



Mercedes-Benz



300 SEL 3.5

„Modern Motor“, the big Australian automobile magazine, asked its readers which they would call the best „all round car“ in the world, and which the best „luxury private car“.

The 1969 poll placed the Mercedes-Benz 280/300 a clear first in both categories.

An automobile firm couldn't wish for anything else. But there is just one tiny niggly point we would like to clear up.

There is quite a considerable price difference between the 280 and 300 models. This is with good reason, as the performance and comfort they offer are in two different categories.

There is however one point where Mercedes-Benz cannot afford to differentiate: in quality and in safety. (This would be at the cost of our good name).

But there are obvious differences in engine performance, comfort and technical details.

The Mercedes-Benz 300 SEL is 10 cm longer, and therefore has 10 cm more space, in the back (anywhere else would be a waste).

Another important difference is the totally new 3.5l V-8 engine with electronic fuel injection and transistorized ignition.

This engine (outward sign: the model name 300 SEL 3.5) is the characteristic feature of the new high performance class. Engine output: 230 gr. HP/SAE (200 net b.h.p./DIN). Top speed: approx. 210 km/h. Acceleration from 0 to 100 km/h: 9 sec.

One technical titbit is the electronic fuel injection with transistorized ignition. The electronic control device meters instantaneously the correct fuel amount according to the absolute pressure in the intake pipe and the engine speed. All essential information about the operating condition of the engine is also registered and processed.

For anyone accustomed to choosing his car from the top range of the international automobile market the choice is limited (around 10 models).

For the person looking for a vehicle in the next-to-top range with automatic transmission, power steering, air suspension, automatic self-levelling suspension, brake torque compensation, brake power and ride level control, power windows, electronic fuel injection, transistorized ignition, a safety cell as the passenger compartment, and collapsible, energy-absorbing front and rear sections, there is no choice.

We welcome him as our customer.



Bodywork:
timelessly elegant but functional. A length
of rubber moulding inserted in the side
chromium strip 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 work in daily
use in traffic-congested cities.

The 300 SEL 3.5 is constructed from the
inside outwards.

This means that 5 or 6 people have
enough room to move comfortably.
The outside measurements still permit
good handling in traffic. The vehicle is
extremely manoeuvrable. This is another
point in favour of the 300 SEL 3.5 as
compared with considerably smaller
cars.



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

The comfort of the Mercedes-Benz 300 SEL 3.5 is made up of the extremely generously proportioned interior, the contoured seats, the technical perfection that makes driving a pleasure. All this is rounded off by incomparable quality of material and workmanship.

The 300 SEL 3.5 was designed from the inside outwards. This means that 5 or 6 people have enough room to move comfortably in the interior, while the outside measurements permit good handling in traffic. The 300 SEL 3.5 is even more manoeuvrable than some smaller cars.

This is helped by the standard Mercedes-Benz power steering.

Seats

In the Mercedes-Benz 300 SEL 3.5 the driver's reactions are not impaired by an incorrectly shaped seat.

The seats are anatomically contoured with firm lateral support.

The seat springing is coordinated 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. The semi-fluting separated by double seams with a special filling and rubberized hair mats guarantee that the seats are ventilated and that any moisture is totally absorbed.

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

The front seats can be reclined. The height of the driver's seat is also adjustable.

Heating and ventilation

are combined in a highly effective system by which direction and temperature of the air flow can be infinitely adjusted.

The filtered, dust and draught-free continuous air stream can be adjusted up and down to any position. An extra 3 stage 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 in practically any direction and provide an additional stream of fresh air. The heating is able to warm up fresh air to a pleasant room temperature, even from -20°C . Stale air is continuously extracted without draughts.

Chassis

The Mercedes-Benz 300 SEL 3.5 seems to ride on air cushions. Instead of the usual steel suspension an air bag (roller bellows air spring) is inserted between every individual wheel and the bodywork. The pressure of the roller bellows air spring varies automatically according to the load. The driver can, from his seat, adjust the overall height of the vehicle by up to 50 mm — even while he is driving.

The Mercedes-Benz single-joint swing axle with air suspension produces spring characteristics which are neither too hard nor too soft. The swinging action of the two axle halves irons out the unevenness of the road.

The air suspension limits camber variations which might impair driving properties. This axle construction 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 bodywork. This axle construction is the optimum technical solution.

