



Mercedes-Benz



**280 S**  
**280 SE**  
**280 SE 3.5**  
**280 SEL 3.5**

# You get more from perfection

If you are successful you do not really need to show it, but we still want you to buy a car from our 280 range.

Therefore we must make it easier for you and harder for us, and explain why these models are such a great international success. This, perhaps, is one of the reasons, quoted from "Auto Motor und Sport": "Anyone in a hurry on our roads does not buy a sports car, but drives a 280 SE, which offers comfort as well as high performance".

Both experts and laymen agree that the 280 models are the outcome of a 10 year development period. Since then their success has not been equalled. The number of drivers who find their ideal car in the 280 range increases from month to month. Between 1968 and today the demand has gone up by 70%.

Where does this success come from? The real reasons are: spaciousness, quietness, refinement, power and safety. Easy handling and reliability. The Mercedes-Benz 280 models combine all these characteristics, the most that one can expect from a car.

Ten years of research and development were invested in these cars. They had to undergo countless tests and to prove themselves over millions of kilometres.

They were then considered good enough to be introduced to the public.

You might find technical perfection boring. You might prefer a more fashionable car, one which causes more excitement. We would regret this very much, because we design our cars in a way that eliminates excitement.

The roads of today are no longer, and never again will be, promenades of vanity or race tracks. That is the reason why we ask you not to confuse calmness, harmony and perfection with boredom.

If you spend 2 hours in your car every day this is the equivalent of driving twelve hours a day for two months, every year. Which car would you like to be yours for these 730 hours per year? Consider this question seriously. If you decide upon one of the dynamic 280 models, you will have chosen a car with a future.

Think of the safety cell for passengers, the bodywork which, with its 7,000 welding points, guarantees hundreds of thousands of rattle-free kilometres. Think of the 4 disc brakes, the hydropneumatic compensating spring on the rear axle, the safety steering wheel, the easy-shift manual gearbox, the safety headrest (optional extra), the practical one-key system and the anatomically upholstered seats which give firm lateral support.

There are 4 variations of the 280. The 280 SE 3.5, 280 SEL 3.5, 280 S and 280 SE.

New in the range is the 3.5 litre model with the V-8 engine. The flexible, powerful V-8 engine takes this car from 0 to 100 km/h in 9 sec. It accelerates from low-engine speeds up to 6000 revolutions in a flash. (By the way, its top speed is 210 km/h, but this is irrelevant). This performance is reached with the minimum of noise. The latest technical features are incorporated in this engine. Electronically-operated fuel injection, transistorised ignition, reduction in the amount of harmful substances from the exhaust. This V-8 engine already meets the requirements of forthcoming exhaust-emission regulations.

The 280 SE 3.5 is recognisable only by the small "3.5" sign on the rear. Fast and powerful engines alone do not make perfect cars. Our requirements go much further. Safety and comfort are equally essential. Functional comfort. A suspension system which protects passengers from fatiguing vibrations. Which guarantees good road-holding even in bad conditions. Orthopaedically designed seats. Balanced springs. A highly effective heating and ventilation system. An overall conception based on safety.



**Bodywork:**  
timeless yet functional elegance.  
A rubber moulding inserted in the  
chromium side strips protects the  
paintwork from doors of other cars if they  
are opened too far. Another example:  
A strong rubber strip in both bumpers  
proves its worth in daily use in traffic-  
congested cities.



## Comfort



**The rear passengers of a Mercedes-Benz 280 still have enough legroom when both front seats are pushed right back.**

The 280 models were designed from the inside outwards. This gives a maximum of interior space, which means comfort for the driver and passengers, while the exterior dimensions still permit good handling in traffic.

The 280 models are even more manoeuvrable than some smaller cars. Two models in the 280 range differ slightly from the others:

**The 280 SE 3.5 with its extra-powerful V-8 engine**

Its power and smoothness are important for safety and comfort. This car easily adapts itself to every traffic situation. For example, when it is necessary to join a queue of moving cars, which may be moving at any speed. Calmness and educated driving behaviour are pleasant attributes in today's hectic traffic conditions.

**The 280 SEL 3.5 has a wheelbase which is 10 cm longer**

These 10 cm are exclusively for the benefit of the passengers travelling in the rear of the car. More room in the rear means larger doors making access easier. Anyone who often has passengers in the back, or who often sits in the back himself, will value this increase in space. This car is ideal for people who like freedom of movement.

Both cars are fitted with MB Power Steering as standard equipment. A light touch is all that is required to manoeuvre them. Into parking spaces, through narrow bends. But despite this facility the cars do not lose their feel of the road, whatever the situation may be.

Apart from this the 280 models are all the same. There is no difference in the luxury fittings and the high quality of material and workmanship.

**The rear compartment of the long wheelbase Mercedes-Benz 280 SEL 3.5 is 10 cm longer. The rear doors are also 10 cm wider. This makes entering and leaving even easier.**

### Seats

In the 280 models the driver's reactions are kept alert all the time, thanks to the anatomically correct seating position. The seats are anatomically contoured with firm lateral support.

The seat springing is co-ordinated to the vehicle suspension. Both seat springs and vehicle suspension are equally effective at all speeds.

Mercedes-Benz make firm seats and cushions to support the body. Flutes in the cushion surface, wool filling and hair mats guarantee that the seats are ventilated and that any moisture produced by the breathing of the body is absorbed.

The position of the driver in relation to the steering wheel is also anatomically correct. This is a boon on long journeys. The front seats can be reclined. The driver's seat can also be adjusted for height. The passengers in the rear have ample legroom, even when the two front seats are pushed right back.

Heating and ventilation are combined in an infinitely variable system which is highly effective.

The filtered, dust and draught-free continuous air stream can be adjusted up and down to any position. A 3-stage fan can increase the supply of fresh air.

The vehicle can be ventilated even when it is stationary. The spherical nozzles of the summer ventilation system provide an additional stream of fresh air which can be turned in almost any direction.

The heater is able to warm fresh air to a pleasant room temperature, even from  $-20^{\circ}\text{C}$ .

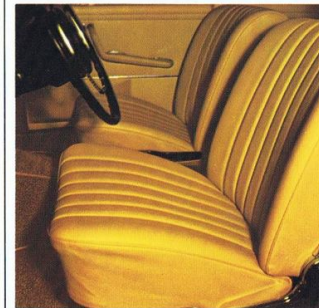
### Suspension

The Mercedes-Benz single-joint swing axle with its hydropneumatic compensating spring produces characteristics which are neither too hard nor too soft. The swinging action of the two half axles irons out the unevenness of the road. The compensating spring limits camber variations which might impair handling characteristics. This axle design guarantees outstanding road-holding and driving comfort at all speeds. Fatiguing vibrations are eliminated. Even on long runs.

These excellent characteristics result from the combination of steel suspension and hydraulics. An anti-roll bar eliminates

unpleasant rolling in bends, which could impair driving safety. Hydraulic gas-filled telescopic shock absorbers (de Carbon system) ensure constant contact with the road, even under bad conditions.

