

THE 2017
**CABRIOLETS
& ROADSTERS** | Launch
Information
Guidebook



Mercedes-Benz
The best or nothing.



True freedom behind the wheel.

There really just isn't anything like the rush of driving with the roof down. Introducing the family of Mercedes-Benz Cabriolets and Roadsters for 2017. Pure unadulterated driving pleasure, right within reach for those ready to take the plunge.

Combining a distinctive, elegant and exclusive design with state-of-the-art safety and comfort, the S-Class Cabriolet, returning for the first time in 45 years, is our flagship convertible.

Sporty and youthful in character and styling, the new C-Class Cabriolet is our entry into the world of the convertible experience.

The very definition of the luxury roadster, the iconic SL is reborn with a bold new facelift featuring a modern and assertive style.

With significantly optimized technology, an enhanced look and a new name, the SLC is the archetypal compact roadster reimagined.

With more convertibles than ever before, the Mercedes-Benz lineup of Cabriolets and Roadsters offers an invitation to Unleash Your Senses. The new campaign captures the essence of this invitation. This book will provide you – our dealers – with an overview of our strategic positioning and creative for this campaign.



SL

The evolution of an automotive icon.



Inside the new vision.

	SL 450	SL 550	Mercedes-AMG SL 63	Mercedes-AMG SL 65
Engine Type	V6	V8	V8	V12
Total Displacement	2,996 cc	4,663 cc	5,461 cc	5,980 cc
Net Power	362 hp @ 5,500-6,000 rpm	449 hp @ 5,250 rpm	577 hp @ 5,500 rpm	621 hp @ 4,800-5,400 rpm
Net Torque	369 lb-ft @ 2,000-4,200 rpm	516 lb-ft @ 1,800-3,500 rpm	664 lb-ft @ 2,250-3,750 rpm	737 lb-ft @ 2,300-4,300 rpm
Acceleration* (0-100 km/h)	4.9 sec	4.3 sec	4.1 sec	4.0 sec
Top Speed**	250 km/h	250 km/h	250 km/h	300 km/h
Fuel Tank Capacity	65 (with 8L Reserve)	65 (with 8L Reserve)	75 (with 14L Reserve)	75 (with 14L Reserve)
Drag Coefficient	0.31	0.32	0.32	0.32
Drive Configuration	RWD	RWD	RWD	RWD
Transmission Type	9G-TRONIC	9G-TRONIC	AMG SPEEDSHIFT MCT 7-speed sports transmission	AMG SPEEDSHIFT PLUS 7G-TRONIC
Dimensions:***				
Wheelbase	2,585 mm	2,585 mm	2,584 mm	2,584 mm
Overall length	4,631 mm	4,631 mm	4,640 mm	4,640 mm
Overall height	1,315 mm	1,315 mm	1,300 mm	1,308 mm
Overall width - Mirrors Extended	2,099 mm	2,099 mm	2,099 mm	2,099 mm
Curb Weight	1,735 kg	1,795 kg	1,845 kg	1,950 kg
Maximum Vehicle Weight	2,115 kg	2,175 kg	2,180 kg	2,210 kg
Tires:				
Front	255/35 R19	255/35 R19	255/35 R19	255/35 R19
Rear	285/30 R19	285/30 R19	285/30 R19	285/30 R20

*Stated rate of acceleration is based upon manufacturer's track results and may vary depending upon model, environmental and road surface conditions, driving style, elevation and vehicle load.

Electronically limited. *With standard equipment.

SLC

A cult roadster reborn.



The makings of a cult roadster.

	SLC 300	Mercedes-AMG SLC 43
Engine Type	I4	V6
Total Displacement	1,991 cc	2,996 cc
Net Power	241 hp @ 5,500 rpm	362 hp @ 5,500-6,000 rpm
Net Torque	273 lb-ft @ 1,300-4,000 rpm	384 lb-ft @ 2,000-4,200 rpm
Acceleration* (0-100 km/h)	5.8 sec	4.7 sec
Top Speed**	210 km/h	250 km/h
Fuel Tank Capacity	60 (with 8L Reserve)	70 (with 9L Reserve)
Drag Coefficient	0.33	0.36
Drive Configuration	RWD	RWD
Transmission Type	9G-TRONIC	9G-TRONIC
Dimensions:***		
Wheelbase	2,430 mm	2,430 mm
Overall length	4,133 mm	4,143 mm
Overall height	1,303 mm	1,303 mm
Overall width - Mirrors Extended	2,006 mm	2,006 mm
Curb Weight	1,505 kg	1,595 kg
Maximum Vehicle Weight	1,820 kg	1,890 kg
Tires:		
Front	225/45 R17	235/40 R18
Rear	245/40 R17	255/35 R18

*Stated rate of acceleration is based upon manufacturer's track results and may vary depending upon model, environmental and road surface conditions, driving style, elevation and vehicle load.