An anti-roll bar eliminates unpleasant side tilt in bends which might impair driving safety.

Hydraulic gas-filled telescopic shock absorbers (de Carbon system) guarantee constant ground adhesion even under bad road conditions.

The Mercedes-Benz power steering makes even difficult driving manoeuvres such as parking a pleasure. Hydraulic equipment reduces the power required at the wheel and the number of turns. In spite of this, the feel of the road is present in all situations.

The steering makes the Mercedes-Benz 300 SEL 3.5 more manoeuvrable than even some smaller vehicles.

The steering damper absorbs unevennesses in the road which are not passed on to the steering wheel.

Bodywork

The Mercedes-Benz 300 SEL 3.5 has nothing to do with short-lived fashion. It offers something better: a timeless elegant shape, incomparable interior comfort, four large doors which make climbing in and out very easy; a spacious boot which is no problem to load; a central locking system which makes it possible to lock or unlock all doors and the boot with one turn of a key while standing at the driver's door.

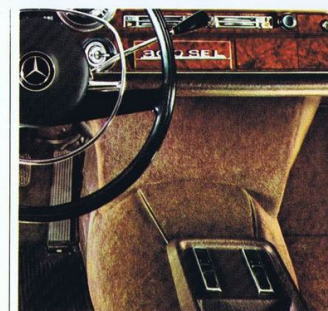
All four side windows can be electrically opened or closed from the driver's or front passenger's seat.

The control buttons are arranged on the console between the front seats. There is also an individual switch on each rear door.

Axles and body are separated by rubber mountings. Engine and passenger compartments are hermetically shut off from each other. This means that the Mercedes-Benz 300 SEL 3.5 is practically free of vibrations and is 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 means by functional comfort.

The 300 SEL 3.5 has that clear-cut ease, overall view and comfort which will become indispensable for the driver.



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. The rear side windows can naturally also be operated directly by the rear passengers by individual switches. These switches can however be cut out by the driver with a safety switch. This makes unintentional opening impossible.

Comfort



Strong window and door pillars, raised sides on the frame floor unit, thick bulkheads of engine and luggage compartments form the hard as steel skeleton and the outer shell of the rigid Mercedes-Benz safety cell. The front and rear sections, however, are collapsible and energy absorbing. We hope the occupants of the 300 SEL 3.5 never have occasion to notice all these features. But

what they will notice on every trip is the generous proportions of the interior and the effortless way in which even long stretches are covered. The functional comfort makes driving even in dense traffic a pleasure.



More than 80 brand new passenger cars were driven on to the scrap heap in just one year in tests for the Mercedes-Benz accident research programme. 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 put into practice in Mercedes-Benz passenger cars.

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

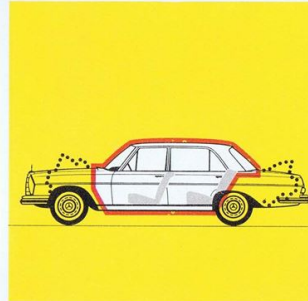
In a single year of testing, Mercedes-Benz drove 80 brand new passenger cars on to the scrap heap in the most varied ways, in order to track down certain problems.

After many series of tests, for example, Mercedes-Benz developed an instrument panel which yields in stages, depending on the force of the impact, thus largely eliminating serious injuries.

Foam padding alone is obviously 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 does not rely on the reduced rigidity in the front and rear sections which can be expected to absorb part of the impact energy. The decisive factor is for the maximum amount of impact energy to be absorbed in distorting the bodywork, while the passenger compartment remains rigid and is undamaged.

The magazine "auto, motor und sport" wrote in issue no. 4 1969: "On January 23rd 1969 a piece of car safety became legally accessible to all automobile manufacturers. This was the expiry date for the Mercedes-Benz patent on safety structure for car bodies, which involves a distortion-resistant passenger compartment and progressively yielding crumple zones at the front and rear of the car. This safety structure was rapidly



The distortion principle: rigid passenger compartment but energy-absorbing, collapsible front and rear sections.

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 too.

With the expiry of the patent this safety structure will now probably be found more often in the advertising campaigns of competitors."

Mercedes-Benz safety is a system based on scientific research. Its individual elements are interdependent.