The non-friction mechanism makes the Mercedes-Benz re-circulating ball-type steering extremely light and positive. Movements of the steering wheel are therefore transferred directly and precisely to the front wheels. The steering damper



**Contoured seats with infinitely adjustable backrests (reclining seats). The height of the driver's seat can also be adjusted.**

absorbs unevenness in the road, it is not passed on to the steering wheel.

### Bodywork

Mercedes-Benz do not believe in changing their models every year. They introduce new models only when genuine technical improvements can be offered. That is why they are timelessly elegant in shape, offer incomparable interior comfort, four large doors and an illuminated boot, large enough to take the holiday luggage of a whole family.

Only Mercedes-Benz can offer this. Axles and body are separated by rubber mountings. Engine and passenger compartments are hermetically sealed from each other. This means that the cars are practically free from vibrations and are very quiet.

Oddments tray, illuminated glove compartment, pockets on the doors, large rear window shelf, padded armrests, armrest

between back seats, and tough carpeting - these are just a few examples of what Mercedes-Benz mean by functional comfort.

You will have to look hard to find another car with the same qualifications, where every lever or switch is in exactly the right place. There can be no confusion when driving in the dark. Mercedes-Benz do not believe in a mass of flashy switches, they would only impair safety.



**Inside: spacious and comfortable.  
Outside: a size which permits good  
handling in traffic. The Mercedes-Benz  
280 is easy to manoeuvre. There  
are some smaller cars which are not as  
easy to park as a Mercedes-Benz 280.**



**In a single year of testing Mercedes-Benz drove 80 brand new passenger cars on to the scrap heap. This kind of research has been going on for over 10 years. The aim is to reduce the effects of unavoidable accidents to the minimum. The picture here shows a crash test at 50 km/h on a stationary vehicle. Measurements are made of the deformability of the front and rear sections, which indicate the ability to absorb energy. This intensive research has earned Mercedes-Benz several pioneering patents which are all incorporated in Mercedes-Benz cars.**

You can talk about safety. You can apply lavish rubber padding, or you can attack the problem of safety at the roots. The latter way is difficult and expensive, but more responsible, although the results of serious safety research cannot be seen immediately.

In a single year of testing Mercedes-Benz drove 80 brand new passenger cars on to the scrap heap in the most varied ways, in order to track down certain problems.

After many series of tests, for example, Mercedes-Benz developed an instrument panel which yields in stages, depending on the force of impact, thus largely eliminating serious injuries. Foam padding alone is the least important part of the Mercedes-Benz instrument panel protection. The Mercedes-Benz safety cell was developed in countless accident tests in the course of systematic and scientific safety research.

Mercedes-Benz do not rely on the reduced rigidity in the front and rear sections, which can be expected to absorb energy. The decisive factor is that the maximum amount of impact energy is absorbed in distorting the bodywork, while the passenger compartment remains rigid and undamaged.

"auto motor und sport" No. 4/1969 wrote the following:

**Expiry of "crumple" patent**

"On January 23rd 1969 a piece of car safety became legally accessible to all automobile manufacturers. This was the expiry date of the Mercedes-Benz patent on their safety design for car bodies, which involved a distortion-resistant passenger cell and progressively yielding impact absorbing zones at the front and the rear of the car. This safety design

was rapidly recognized by other automobile manufacturers as the best yet developed. It has been imitated for years all over the world. In this instance the firm of Daimler-Benz generously overlooked infringements of patent rights, in order not to curb the others' safety efforts. In Untertürkheim they know in any case that although the crumple principle is easy to understand, it is very difficult to put into practice. Even Mercedes-Benz needed years of development work before it could give the kind of perfect crash and crumple demonstrations already seen on several occasions in Untertürkheim by the press and hence by the public. With the expiry of the patent this safety design will probably be seen more often in the advertising campaigns of competitors". Mercedes-Benz safety is not just a matter of individual items, nor is it the few dozen features in every Mercedes-Benz car; Mercedes-Benz safety is a system based on scientific research. Its individual elements are all interdependent. It is a system which is forever being extended and perfected. Here are just a few examples:

**Mercedes-Benz safety door locks**

will not suddenly burst open in an accident (hence prevent passengers being flung out), and do not jam if the doors have to be opened quickly after an accident.

**The safety steering**

has a large padded boss on the centre of the steering wheel with an impact absorber under the padded boss, a collapsible steering column and the steering box located well behind the front axle. This avoids the dangerous "impaling" effect of the steering column in a crash.

**Straight-line stability**

and reliable road holding - a result of independent suspension and separate location - are indispensable factors in driving safety. An anti-roll bar eliminates unpleasant rolling in corners and keeps the inner wheels safely on the road.

**The dual circuit servo-assisted braking system**

has brakes which can be subjected to continuous stress, are effectively cooled, self-adjusting and ensure uniform braking without swerving. A warning light indicates failure of a brake circuit.

**The parking brake**

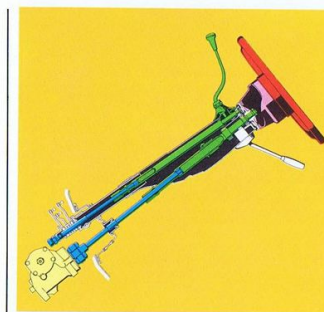
with extra brake shoes and brake drums.

**And much more**

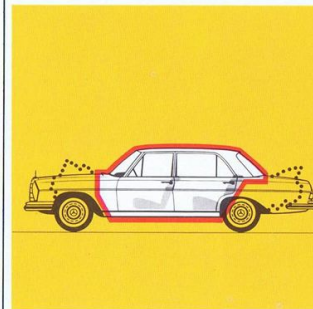
Anatomically correct driving position eliminates fatigue and keeps the driver's reflexes intact, firmly anchored "breathable" seats are contoured to provide lateral support, seat springs and vehicle suspension perfectly tuned. Steering damper absorbs road jolts, rubber mountings on the axle supports absorb unevenness in the road, gas-filled telescopic shock absorbers guarantee constant operation.

**Today Mercedes-Benz' intensive research goes beyond the car itself.**

The second decisive factor tested is man and his reactions. Mercedes-Benz sends its vehicles on to the test track with everyday drivers at the wheel. Unexpected hazards are simulated by experts. All reactions are noted. From the results of these tests it is possible to calculate the average reactions of the average driver. The experience gained is then put into practice to produce even better designs.

