

The CLA-Class



Mercedes-Benz

Why follow a trend when you can set one?

The simple way is often the faster one. The familiar inspires confidence. But what is the objective? Is it merely a question of riding the wave for as long as possible? To follow the crowd is to compromise one's own identity – and that is one road the new CLA refuses to go down. Instead, it takes the lead with a level of air resistance so low that it sets the standard for series-production vehicles. At the same time, its flowing lines give visual expression to its exemplary aerodynamics and demonstrate the outstanding aesthetic cohesion that results when form follows function.





A silver Mercedes-Benz CLA is shown from the side, parked on a wet city street at night. The wet pavement reflects the car's lights and the colorful neon lights of the city in the background. In the distance, there are industrial structures, including a large gantry crane, and city buildings under a cloudy night sky. A utility pole and a red barrel are visible near the car.

Form, not conformity

No sooner has the new CLA attracted your attention than it breaks the established visual conventions. Its design brings a new, expressive dimension to the dynamic coupé shape: the sides are taut, the powerful haunches low-slung. Not everyone will pick up the avantgarde details, but those who do will appreciate that it is by deliberately setting itself apart that this Mercedes defines its distinctive identity. It is, after all, the deviations from the norm, the unexpected and the surprising that catch the eye by challenging it.



A refusal to yield to uniformity is the defining characteristic of the new CLA, as reflected by the interior with its unconventional counterpoints. The dynamic air nozzles are inspired by the shape of a jet engine while the dashboard, with its twin-tube instrument cluster, evokes the sports-car design idiom. Other striking features include the large, free-standing display as well as the topstitching on the steering wheel and the standard-fit integral seats. By the time you've settled into yours and admired the distinctive interior, you'll be ready for an even more compelling experience: starting the engine.



More than power dressing



The new CLA brings together the irresistible force of a dream and the incomparable technical know-how of Mercedes-Benz. Whether equipped with a turbo diesel or a petrol engine, the coupé is able to extract maximum power from just four cylinders. A four-link rear axle as well as a sporty chassis and suspension set-up ensure agile handling as the Direct-Steer system translates your steering inputs with unerring

precision and immediacy. The 7G-DCT dual clutch transmission is equally responsive and is fitted as standard to the models with high-end engines. The result: refined sportiness with excellent roadholding which can be enhanced even further with the optional sports suspension. But despite giving its all, the new CLA takes remarkably little in the way of fuel.



Aerodynamics have never looked better: the four-door coupé combines avantgarde exterior design with exceptional details. One look is all it takes to be captivated by the charismatic front which is also available with an optional diamond radiator grille. The characteristic coupé roof line and high beltline together with the accentuated, muscular sides form a streamlined profile. The result is a perfectly structured whole whose aerodynamics are unmatched in the series-production car sector.

- C_d value of 0.23 (0.22 for CLA 180 BlueEFFICIENCY Edition expected to be available from 2nd quarter of 2013) is the lowest for any series-production vehicle
- Sports seats (integral seats) with upholstery in ARTICO man-made leather/fabric, optionally also in ARTICO, ARTICO/DINAMICA microfibre or leather
- Optional luxury seats with upholstery in ARTICO man-made leather
- Two optional equipment lines: self-assured and athletic in Urban guise or resolutely powerful with AMG Line
- Two-pipe exhaust system for the high-end engines as well as for the Urban and AMG Line versions and also in combination with the Night package
- Three optional design packages: the Night package with striking exterior details in high-gloss black, the Exclusive package for particularly stylish interior highlights and the AMG Exclusive package which adds a sporty dimension to the interior

The new CLA has that special something – under the bonnet, too. Four dynamic and efficient engines with direct injection, turbocharging and the ECO start/stop function deliver up to 155 kW (211 hp). In order to ensure that all this power can be put down on the road effectively, the new CLA is equipped as standard with a 6-speed manual transmission. What's more, all the engines can be combined with a 7-speed automatic dual clutch transmission which is standard for the top-of-the-range engines in the CLA 220 CDI and the CLA 250. The comfort suspension (sports suspension available as an option) featuring the four-link rear axle ensures dynamic, agile handling and stability.