It is a system which is forever being extended and perfected. Here are just a few examples:

The Mercedes-Benz safety door locks will not suddenly burst open in an accident (and 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 steering column that telescopes on impact with 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 roadholding — a result of individual wheel suspension and separate location — are indispensable factors in driving safety. An anti-roll bar eliminates unpleasant side tilt in corners.

The dual-circuit servo-assisted braking system has disc brakes all round 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 brake power control When braking the load shifts to the front axle and the rear axle is relieved. Thus the rear wheels could lock more easily. The brake power control device considerably reduces this hazard.



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

And much more Anatomically correct driving position eliminates fatigue and keeps driver's reflexes intact; firmly anchored "breathable" seats are contoured to provide good lateral support; seat springing and vehicle suspension perfectly tuned; steering damper absorbs road jolts; rubber mountings on the axles absorb unevennesses in the road; gas-filled telescopic shock absorbers guarantee constant effect.

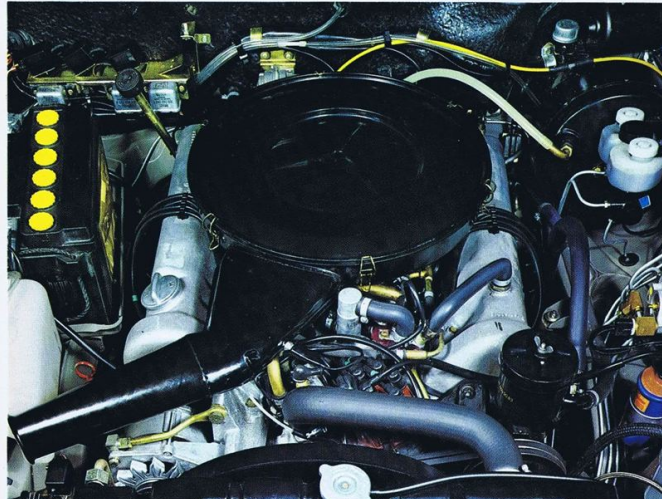
Today Mercedes-Benz intensive research goes beyond the automobile proper

The second decisive factor tested is man and his reactions. Mercedes-Benz sends its vehicles on to the test track with unprepared drivers at the wheel. Specialists simulate hazards not expected by the driver. All reactions are recorded. From the total of certain reactions it is possible to calculate the average reaction of the average driver. The experience gained is then put into practice to obtain even better designs.

Safety



An automobile is only fast if the chassis can cope with the engine performance. Mercedes-Benz passenger cars are fast and safe, because the chassis makes high speeds possible even on wet or bad roads. Even in borderline cases, when going round sharp bends, for example, the road performance remains neutral and under control at all times.



The V-8 engine with electronically controlled fuel injection and transistorized ignition accelerates the Mercedes-Benz 300 SEL 3.5 from 0 to 100 km/h in 9 secs.

Racing cars for family men are outside Mercedes-Benz' field of responsibility.

Mercedes-Benz builds passenger cars according to unvarying construction principles with high, above-average cruising speeds, which are not restricted to dry roads and good weather conditions.

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

In this instance the V-8 engine of the 300 SEL shows its mettle with its high torque and above-average power reserves.

The 3.5 l V-8 engine with electronic fuel injection delivers 230 gr. HP/SAE (200 net b.h.p./DIN). It is a short stroke engine with a minimum of noise and wear.

This engine was designed from scratch and embodies the most up to date principles of engine construction.

The electronic fuel injection When the gas pedal is depressed the electronic control device meters instantaneously the correct fuel amount according to the absolute pressure in the intake pipe and the engine speed. 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.

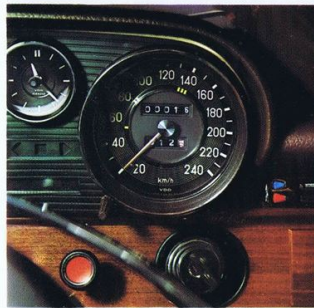
The fuel consumption is kept low, because the control device releases only the precise amount of fuel per cylinder needed for the particular operating conditions.

The V-arrangement of the cylinders saves space. After years of testing Mercedes-Benz has come to the conclusion that from 8 cylinders onwards the V-arrangement is the best solution because it offers the optimal counterbalancing effect and hence quietest engine running. On 6-cylinder engines the same result is obtained by the in-line arrangement.