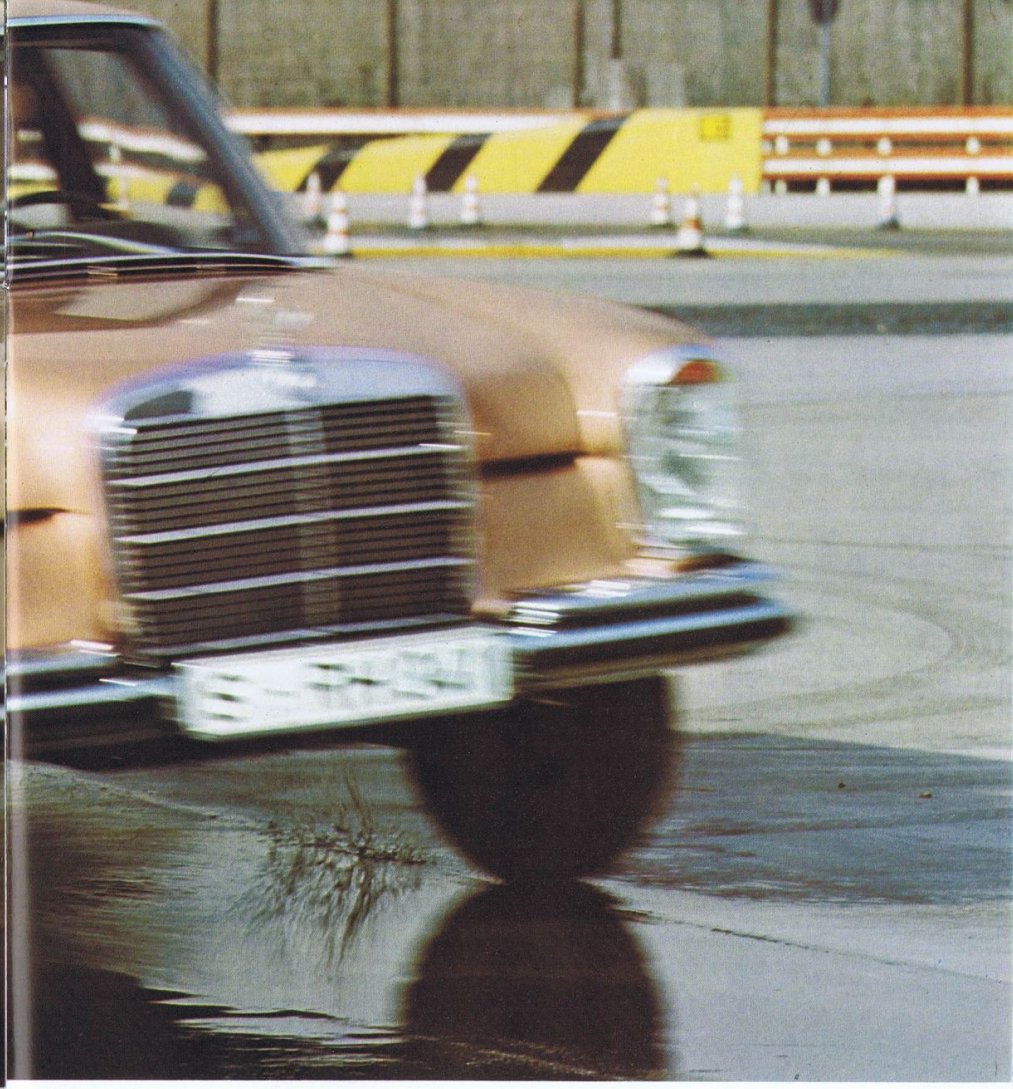


**Steering without "impaling" effect. Steering column "telescopes" under impact. Impact absorber under large padded boss on the steering wheel. The impact absorber has been patented.**



**Diagram showing the distortion principle: rigid passenger compartment with energy-absorbing collapsible front and rear sections.**

**Safety**



A car is truly fast only if its suspension can cope with its engine performance. Mercedes-Benz passenger cars are fast and safe, because their suspension makes high speeds possible even on wet or bad roads. Even in border-line cases, when negotiating sharp bends, for example, the road performance remains neutral and under control at all times.

# "...sets new standards in engine design"

— wrote Peter Klinkenberg, Motoring Correspondent of the Frankfurter Rundschau, about the Mercedes-Benz V-8 engine. He continues "The V-8 engine is without doubt the best power unit currently being built in Germany".

The V-8 engine, with its electronic fuel injection and transistorised ignition, is the latest product of engineering science. It is the most up-to-date result of continuous development. An engine which gains its impressiveness from its extraordinary performance, but even more by the methods by which this performance is achieved. Through its technical conception.

There is a great deal of research between an idea and the complete end-product. As far as the 6-cylinder engines were concerned this is how it happened. Mercedes-Benz designed the first engines with mechanical fuel-injection for aircraft. They were then used in racing cars. They proved themselves by winning the Formula 1 World Championship.

The engines in the Mercedes-Benz 220 SE and 250 SE led to the development of the 280 SE engine. It was at this stage that mechanical fuel injection reached perfection. To date more than 250,000 engines with fuel injection have been built into Mercedes-Benz cars. Mercedes-Benz were for many years the only manufacturers of fuel-injection engines. They are now being copied by others. Mercedes-Benz build cars to their principles of reliability and high performance. Speed alone is not important. Flexibility, smooth running and economy are equally necessary.

**Two-stage, down draught carburettors supply the engine with the necessary amount of fuel-air mixture required. The second stage only comes into operation when this is made necessary by the engine speed.**

**The 6-cylinder engines**  
Mercedes-Benz 280 S and 280 SE models are fitted with 2.8 litre 6-cylinder engines. No other engines are as proved as these. Smooth running and powerful acceleration.

**The 6-cylinder engine in the Mercedes-Benz 280 S**  
It is equipped with two-stage, down-draught carburettors and automatic choke. Engine output: 140 net b.h.p./DIN (157 gr. HP/SAE).

At low and medium speeds only the first stage of the carburettors is used. When the engine is called upon to deliver a higher output, the second stage comes into operation automatically, as a result of the low pressure in the suction pipe. This means that in all operating conditions the engine is provided with the right fuel/air mixture.

**The Mercedes-Benz 280 SE is equipped with a 6-cylinder engine** with mechanical injection and an output of 160 net b.h.p./DIN (180 gr. HP/SAE). The advantages of this injection system are smoothness, no faulty pick-up and no choking or coughing from the engine, even under rapid acceleration. The 6 plungers provide each of the 6 cylinders with exactly the right amount of fuel at exactly the right time. In addition to this, they supply the correct fuel/air mixture under all conditions. The automatic starting and warming-up unit takes into account accelerator pedal position, engine speed, air pressure and cooling water temperature.

**Fresher Breath**  
Mercedes-Benz also lead in another respect. They already fulfill the forthcoming exhaust-emission regulations.

**Mechanical fuel injection in the Mercedes-Benz 280 SE. Each cylinder automatically receives the correct amount of fuel at exactly the right time.**

**All 280 models will be following in common:**

**The overhead camshaft** produces excellent cylinder fillings and favourable torque characteristics, particularly in the lower speed range. The engine works with precision and the minimum amount of noise.

**The forged, inductively hardened crankshaft** is, like the connecting rods, carried in multi-layer steel-backed bearings.

**A special device** moves every valve a fraction of a turn with every stroke. This makes burnt spots between the valve seat and the valve disc practically impossible.

Easy-to-read instruments located well within the driver's field of vision. Non-dazzle layout.

**Two valve springs** for each valve. This means improved damping effect and increased safety. If one valve spring fails, the valve continues to work with the other spring.

