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Mercedes-Benz Egypt launches the new C-Class family range at the 2018 Automech-Formula Motor Show

Cairo, Egypt, 26 September 2018- Mercedes-Benz Egypt displayed its outstanding 2019 model range throughout its strong participation at the 25th Automech-Formula motor show. This year's motor show takes place at the Egypt international Exhibition center from September 26-30, 2018. In addition to displaying the brand's impressive line-up, the Mercedes-Benz stand was nothing short of impressive as well, featuring new digital capabilities and options. The exciting participation of Mercedes-Benz Egypt at this year's motor show truly reflected the Brand's position as the number one premium brand worldwide in 2017.

For the first time in Egypt, Mercedes-Benz unveiled its all-time best selling model, the new C-Class family range. Also, on display was the new E-Class Sedan and E-Class Cabriolet. In addition to the new SUVs, the segment leading GLC 250 SUV and GLC 300 Coupé. Mercedes-Benz Egypt also introduced the motor show their top luxury Saloon flagship, the S-Class introduced to marked earlier this year as Individualized special orders. Last but definitely not least, the compact segment display included the new model year of the popular CLA and GLA.

"Our strong participation in this year's Automech-Formula motor show gives a glimpse of our strong commitment to the Egyptian automotive market. We are here to celebrate our current position as the number one premium brand globally and to celebrate the 25th anniversary of the Automech-Formula motor show." said Thomas Zorn, President and CEO at Mercedes-Benz Egypt. "We have a strong and exciting product portfolio that was carefully selected to meet the needs of the Egyptian market, as well as many initiatives to ensure best customer experiences."

The new C-Class Family range – Never stop improving

Mercedes-Benz introduced the new C-Class family range Model year 2019 to the Egyptian market, available in 3 variants, Sedan, Coupé, and Cabriolet. Being the brand's bestselling model, there is no secret to its utter success over the years. The new C-Class comes with a new sporty design and advanced driving features that define the next level of intelligent driving, Energizing Comfort, and the new all-digital instrument Display.

The new C-Class also gets an imposing new front and rear bumpers and redesigned taillights and LED headlights, which enable a clear vision ahead. The revised interior of the new C-Class also received worthy updates including but not limited to a new start/stop button, which comes in a new turbine-look design, a new display concept which includes an optional, fully-digital 12.3-inch instrument cluster with the three visually distinguishable styles "Classic", "Sport" and "Progressive". The multimedia screen above the center console is available in a high-resolution media display with a 10.25-inch screen diagonal for the first time.



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The new C-Class has a redesigned steering wheel as well with touch-sensitive controls. They respond to swiping motions like the screen of a smartphone. The vehicle key also features a new design. The new C-Class family includes the C-Class Sedan, C-Class Cabriolet and Coupé variants for truly endless possibilities. Committed to stylish driving enjoyment, the new C-Class family benefits from an efficient drivetrain and a sporty suspension.

The New E-Class Cabriolet and E-Class Sedan – A new masterpiece of intelligence

Mercedes-Benz also displayed the new E-Class Cabriolet, a true dream car status for the utmost luxury experience, the new E-Class Cabriolet combines the masterpiece of intelligence of the E-Class family with the beauty and classic virtues of a Grand Coupé and numerous technical innovations. The 2019 model year Mercedes-Benz E-Class Sedan takes driving to new levels thanks to next generation driving and comfort assistance systems. The E-Class family is equipped with the smooth 9G TRONIC automatic transmission for an effortless ride.

The Mercedes-Benz GLC 250 SUV and GLC 300 Coupé – Sports Utility at its best

Mercedes-Benz Egypt also introduced the new GLC family to the local market, and this year the GLC family is available for booking and delivery. The GLC SUV and GLC Coupé wowed the visitors at the Mercedes-Benz stand with their sporty-dynamic character and unique design concept. Both models offer a diverse range of equipment and sportiness coupled with an elegant design and the advantages of an SUV in terms of seating position, interior flexibility, enabling GLC customers to enjoy true luxury and exclusiveness. The GLC range comes with the Mercedes-Benz 4 MATIC drivetrain, brand-typical safety, and modern assistance systems.

The GLC 250 SUV is equipped with a powerful yet efficient 2.0 litre engine, pumping 211 bhp ensuring an effortless and agile performance. While the GLC 300 Coupe' is equipped a 245 bhp, 2.0 litre Turbo engine, enabling the car to sprint to 100 km/h in a mere 6.4 seconds. Both models are coupled with a rapid, smooth shifting 9G tronic automatic gearbox and the Mercedes-Benz intelligent drive concept.

The new Mercedes-Benz GLA and Mercedes-Benz CLA – Compact Redefined

Also on display at the Automech-Formula are the 2019 Mercedes-Benz GLA and CLA. The widely popular GLA features a fresh sporty design and a strong stance supported by stylish elements, a diamond radiator grille and new light-alloy wheels, rendering the new GLA, a best in class status. The interior also benefits from numerous enhancements, new trim parts and chrome-plated controls. While the CLA always offered a concept that is unique in this class of vehicle. It now comes with





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more unique styling elements and subtle updates that reaffirms the CLA's unrivalled position and desirability.

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Further information about Mercedes-Benz Egypt is available online: www.mercedes-benz.com.eg