The air oil cooler cools the engine oil. This is important because the oil circulation serves not only to lubricate but also to remove heat from the engine bearings.

The visco-drive fan helps cooling at high engine temperatures as it only then comes into operation. Advantages: engine warms up more rapidly, wear is reduced, fan noise level is lower. High engine output especially when starting. Noticeable fuel economy. The visco-drive fan coupling operates without wear.

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



The steering wheel is positioned just right. It is arranged to suit the anatomically correct sitting position. The instruments are within the field of vision and can be read at a glance while watching the road ahead. This means: comfort and safety.

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 revolution on 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 to work, the valve continues to work with the other spring.

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

Valve seat rings made of a high-quality chrome-nickel-molybdenum alloy also increase resistance to wear.

The 300 SEL 3.5 quickly reaches its top speed. It can be driven safely for long stretches because the V-8 engine is extremely tough.

The chassis can deal with any speeds.

Here — representative for many features — are some examples:

The Mercedes-Benz single-joint swing axle with air suspension 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 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 their course, even on very bumpy roads, thus considerably reducing the driver's steering efforts.

Cornering stability Due to its neutral driving behaviour and perfect steering response the 300 SEL 3.5 takes corners smoothly and makes constant corrections unnecessary.

The hydraulic steering damper absorbs road jolts, which do not affect the steering wheel. Taken altogether these features make for easy travelling, even on twisting roads.

Reliable roadholding and maximum side-wind stability Wide track, long wheelbase and low centre of gravity in the 300 SEL 3.5 are ideally combined with streamlined bodywork and rugged chassis with individual wheel suspension.

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

Speed



The reliability of an automobile depends on the construction and development of the individual units. The straight-line performance of the vehicles is measured on the proving ground in Untertürkheim and evaluated with scientific exactitude. The right-hand side of the test track is extremely bumpy. A transmitter is built into the left-hand side of the track. The receiver can be seen next to the left front wheel. Measurements are made of the steering corrections necessary to keep the vehicle on the ideal course. Despite the uneven surface these must be kept to a minimum.

These test series decisively influenced the individual wheel suspension, the wheel location, the dampers, the steering, etc. These test methods are the most up to date in automobile construction — developed by Mercedes-Benz. The ease and relaxation found when driving a Mercedes-Benz passenger car are taken as a matter of course. In order to attain these qualities, however, expensive research and development were necessary. The straight-line test is just one example from the comprehensive programme of the test department.



This is not absolutely necessary, but it is safer and more reliable. Every Mercedes-Benz engine block is painted on the inside before assembly. This means better cohesion of the cast iron molecules. When the engine is being run it is impossible for particles to be loosened and clog the oil ducts. This costs money, and the purchaser cannot see it. It could of course be left out . . . but reliability?

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

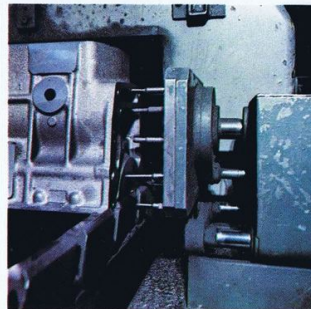
This makes it necessary to subject a vehicle to extensive tests before it comes on to the market.

The basic construction of the Mercedes-Benz 300 SEL 3.5 is taken from a series of predecessors.

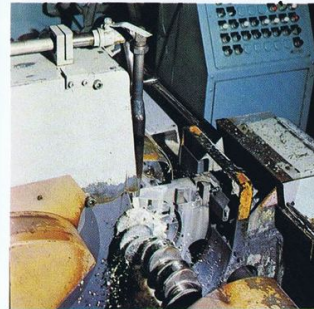
Chassis and bodywork have several thousand gruelling test kilometres behind them.

The Mercedes-Benz 300 SEL 3.5 is reliable.

Seats, seat springing and door locks have been successfully subjected to continuous tests.



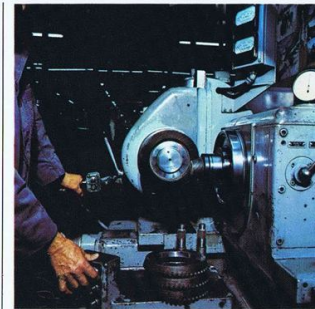
Every engine, every axle and every transmission is placed on the test stand. Mercedes-Benz is not satisfied with random checks.