**The shaft of each outlet valve** is filled with sodium. Sodium conducts heat away from the valve disc. This leads to a reduction in the temperature of the reinforced valve seats.

**The oil cooler** cools the engine oil. This is important because oil circulation not only lubricates but dispels heat from the engine bearings.

**The visco-drive fan** helps cooling at high engine temperatures — it only comes into operation at these times.

Advantages: The engine warms up more rapidly, wear is reduced, fan noise level is lower. Higher engine output, especially when starting. The visco-drive fan coupling operates without wear.

**But to be fast, a car needs more than a powerful engine.**

**The suspension**  
The suspension of the 280 models is matched to the engine performance. For example

**The Mercedes-Benz single-joint** swing axle with hydropneumatic compensating spring. Exact wheel location by means of radius rods. Good straight-line performance and high cornering stability

with comfortable, but not oversoft suspension. While one wheel follows the bumps in the road, the other runs independently straight ahead. This is why the Mercedes-Benz single-joint swing axle is so much better than any other rigid axle.

**Straight-line stability**  
The wheels, which are individually located by the radius rods of the rear axle and the triangular wishbones of the front axle, do not tend to come off course, even on very bumpy roads, thus considerably reducing the driver's steering effort.

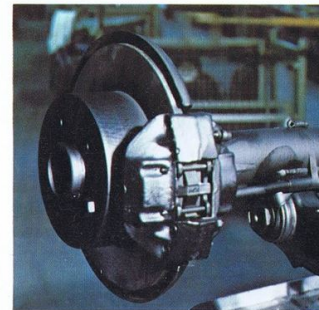
**Cornering stability**  
Due to its neutral driving behaviour and perfect steering response, the 280 models take corners smoothly and make constant corrections unnecessary. An anti-roll bar eliminates unpleasant rolling. The hydraulic steering damper absorbs road jolts, so that they do not affect the steering wheel. Taken together, these features make for easy travelling, even on twisting roads.

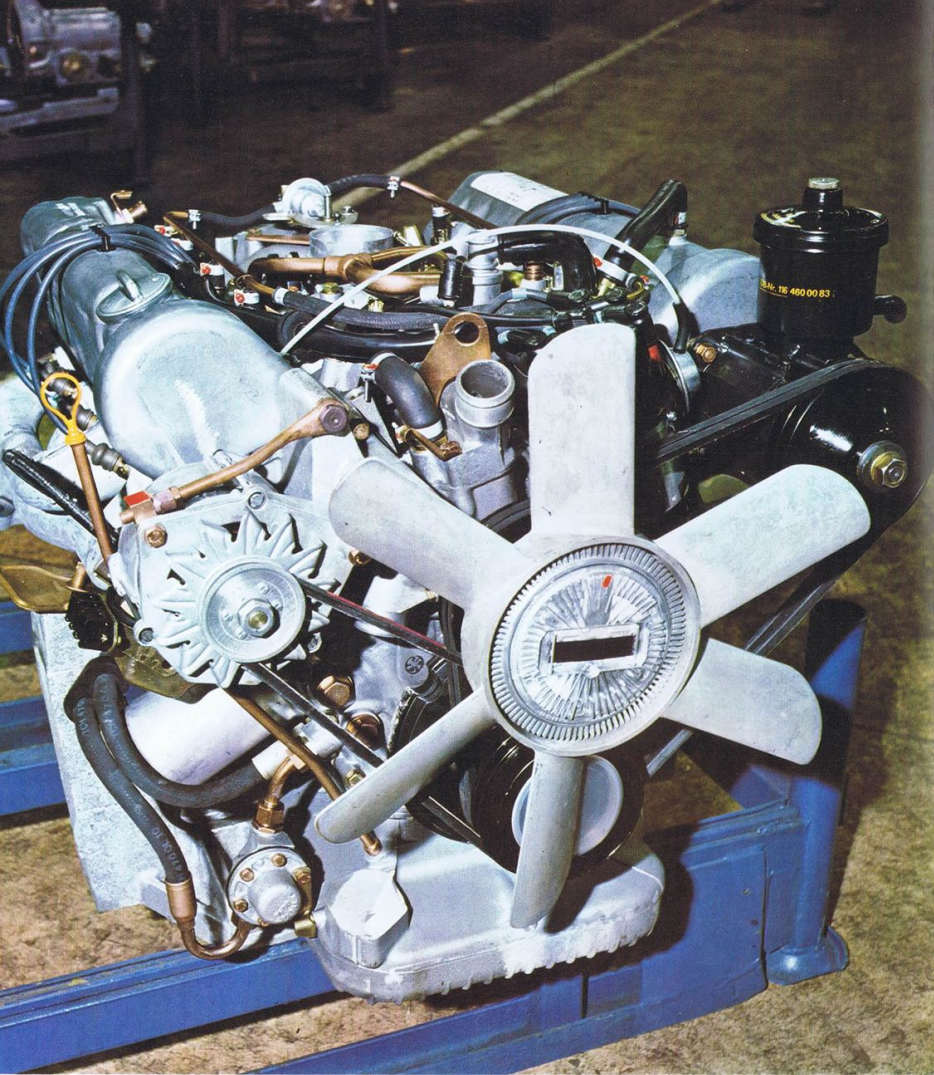
**Reliable road-holding and maximum side-wind stability**  
In the 280 wide track, long wheel-base and low centre of gravity are ideally combined with streamlined bodywork and rugged independent suspension.

This perfect technical layout is matched with maximum comfort. A 500 or 1000 km journey is still a pleasure in a Mercedes-Benz.



**280 SE 3.5/280 SEL 3.5: high-powered engine — safe brakes; twin-circuit power braking system; disc brakes at the front and rear; ventilated brake discs at the front and rims with turbo blades for additional cooling.**





#### **The V-8 engine**

The Mercedes-Benz 280 SE 3.5 has a V-8 engine as standard equipment. It is extremely flexible and smooth. It delivers 200 net b.h.p./DIN at 5,800 rpm.

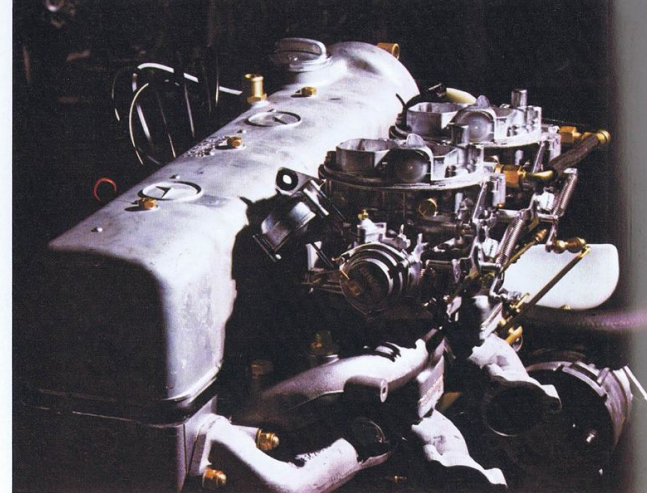
#### **The electronic fuel injection**

The electronic control device meters instantaneously the correct amount of fuel according to the absolute pressure in the intake pipe and the engine speed. Furthermore, all essential information about the operating condition of the engine is also registered and processed. This includes engine temperature, intake air temperature and other factors. The electronic system works invisibly and imperceptibly. Only the result is felt. The engine responds immediately in all situations and accelerates briskly from all engine speeds. There is no hesitation upon sudden acceleration. The fuel consumption is kept low because the control device releases only the precise amount of fuel needed for the particular operating conditions.

