

# Genuine Accessories for the new CLA: Sporty, original and practical

**Advanced multimedia systems, dynamic individualisation options from Mercedes-Benz Sport Equipment and practical transport solutions are the highlights of the Genuine Accessories range on offer from Mercedes-Benz for the new CLA. Over 170 top-quality products are among the items making up the range, which also includes stylish products from the CLA Selection series, such as yellow nail varnish in the genuine colour of the stitching used in the CLA Edition 1.**

Just as modern as the shape of the CLA "style rebel" are the advanced multimedia systems in the Genuine Accessories range. The **Drive Kit Plus for the iPhone®**, together with the Digital DriveStyle app specially developed by Daimler, makes it possible to seamlessly integrate iPhones® 4 and 4S in the CLA. Highlights here include Siri voice control, the advanced navigation solution from Garmin® with internet-based real-time traffic information, Google® online POI search including Street View™ and 3D map view as well as the real-time location sharing system Glympse®. Additional functions come in the guise of Facebook®, Twitter® and AUPEO!™ Personal Radio, as well as internet radio for national and international stations.

The **Becker® MAP PILOT** turns the Audio 20 radio into a high-performance navigation system with 3D map display. The Becker® MAP PILOT uses the system's standard 14.7 cm colour display and can be operated conveniently via the vehicle controller and the Audio 20 keypad. The detachable navigation module can also be conveniently connected to a PC via USB for downloading the latest updates and additional services from the Becker® MAP PILOT website.

**Mercedes-Benz Sport Equipment** is the label under which Mercedes-Benz offers a range of elegant yet sporty individualisation products. For the CLA, the range includes illuminated **door sill panels**. Made of stainless steel, these high-quality door sill panels feature "Sport" lettering which lights up when getting in and out of the vehicle. Another highlight is the custom-fit **rear spoiler** which accentuates the spoiler lip on the rear of the Coupé without appearing obtrusive. A high-grade primer enables the spoiler to be finished in a choice of paint colours. Installation is possible without having to bore holes, and registration in the vehicle documentation is not necessary.

A sporty look is also guaranteed with the AMG products available for the CLA. In addition to light-alloy wheels and an indoor cover, products include **AMG bodystyling components** in the guise of a front apron, side sill panels and a rear apron.

The Genuine Accessories range comprises a wide variety of **light-alloy wheels**, including several high-sheen variants which offer additional appeal thanks to the interesting contrast which is created between the apparently bare metal surface and the painted areas. The high-sheen product highlights include two 5-twin-spoke wheels in black and matt black as well as a 5-triple-spoke wheel with a surface finished in tremolite metallic (format: 7.5 J x 18 in each case).

With its flowing forms the CLA is not only visually captivating - with a Cd value of 0.23 the four-door Coupé is also the most aerodynamic series production car in the world. "(Air) resistance is futile" is a motto which also applies when it comes to the add-on roof equipment from Mercedes-Benz which has been tested in the wind tunnel. The **Alustyle Quickfix basic carrier**, for example, provides the basis for attaching roof boxes, ski and snowboard racks and bicycle carriers. The innovative quick-grip mounting is extremely easy to use, while the lockable plastic caps are an effective theft deterrent and at the same time ensure that the quick-release levers cannot become detached.

Transport tasks can also be made considerably easier with the aid of the **tilt-down trailer coupling** as well as such practical accessories as the **boot tub, reversible mat, luggage net** and **concertina load sill guard**.

Mercedes-Benz is continuing its series of exceptional Edition 1 models with the CLA too. A special feature of the interior of these models is the yellow topstitching on the sports seats, dashboard and beltline. To match this, Mercedes-Benz now offers a yellow nail polish in the genuine stitching colour of the CLA Edition 1.

**Hallmark Mercedes-Benz: stringent standards of quality and safety**

The product assortment from Mercedes-Benz Accessories GmbH meets the same stringent standards of quality and safety that Mercedes-Benz expects from its cars. All articles are subject to a meticulous pre-selection process, an exhaustive approval procedure, regular inspections and strict manufacturing tolerances. The internal standards applied by Mercedes-Benz are far more exacting than the statutory requirements.

The Genuine Accessories for the new CLA and the new accessories catalogue are available with immediate effect from Mercedes-Benz dealers.