Electronically limited. *With standard equipment.

S-Class Cabriolet

The pinnacle of the Cabriolet lineup.



The beauty within.

	S 550	Mercedes-AMG S 63 4MATIC	Mercedes-AMG S 65
Engine Type	V8	V8	V12
Total Displacement	4,663 cc	5,461 cc	5,980 cc
Net Power	449 hp @ 5,250–5,500 rpm	577 hp @ 5,500 rpm	621 hp @ 4,800–5,400 rpm
Net Torque	516 lb-ft @ 1,800–3,500 rpm	664 lb-ft @ 2,250–3,750 rpm	737 lb-ft @ 2,300–4,300 rpm
Acceleration* (0-100 km/h)	4.6 sec	3.9 sec	4.1 sec
Top Speed**	250 km/h	300 km/h	300 km/h
Fuel Tank Capacity	80 L	80 L	80 L
Drag Coefficient	0.29	0.32	0.32
Drive Configuration	RWD	AMG PERFORMANCE 4MATIC all-wheel drive	RWD
Transmission Type	9G-TRONIC	AMG SPEEDSHIFT® PLUS MCT 7-speed	AMG SPEEDSHIFT PLUS 7G-TRONIC
Dimensions:***			
Wheelbase	2,945 mm	2,945 mm	2,945 mm
Overall length	5,044 mm	5,044 mm	5,044 mm
Overall height	1,427 mm	1,427 mm	1,427 mm
Overall width - Mirrors Extended	2,108 mm	2,108 mm	2,108 mm
Curb Weight	2,186 kg	2,185 kg	2,255 kg
Maximum Vehicle Weight	2,590 kg	2,635 kg	2,625 kg
Tires:			
Front	245/45 R19	255/40 R20	255/40 R20
Rear	275/40 R19	285/35 R20	285/35 R20

*Stated rate of acceleration is based upon manufacturer's track results and may vary depending upon model, environmental and road surface conditions, driving style, elevation and vehicle load.

Electronically limited. *With standard equipment.

C-Class Cabriolet

Sensible meets sporty.



More than meets the eye.

	C 300 4MATIC	C 43 4MATIC	Mercedes-AMG C 63	Mercedes-AMG C 63 S
Engine Type	I4	V6	V8	V8
Total Displacement	1,991 cc	2,996 cc	3,982 cc	3,982 cc
Net Power	241 hp @ 5,500 rpm	362 hp @ 5,500 - 6,000 rpm	469 hp @ 5,500 - 6,250 rpm	503 hp @ 5,500 - 6,250 rpm
Net Torque	273 lb-ft @ 1,300 - 4,000 rpm	384 lb-ft @ 2,000 - 4,200 rpm	479 lb-ft @ 1,750 - 4,500 rpm	516 lb-ft @ 1,750 - 4,500 rpm
Acceleration* (0-100 km/h)	6.4 sec	4.8 sec	4.2 sec	4.1 sec
Top Speed**	210 km/h	210 km/h	250 km/h	290 km/h
Fuel Tank Capacity	66 L	66 L	66 L	66 L
Drag Coefficient	0.31	TBD	0.36	0.36
Drive Configuration	4MATIC	AMG 4MATIC	RWD	RWD
Transmission Type	9G-TRONIC	9G-TRONIC	AMG SPEEDSHIFT MCT 7-speed sports transmission	AMG SPEEDSHIFT MCT 7-speed sports transmission
Dimensions:***				
Wheelbase	2,840 mm	2,840 mm	2,840 mm	2,840 mm
Overall length	4,868 mm	4,696 mm	4,750 mm	4,750 mm
Overall height	1,409 mm	1,408 mm	1,405 mm	1,402 mm
Overall width - Mirrors Extended	2,016 mm	2,016 mm	2,016 mm	2,016 mm
Curb Weight	1,795 kg	1,880 kg	1,910 kg	1,955 kg
Maximum Vehicle Weight	2,225 kg	2,315 kg	2,275 kg	2,280 kg
Tires:				
Front	225/45 R18	225/45 R18	255/40 R18	255/35 R19
Rear	245/40 R18	245/40 R18	285/35 R18	285/30 R19

*Stated rate of acceleration is based upon manufacturer's track results and may vary depending upon model, environmental and road surface conditions, driving style, elevation and vehicle load.