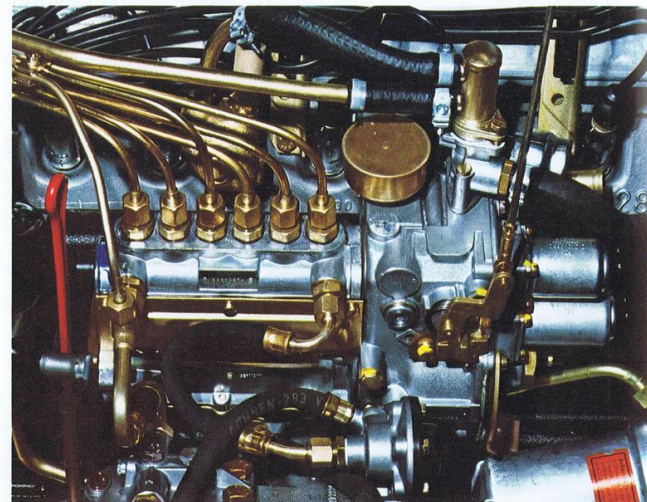
**The V-arrangement of the engine** saves space. After years of testing Mercedes-Benz have come to the conclusion that for 8 cylinders or more the V-arrangement is best, because balancing is easier and hence the engine is quieter. On 6-cylinder engines the same result is obtained by in-line arrangement.

#### **The transistorised ignition**

is another technical innovation. The ignition contacts work with a very low power current. This means the minimum amount of wear and precise ignition for a very long period of time.

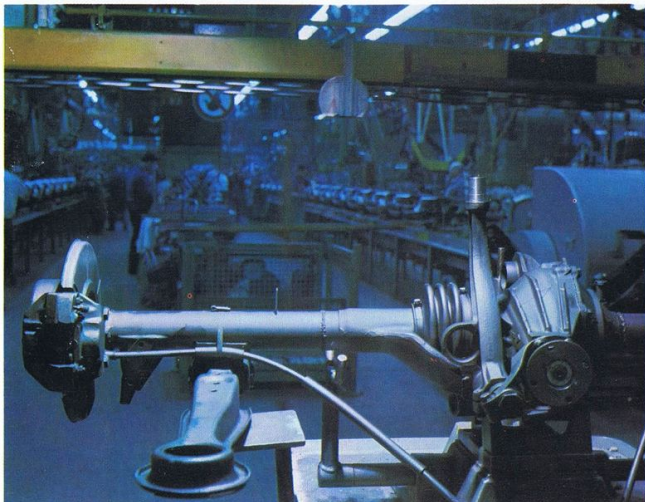


# Speed





Reliability means being able to drive the car under even the most extreme conditions. The test programme therefore calls for runs such as this one. The splash water had no effect whatever on the electrical units. The suspension permits high speeds in bends, even on wet roads.



# Reliability

**The Mercedes-Benz single-joint swing axle with hydropneumatic compensating spring. The low pivot point of the axle and the long half axles make the suspension neither too hard nor too soft. The amount of axle movement is limited by the hydropneumatic compensating spring. This rear axle design is one of the most ideal concepts.**

A reliable car is one which functions perfectly and operates without trouble over a long period of time.

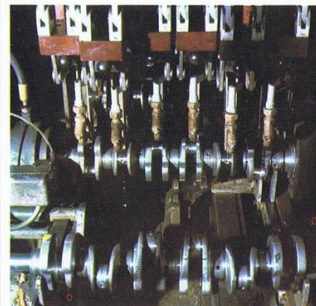
This means that a car must be subjected to extensive tests before it comes on to the market.

The basic design of the Mercedes-Benz 280 is inherited from its predecessors, the 220 S/SE and the 250 S/SE.

The chassis of the 280 already had about five thousand gruelling kilometres of testing behind it when it was introduced.

The Mercedes-Benz 280 models are reliable.

**Seats, seat springs and door locks** have been successfully subjected to continuous tests, each corresponding to a journey of 400,000 km.



**Inductive crankshaft hardening** means that the important points receive particular attention without the surface structure being affected. Nothing is left to chance.



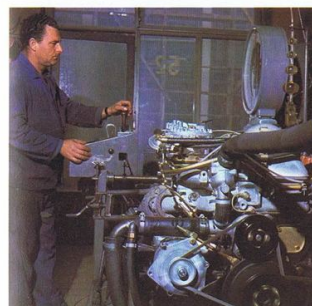
**The bodywork is welded together in a completely automatic process with thousands of welding points. Modern welding machines carry out the job more accurately and hence more safely than the most skilled specialist.**

#### 4 doors made to fit exactly

The deep thud when closing the doors is not an acoustic gimmick, but a sign that the doors fit exactly. Mercedes-Benz employ experts whose only job is to check the measurements of the doors.

#### Safety knob

The door is only shut properly if the arrester knob for the door lock can be pushed down.



**Every engine, every axle and every transmission is bench-tested. Random tests are not enough at Mercedes-Benz.**

#### All electrical units

(headlights, starter motors, dashboard lighting, etc.) are separately earthed, which is more expensive, but also more reliable.

