

AUTO BILD Design Award 2009

Press Information

New E-Class voted best-looking car in the world

Some 100,000 readers of motoring magazine AUTO BILD have voted the new Mercedes-Benz E-Class the best-looking car in the world. As well as electing the Saloon as the overall winner among all the new models, AUTO BILD readers voted the new E-Class Coupé into top place in the "Coupé and Cabriolet" category. In making these choices, the readers have recognised two automotive personalities that deliberately seek to stand out with their individual character and bold, distinctive design.

"We are delighted with this achievement," commented Mrs. Bernadette Bonnici Kind, Director at AUTO SALES LTD General Distributors of Mercedes Benz in Malta. "The new E-Class is an exceptionally good-looking car and certainly deserves this prestigious award. The feedback we have had so far, even though the car has not been launched yet, is excellent. We are really excited now as we will be launching the new E-Class within the next few days" added Mrs. Bonnici Kind. "We have had a very positive response even before launch, and I am pleased to say that new E-Class will be launched with a very special introductory price tag!" concluded Mrs. Bonnici Kind.

Personal taste is the decisive factor in the annual Design Award vote organised by AUTO BILD, Germany's largest motoring magazine. In this year's edition of the celebrated automotive beauty contest the competing vehicles – all of which made their debut in the market in the last year – were divided into five categories. In the particularly prestigious overall ranking it was the new E-Class that found favour with the readers of AUTO BILD. As a result, the world's most successful business saloon can also claim to be the most attractive new car in the world. Mercedes-Benz Head of Design Gorden Wagener commented: "Our new E-Class stands for status, quality, highly

advanced technology and driving pleasure – and it also reflects these attributes in its self-confident design. All these factors mean that the new E-Class promises to be a real trend-setter." Page 2

Of course, there is much more to the world's best-looking car than just its appearance. The special characteristics of the world's top-selling luxury saloon include a unique combination of driving assistance systems. Among them are features (some standard, others optional) such as drowsiness detection, Adaptive Highbeam Assist and the DISTRONIC PLUS proximity control system which plays an important role in helping to prevent rear-end collisions.

Other characteristics typical of the E-Class are the high level of long-distance comfort, the high-quality materials used in the interior, the painstaking workmanship and the perfect ergonomics.

The new E-Class Coupé, which AUTO BILD readers voted the most attractive newcomer in the Coupé and Cabriolet category, deliberately announces its close kinship with the new E-Class Saloon. But despite the family resemblance, it projects its own, distinct personality through its special emotional appeal and sportier character – attributes which confirm that the great coupé tradition is alive and well at Mercedes-Benz.