When grinding the crankshafts we do not rely on experts, no matter how good they may be. Electronically controlled caliper gauges control grinding machines more exactly and more evenly. Manual checks confirm this fact.

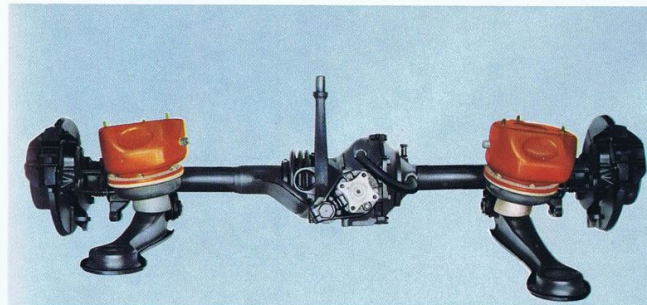
4 doors made to fit exactly

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



The important gears on the rear axles (bevel and crown gear) are matched in pairs and adjusted. This ensures quiet running and hence a minimum of wear.

Every engine, transmission and axle is subjected to extensive test runs under varying conditions. Only after they have withstood their trials without any adverse effects are they worthy of being installed in the Mercedes-Benz 300 SEL 3.5.



The 300 SEL 3.5 glides on air cushions: the two air containers with the air bags are clearly recognizable on the single-joint swing axle. The same units are of course fitted to the front axle, too.

All electrical units (headlights, starter motor, dashboard lighting etc.) are separately earthed. This is more expensive but also more reliable.

Every single rear axle undergoes 4 different tests to see that it is tight after it has been assembled.

All parts supplied by other firms are subjected to a strict test again before being installed, although they have already been inspected at the manufacturers. For example, a high percentage of every delivery of rubber sleeves for the joints of the rear axle must undergo a 100 hour test in an oil bath.

The batch is only released for production when it has passed this test.

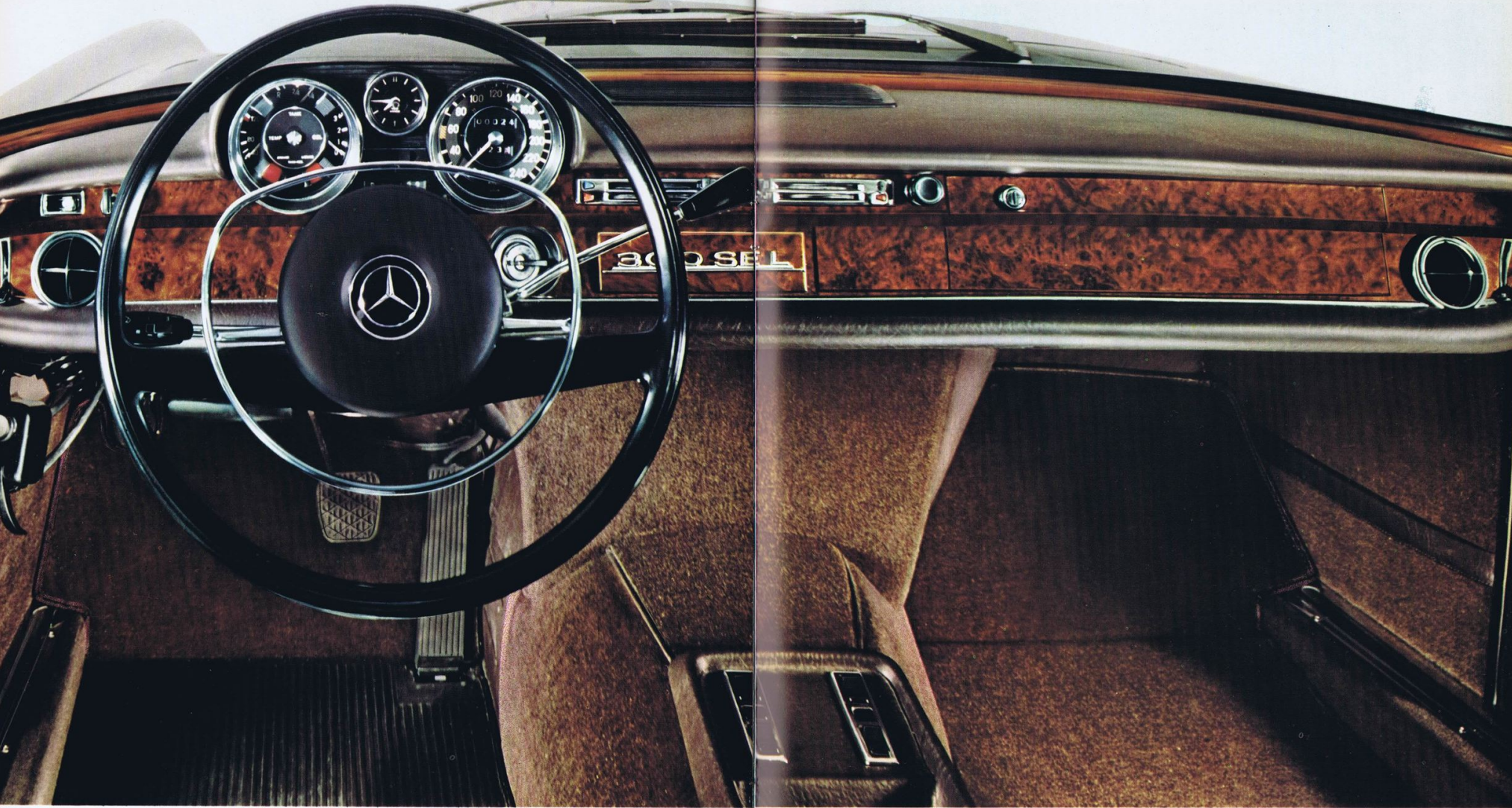
The transistorized ignition of the engine