#### All parts

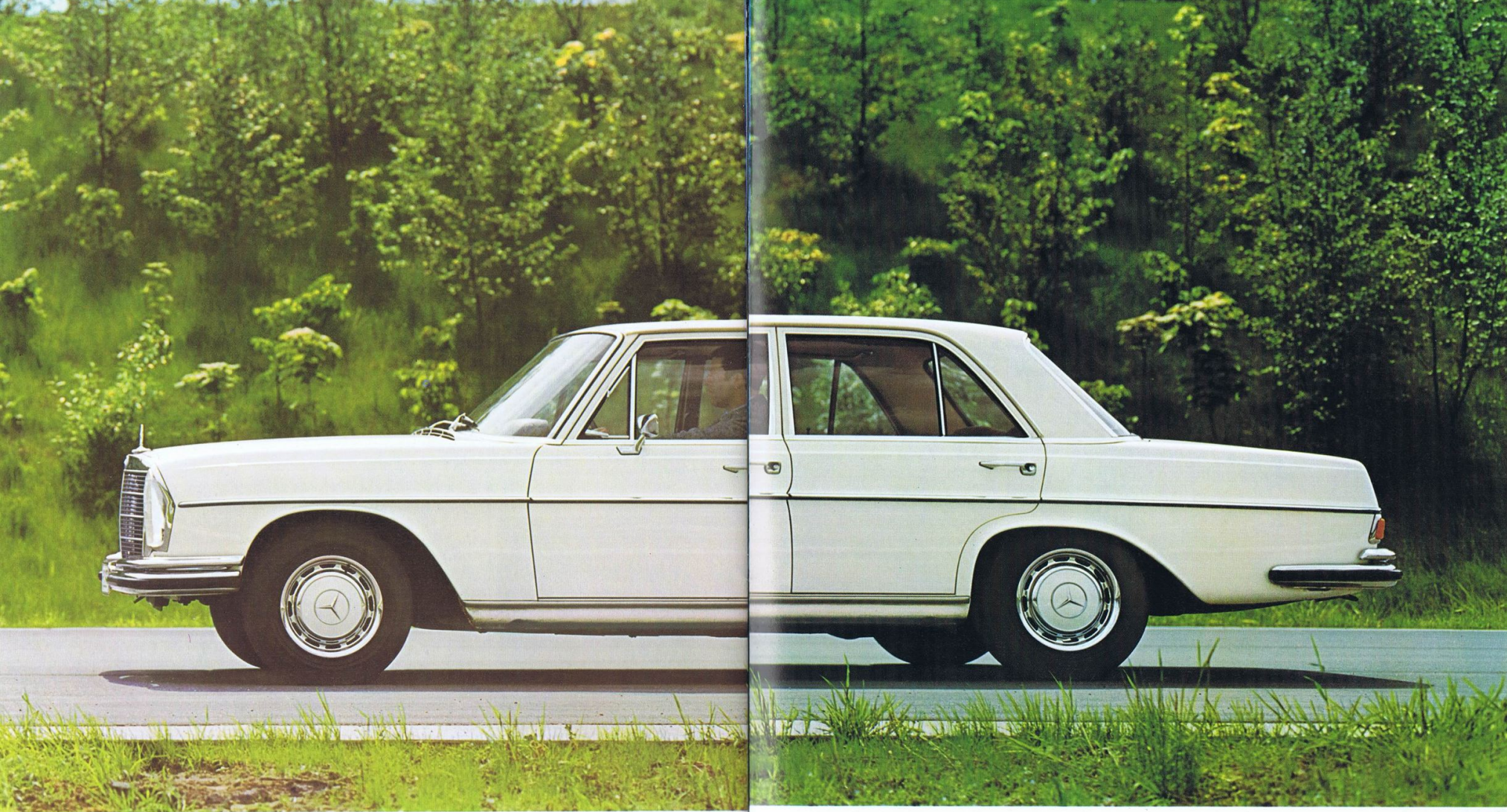
supplied by other firms are subjected to strict tests before being fitted, although they have already been inspected by the manufacturers. For example, a high percentage of every delivery of rubber sleeves for the joints of the rear axles must undergo a 100 hour test in an oil bath. The batch is only released for production when it has passed this test.

#### Every single rear axle

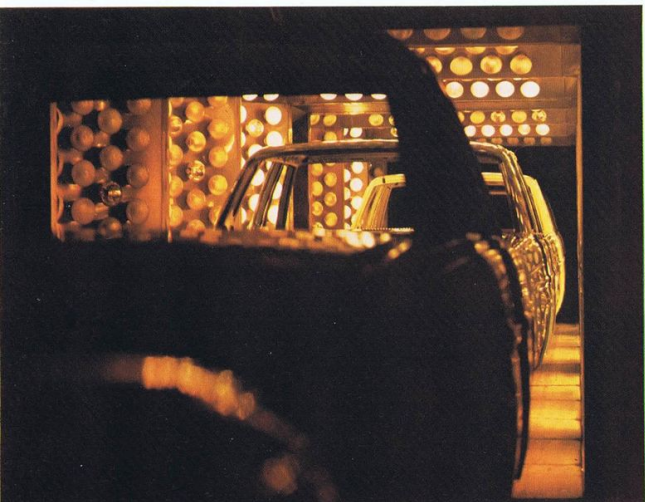
undergoes 4 different tests after it has been assembled to see that it is tight.

#### Every engine, transmission and axle

is subjected to extensive test runs under varying conditions. Only after they have withstood these trials without any adverse effects are they worthy of being installed in the Mercedes-Benz 280.



**The lasting value of a Mercedes-Benz  
begins with a perfect surface finish.**



## Lasting Value

**That's how paintwork should be, hard but not brittle, resistant to weather and chemical influences, but elastic enough to be unaffected by stones flung up from the road. Paint consistency and drying processes must be matched precisely. One of the most important units, the drying plant.**

Lasting value is a feature of the Mercedes-Benz 280 models with its technical perfection, high-class quality of material and workmanship and its characteristic styling which will never date.

### Body shape

Fashion will always attract certain purchasers. Mercedes-Benz, however, cannot afford to follow this trend. New models with the three-pointed star only come on the market when a genuine technical improvement has been made.

This is particularly true of the bodywork. For this reason Mercedes-Benz do not make cars which are stylish today and out of date tomorrow. They are modern but not modish. The only shape which lasts for years is the "right" one.

It lasts a long time — as long as a Mercedes-Benz.

Lasting quality means that the quality of material and workmanship must be equally high.

### The Paintwork

The Mercedes-Benz 280 has a particularly hardwearing paint covering (around 20 kg per vehicle). After the application of phosphates and the passivation, up to five coats are applied. These are organically co-ordinated. First comes a primer, then a second primer, followed by a protective coating, then the basic coating and finally the top coat.

**The permanent underseal** (around 14 kg per vehicle) for the underside, the fenders, the sills and the underside of the front section.

**The extra protective wax coating** for the engine compartment and the whole underside of the vehicle, including axles, drive shaft, fuel and brake lines.

**Hollow parts which become inaccessible later** are coated with zinc paint before assembly to prevent interior corrosion.



**The vehicle's underfloor and the wheel arches. In these places the best paintwork is useless if it is damaged by stones. Here Mercedes-Benz cars have an extra flexible plastic coating applied as standard finish.**

**The axle housings and engine block** are coated inside with a special heat and oil-resistant paint developed by the Mercedes-Benz research laboratory.

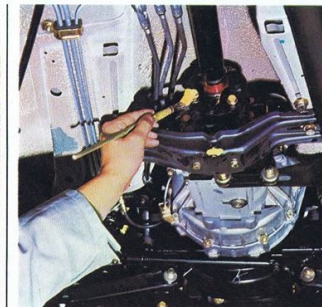
### Sheet metal joints must be scrupulously clean

All joints, no matter how small, are sealed on the inside as well as the outside. This is not only for the sake of appearance, but to make sure that corrosive influences have no chance whatsoever.

**Mercedes-Benz model continuity** results in high resale prices, maximum precision and reliability of manufacture. The manufacturer who only builds a new series every six years runs the risk of "teething troubles" only once every six years.

**Uncompromising inspectors** 15% of all personnel engaged in car production carry out control work. They have to weed out everything which does not come up to standard. They really do do this.

**Service** Mercedes-Benz has over 3,287 service stations in 163 countries with experienced specialists who have frequent refresher courses given by experts from the factory. A reassuring feeling, especially for holiday trips.



