



Mercedes-Benz



280 S
280 SE
280 SEL

You get more from perfection.

If you are successful you do not really need to explain why, but we want you to buy our 280 S or 280 SE — for a lot of money.

Therefore we must make it easier for you and harder for us, and explain why our 280 S/SE models are such an international success. (In 1969 orders have steadily increased, and delivery dates are unfortunately delayed longer and longer.) This is perhaps one of the reasons: "Anyone in a hurry on our roads does not buy a sports car, but drives at least a 280 SE which offers comfort as well as high performance", wrote "auto, motor and sport" in No. 11/1969.

But there are cars which are faster. Faster than 185/190 km/h. The MB 300 SEL 6.3, for example, can reach up to 220 km/h. The first sports car with a Wankel 4-rotor midengine, gullwing doors and bodywork of synthetic material so far attains speeds up to 300 km/h. It is also from Mercedes-Benz.

But the great majority of experts among drivers of large, powerful cars do not want a touring limousine faster than the 280 S/SE.

Do you like driving at 190 km/h or faster at all? If you do, you should think of your safety, and if you reject that as a man you should think of your family and other road users and therefore drive a car which is still safe at 190 km/h, or better still a car which is so quiet and free from vibrations, which is such a good roadholder and so stable in bends that you arrive earlier and more relaxed than "faster" drivers.

Driving characteristics, comfort and safety in today's cars are scientific problems. You can investigate, test, measure and prove what is bad, better and good, but, as we have said, first of all you must do some thorough research work.

The present 280 S/SE models are the climax of a 10 year development period beginning with the 220 S/SE, going on to the 250 S/SE

and today culminating almost in technical perfection with the 280 S/SE.

Think of the safety cell for passengers, the bodywork which with its 7,000 welding points guarantees hundreds of thousands of rattle-free kilometers, the 5 million test kilometers to which our engineers have subjected these models, the 4 disc brakes with brake power control, the hydropneumatic compensating spring on the rear axle which offers maximum comfort, the new safety steering wheel, the new easy-shift manual gearbox with even better ratios, the new automatic transmission, the recently developed safety headrest, the practical one-key system and the anatomically correct, upholstered seats which are made partly by hand and which hold your body in the right position while absorbing the natural moisture.

Think of more than a hundred other facts and also that you can choose from 685 different equipment combinations. Have your next car therefore built entirely according to your own wishes. If you consider all this it no longer matters that the 280 SE can accelerate from 0 to 100 km/h in 10.5 seconds, although not many cars can do that.

But there are also the 230/250 6-cylinder models in the Mercedes-Benz programme. Fast, safe, compact, easily manoeuvrable, rugged cars. Why then a 280 S or 280 SE when there are such excellent cars with the threepointed star below this?

The Mercedes-Benz 280 S and 280 SE models are even quieter and offer superb motoring with even more room, more comfort and greater power in conjunction with almost the same manoeuvrability. They are the better, more perfect and more expensive cars. They are the top models of an international top quality programme. This can be scientifically proved.

Choose between the 280 S and the 280 SE and discover how much more fun perfection is.



Bodywork:
timeless elegance yet functional.
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.



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

The Mercedes-Benz 280 S/SE was designed from the interior outwards. This allows 5 people enough room to travel comfortably, while the exterior dimensions permit good handling in traffic.

In spite of the size of the interior, this car is easier to manoeuvre than other considerably smaller cars.

In addition to the 280 S and 280 SE there is a third model; the Mercedes-Benz 280 SEL with long wheelbase. The wheelbase is 10 cm longer.

This means: longer body and therefore 10 cm more space in the rear of the car (anywhere else it would be pure waste). More room in the rear means larger doors, which make entering and leaving even easier. Therefore anyone who often has passengers in the back or who often sits in the back himself, who likes to stretch his legs and enjoys the feeling of having plenty of space, should get in and see the difference made by that 10 cm more room at the rear.

This car is fitted with Mercedes-Benz power steering as standard.

These are the only differences.

