cylinder engines.
- Automatic starting and warming-up unit.
- Air-oil cooler.
- Overhead camshafts enable sporty driving with a brisk acceleration.
- Forged, inductively hardened crankshaft is, like the connecting rods, carried in multi-layer, steel-backed bearings.
- Every valve turns a fraction of a revolution on every stroke. This makes burnt spots between the valve seat and valve disc practically impossible.
- Two valve springs for every valve; if one spring fails to work the valve continues to operate with the other spring.
- The shaft of every exhaust valve is filled with sodium. This results in the heat being dissipated.
- Valve seat rings made of chrome-nickel-molybdenum alloy increase resistance to wear.



*Safety lock*

## **Parts supplied by outside contractors**

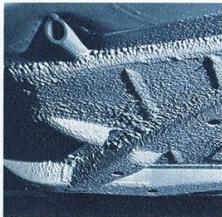
- All parts which Mercedes-Benz does not produce itself, are subjected to a strict test before they are installed although they have already been inspected by the manufacturers.
- In addition, random samples are subjected to severe tests on test stands, corresponding to many years of driving on the road.

# LASTING VALUE

*A forward-looking vehicle design, high-class quality of material and workmanship, model continuity which does away with fashion fads – these are the most important factors behind the classic image for which Mercedes-Benz has always been renowned. This policy ensures high resale prices.*

## Quality of material and workmanship

- Hollow parts are coated with zinc paint before assembly to prevent inside corrosion.
- The body shell is washed and coated with phosphates. This provides the first protective coat of compact-grained zinc phosphates. After the application of phosphates comes the passivation which, in conjunction with the paint covering, helps to prevent corrosion.
- The first primer is applied by dipping in a bath.
- Sharp edges are coated with liquid plastic by hand to make sure that corrosive influences have no chance here either.
- The front and sides are given a flexible plastic coating to protect them against damage caused by stones.
- The second primer guarantees a good, even coating for all parts of the bodywork.
- Vehicle underfloor, wheel arches, entry and the lower part of the front are given special protection with a thick, flexible PVC coating.
- The next coating provides a basis for the top coat and improves the quality of the finished surface.



Standard underseal



Cooling after the paint annealing process

- The final top coat not only makes the car good to look at, but also provides excellent protection against the harsh properties of the air.
- Every coat of paint is annealed at temperatures between 130 and 165 °C.
- All hollow parts are treated with another special wax which "creeps" and stays put even on vertical surfaces. Corrosive influences resulting from condensation are therefore reduced to a minimum.
- All parts which are installed later (axles, drive shaft, track rods etc.) are, together with the engine compartment and the whole underside of the vehicle, provided with a thick protective wax coating.
- Altogether, approx. 34 kg of paint, underseal and wax are needed per vehicle.
- The axle housings and engine block are coated inside with a special heat and oil-resistant paint.

## Service

- There is a total of 4,345 service stations in 164 countries in the world.
- Experienced service experts are continually trained by factory specialists.
- That means safety and support especially on holiday trips.

## Service at longer intervals

- A Mercedes-Benz passenger car only has to be brought in for service after 15,000 kilometres. In practice that means it only has to be taken to the Mercedes-Benz service station for maintenance on an average of once a year.

## Extract from the "Frankfurter Allgemeine Zeitung" of 15th November 1971: High insurance premium for cars needing many repairs

- The Austrian insurance companies are changing their comprehensive and collision insurance system . . .
- A total of 19 types of repairs frequently carried out (e.g. fenders, doors, bumpers) were included in calculations. The result will surprise many drivers.
- Daimler-Benz came out best. In future the Mercedes vehicles, whose body work repairs are 35.3% of the purchase price, will therefore have the best insurance rate in Austria . . .