**Important screws are tested one by one by hand at the end of the production line. A coloured seal means test passed, released.**



## Basic Equipment

### Axles

Front axle; axle support with double wishbones. Rear axle; Mercedes-Benz single-joint swing axle.

### Transmission

Fully synchronized 4-speed transmission with column or floor shift; self-adjusting diaphragm spring clutch.

### Suspension

On front and rear axles two coil springs, two double action hydraulic telescopic shock absorbers front, anti-roll bar, hydro-pneumatic compensating spring at rear.

### Brakes

Disc brakes all round, dual circuit power braking system, parking brake with additional brake shoes and brake drums. Indicator lamp for the functioning of both brake circuits.

280 SE 3.5/SEL 3.5:

Ventilated disc brakes in front and rims with turbo fins for additional cooling

### 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.

280 SE 3.5/SEL 3.5:

Mercedes-Benz power steering as standard

### Bodywork

Frame floor unit firmly welded to the body, rigid, torsion-resistant passenger compartment (safety cell), energy-absorbing front and rear sections, optimum vision on all sides, panoramic safety glass windows, four doors, easy to close, rubber strips on both sides, double bumpers with broad rubber inserts.

### Seats

Seating anatomically contoured, firmly anchored, shaped to give hip support, seat springing, vehicle suspension and sitting position carefully tuned, front seats adjustable forwards or backwards, plus backrest angle, height of driver's seat adjustable, reclining seat fittings.

### Windscreen

Safety glass, windscreen washer, foot operated with wiper contact, 2-speed windscreen wipers, butterfly type, operated by the combination switch on the steering column.

### Lighting system

Parking light, asymmetric low beam

(dimmer), high beam headlights, fog lamps, side lights, reversing light, infinitely variable instrument lighting, interior light with door contact and hand switch, reading light at the rear, with switch on the dashboard, lighting for ashtray, cigar lighter, heater control, glove compartment and luggage compartment, footwell light.

### Instruments

Instrument panel padded, yielding on impact, speedometer, oil pressure gauge, fuel gauge, water temperature gauge, indicator light for parking brake, for functioning of both brake circuits, for battery, indicators, high beam and fuel reserve, electric clock, total mileage counter, daily mileage counter.

### Locks

Safety locks on all doors with a child-proof locking system on the rear doors, lockable glove compartment, luggage compartment lid lock, steering wheel lock combined with ignition lock, starter and starter non-repeat unit, master key for the doors, ignition lock, glove compartment, boot and filler cap lock, second key for doors, ignition and filler cap only (one key system).

### Heating and ventilation

Continuous warm or cold air flow, dust and draught-free, with additional blower for windscreen, front and rear footwells, air volume and air distribution for warm and cold air infinitely variable up and down, blower linked with control lever, heating separately controlled for right and left sides, infinitely adjustable spherical vents for warm and cold air, on the left and right of the dashboard.

### Signalling system

Headlight flasher, self-cancelling indicators, operated by the combination switch on the steering column, 2 high-frequency horns, brake lights, indicator warning light.

### Miscellaneous

Parcel tray between front seats, pockets on the front doors, glove compartment, rear window shelf, rear view mirror, adjustable to anti-glare position, padded sun visors with make-up mirror on passenger side, grab handles on roof frame, clothes hooks on rear grab handles, padded armrests on doors, armrest between back seats, cigar lighter, ashtrays at the front and rear, anchor points for safety belts front and rear, carpet in front and rear footwells and on tunnel, towing lugs front and rear.

The contents are not binding and the right is reserved for modifications.

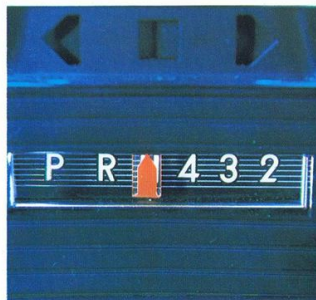


**Optional**

Mercedes-Benz cars are very well equipped and offer maximum comfort. If you want to personalize your Mercedes-Benz to give it an individual atmosphere, many extras are available.

**Mercedes-Benz power steering**

Mercedes-Benz power steering makes driving easier. This becomes obvious when parking and in narrow bends. Hydraulic equipment reduces the power required at the wheel and the number of turns. In spite of this, the "feel" for the road is maintained in all situations. (Standard on 280 SE 3.5/280 SEL 3.5)



**Mercedes-Benz automatic transmission**

with either steering column or floor shift. You can drive at speeds dictated by the traffic flow without having to change gear or operate the clutch. When overtaking, you need only to "kick down" the accelerator into what is called the forced throttle position, to obtain the necessary speed. The automatic transmission then changes into the appropriate gear and, after overtaking, automatically changes back. Gear changing takes place without interruption of the power flow. This is one of the greatest advantages of Mercedes-Benz automatic transmission.



**Telephone**

With a car telephone you can be more independent. You can be reached at all times, even when travelling. Important decisions can be made on the way and passed on to others. These are just two of the many advantages. Further details about car telephone systems are available from every Mercedes-Benz branch or agency.

**Sliding roof**

The steel sliding roof is weatherproof, maintenance-free and electrically operated. For the sceptics: if the power fails it can be shut manually from the boot.

**Safety headrests**

The Mercedes-Benz headrests can be adjusted in height or backwards and forwards. They provide a wide or narrow contact surface according to adjustment. Apart from increased comfort (muscle-relaxing head support) they are also a safety precaution for driver and passengers, since they protect the neck from injury in collisions.

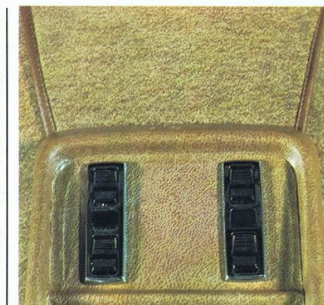


**Air-conditioning**

The Mercedes-Benz air-conditioning unit looks after your physical comfort. You can decide on the exact temperature of the car interior. This is particularly important when you are driving in bumper-to-bumper traffic on motorways, or in the sweltering heat of towns. Open windows bring no relief. On the contrary, you are then plagued by dust and noise from the road. The only effective help is provided by an air-conditioner. The unit is put into operation by the button on the right. The left-hand button enables you to regulate the desired temperature. That is all. Adjustable louvres control the direction of the stream of cooled air. The air-conditioning works on the refrigerator principle.

**Safety belts**

No other special equipment had such a difficult time fighting prejudice. Today the efficiency of safety belts is undisputed. From the experience gained in systematic scientific investigations concerning safety Mercedes-Benz fit a three-point safety belt which holds both the upper and lower parts of the body firmly in the seat in case of an accident. Thus passengers are kept from being flung against parts of the car and are protected to a high degree against injuries.



**Electric windows**

The switches for the electrically-operated windows are on the central console in front of the front seats. All 4 side windows can be operated from here. Naturally, the rear side windows can also be operated directly by the rear passengers with individual switches. These switches can, however, be cut out by the driver with a safety switch. This makes unintentional opening impossible. Electrically-operated windows can be installed for either the two front windows or for all four.