There is no difference in the luxury fittings and the high quality of material and workmanship in these three models.

Seats

In the Mercedes-Benz 280 S/SE the driver's reactions are not impaired by incorrectly shaped seats. The seats are anatomically contoured with firm lateral support. The seat springing is coordinated to the vehicle suspension. Both seat springing and vehicle suspension are equally effective at all speeds.

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

Comfort



Mercedes-Benz make firm seats and cushions to support the body. The semi-fluting separated by double seams with a special filling, a rubberized hair mat and interlocking steel spring cores guarantee that the seats are ventilated and that any moisture is absorbed.

The position of the driver in relation to the steering wheel is anatomically correct. This is a boon on long journeys.

The front seat backrests are reclinable. 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. An extra 3 speed blower increases the supply of fresh air. The vehicle can be ventilated even when at a standstill.

The spherical nozzles of the summer ventilation system can be turned to practically any direction, and provide an additional stream of fresh air.

The heating system warms fresh air to a pleasant room temperature, even from -20°C .

Stale air is continuously extracted without draughts.

Suspension

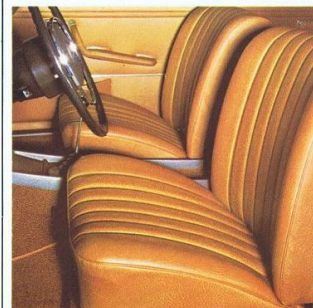
The Mercedes-Benz single-joint swing axle with its hydro-pneumatic compensating spring produces characteristics which are neither too hard nor too soft. The swinging action of the two half axles iron out the unevenness of the road. The hydro-pneumatic compensating spring limits camber variations which might impair handling properties.

This axle design on the Mercedes-Benz 280 S/SE guarantees the same outstanding road holding and optimum driving comfort at all speeds. Fatiguing vibrations are eliminated. Even on long runs. The bumps in the road are ironed out by the rubber mountings of the axle supports and are not passed on to the body.

For the Mercedes-Benz 280 S/SE this axle design is virtually perfect.

The comfort and safety afforded by this combination of steel suspension and hydraulics is surpassed only by models with air suspension.

An anti-roll bar eliminates unpleasant rolling in bends, which could influence driving safety. Hydraulic-gas-filled telescopic shock absorbers (de Carbon



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

system) guarantee constant road holding even on bad roads. 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. This gives a direct contact with the road, making for safe driving, even on wet and icy surfaces. The steering damper absorbs bumps in the road without transmitting them to the steering wheel.

Because of its steering the Mercedes-Benz 280 S/SE is easier to manoeuvre than many smaller cars.

Bodywork

The Mercedes-Benz 280 S/SE makes no concession to short-lived fashion. It offers something better; a timeless elegant shape, incomparable interior comfort, four large doors which make entering and leaving very easy, a spacious luggage compartment which is no problem to load, and much more.

Axles and bodywork are separated by rubber mountings. Engine and passenger compartments are hermetically sealed off from each other. This makes the Mercedes-Benz 280 S/SE practically free of vibrations and very quiet.

Oddments tray, illuminated glove compartment, pockets on the doors, large rear window shelf, padded armrests, armrests between the rear seats, and hardwearing carpeting – these are just a few examples of what Mercedes-Benz mean by functional comfort. The Mercedes-Benz 280 S/SE has that "special something" in comfort and ease which will become indispensable to the driver.



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



Safety

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 the few dozen features in every Mercedes-Benz car, Mercedes-Benz safety is a system based on scientific research. Its individual elements are all inter-dependent. 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.

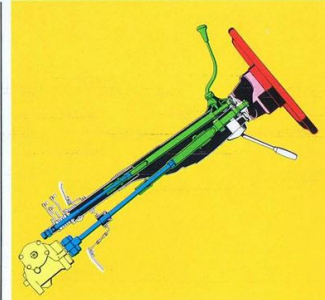
Straight-line stability
 and reliable road holding – a result of independent suspension and separate location – are indispensable factors in driving safety. An anti-roll bar eliminates unpleasant rolling in corners and keeps the inner wheels safely on the road.