The ignition contacts work with a very low current. This means a minimum amount of wear and exact, precise ignition for a very long period of time.

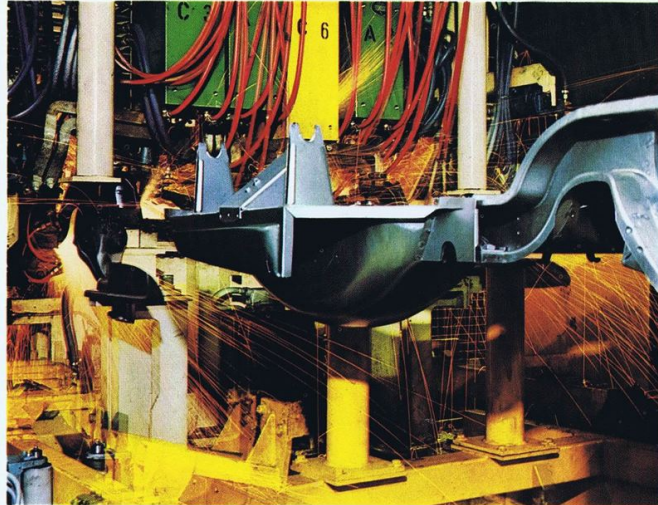
Safety knob

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

Reliability



One example of Mercedes-Benz safety: The instrument panel was constructed according to the knowledge obtained in numerous crash tests. Beneath the flexible foil of the surface is a thick, impact-retardant plastic layer, and thin, easily distortable sheet metal. In the hollow space below this there are no hard, protruding parts which might get in the way. This instrument panel with its progressive deformability cuts out or at least reduces the effects of accidents to the minimum.



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

Lasting value
is a feature of the Mercedes-Benz 300 SEL 3.5 with its technical perfection, high-class quality of material and workmanship and characteristic styling which will never date.

Vehicle shape
Fashion will always attract certain purchasers. Mercedes-Benz however cannot afford to go along with this trend. Genuine technical improvement is the only reason for new Mercedes Benz models.

This is particularly true of the bodywork. Mercedes-Benz automobiles do not have bodies which are attractive today and dull tomorrow. Modern but not modish. The only shape which lasts for years is the "right" one. It has a long life — as long as a Mercedes-Benz.

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

The paintwork
The Mercedes-Benz 300 SEL 3.5 is given 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 coordinated. First comes a primer, then the second primer, then the protective coating, then the basic cover, and finally the top coat.

The permanent underseal
(around 14 kg per vehicle) for the undercarriage, the mudguards, 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 assembling to prevent inside corrosion.