Electronically limited. *With standard equipment.

They're modern. Timeless. No fads. No fashion trends.

They carry themselves with a natural confidence and self-assurance that others envy and aspire to at the same time. Their sense of style is driven by quality, which they seek in everything they do and all that they buy. Over time, they've learned to appreciate cars that are just as unique as their tastes.

Some prefer a more engaged and thrilling driving experience, commanding the road and all its curves with adrenalin and precision. Others want to remain cradled in a more relaxed driving experience, where the road is to be navigated rather than conquered. No matter the preference, our diverse lineup of Cabriolet and Roadster vehicles will satisfy any driving style.

With the ignition on and the roof down, the same route suddenly looks different, sounds different and smells different.

Our target craves this sensory rush that can only be experienced from behind the wheel of a Mercedes-Benz open-air vehicle.



Unleash your senses.

In a Mercedes-Benz Cabriolet or Roadster, you unleash your senses. You don't drive through the city in a convertible, you drive with it. The rhythm of bustling streets, the access to every convenience and luxury, the quiet corners you make your own, the grandeur of old brownstones and skyscrapers, all this feels closer than ever from a convertible. The line between yourself and the electricity of the city blurs. You experience those

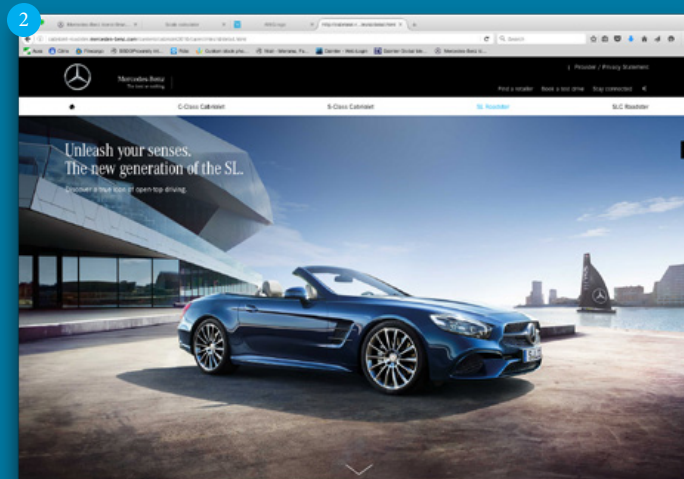
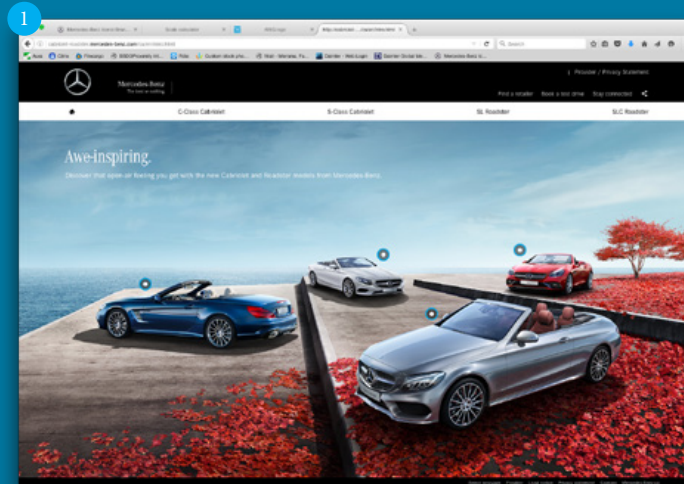
things you love from a new, heightened perspective. You see and are seen like never before.

Our integrated campaign brings to life the thrill of driving with the roof down as well as the wealth of details that make each individual convertible in the Mercedes-Benz Cabriolets and Roadster lineup so unique.



Microsite.