- One 4-cylinder diesel engine with 125 kW (170 hp); an additional diesel version follows in 3rd quarter of 2013
- Three 4-cylinder petrol engines with outputs of 90 kW (122 hp) to 155 kW (211 hp)
- Direct-Steer system
- Four-link rear axle
- The Extended Traction Control enhances stability and agility, especially during cornering
- 7-speed dual clutch transmission 7G-DCT with steering-wheel gearshift paddles and three shift programs fitted as standard for top-of-the-range engine versions, otherwise optional
- Optional 4MATIC all-wheel drive, expected to be available from 3rd quarter of 2013

The new CLA. Untamed

Outstanding safety is another defining characteristic of the new CLA. As a result of its body structure as well as its extensive array of airbags and other restraint systems, the four-door coupé is able to offer all-round protection. This is heightened by the many advanced assistance and safety systems on board. COLLISION PREVENTION ASSIST with Adaptive Brake Assist – a component of the integral safety concept from Mercedes-Benz – can warn the driver if the distance to the vehicle in front is insufficient and provide assistance with braking in an emergency. The line-up of assistance systems also includes the HOLD function and Hill-Start Assist.

- ADAPTIVE BRAKE as standard with integral assistance functions such as the HOLD function, brake drying and Hill-Start Assist
- ATTENTION ASSIST system
- Driver and front passenger airbags, front sidebags, kneebag on the driver's side and windowbags over both rows of seats as standard, optional rear sidebags
- COLLISION PREVENTION ASSIST collision warning including Adaptive Brake Assist
- DISTRONIC PLUS proximity control (option)
- Lane Tracking package including Lane Keeping Assist and Blind Spot Assist (option)
- Intelligent Light System including bi-xenon-headlamps, Adaptive Highbeam Assist with LED daytime running lamps and LED tail lamps (option)
- PRE-SAFE® system with reversible belt tensioners at the front and closing function for side windows (option)

Well connected. Advanced design and innovative technology are the hallmarks of the new CLA. The central TFT media display is the hub of the onboard communication systems. The optional Drive Kit Plus for the iPhone® allows your iPhone® 4/4S to be integrated comprehensively in the new CLA. The accompanying Digital DriveStyle app is available free of charge from the iTunes® App Store. Used in combination with the Audio 20 CD or COMAND Online, the app allows content from your iPhone® to be shown on the vehicle display at the touch of a button and to be controlled safely and conveniently by means of the Controller on the centre arm rest.

- 12-button multifunction steering wheel
- Audio 20 CD with free-standing 14.7-cm (screen diagonal) display as well as USB and Bluetooth® interfaces
- Becker® MAP PILOT (option)
- Internet-capable COMAND Online multimedia system with hard-disc navigation, 17.8 cm (screen diagonal) display and Speed Limit Assist (option)
- Harman Kardon® Logic 7® surround sound system (option)
- Panoramic sliding sunroof (option)
- Active Parking Assist with parallel and cross parking functions, including PARKTRONIC as well as reversing camera (both available as options)
- Light and Sight package including ambient lighting (option)
- Electric parking brake

World champion for aerodynamics

The impressive aerodynamic qualities of the new CLA ensure that it offers only slight air resistance, not just in the wind tunnel, but on the road, too. As a result, the expressive exterior design is accompanied by a C_d value of 0.23 – an outstanding achievement among series production vehicles and one which is second only to another model in the new CLA line-up: the CLA 180 BlueEFFICIENCY Edition (expected to be available from 2nd quarter of 2013) has a C_d value of just 0.22 thanks to the use of additional innovative technology. How do you benefit from this? The optimised airflow around the vehicle plays

a major role in achieving the measurable reduction in drag. The positive effects extend beyond a reduction in fuel consumption: low lift coefficients at the front and rear wheels make for agile handling, good driving stability at higher speeds and an assured response to crosswinds. The outstanding aerodynamics also make themselves felt inside the vehicle where wind noise is reduced to a level unmatched in this category. All of which goes to show once again that, rather than being an end in themselves, good aerodynamic characteristics have lasting benefits in many different areas.