The Mercedes-Benz seat
On top: the cover. Next intermediate layer. Then the porous but firm rubberized hair mat, and finally the progressively working steel spring core.

The axle housings and engine block
are coated inside with a special heat and oil-resistant paint developed according to the findings of 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 whatever.



Inductive crankshaft hardening
means that the important points receive particular attention. Nothing is left to chance.

Mercedes-Benz model continuity
results in high resale prices, maximum precision and reliability of manufacture. Obviously anyone who introduces a new range only once every 6 years, has to cope with "teething troubles" only once every 6 years.

Uncompromising inspectors
15 % of all personnel engaged in passenger car production carry out control work. They have to weed out everything which does not come up 100% to the quality standard required. An important point: 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 plant. A reassuring feeling, especially for holiday trips.

Lasting value



Basic equipment

Axles

Front axle:
axle support with double wishbones;
rear axle:
Mercedes-Benz single-joint swing axle

Transmission

Mercedes-Benz Automatic (automatic
4 speed transmission with hydraulic
coupling).

Suspension

On front and rear axles:
self-levelling air suspension, two dual-
action hydraulic shock absorbers, one
anti-roll bar.
Ride-level control can be adjusted from
driver's seat.

Brakes

Dual-circuit servo-assisted braking
system with brake power control; disc
brakes all round; brake torque compen-
sator on rear axle; parking brake with
extra brake shoes and brake drums;
indicator lamp for the functioning of both
brake circuits.

Steering

Exact, self-adjusting, progressively acting
Mercedes-Benz power steering;
large padded steering wheel boss, impact
absorber under the padded boss;
steering column telescopes on impact;
steering box located far 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;
optimal vision on all sides; panoramic
safety glass windows;
four doors, easy to close;
rubber strips on both sides;
double bumpers with broad rubber insert.

Seats

Seating anatomically contoured, firmly
anchored, shaped to give hip support;
seat springing, vehicle suspension and
sitting position carefully coordinated;
front seats adjustable forwards and
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 wheel.

Lighting system

Parking light, asymmetric low beam
(dimmer), high-beam headlights,
fog lamps, side marker lights, reversing
lights, infinitely variable instrument
lighting, interior lights with door contact
and hand switch;
rear reading lights with switch on the
dashboard;
lighting for ashtray, cigar lighter,
heating control,
glove compartment and boot;
floor level lights.

Instruments

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

Locks

Safety locks on all doors with a child-proof
locking system on the rear doors; central
locking system by locking driver's
door; lockable glove box, boot lock and
tank cap lock, steering wheel lock,
combined with ignition lock, starter and
starter non-repeater unit.
Master key for doors, ignition lock, boot,
tank cap lock and glove compartment.
Second key only for doors, ignition lock
and tank cap lock (one key system).

Signalling system

Headlight flasher,
self-cancelling blinker,
operated by the
combination switch on
the steering wheel.
3 high-frequency horns;
brake lights;
warning blinker system.

Heating and ventilation

Continuous warm or cold air flow, dust
and draught-free, with additional blower
for windscreen, side windows, front and
rear legroom, 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.
Spherical nozzles right and left on the
instrument panel can be turned in
practically any direction and provide
either warm or cold air.

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, on passenger side
with make-up mirror;
grab handles on roof frame;
clothes hooks on rear grab handles;
padded armrests on doors;
folding centre arm rest
between front seats and in rear;
cigar lighter; ashtrays at front and rear;
anchor points for safety belts front and
rear; front floor, rear floor and tunnel
covered with carpet;
windows can be electrically opened
and closed;
towing lug front and rear.

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



The standard Mercedes-Benz passenger cars are very well equipped and offer maximum comfort.

If you want to add to your Mercedes-Benz according to your own wishes and ideas, in order to provide it with a personal note and individual atmosphere, you can order many extras.



Air conditioner

The Mercedes-Benz air conditioning plant 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 plant 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 make it possible to control the direction of the stream of cooled air.

The air-conditioning plant works on the proven refrigerator principle.



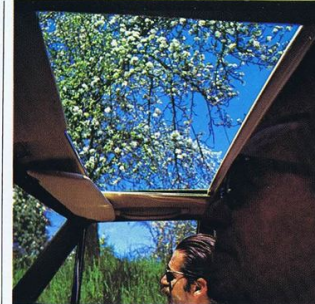
Safety headrests

The Mercedes-Benz safety 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.