Our marketing materials point prospects to a rich, engaging desktop and mobile microsite experience. The site offers key features and details about each model, coupled with compelling imagery and exquisite running footage, all of which reinforce our campaign message to “unleash your senses.” Once they’ve explored the model they’re most interested in, prospects can build and price their own dream car and book a test drive at their nearest retailer. Visit cabriolet-roadster.mercedes-benz.ca to explore the site yourself.



1



Unleash your senses.


The Mercedes-Benz SL. For more than 60 years, the Mercedes-Benz SL has captured hearts and minds around the world. Whether on the highway or city streets, it's defined the very notion of a dream car. This strong legacy continues with a bold design, update inside and out. Experiencing the evolution of an icon, with a new exterior, new steel, a lightweight aluminum bodyshell and more comfort than ever. Don't just appreciate the legend, make a part of it. Discover the feelings. Mercedes-Benz.ca/SL

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2




Unleash your senses.

The new C-Class Cabriolet. The pinnacle of the Mercedes-Benz Cabriolet line-up. Elegant inside and out, the exclusive C-Class Cabriolet combines unsurpassing performance with state-of-the-art comfort and safety. Open the roof in under 20 seconds, even when moving at speeds up to 50 km/h, or close it closed for near utter silence. Keep the temperature constant with intelligent climate control, even with the top down. Experience the thrill of 0 to 100 km/h in 4.8 seconds. It's time to take charge. Mercedes-Benz.ca/C-Class

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Magazine.

The selection of a broad spectrum of magazine genres aligns perfectly with the Cabriolet and Roadster lineup. Double page spreads in highly coveted English and French publications (*Maclean's*, *GQ*, *Clin d'oeil*) will ensure maximum exposure among our target group across Canada. With ad placements in in-flight magazines, including *Re:Porter* and *EnRoute*, we will capture our savvy business travellers and jet-setters at any altitude. And, placements in *Cottage Life* and *Style at Home* will reach our target during their peak relaxation times at their cottages or on weekend retreats.

Newspaper.

Cabriolet drivers make it their mission to be up-to-date on current events. Half-page double page spreads will appear in the *Globe & Mail* and *La Presse*, two of Canada's most prominent newspapers with wide reach across the country and our target group. As an important part of their day, reading these publications with their morning coffee is a ritual they look forward to each and every morning.

1



Unleash your senses.

The new Mercedes-Benz Cabriolets and Roadsters.
mercedes-benz.ca/convertibles

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2



Libérez tous vos sens.

Les nouveaux Cabriolets et Coupés-cabriolets de Mercedes-Benz.
mercedes-benz.ca/cabriolets

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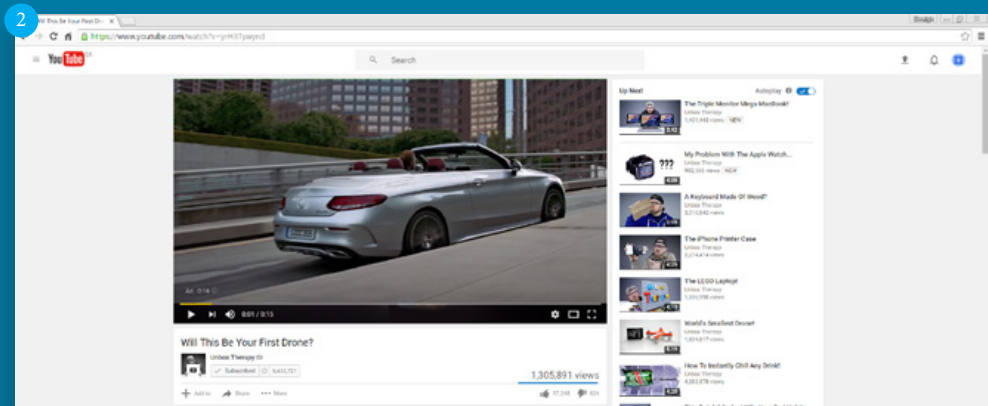
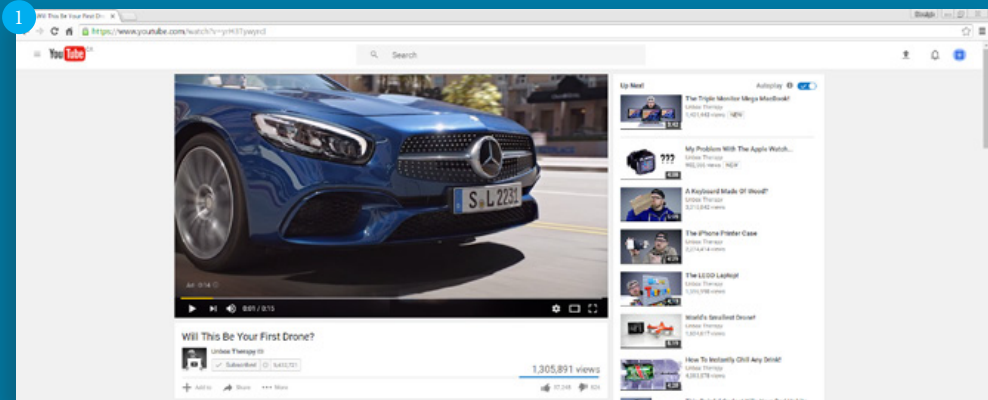


