

# The B-Class



Mercedes-Benz





## Justify nothing.

If everything feels perfect, you really have no need to offer justification for anything. Not for your lifestyle. Not for your sense of style. And least of all for a car that offers exemplary safety and comfort. The most intuitive operating concept in its class, and styling that is more dynamic than ever before. Discover the new B-Class from Mercedes-Benz.

As you like it.

Emphatically sporty, particularly elegant or dynamically modern: you set the tone for the exterior of the new B-Class. Choose between the AMG Line, Style and Progressive. And combine these as you wish with optional equipment and packages. To make the B-Class your very own B-Class. Exactly to your taste.





This same sort of variability is also to be found in relation to the ride feeling.

A tap on the DYNAMIC SELECT switch is all it takes for a sporty set-up. Optional 4MATIC all-wheel drive engages automatically for added traction. And two cylinders can be shut down automatically to save fuel. The new B-Class offers a thrilling driving experience tailored perfectly to you and your driving situation.



## Family cars are not what they used to be.

Elegant trim elements, sensuously pure lines and a dynamic "wrap-around" design embrace you as soon as you get into the car. The state-of-the-art steering wheel with Touch Control buttons and the optional Widescreen Cockpit with intuitive voice-operated control are there to take the pressure off you when driving. At a touch, or with just two little words: "Hey Mercedes".



## Climb aboard.

Whether with its raised seating position, its excellent all-round visibility or its extra-low load compartment sill: the new B-Class simply gives you more freedom. A variable load compartment floor, along with rear seats that split in up to three ways, also enhance the car's flexibility and space.



## Your Personal Assistant is already to hand.

Apart from its fully intuitive operation, the new B-Class also gets better every day at adapting to your needs and habits. It notes your route to the office, for example, and can automatically offer a faster route in case of a traffic jam. You can also ask it to combine several systems at once into a revitalising or relaxing convenience programme.



Because safety is  
sometimes everything.

The new B-Class can be optionally fitted with a series of assistance systems that are now able to react even more intelligently, precisely and quickly. At speeds of up to 200 km/h these will automatically hold you at a set distance, change lane, start up again in queuing traffic or even brake if need be. This means you and your passengers are always in the best of hands.



## Energizing comfort and exemplary safety.

In rush hour, during a long drive at night or on an unfamiliar route, your new B-Class noticeably takes the strain out of driving, particularly in stressful situations. It's all down to a concept that makes every journey in a Mercedes-Benz a safer and exceptional experience: Mercedes-Benz Intelligent Drive. Because the time you spend behind the wheel is your time. Time for relaxation. Time to replenish your energy. So that, first and foremost, you reach your destination safely, but are also relaxed when you get there.



### EQUIPMENT HIGHLIGHTS – DRIVING ASSISTANCE SYSTEMS

The **Driving Assistance package** is a combination of sophisticated safety and assistance systems that can detect danger and issue an alert, or even brake, in an emergency.

**PRE-SAFE® system.** The innovative PRE-SAFE® Sound system generates a noise from the loudspeakers that can trigger a protective reflex: your auditory system briefly disconnects, thereby protecting itself from the loud noise of a crash.

**Traffic Sign Assist:** the camera and navigation data have the applicable speed in their sights at all times – so you are always aware of the current speed limit, even amid a forest of signs.

Park with an easy mind. The duo of **Active Parking Assist** and **360° camera** supports you in looking for a parking space, as well as when entering and leaving a parking space or manoeuvring. The all-round view, thanks to the 360° camera including a virtual bird's-eye view, is particularly impressive.



## MBUX (Mercedes-Benz User Experience).

Apart from its fully intuitive operation, the new B-Class also gets better every day at adapting to your needs and habits. It notes your route to the office, for example, and can automatically offer a faster route in case of a traffic jam. This all forms part of the revolutionary MBUX (Mercedes-Benz User Experience). A multimedia system that keeps learning about you and your preferences. Until the new B-Class knows you almost better than you know yourself.



### EQUIPMENT HIGHLIGHTS – CONTROL AND DISPLAY CONVENIENCE

**Widescreen Cockpit with LINGUATRONIC voice control system:** thanks to the new MBUX voice control system, the new B-Class listens to you and understands you, without having to learn any commands beforehand. Two words from you are all it takes: "Hey Mercedes", and the new B-Class is all ears and ready for anything.

**Touch Control concept:** you won't find any conventional buttons and controls in the B-Class cockpit. Everything is new here. The touchscreen or the touchpad, for example, which allow you to operate and adjust almost anything in the car using a single finger.

**Augmented Video:** MBUX augmented reality for navigation helps you to keep control of things even in complex traffic situations. To achieve this, the technology networks the virtual world with the real one and incorporates graphic navigation and traffic information into live images of the vehicle's surroundings, as shown to you on the media display.

**Display styles:** the cockpit welcomes you with two fully digital displays that present a fascinating spectacle as a single unit. There is a choice of three styles for the instrument display – "Classic", "Sport" and "Discreet Mode", which you can switch between according to your mood, the course of the journey or the given driving situation.





### Ambient lighting in 64 colours.

With its pleasant, indirect light, the optional ambient lighting creates a unique atmosphere throughout the interior. Completely to suit your personal preference or mood. There is a range of 64 colours, while you can also choose between stylishly coordinated colour schemes and lighting effects that immerse the ventilation outlets, the doors and the instrument panel, for example, in a fascinating interplay of colours. So ensuring that you and your new B-Class are always seen in the best light.



### ENERGIZING package Plus.

An attentive, focused driver is one of the most important contributory factors to safer driving. With this in mind, the optional ENERGIZING package Plus combines various systems – air conditioning, ambient light, music and seating comfort – into programmes lasting several minutes that are designed to revitalise or relax you.



### MULTIBEAM LED headlamps.

Apart from setting a new benchmark in design, the MULTIBEAM LED headlamps also illuminate the road better than any conventional headlamps. This means you can recognise danger even more quickly.



### Panoramic sliding sunroof.

Experience direct open-top motoring pleasure, almost like in a cabriolet or roadster – refreshing and draught-free. Simply push back the panoramic sliding sunroof to any position. Even if the panoramic sliding sunroof is closed, its transparency brings more light and brightness into the interior: lightening your mood, too.

## Standard equipment and appointments.

You get a lot of B-Class without checking a single box on the options list. The vehicle shows off its generous side when it comes to the standard specification. Its high standard of safety is embodied by Active Brake Assist. Practical benefits: the 40 : 20 : 40 split of the rear-seat backrests and the height-adjustable load compartment floor.

## The Style design and equipment line.

With the Style design and equipment line your car stands out from the standard equipment. A youthfully cool look inside and out. This includes additional features such as the 16-inch light-alloy wheels plus upholstery and topstitching in trendy colours which are exclusive to the line.

## The Progressive design and equipment line.

The Progressive design and equipment line substantially enhances your car. Added value you can see and feel. The excitement and high-quality engineering associated with a desirable Sports Tourer is intensified from every perspective. This line also opens up the option of other attractive combinations for both inside and out – for example the Leather and Night package.

## The AMG Line equipment line.

The AMG Line reinforces the car's attractive, sporty appeal, on the exterior as well as in the interior. The AMG bodystyling and the diamond radiator grille with its single louvre, in particular, are exclusive features. Your driving experience, meanwhile, is intensified by the lowered and sportily configured suspension and the Direct-Steer system. The ideal complement: the sports steering wheel with flattened bottom section, trimmed in elegant nappa leather.