Safety belts

No other special equipment had such a difficult time fighting prejudice.

Today the efficacy of safety belts is undisputed. From the experience gained in systematic scientific investigations concerning safety Mercedes-Benz supplies a three-point safety belt which holds both the upper and lower part of the body firmly in the seat in case of an accident.



Sliding roof

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



Radio

A car radio is not only recommendable on account of the comfort it affords. Programmes regularly bring reports about road conditions, traffic hold-ups, diversions, etc.. Thus by finding out beforehand, you can avoid annoying delays. At the works the Europa, Mexico and Grand Prix models are installed, and for the foreign market Brescia or Monte Carlo are available. Any other make can be installed later at Mercedes-Benz branches or agencies.



Telephone

With a car telephone you are more independent.

Important decisions, for example, can be made on the way and passed on to others. This is just one of the many advantages. Further details about car telephone systems are available from every Mercedes-Benz branch or agency.

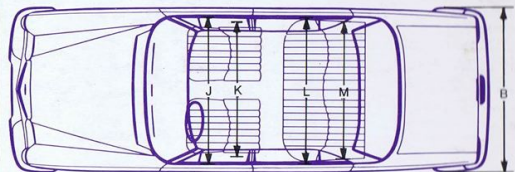
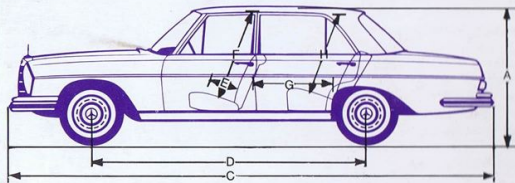
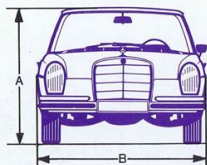
Here are a few more examples: differential gear with limited slip, fully synchronized 4 or 5 speed transmission, leather upholstery, mechanical or automatic aerial, orthopaedic backrests, set of suitcases, whitewall tires, 2 tone horn, special paintwork in one or two tones and much more.

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

Optional

Technical data

Engine	Mercedes-Benz 300 SEL 3.5
Number of cylinders	8
Bore/Stroke	3.62/2.59 ins.
Total displacement	213.5 cu. ins.
Engine output acc. to SAE	230 gr. HP/6,050 rpm
Engine output acc. to DIN ¹⁾	200 net b.h.p./5,800 rpm
Max. torque acc. to SAE	231 ft. lbs./4,200 rpm
Max. torque acc. to DIN ¹⁾	211 ft. lbs./4,000 rpm
Compression	9.5
Oil capacity crankcase max./min.	11.4/7.9 Imp. pts.
Capacity of cooling system	23.2 Imp. pts.
Generator	14 V/55 A
Battery	12 V/66 Ah
Max. speed	approx. 127 mph.
Tyres	185 VR-14
Fuel	Premium
Fuel consumption acc. to DIN 70030 ²⁾	21 m.p. Imp. gal.
Tank capacity	18 Imp. gals.
incl. reserve	approx. 1.5 Imp. gals.
Weights	
Kerb weight	3,680 lbs.
Permissible total weight	4,780 lbs.
Trailer load with brake ³⁾	2,645 lbs.
Trailer load without brake ³⁾	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.

¹⁾ 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 %.

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.

²⁾ The weights quoted are maximum weights. By reason of legal stipulations in various countries outside the Federal Republic of Germany other figures will apply.

³⁾ Dimensions vary acc. to sitting position.

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

A Overall height, unloaded	55.5 ins.
B Overall width	71.3 ins.
C Overall length	196.9 ins.
D Wheelbase	112.2 ins.
E Steering wheel - driver's seat backrest ⁴⁾	13.4 ins.
H Seat height, unloaded front	37.4 ins.
G Driver's backrest - rear seat backrest ⁴⁾	34.3 ins.
H Seat height at rear	33.5 ins.
J Width at centre of upholstery, front	61 ins.
K Width at shoulder height, front	57.7 ins.
L Width at centre of upholstery, rear	61 ins.
M Width at shoulder height, rear	57.3 ins.
Track width front	58.35 ins.
Track width rear	58.46 ins.
Turning circle diameter	39.8 ft.
Boot space	21.5 cu. ft.