Out of Home.

To work hand in hand with our extensive online and print campaign, we're showcasing the Cabriolet and Roadster lineup in digital billboards and transit shelters. By using high traffic locations like the Gardiner Expressway in Toronto and Robson & Granville in Vancouver, we'll maximize our reach across key Canadian markets. Digital executions give us the ability to showcase multiple pieces of stunning creative, ensuring that the consumer sees the entire lineup of new vehicles.

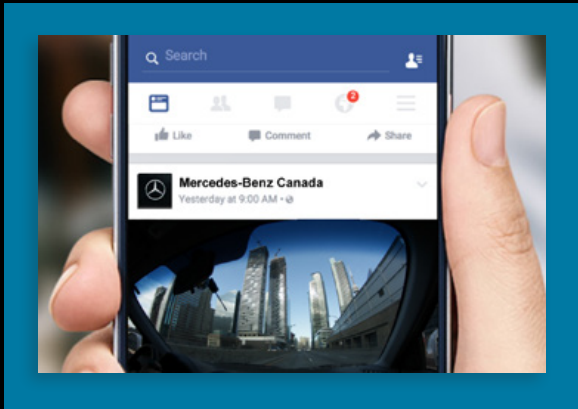
Google Preferred Preroll Video.

Google Preferred gives Mercedes-Benz Canada access to the Top 5% of YouTube content. Using a mix of demographic targeting and lineup targeting, consumers receive creative messaging that is contextually relevant to the content they are consuming. Additionally, the forced view format results in greater exposure for all of the new vehicles in the Cabriolet and Roadster lineup.



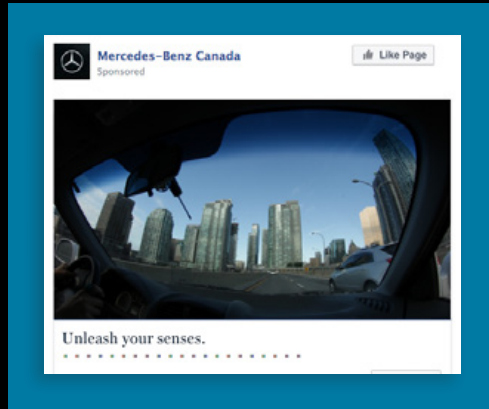
360 Video.

There is no better way to experience the sights, sounds and smells of the road than being in the driver's seat of a Cabriolet or Roadster. The next best thing is through 360 degree video. We'll be one of the first automotive brands in Canada to use 360 video in a memorable way. What's more, 360 sound and mobile tilt & pan features will allow our target to explore the surroundings in a unique and engaging way, allowing them to fully appreciate all of the unique sensations that come along with the drive. The film will be set in an urban environment, keeping this unique difference at the heart of our campaign.



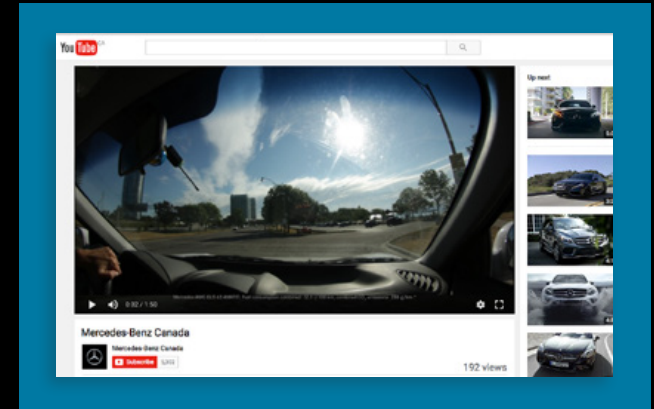
YouTube Mobile Masthead

With a high impact YouTube Mobile Masthead 360 video execution, Cabriolet and Roadster video content will be front and centre on both mobile and tablet screens for one day only.