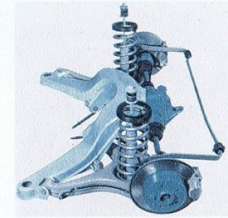
## Two Mercedes-Benz among the best in the world

- A well-known motoring magazine choose the top ten automobiles from the entire world production.
- In 1971 four vehicles from Germany were included.
- And two of these were Mercedes-Benz.
- A member of the editorial staff commented as follows: "If you judge all the cars in the world on the basis of engineering, construction integrity, reliability and the degree of perfection with which they fulfil their intended function, then the best cars in the world are probably all built by Mercedes-Benz." (Source: Road & Track, August 1971)

# COMFORTABLE

*Comfort is more than a general feeling of ease. Mercedes-Benz comfort is the product of scientific research – the interplay of many factors with the goal of relieving the driver and keeping him alert.*

*This interplay is planned right from the stage of development and design. Running gear, interior, seating, controls and much more, are exactly coordinated and form an inseparable unit.*



Diagonal swing axle

## Running gear

- Individual wheel location and suspension; at the front: double wishbones with anti-dive control; at the rear: diagonal swing axle with brake torque compensation.
- Comfortable suspension, good vibration damping.
- Anti-roll bars at the front and rear to eliminate unpleasant roll of the body on corners.
- Hydraulic telescopic shock absorbers filled with gas.
- Mercedes-Benz recirculating ball steering, very easy to control thanks to steering box which works without friction.
- Steering dampers.

## Bodywork

- Roomy interior while exterior dimensions permit good handling in traffic. This bodywork provides the optimal solution for two basically contradictory demands.
- Small turning circle and good all-round visibility.
- Large doors, easy to get in and out.
- Roomy luggage compartment, well-lit and easy to load.
- Rubber pads between wheel suspension and the bodywork provide insulation against vibrations and noises.
- Hermetic separation of engine and passenger compartments.
- Non-dazzle materials.
- Parcel tray, well-lit glove compartment, pockets on doors, spacious rear window shelf.
- Four upholstered armrests, centre armrest between rear seats.
- Hard-wearing carpets.

## Important note

Certain constructional features are repeated in the following chapters under different headings. These repetitions are necessary. For one technical detail often fulfils several functions.

For example, individual wheel location and suspension. It is decisive for:

### 1. Comfort

Bumps in the road are not transferred to the bodywork, thanks to smooth, even driving behaviour.

### 2. Safety

Directional stability and active driving safety are decisively influenced.

### 3. Speed

Possible speeds can be fully used thanks to precise straight-line stability and constant road adhesion of wheels.

## Interior

- Greatest possible freedom of movement.
- Physiologically correct design and arrangement of all switches and levers, almost impossible to confuse.
- Non-dazzle central arrangement of instruments.

## Seats

- Anatomically sound design for correct, relaxed sitting position.
- Firm lateral support.
- Infinitely adjustable backrests.
- Any body moisture constantly absorbed.
- Steel spring core with graded, relatively firm spring action, hence no tiring vibrations.
- Sufficient distance from the steering wheel and windscreen.
- Good leg room.
- Plenty of room for head and shoulders.

## Heating and ventilation

- Draught-free continuous air-stream for warm or cold air with additional blower for windscreen, side windows and footwells.
- Air volume and air distribution for warm and cold air infinitely variable up and down, to the left and right.
- Large adjustable fresh air vent.
- Continuous ventilation.
- A total of 9 individually controlled air inlets.

## TECHNICAL DATA

<sup>1)</sup> The output given in DIN/hp. or kW is effectively available at the clutch for driving the vehicle, any other power consumption has already been deducted.

The data given in SI units (kW = kilowatt, Nm = Newton metre) has been converted and rounded off to the nearest unit.

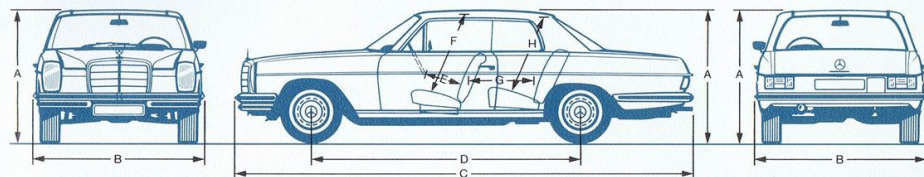
<sup>2)</sup> Technical data acc. to DIN 70020 and 70030. Fuel consumption according to DIN 70030. This value is obtained at a consistent speed of  $\frac{3}{4}$  of maximum speed, max. 110 km/h (68 mph) on an even road, plus 10%. This method is used by all automobile manufacturers in the Federal Republic of Germany. The consumption values quoted are therefore calculated under the same conditions and provide a real basis for comparison. However, they do not correspond to the actual amount of fuel consumed, as this varies according to the way of driving, road and climatic conditions etc.