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 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.

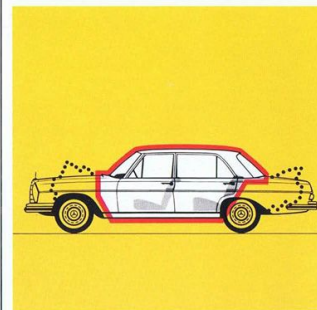
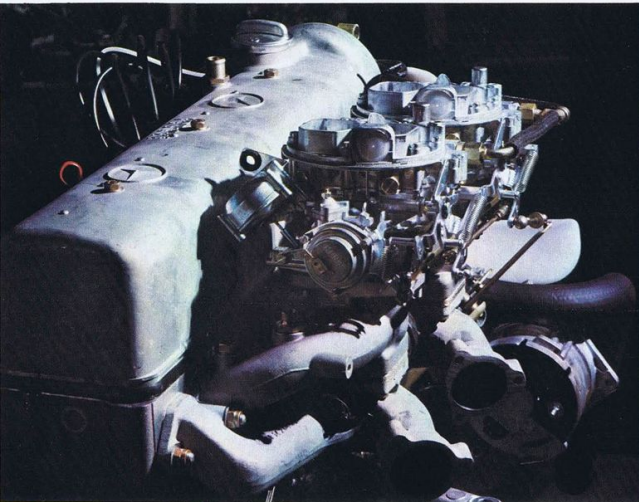


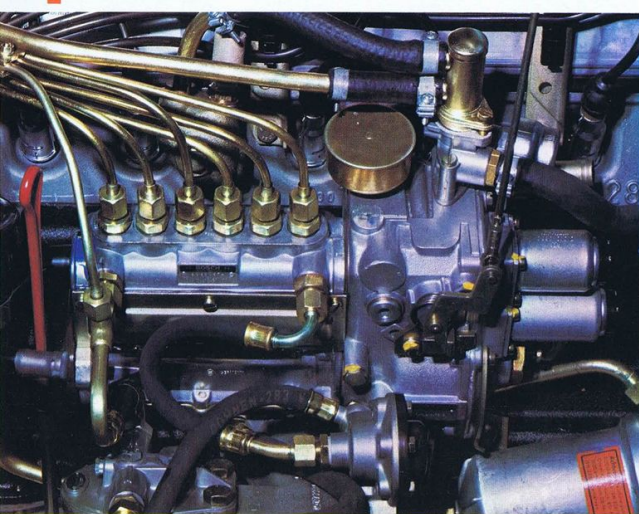
Diagram showing the distortion principle: rigid passenger compartment with energy-absorbing collapsible front and rear sections.



A car is only truly fast 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.



Speed



Two-stage, down draught carburetors 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.

Mercedes-Benz do not build racing cars for family men.

They build cars to rigid design principles, cars which will cruise at high, above-average speeds – and not only in good weather on dry roads.

Acceleration in the medium speed range is also important. For example, when it is necessary to accelerate quickly from 60 km/h to 90 km/h, in order to overtake safely.

On these occasions the 6-cylinder engines of the 280 S/SE, with their high torque and good reserves of power, show their mettle.

The Mercedes-Benz 280 S 6-cylinder engine is equipped with two-stage, down draught carburetors and automatic choke. Engine output, 157 gr. HP/SAE (140 b. h. p./DIN). At low and medium engine speeds only the first stages of the carburetors are 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 has a 6-cylinder engine with mechanical fuel injection and a capacity of 180 gr. HP/SAE (160 b. h. p./DIN).

The most interesting thing about this engine is the fuel injection system, with its 6-plunger injection pump.

The current injection engines are the result of decades of development work.

It began with Mercedes-Benz aero-engines, was continued in racing cars and finally culminated in the engines of

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

the Mercedes-Benz 220 SE and 250 SE. Today mechanical injection has reached technical perfection. On August 6th 1969 the 250,000th vehicle with a fuel injection engine came off the production line; a 280 SE.