Social

Dynamic 360 video of the revamped lineup on Facebook and other social networks will entice our target audience, ultimately sparking interest and raising awareness of these magnificently crafted and impeccably designed vehicles.



YouTube TrueView

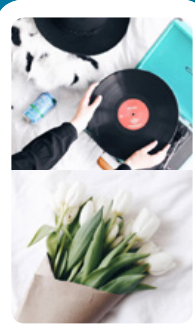
The Cabriolet and Roadster 360 video spot will run as preroll TrueView on YouTube for maximum reach to provide our target with just enough visually stimulating footage to leave them wanting more.

Essences of Mercedes-Benz.

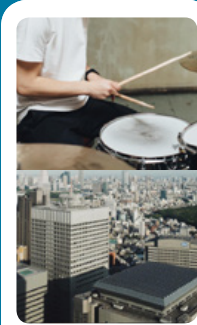
To fully explore how a Mercedes-Benz Cabriolet or Roadster can heighten a driver's sensory experience, we've reached out to five leading social media content creators from across Canada. These creators will bring their unique perspectives and visual aesthetics to the Mercedes-Benz Canada Facebook and Instagram feeds over the course of the campaign, each creating a photo essay that demonstrates how a Mercedes-Benz Cabriolet or Roadster allows them to connect with his or her surroundings. Each creator will document his or her Cabriolet or Roadster experience with photos, video, commentary and behind-the-scenes stories, using his or her respective talents to demonstrate how the car can help you "unleash your senses" in the city.



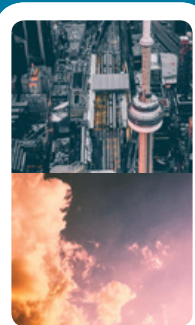
**Gabrielle
Dentelle+Fleurs**
Montreal,
Quebec



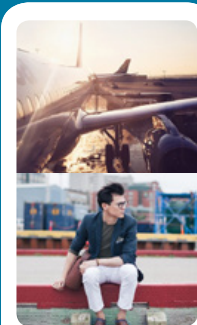
Jeremy Jude Lee
Vancouver,
British Columbia



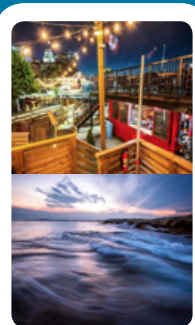
Jason
Toronto,
Ontario



Chris Nicholas
Vancouver,
British Columbia



Patrick Rojo
Halifax,
Nova Scotia





Gatefold Brochures.