**Here are a few more examples**

Limited slip differential, fully synchronized 5-speed transmission, mechanical or automatic aerial, orthopaedic backrests, set of suitcases, whitewall tyres, 2-tone horn, central locking system, special paintwork, including two-tone, and much more.

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

Engine	Mercedes-Benz 280 S	Mercedes-Benz 280 SE	280 SE 3.5/SEL 3.5
Number of cylinders	6	6	8
Bore/Stroke	3.41/3.1 ins. 86.5/78.8 mm	3.41/3.1 ins. 86.5/78.8 mm	3.62/2.59 ins. 92/65.8 mm
Total displacement	169.5 cu. ins. 2778 c. c.	169.5 cu. ins. 2778 c. c.	213.5 cu. ins. 3,499 c. c.
Engine output acc. to SAE	157 gr. HP/5,400 rpm	160 gr. HP/5,750 rpm	230 gr. HP/6,050 rpm
Engine output acc. to DIN *)	140 net b.h.p./5,200 rpm	160 net b.h.p./5,500 rpm	200 net b.h.p./5,800 rpm
Max. torque acc. to SAE	181 ft. lbs./3,800 rpm 25.0 mkp/3800 rpm	193 ft. lbs./4,500 rpm 26.7 mkp/3800 rpm	231 ft. lbs./4,200 rpm 32.0 mkp/4,200 rpm
Max. torque acc. to DIN *)	165 ft. lbs./3,600 rpm 22.8 mkp/3600 rpm	177 ft. lbs./4,250 rpm 24.5 mkp/3600 rpm	211 ft. lbs./4,200 rpm 29.2 mkp/4,000 rpm
Compression	9	9.5	9.5
Oil capacity crankcase max./min.	9.7/6.2 Imp. pts. 5.5/3.5 litres	9.7/6.2 Imp. pts. 5.5/3.5 litres	13.2/9.8 Imp. pts. 7.5/5.5 litres
Capacity of cooling system	18.7 Imp. pts. 10.6 litres	19 Imp. pts. 10.8 litres	23.2 Imp. pts. 13.2 litres
Generator	14 V/35 A	14 V/35 A	14 V/55 A
Battery	12 V/55 Ah	12 V/65 Ah	12 V/66 Ah
Max. speed	approx. 115 mph. approx. 185 kmph	approx. 118 mph approx. 190 kmph	approx. 131 mph. approx. 210 kmph
Types, tubeless	7.35 H 14/185 H 14/6 PR	7.35 H 14/185 H 14/6 PR	7.35 V 14/185 V 14/6 PR
Fuel	Premium	Premium	Premium
Fuel consumption acc. to DIN 70 030 *)	23. m.p. Imp. gals 12.3 litres per 100 km	23. m.p. Imp. gals 12.3 litres per 100 km	21.7 m.p. Imp. gal 13 litres per 110 km
Tank capacity	18 Imp. gals. 82 litres	18 Imp. gals. 82 litres	18 Imp. gals. 82 litres
Incl. reserve	approx. 1.5 Imp. gals approx. 7 litres	approx. 1.5 Imp. gals approx. 7 litres	approx. 2.4 Imp. gals approx. 11 litres
Weights	280 S	280 SE 280 SE	280 SE 3.5 280 SEL 3.5
Kerb weight	3,265 lbs. 1480 kg	3,226 lbs. 1485 kg	3,430 lbs. 1555 kg 3,495 lbs. 1585 kg
Permissible total weight	4,370 lbs. 1980 kg	4,400 lbs. 1995 kg	4,530 lbs. 2055 kg 4,595 lbs. 2085 kg
Trailer load with brake *)	2,645 lbs. 1200 kg	2,645 lbs. 1200 kg	2,645 lbs. 1200 kg 2,645 lbs. 1200 kg
Trailer load without brake *)	1,655 lbs. 750 kg	1,655 lbs. 750 kg	1,655 lbs. 750 kg 1,655 lbs. 750 kg

# Technical Data

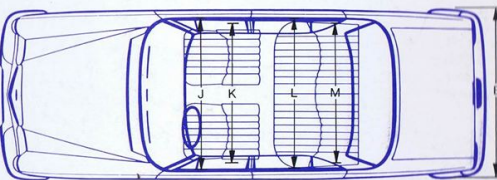
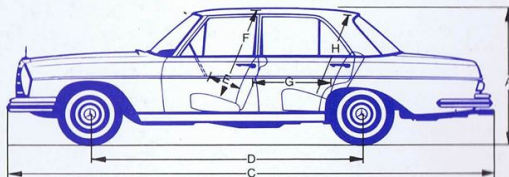
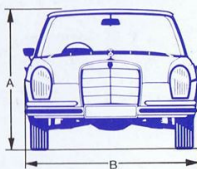
The output given in net b.h.p./DIN is effectively available at the clutch for driving the vehicle, as any other power consumption has already been deducted. Output data given in gr. HP/SAE include the power used for operating auxiliary units not required to operate the engine.

Technical data acc. to DIN 70 020 and 70 030. Fuel consumption according to DIN 70 030. This value is obtained at a constant speed of 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 70 030 is therefore only a comparative value and not the actual amount of fuel consumed.

The weights quoted are maximum weights, valid within the Federal Republic of Germany. In various countries other figures will apply.

Dimensions vary acc. to sitting position. The contents are not binding and the right is reserved for modifications.



	280 S/SE/SE 3.5	280 S/SE/SE 3.5	280 SEL 3.5	280 SEL 3.5
A Overall height, unloaded	56.7 ins.	1440 mm	56.7 ins.	1440 mm
B Overall width	71.3 ins.	1810 mm	71.3 ins.	1810 mm
C Overall length	193 ins.	4900 mm	196.9 ins.	5000 mm
D Wheelbase	108.3 ins.	2750 mm	112.2 ins.	2850 mm
E Steering wheel - driver's seat backrest *)	13.4 ins.	340 mm	13.4 ins.	340 mm
F Seat height, unloaded, front	37.8 ins.	960 mm	37.8 ins.	960 mm
G Driver's backrest - rear seat backrest *)	32.5 ins.	825 mm	36.4 ins.	925 mm
H Seat height at rear	34.1 ins.	865 mm	34.1 ins.	865 mm
J Width at centre of upholstery, front	61 ins.	1550 mm	61 ins.	1550 mm
K Width at shoulder height, front	57.7 ins.	1465 mm	57.7 ins.	1465 mm
L Width at centre of upholstery, rear	61 ins.	1550 mm	61 ins.	1550 mm
M Width at shoulder height, rear	57.3 ins.	1455 mm	57.3 ins.	1455 mm
Track width, front	58.35 ins.	1482 mm	58.35 ins.	1482 mm
Track width, rear	58.46 ins.	1485 mm	58.46 ins.	1485 mm
Turning circle diameter	38.4 ft.	11.68 m	39.8 ft.	12.12 m
Boot space	approx. 21.5 cu. ft.	approx. 0.61 m <sup>3</sup>	approx. 21.5 cu. ft.	approx. 0.61 m <sup>3</sup>