The new CLA comes as standard with the best aerodynamics ever attained by a series-production vehicle

Standard equipment

Even in standard specification, the new CLA offers an impressive combination of a sporty and contemporary interior with striking exterior looks. These include the black radiator grille with a silver-coloured louvre and chrome highlights as well as 10-spoke light-alloy wheels with 205/55 R 16 tyres. The CLA 250 and the CLA 220 CDI are equipped as standard with 10-spoke light-alloy wheels with 225/45 R 17 tyres. The interior impresses with integral-style sports seats, a 3-spoke multifunction steering wheel with 12 function keys, the Direct-Steer system, a multifunction colour display in the instrument cluster, air conditioning, a front armrest with stowage compartment, an electric parking brake and the Audio 20 CD radio including a USB interface.



Sporty, contemporary interior with black matrix-look trim

Urban equipment line

Your new CLA makes a particularly sporty statement with the optional Urban equipment line. This comprises 5-twin-spoke light-alloy wheels with 225/40 R 18 tyres, a diamond radiator grille in high-gloss black with a silver-coloured louvre and chrome highlights as well as a two-pipe exhaust system with square tailpipe trims in polished stainless steel. Picking up the dynamic theme, the interior features sports seats upholstered in ARTICO man-made leather/Corumba fabric or optionally in ARTICO with contrasting topstitching, wave-look trim as well as a multifunction steering wheel with perforated leather and contrasting topstitching. Luxury seats in ARTICO are available as an option. The lowered sports suspension and low-slung body make for an even more powerful presence and particularly agile handling.



The Urban equipment line with two-pipe exhaust system and diffuser with chrome insert

Night package

Striking design ideas and special finishes come together in the optionally available Night package. This comprises a high-gloss, silver-coloured diamond radiator grille in black or silver featuring a black louvre, black exterior mirrors, waistline trim strips and window frames plus heat-insulating dark-tinted glass for the rear window and rear doors. The Night package is purely an exterior package for further individualisation and is based on the Urban or AMG Line. With Urban, it features 5-twin-spoke light-alloy wheels painted in black with a high-sheen finish and 225/40 R 18 tyres. With AMG Line, the new CLA has AMG 5-twin-spoke light-alloy wheels painted in black with a high-sheen finish and 225/40 R 18 tyres.



The Night package with black-painted light-alloy wheels and tinted windows

Exclusive package

The optional Exclusive package meets the requirements of customers seeking a luxury-class interior with heated sports seats including 4-way lumbar supports for the driver and front passenger as well as upholstery in black, crystal grey or nut brown leather. The beltline and dashboard are colour-coordinated in black or brown ARTICO man-made leather and enhanced with contrasting topstitching. The door centre panels as well as the armrests are available in black, grey or brown ARTICO man-made leather. Perforated black leather is used on the grip area of the steering wheel and the selector lever. Trim elements are in trapezium-grain aluminium or optionally in high-sheen black ash wood or high-sheen dark brown burr walnut. Cord floor mats with contrasting topstitching complete the interior. The Exclusive package also includes an infrared remote control key which can even be used to open and close the side windows.



The Exclusive package with sports seats in nut brown leather and a dashboard trimmed in ARTICO man-made leather

AMG Line

Created to meet the requirements of drivers seeking an exceptionally dynamic driving experience, the optional AMG Line represents a unique combination of compelling looks and outstanding performance. Its defining features are the front and rear aprons and side skirts with their sporty AMG design, the silver-colour diamond radiator grille with a silver-colour louvre and chrome highlights as well as the two-pipe exhaust system with square tailpipe trims. Handling and driving enjoyment are enhanced by the lowered sports suspension with the Direct-Steer system as well as by the AMG 5-twin-spoke light-alloy wheels with 225/40 R 18 tyres and perforated front brake discs. Inside, the tone is set by sports seats in black ARTICO man-made leather/DINAMICA with red topstitching, a 3-spoke multifunction sports steering wheel with a flattened bottom section finished in nappa leather with red topstitching and a perforated grip area, light, longitudinal-grain aluminium trim as well as sports pedals and AMG floor mats.