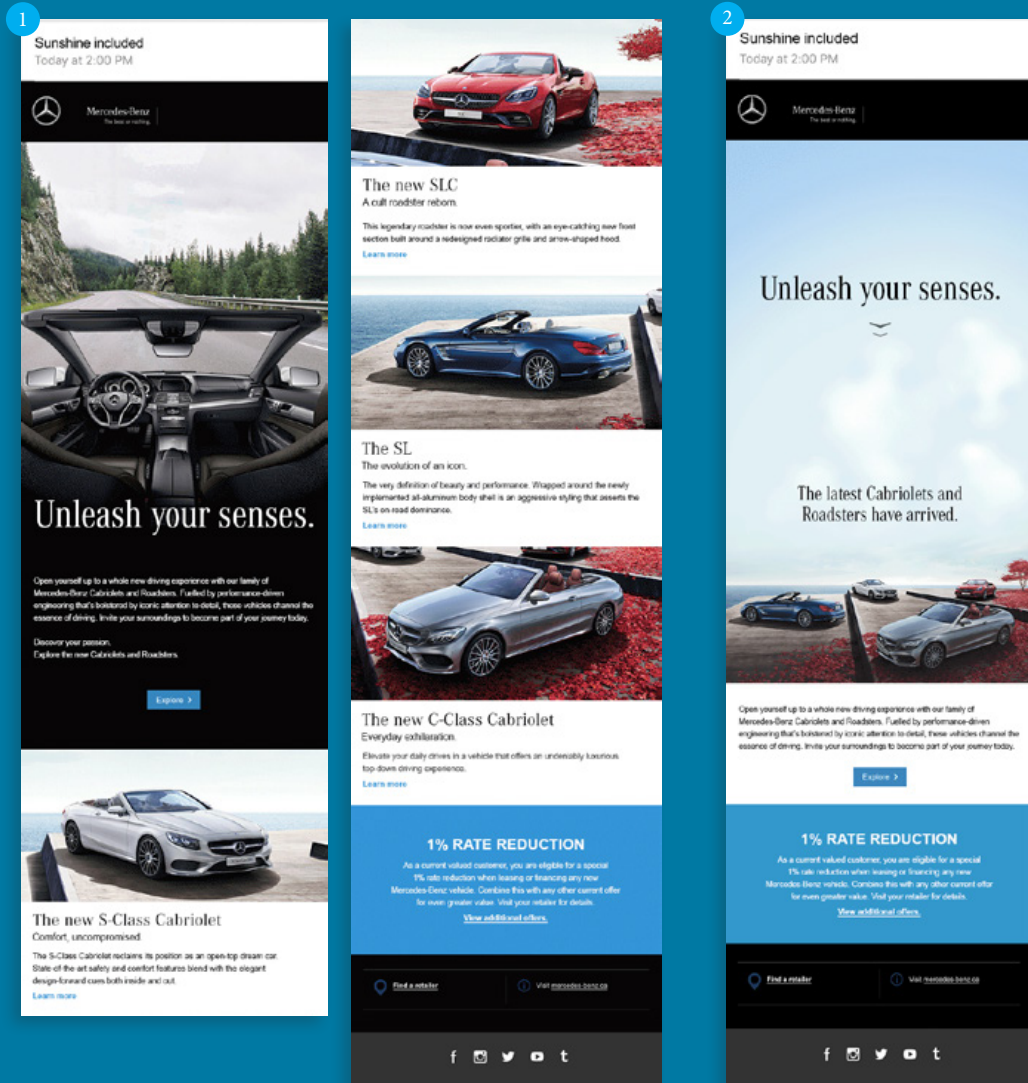
The remarkable features of each Cabriolet and Roadster model will be brought to life with bold, beautiful imagery and copy in a series of separate gatefold brochures. These brochures, designed for use in your dealership, also detail the technical specifications of each model.

Orders for the following gatefold brochures can be placed through our ordering site: <https://mbprintorders.ca>

- S-Class Cabriolet
- SL
- C-Class Cabriolet
- SLC

CRM.

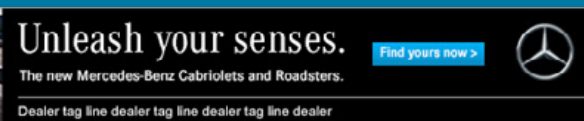
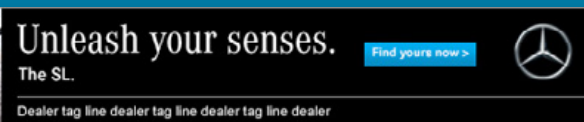
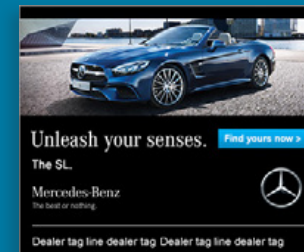
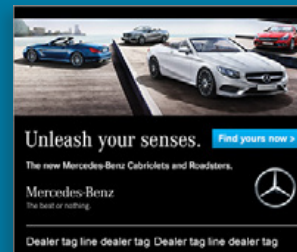
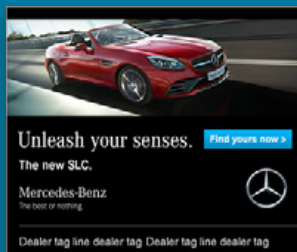
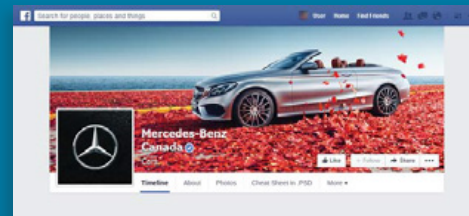
Launch emails will be deployed to both owners and prospects across our database who are in market to purchase a new vehicle – driving to the campaign web special. Two email executions will be tested: the first will feature the whole family of Cabriolets and Roadsters individually, and the second will feature the family as a whole. After the first deployment, all those who don't click through to the web special will be sent the other creative execution.



