

Mercedes-Benz Sport extends its portfolio: Sporty emphasis for the A-Class

Mercedes-Benz Sport is now offering a broad palette of products to personalise the A-Class. At the Geneva Motor Show the company will use an A 180 in polar silver with detachable body parts in Jupiter red to demonstrate the numerous details with which an A-Class can be sportily upgraded using Genuine Accessories. Mercedes-Benz Sport will also be presenting the entire product portfolio in their own exhibition area.

Reminiscent of the historic Mercedes-Benz racing cars, the designers of the A 180 exhibited in Geneva have combined the polar silver exterior paintwork with detachable body parts in Jupiter red. This striking colour was used for the front apron spoiler lip, the roof spoiler and the rear apron trim in diffuser look. The sporty appearance is underlined by a decorative sticker kit in chequered flag design with a colour gradient and fine lines. The look can be rounded off with racing numbers and a tinted sun protection strip with Mercedes-Benz Sport lettering.

The show car in Geneva shows numerous personalisation options for the A-Class which will all be available as extras for the first time. These include the aforementioned decorative sticker kits and installation kits for a two-pipe rear silencer, sports suspension and brakes with perforated brake discs and red callipers on the front wheels.

Also included in the Mercedes-Benz Sport programme are the "Night" styling package, front and rear trim, the diamond radiator grille, illuminated door sills with the "Sport" logo, sports steering wheel, sports pedals and 18-inch (45.72 cm) two-tone light alloy wheels in black and high-sheen.

Mercedes-Benz Sport portfolio currently for four model series

Over the last three years Mercedes-Benz has offered a portfolio of elegant sporty products for personalising vehicles. The programme includes light alloy wheels, aerodynamic and optically-enhancing detachable body parts and interior products. These retrofit solutions accentuate a vehicle's sportiness and provide individual, elegant touches.

Mercedes-Benz Sport has been available since 2010 for the E-Class family; in 2011 products were added for the SLK and in 2012 for the C-Class family. Other model series are to follow. Most products for personalising the A-Class are already available and can be retrofitted by a qualified Mercedes-Benz partner.

High quality with Mercedes-Benz warranty and intelligent "add-on principle"

Mercedes-Benz Sport components stand out above conventional products for personalising vehicles in three specific points:

- Design is based on the high Mercedes-Benz quality criteria. The development is based on experience and observation of the basic vehicle and the original vehicle computer data. This ensures an outstandingly precise fit for the parts. All parts have been tested for reliability, durability and function in computer simulations and in practical tests. Also the aerodynamic parts have been tested in wind tunnels and test drives including high-speed circuits. As Mercedes-Benz Sport parts conform to the highest standards, they are sold with the Mercedes-Benz original warranty.
- Thanks to the intelligent "add-on principle" for detachable body parts, no existing parts have to be removed or exchanged. For example, original bumpers are retained and enhanced by Mercedes-Benz Sport parts.
- The same designers who design the basic vehicle are also responsible for Mercedes-Benz Sport styling. The features underline the vehicles' character and fit neatly in with the exacting design idiom of the Mercedes-Benz brand. Light-catching edges and taut surfaces create

sportiness and reinforce the car's confident appearance.