The AMG Line with diamond radiator grille in silver, sports suspension and AMG light-alloy wheels

AMG Exclusive package

An extended Exclusive package based on the AMG Line is also available. This brings together the comfort of the heated sports seats with 4-way-lumbar support for the driver and front passenger with special design touches, such as perforated black RED CUT leather upholstery with contrasting red topstitching and light longitudinal-grain aluminium trim. The door centre panels, beltlines, armrests and dashboard are finished in ARTICO man-made leather with contrasting red topstitching. Thanks to the infrared control integrated in the key, the side windows and the optional panoramic sliding sunroof can even be opened and closed remotely. This equipment package provides the perfect, high-quality finishing touch for the interior and is available exclusively in combination with the AMG Line.



The AMG Exclusive package with black RED CUT leather upholstery, aluminium trim and contrasting topstitching

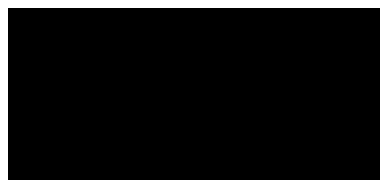
Non-metallic paints



589 jupiter red

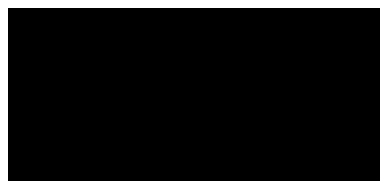


650 cirrus white



696 night black

Metallic paints¹



191 cosmos black



592 northern lights violet

Metallic paints¹



761 polar silver



787 mountain grey



894 universe blue

Special paints¹



991 designo magno polar silver⁴

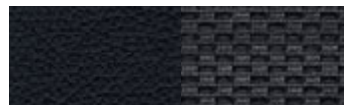


993 designo patagonia red metallic BRIGHT⁴

Standard equipment



Sports seat



351 ARTICO²/Coari fabric black