The advantages of this injection system are smoothness, no faulty pick-up and no choking or coughing from the engine 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 for all conditions. The automatic starting and warming-up unit takes into account accelerator pedal position, engine speed, air pressure and cooling water temperature.

Both engines are distinguished by swift acceleration, are extremely quiet and are among the most mature and sturdy engines on the market today.

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.

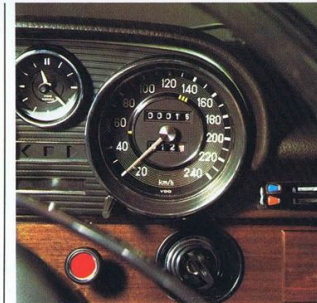
A special device moves every valve a fraction of a turn with every stroke. This makes burnt spots between the valve seat and the valve disc practically impossible.

Two valve springs for every 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 every outlet valve is filled with natrium. Natrium conducts heat away from the valve disc. This leads to a reduction in the temperature of the reinforced valve seats.

The air oil cooler cools the engine oil. This is important because the oil circulation not only lubricates but also removes heat from the engine bearings.

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



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

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

Both cars reach their top speed quickly.

You can safely drive them flat out for long periods, because both engines are extremely tough. The suspension is able to cope with all speeds. Here – representative for many features – are some examples:

The Mercedes-Benz single-joint swing axle with hydraulic compensating spring

Exact wheel location by means of radius rods, exceptionally good track-holding properties and maximum stability in corners in conjunction with comfortable but not too soft 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.

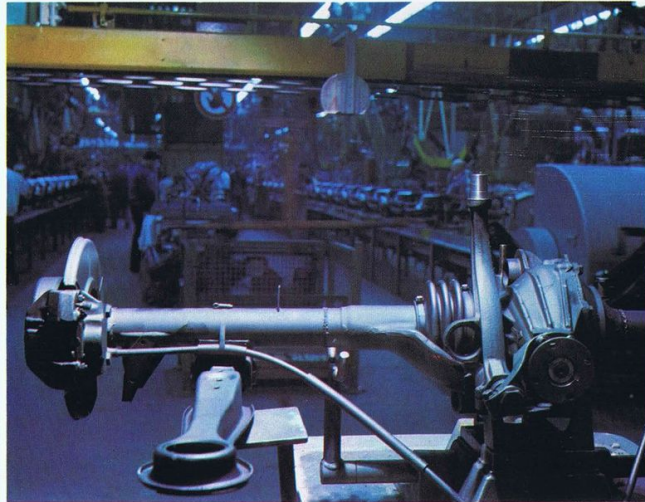
Straight-line stability
The wheels, which are individually located by the radius rods of the rear axle and on the triangular wishbones of the front suspension, do not tend to come off course even on very bumpy roads, thus considerably reducing the steering effort.

Cornering stability
Due to their neutral driving behaviour and perfect steering response the Mercedes-Benz 280 S/SE take corners smoothly and make constant corrections unnecessary. A hydraulic steering damper absorbs road jolts, which 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
Wide track, long wheelbase and low centre of gravity are combined with streamlined bodywork and robust chassis with independent suspension in the 280 S/SE. This perfect technical layout is matched with maximum comfort. A 500 or 1000 km journey is still a pleasure in a Mercedes-Benz.



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 hydro-pneumatic 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 hydro-pneumatic 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.

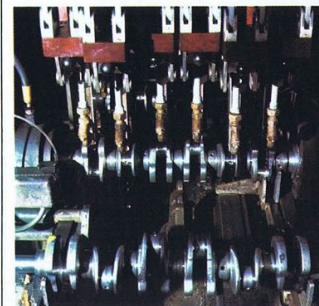
This means that a car must be subjected to extensive tests before it comes on to the market.

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

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

The Mercedes-Benz 280 S/SE is 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.