Fuel consumption according to DIN 70030 is therefore only a comparative value and not the actual amount of fuel consumed.

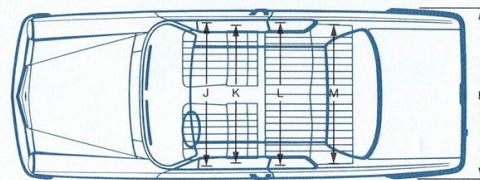
<sup>3)</sup> The weights quoted are maximum weights, valid within the Federal Republic of Germany. In various countries other figures will apply.

<sup>4)</sup> Dimensions vary acc. to sitting position. The contents are not binding and the right is reserved for modifications.

	Mercedes-Benz 250 C	Mercedes-Benz 280 C	Mercedes-Benz 280 CE
Number of cylinders	6	6	6
Bore/stroke	86.5/78.8 mm	86/78.8 mm	86/78.8 mm
Total displacement	2778 cm <sup>3</sup>	2746 cm <sup>3</sup>	2746 cm <sup>3</sup>
Engine output acc. to DIN <sup>1)</sup>	150 net b.h.p. at 5000 rpm 96 kW at 5000/min	160 net b.h.p. at 5500 rpm 118 kW at 5500/min	185 net b.h.p. at 6000/min 136 kW at 6000/min
Max. torque acc. to DIN <sup>1)</sup>	22.0 mkp at 3200 rpm 216 Nm at 3200/min	23.0 mkp/4000 rpm 226 Nm/4000/min	24.5 mkp/4500 rpm 238 Nm/4500/min
Compression	8.7	9	9
Oil capacity crankcase max./min.	5.5/4.5 litres	6/4.5 litres	6/4.5 litres
Capacity of cooling system	10.5 litres	10.5 litres	10.5 litres
Generator	14 V/55 A	14 V/55 A	14 V/55 A
Battery	12 V/55 Ah	12 V/55 Ah	12 V/55 Ah
Max. speed	approx. 180 km/h	approx. 190 km/h	approx. 200 km/h
Tyres, tubeless	6.95 H 14/175 H 14/6 PR	185 HR 14	185 HR 14
Fuel	Premium	Premium	Premium
Fuel consumption acc. to DIN 70030 <sup>2)</sup>	12.5 litres/100 km	12.5 litres/100 km	12.5 litres/100 km
Tank capacity	78 litres	78 litres	78 litres
incl. reserve	approx. 10 litres	approx. 10 litres	approx. 10 litres
Weights			
Kerb weight	1390 kg	1440 kg	1450 kg
Perm. total weight	1910 kg	1960 kg	1970 kg
Trailer load with brake <sup>3)</sup>	1200 kg	1200 kg	1200 kg
Trailer load without brake <sup>3)</sup>	750 kg	750 kg	750 kg



A	Overall height, unloaded	54.9 ins.	1395 mm
B	Overall width	70.5 ins.	1790 mm
C	Overall length	184.5 ins.	4685 mm
D	Wheelbase	108.3 ins.	2750 mm
E	Steering wheel - driver's seat backrest <sup>4)</sup>	13.4 ins.	340 mm
F	Seat height, unloaded, front	36.6 ins.	930 mm
G	Driver's backrest - rear seat backrest <sup>4)</sup>	29.1 ins.	740 mm
H	Seat height at rear	33.1 ins.	840 mm
J	Width at centre of upholstery, front	58.7 ins.	1490 mm
K	Width at shoulder height, front	56.1 ins.	1425 mm
L	Width at centre of upholstery, rear	55.1 ins.	1400 mm
M	Width at shoulder height, rear	54.7 ins.	1390 mm
	Track width, front	57.0 ins.	1448 mm
	Track width, rear	56.7 ins.	1440 mm
	Turning circle diameter	36.0 ft.	10.98 m
	Boot space	approx. 19.8 cu.ft.	approx. 0.56 m <sup>3</sup>



Mercedes-Benz