358 ARTICO²/Coari fabric crystal grey



151 ARTICO^{2,6} black



158 ARTICO^{2,6} crystal grey



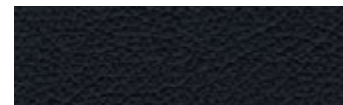
H88 Matrix-look, black



H73 AMG carbon fibre^{1,4}



Luxury seat¹



101 ARTICO² black



108 ARTICO² crystal grey



H88 Matrix-look, black



H73 AMG carbon fibre^{1,4}

Urban equipment line¹



Sports seat



361 ARTICO²/Corumba fabric black



368 ARTICO²/Corumba fabric crystal grey



363 ARTICO²/Corumba fabric black/orange³



H50 Wave-look, silver



H51 Wave-look, anthracite⁵



H73 AMG carbon fibre^{1,4}



Luxury seat¹

151 ARTICO².⁶ black

158 ARTICO².⁶ crystal grey

155 ARTICO².⁶ como beige



101 ARTICO² black



108 ARTICO² crystal grey



H50 Wave-look, silver



H51 Wave-look, anthracite⁵



H73 AMG carbon fibre^{1,4}

Exclusive package¹



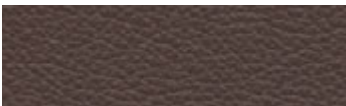
Sports seat



801 Leather black



808 Leather crystal grey



804 Leather nut brown



739 Trapezium-grain aluminium



736 High-sheen black ash wood¹



H14 High-gloss dark brown burr walnut wood¹

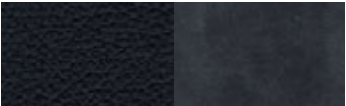


H73 AMG carbon fibre^{1,4}

AMG Line¹



Sports seat



651 ARTICO²/DINAMICA⁷ black



H79 Longitudinal-grain aluminium, light



H73 AMG carbon fibre^{1,4}

AMG Exclusive package¹



Sports seat



811 Leather black RED CUT

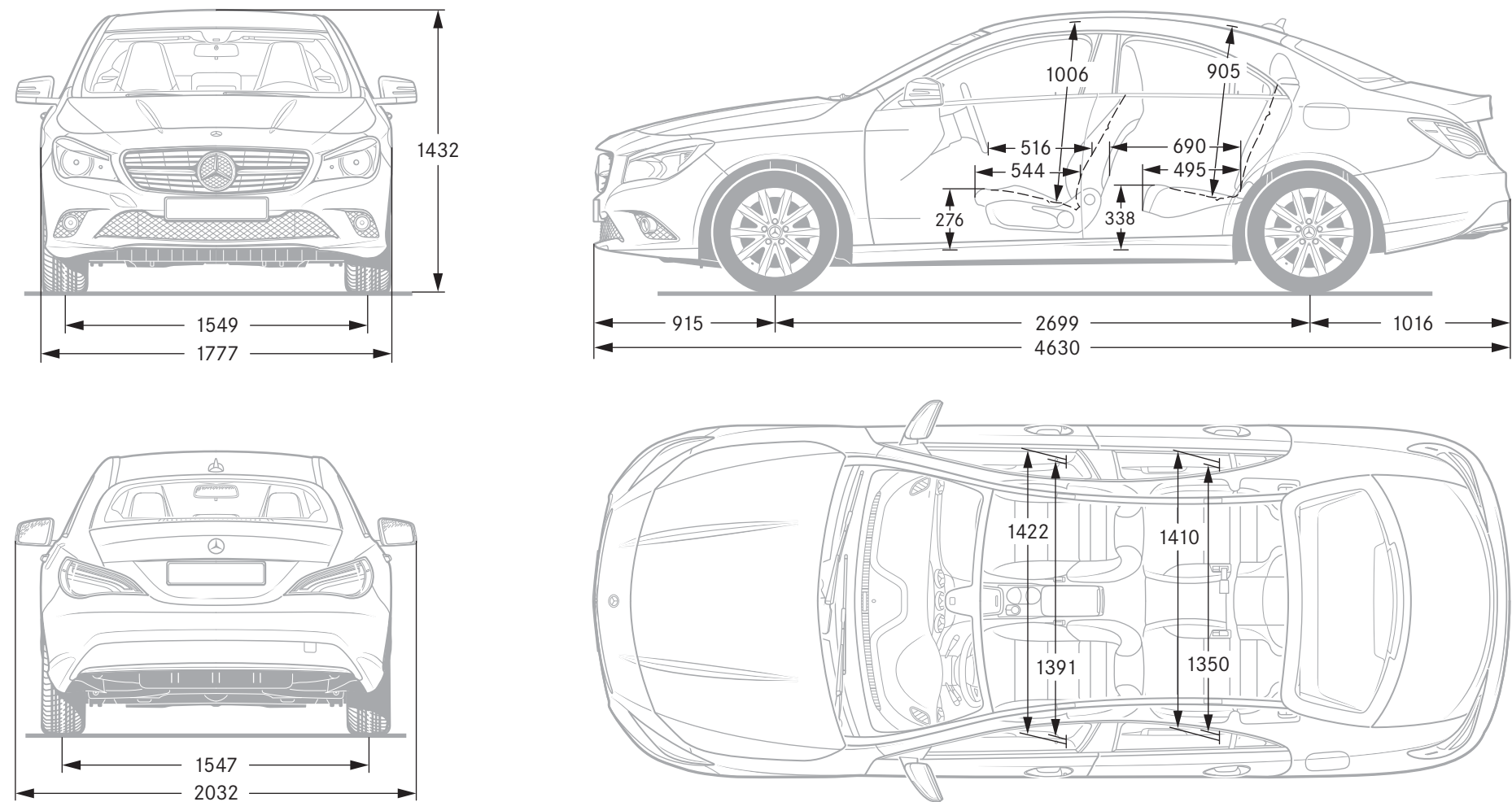


H79 Longitudinal-grain aluminium, light



H73 AMG carbon fibre^{1,4}

Dimensions



All measurements in millimetres. The dimensions shown are mean values and apply to standard-specification, unladen vehicles