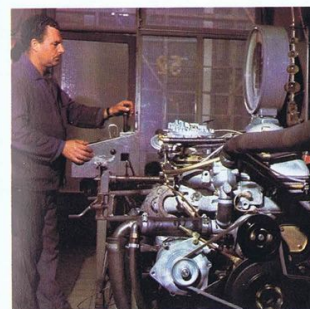
The bodywork is welded together in a completely automatic process with thousands of welding points. Modern welding machines carry out the job more accurately and hence more safely than the most skilled specialist.

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

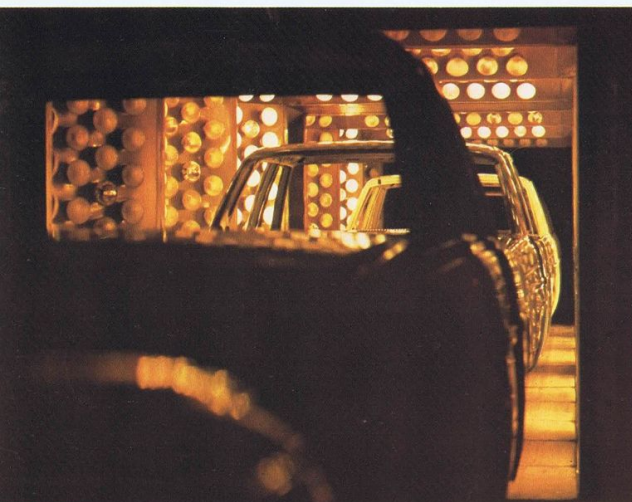
undergoes 4 different tests after it has been assembled to see that it is tight.

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 S/SE.



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 S/SE, 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.

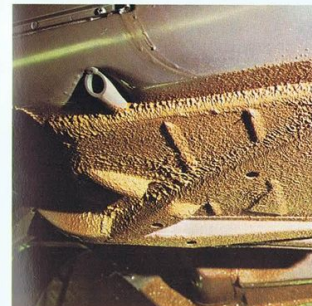
The Paintwork

The Mercedes-Benz 280 S/SE 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.

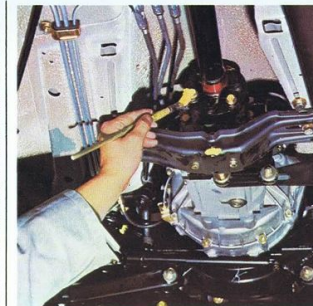
Sheet metal joints must be scrupulously clean

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 3700 service stations in 162 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 synchronised 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.

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.

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

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.

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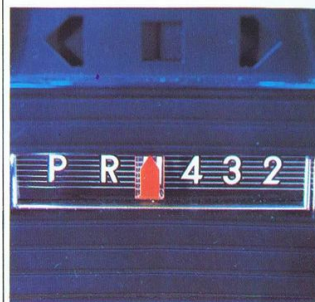


Optional

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.



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

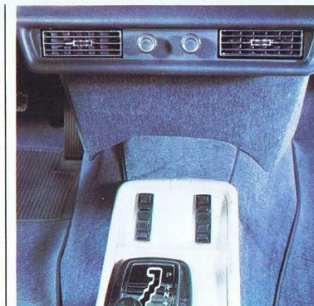
With a car telephone you can be more independent. You can be reached at all times, even when travelling. Important decisions can be made on the way and passed on to others. These are just two of the many advantages. Further details about car telephone systems are available from every Mercedes-Benz branch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

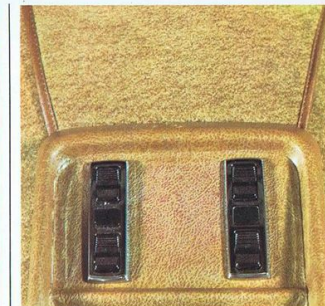


Air-conditioning

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 4.