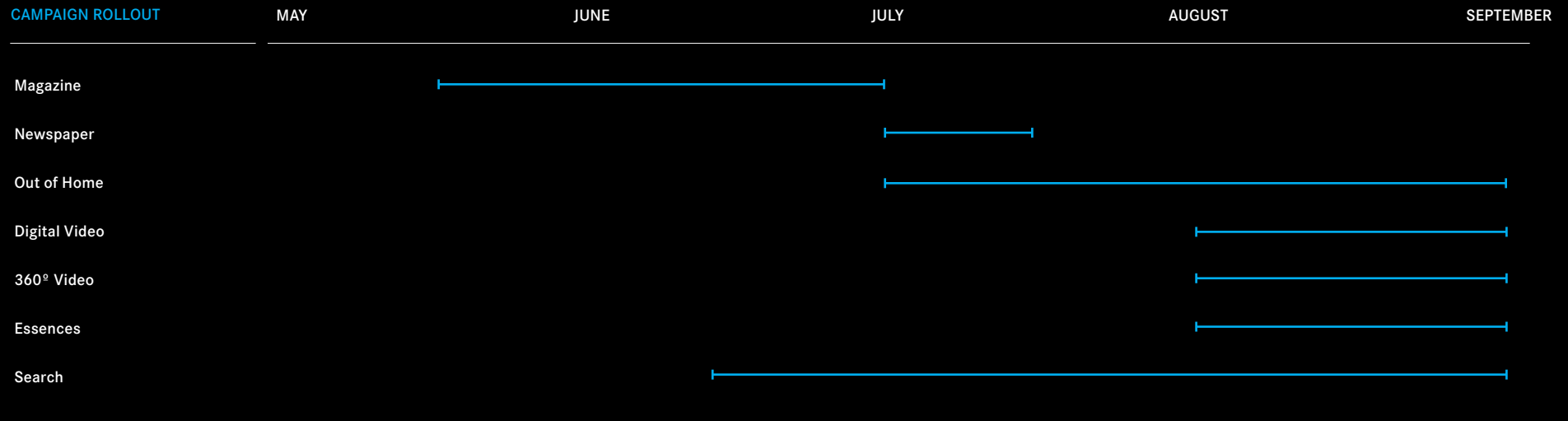
Dealer Materials.

In addition to the national and brand-focused marketing efforts, a wide range of customizable dealer materials are available for you to use to drive prospective buyers right into your dealership. For this campaign, these materials include:

- Dealer Social Toolkit
- Digital Banners
- Magazine Templates
- Website Carousel Banners
- Running Product Footage
- Imagery



Cabriolet and Roadster Activity Chart



MEDIA DETAILS

MAGAZINES	NEWSPAPER	OUT OF HOME	DIGITAL VIDEO	360° VIDEO	ESSENCES	SEARCH
Contextual Targeting	High Impact	Primary Market Coverage	Top Content	Vantage Point	Social Content Creation	Capturing User Demand
Double page spreads in prime positions ensure campaign prominence. Interests targeted include current affairs, lifestyle, fashion and home design.	Generate national reach with high impact placements in the <i>Globe & Mail</i> and <i>La Presse</i> , two of Canada's most prominent broadsheet publications.	To communicate the launch of the lineup, a mix of digital TSAs and super boards will appear in select high traffic areas of major Canadian cities.	Leverage YouTube's top content with a mix of interest and demo targeting on Google Preferred. Forced view ensures the Cabs & Roadsters video is not missed.	A first-hand demonstration of the sensory experience from the driver's seat of a Mercedes-Benz convertible. 360 video will appear on the YouTube Masthead, YouTube Preroll and Facebook Video Posts.	Capture the essence of Mercedes-Benz Cabriolets & Roadsters through photo essays on Social. The campaign will be heavily supported on Facebook & Instagram.	To generate awareness for the lineup, users looking for Cabriolets and Roadsters from Mercedes-Benz and our competitors will be targeted.

Helpful Resources.

If you require assistance, please contact your regional Business Development Managers or a member of the marketing team.

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