Technical data

	Diesel engine	Petrol engines			
	CLA 220 CDI	CLA 180	CLA 180 BlueEFFICIENCY Edition ¹	CLA 200	CLA 250
No. of cylinders/arrangement	4/in-line	4/in-line	4/in-line	4/in-line	4/in-line
Total displacement in cc	2143	1595	1595	1595	1991
Rated output ² in kW (hp) at rpm	125 (170)/3400–4000	90 (122)/5000	90 (122)/5000	115 (156)/5300	155 (211)/5500
Rated torque ² in Nm at rpm	350/1400–3400	200/1250–4000	200/1250–4000	250/1250–4000	350/1200–4000
Transmission	7G-DCT	6-speed manual	6-speed manual	6-speed manual (7G-DCT)	7G-DCT
Acceleration from 0 to 100 km/h in s [automatic transmission]	– [8.2]	9.3 [–]	9.9 [–]	8.6 [8.5]	– [6.7]
Top speed approx. in km/h [automatic transmission]	– [230]	230 [–]	190 [–]	230 [230]	– [240]
Tyre size, front	205/55 R 16 ⁵	205/55 R 16	195/65 R 15	205/55 R 16	225/45 R 17
Tyre size, rear	205/55 R 16 ⁵	205/55 R 16	195/65 R 15	205/55 R 16	225/45 R 17
Fuel	Diesel fuel	Premium petrol	Premium petrol	Premium petrol	Premium petrol
Fuel consumption ³ in l/100 km		7.5–7.4 [–]	6.8–6.8 [–]	7.5–7.4 [7.1–6.9]	– [8.4–8.4]
Urban [automatic transmission]	– [5.6–5.3]	4.5–4.3 [–]	4.0–4.0 [–]	4.5–4.4 [4.6–4.2]	– [4.9–4.7]
Extra-urban [automatic transmission]	– [3.8–3.6]	5.6–5.4 [–]	5.0–5.0 [–]	5.7–5.5 [5.5–5.2]	– [6.2–6.1]
Combined [automatic transmission]	– [4.5–4.2]	130–126 [–]	118–118 [–]	131–127 [129–122]	– [144–142]
CO ₂ emissions ³ in g/km combined [automatic transmission]	– [117–109]	Euro 6	Euro 6	Euro 6	Euro 6
Emission class	Euro 6	50/6.0	50/6.0	50/6.0	50/6.0
Tank capacity, incl. approx. reserve in l	50/6.0	470	470	470	470
Boot capacity	470	11.00	11.00	11.00	11.00
Turning circle diameter in m	11.00	1395 [–]	1390 [–]	1395 [1430]	– [1480]
Kerb weight ⁴ in kg [automatic transmission]	– [1525]	1920	1850	1920	–
Permissible gross vehicle weight in kg [automatic transmission]	– [2005]	[–]	[–]	[1915]	[1965]

¹ Expected to be available from 2nd quarter of 2013 ² Figures in accordance with Directive 80/1269/EEC in the currently applicable version ³ The figures shown were obtained in accordance with the prescribed measuring process (Directive [EC] 715/2007 in the currently applicable version). The figures are not based on an individual vehicle and do not constitute part of the product offer; they are provided solely for the purposes of comparison between different vehicle models ⁴ Figures according to Directive 92/21/EC, version 95/48/EC (kerb weight with fuel tank 90% full, driver, 68 kg, and luggage, 7 kg) for standard-specification vehicles. Optional extras and accessories will generally increase this figure and reduce the payload capacity accordingly ⁵ Supplied as standard with 10-spoke light-alloy wheels with 225/45 R 17 tyres

Further technical data can be found at www.mercedes-benz.com

Take-back of end-of-life vehicles. We shall be pleased to take back your CLA-Class at the end of its long life for environment-friendly disposal in accordance with the EU (European Union) End-Of-Life Vehicle Directive. But that day lies a long way off.

A network of vehicle take-back depots and dismantlers has been established to make it as easy as possible for you to return your vehicle. You can leave it at any of these points free of charge and, by doing so, make an important contribution to completing the recycling process and conserving resources.

For further information about end-of-life vehicle recycling, materials processing and the take-back conditions, please refer to the Mercedes-Benz web site for your country.

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