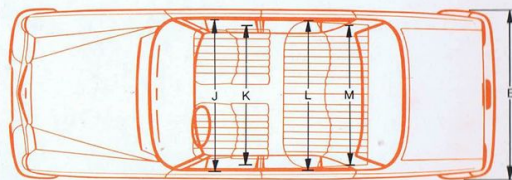
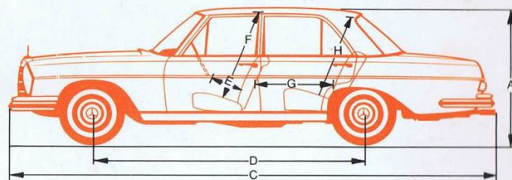
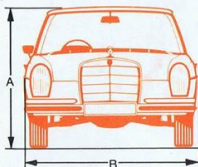
Here are a few more examples

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".

Technical Data

Engine	Mercedes-Benz 280 S	Mercedes-Benz 280 SE/SEL
Number of cylinders	6	6
Bore/Stroke	3.41/3.1 ins.	3.41/3.1 ins.
Total displacement	169.5 cu. ins.	169.5 cu. ins.
Engine output acc. to SAE	157 gr. HP/5,400 rpm	180 gr. HP/5,750 rpm
Engine output acc. to DIN ¹⁾	140 net b.h.p./5,200 rpm	160 net b.h.p./5,500 rpm
Max. torque acc. to SAE	181 ft. lbs./3,800 rpm	193 ft. lbs./4,500 rpm
Max. torque acc. to DIN ¹⁾	165 ft. lbs./3,600 rpm	177 ft. lbs./4,250 rpm
Compression	9	9.5
Oil capacity crankcase max./min.	9.7/6.2 Imp. pts.	9.7/6.2 Imp. pts.
Capacity of cooling system	18.7 Imp. pts.	19 Imp. pts.
Generator	14 V/35 A	14 V/35 A
Battery	12 V/55 Ah	12 V/55 Ah
Max. speed	approx. 115 mph.	approx. 118 mph.
Tyres, tubeless	7.35 H 14/185 H 14/6 PR	7.35 H 14/185 H 14/6 PR
Fuel	Premium	Premium
Fuel consumption acc. to DIN 70030 ²⁾	23 m.p. Imp. gals.	23 m.p. Imp. gals.
Tank capacity	18 Imp. gals.	18 Imp. gals.
incl. reserve	approx. 1.5 Imp. gals.	approx. 1.5 Imp. gals.
Weights	280 S	280 SE 280 SEL
Kerb weight	3,265 lbs.	3,295 lbs. 3,360 lbs.
Permissible total weight	4,370 lbs.	4,400 lbs. 4,465 lbs.
Trailer load with brake ³⁾	2,645 lbs.	2,645 lbs. 2,645 lbs.
Trailer load without brake ³⁾	1,655 lbs.	1,655 lbs. 1,655 lbs.



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 70020 and 70030. Fuel consumption according to DIN 70030. This value is obtained at a consistent speed of 110 km/h (68 mph.) on an even road, plus 10%.

This method is used by all German automobile manufacturers.

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.

The weights quoted are maximum weights. By reason of legal stipulations in various countries outside the Federal Republic of Germany 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	280 SEL
A Overall height, unloaded	56.7 ins.	56.7 ins.
B Overall width	71.3 ins.	71.3 ins.
C Overall length	193 ins.	196.9 ins.
D Wheelbase	108.3 ins.	112.2 ins.
E Steering wheel - driver's seat backrest ⁴⁾	13.4 ins.	13.4 ins.
F Seat height, unloaded, front	37.8 ins.	37.8 ins.
G Driver's backrest - rear seat backrest ⁴⁾	32.5 ins.	36.4 ins.
H Seat height at rear	34.1 ins.	34.1 ins.
J Width at centre of upholstery, front	61 ins.	61 ins.
K Width at shoulder height, front	57.7 ins.	57.7 ins.
L Width at centre of upholstery, rear	61 ins.	61 ins.
M Width at shoulder height, rear	57.3 ins.	57.3 ins.
Track width, front	58.35 ins.	58.35 ins.
Track width, rear	58.46 ins.	58.46 ins.
Turning circle diameter	38.4 ft.	39.8 ft.
Boot space	approx. 21.5 cu. ft.	approx. 21.5 cu. ft.